TIRE INSERT HOLDER
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Application January 14, 1950, Serial No. 128,609

1. Claim. (Cl. 40—125)

The present invention relates to an advertising display device or advertising insert and, more particularly, to a device usually circular in form made of flexible material such as light-weight or heavy paper stock or the like which carries on its face the desired advertising message and on its reverse side a support or means for retaining the disk against the bead of the tire or similar surface or surfaces.

The invention lends itself readily to use in advertising articles of merchandise which have a more or less centrally located opening of sufficient size to accommodate the display device and is particularly adapted to use in conjunction with vehicular tires of the pneumatic type. While the usual form of the device is that of a circular disk of cardboard carrying the advertising matter on one side thereof, those skilled in the art will appreciate that other light-weight, somewhat rigid but flexible materials can be used.

It has been common practice in the attempts to advance the sale of automobile tires to place advertising material of disk shape within the wheel area and maintain it in that position by somewhat complex supports and clamps. More recently simplified supports and clamping devices have been developed in which the metal supports and clamping devices have been replaced by supports or friction-type holders fabricated from corrugated paper and the like. One recently suggested device employs a clamp or lock on the disk which is die-cut and scored in such a way that it folds back. In the folded position it is inserted in the tire. Release of the folded strips causes the strips to bear against the beads and to hold the disk bearing the advertising material in position. The weaknesses of this device are that careless handling has a tendency to tear off the locking ears while repeated use breaks down the board with the result the strips do not hold firmly if an attempt is made to insert the disk in a tire more than a few times.

The device of the present invention through its very simplicity of construction overcomes the deficiencies of the prior art structures.

The device consists of a plate and a resilient clamping strip mounted on a diameter of the reverse of the plate. The plate is shaped to conform to the periphery of the opening in the article of merchandise on which it is mounted and when used in conjunction with an automobile tire is a circular disk. The plate may be of paper stock known in the trade as "patent" mounting board. When "patent" mounting board is used the advertising matter; i. e., printing or lettering, illustrations, etc. can be placed directly on the surface of the mounting board. However, it is also within the contemplation of the present invention to use other materials of sufficient and suitable rigidity upon which illustrative pictorial or other matter cannot be directly impressed. When such materials are used the advertising matter printed or otherwise can be placed upon a suitable material and the material adhesively mounted on the plate or disk.

The clamping strip is made from any suitable material such as kraft or jute mounting board.

The clamping strip is made of material having sufficient strength to exert sufficient pressure on a surface placed between the free end of the strip and the reverse of the plate to maintain the plate in place. The clamping strip is made of material having sufficient resiliency as to permit repeated flexing without permanent deformation.

The structure of the present invention can be more readily understood by a reference to the drawings in which:

Fig. 1 is a plan view of the reverse face of the novel advertising display device;

Fig. 2 is a front elevation of a motor vehicle tire and mounted advertising display device with parts cut away for clarity; and

Fig. 3 is a vertical section taken on line 2—3 of Fig. 2.

On Fig. 1 the reverse side of plate 11 is shown with clamping strip 12. Clamping strip 12 is provided at one end with a tab 13 and at the other end with a finger hole 14. When mounting plate 11 in a tire or the like tab 13 is pressed toward the plate and rests on the bead of the tire. It is preferred to place the plate in the tire in such a position that tab 13 is at the lowest point in the lower semi-circular arc of the tire when the tire is displayed in a substantially upright position resting primarily on the tread thereof. The clamping strip is attached to the reverse side of the plate by staples 15 adhesive or in any other suitable manner.

In Fig. 2 motor vehicle tire 21 is supported in a substantially upright position in any suitable manner. The advertising display device is inserted in the wheel area by pulling the free ends 22 and 23 of the clamping strip 24 away from the plate 25 after pressing tab 26 toward plate 25. When the plate is in position so that the advertising material is clearly visible, the free ends of the clamp strip are released to press against the inner edge 27 of the bead 28 of the tire.

In Fig. 3 the relation of the parts of the display device and the structure of the tire is more clearly...
shown. Fig. 3 is a cross-section taken on line 3—3 of Fig. 2. Tire 50 is provided with the display device having face 31 of plate 32 for advertising matter and reverse 33 to which is attached clamping strip 34. As can be readily seen ends 35 and 36 of clamping strip 34 press against the inner edge 37 of the bead 38 and clamp the bead 38 between the ends 35 and 36 of clamping strip 34 and the reverse 33 of plate 32. Clamping strip 34 is attached to plate 32 by staples 39. It will be noted that tab 40 is so positioned as to form a stop preventing accidental or gravitational shifting of the display device.

I claim:

In combination with a tire casing, a display device comprising a circular plate member positioned across the casing opening and having a diameter sufficiently greater than that of said casing opening to insure that said circular plate engages the outer surface of a bead of said casing, a clamping member comprising a longitudinally unscored strip of resilient cellulosic material having a length several multiples of the width thereof and sufficiently greater than the diameter of said casing opening to provide extending portions constructed and arranged to bear against arcs of the inner side of the aforesaid bead having cords each equal to the width of said clamping member, said clamping member being attached securely to said circular plate with the midpoint of the longer center line of said clamping member coinciding approximately with the center of said circular plate and said clamping member being stapled to said circular plate at points somewhat less than half the distance between said midpoint of said longer line and the ends of said clamping member to insure that the ends of said clamping member have limited movement from said circular plate sufficient to only bear on the inside of the aforesaid bead, and a tab in one of the free ends of said clamping strip constructed and arranged to be positioned normal with said clamping strip and to rest on the wheel surface of the aforesaid bead.

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REFERENCES CITED
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