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DEVICE FOR SUPPORTING ADVERTISING MATTER IN TIRES

Filed June 17, 1931

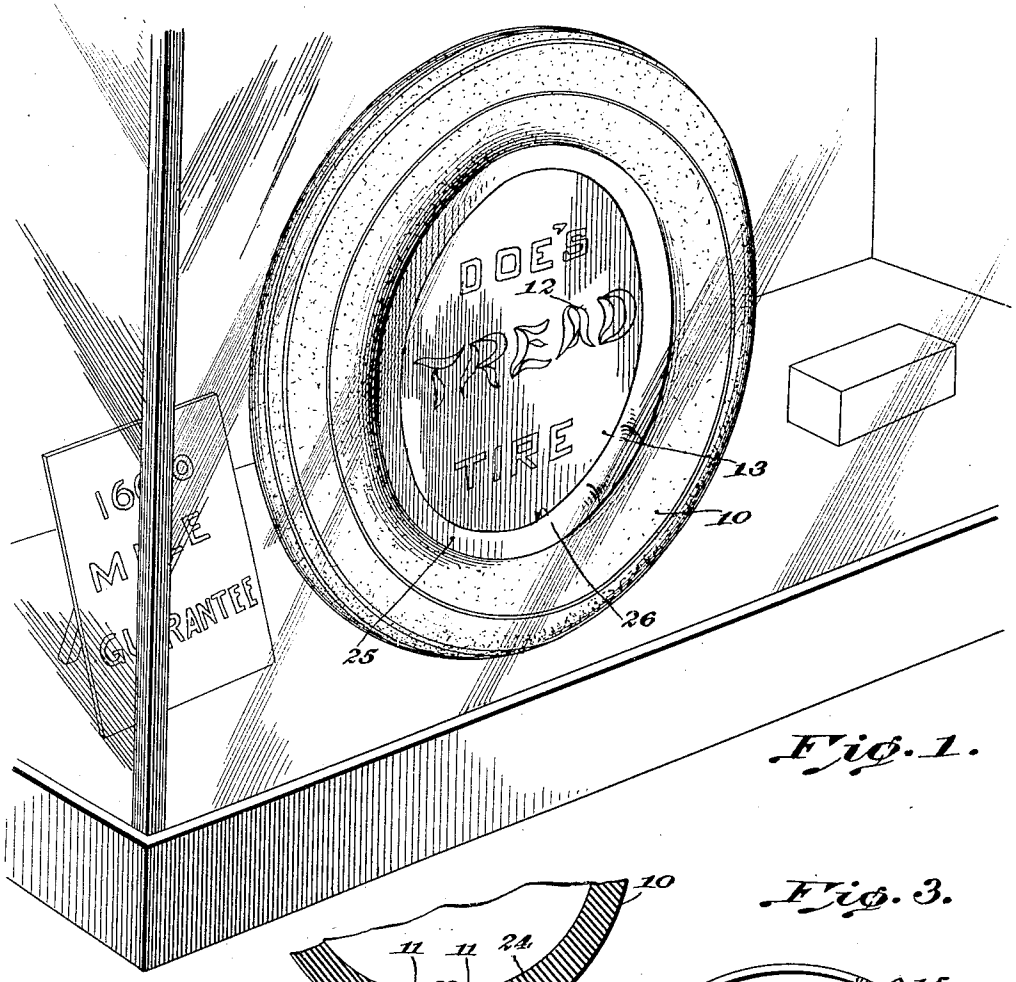



Fig. 1.

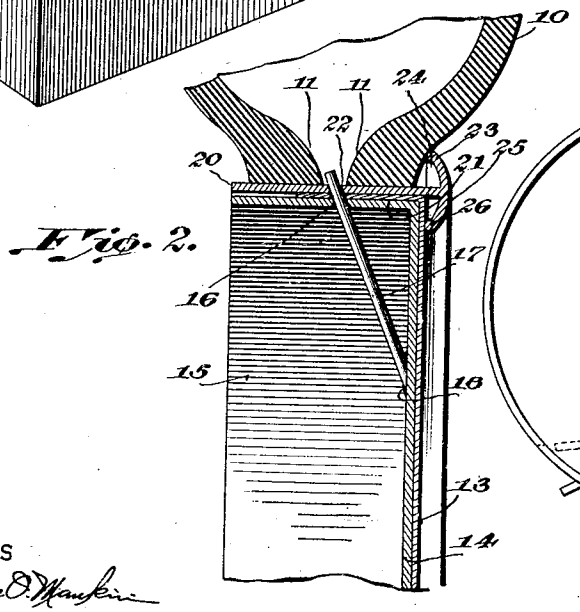
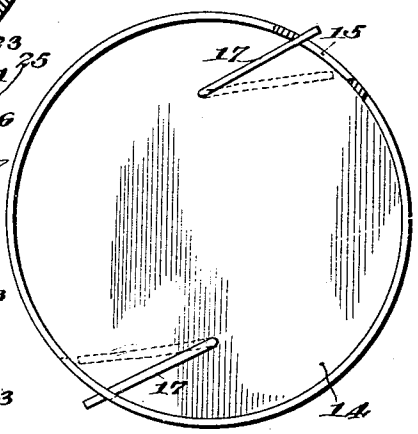



Fig. 2.

Fig. 3.




WITNESS

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# UNITED STATES PATENT OFFICE

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## DEVICE FOR SUPPORTING ADVERTISING MATTER IN TIRES

Application filed June 17, 1931. Serial No. 545,122.

This invention relates to a device for supporting advertising matter in tires.

It has been proposed to provide cardboards or some other form of rigid material with advertising matter and place the same between the beads of a tire when said tire is placed in the show window.

It is an object of the invention to provide a supporting means for advertising matter so that the materials may be a thin sheet of paper or fabric having advertising indicia printed thereon with means for removably securing the thin fibrous material in position within a tire when the same is placed in a window.

Another object of the invention is to provide a pair of interfitting members which may be inserted within a tire on display for supporting a thin sheet of fibrous material, such as paper or cloth, the interfitting members being removably secured together with the removable securing means retaining the interfitted members on the tire.

A further object of the invention is the provision of a device composed of a ring adapted to snugly receive a flanged disc with the peripheral portions of a sheet of fibrous material clamped between the ring and the flange on the disc, the main body portion of the fibrous material being maintained taut over the outer face of the disc and having indicia printed thereon for advertising purposes, the ring being received within the annular beads of a tire, means being employed for securing the disc to the ring and for securing the interfitted ring and disc to the tire.

This invention will be best understood from a consideration of the following detailed description, in view of the accompanying drawings forming a part of the specification; nevertheless, it is to be understood that the invention is not confined to the disclosure, being susceptible of such changes and modifications which shall define no material departure from the salient features of the invention as expressed in the appended claims.

In the drawings:

Figure 1 is a view in perspective of a show window disclosing my invention in operative position on a tire,

Figure 2 is a fragmentary vertical section through the tire and advertising medium, and

Figure 3 is a rear view of a flanged disc forming one of the elements of the support for advertising matter.

Referring more particularly to the drawings, 10 designates a tire or casing having annular beads 11 centrally of the tire and embracing an opening in which is adapted to be displayed the advertising matter shown at 12. This advertising matter is printed upon the outer surface of a thin sheet 13, such as paper or fabric which is stretched taut over the outer face of a disc 14.

The disc is provided with a curved laterally projecting flange 15 extending from the periphery of the disc and provided with an elongated opening 16 to receive a rod or wire 17 formed of resilient material which is secured at 18 to the inner wall of the disc.

A ring 20 neatly receives the flange 15 of the disc 14 so that when the ring is slipped over the flange the peripheral portions 21 of the sheet 13 will be clamped between the flange 15 and the ring 20.

The ring is provided with a pair of elongated passages 22 adapted to receive the free end of the resilient member 17. The passages 22 are adapted to be in line with the passages 16 in the flange 15 of the disc 14. The resilient members 17 are adapted to be flexed, as shown in dotted lines in Fig. 3, in order to insert the free end of the member 17 through the aligned passages in the flange 15 and the ring 20.

The free end of the resilient member 17, as shown more particularly in Fig. 2, is adapted to be received between the beads 11 of the casing 10 for aiding in retaining the interfitted ring 20 and flange 15 within the central opening of the tire 10.

The outer periphery of the ring 20 is provided with a curved laterally projecting flange 23 having an annularly inturned portion 24 adapted to engage the outer side wall of the casing 10. An oppositely disposed curved flange 25 extends inwardly and later-

ally from the flange 21 and is likewise provided with an annular inturned portion 26 which is adapted to engage the sheet 13.

It will be appreciated that where a stiffer piece of paper is employed instead of a thin sheet 13, that the annular inturned portion 26 when clamped in engagement with the outer face of said sheet, will likewise operate in retaining the circular sheet in position upon the disc 14.

The ring 20 is of sufficient external diameter to neatly fit the peripheral portions of the beads 11. The diameter of the flange 15 is such that it will neatly interfit the ring 20 but sufficient space is provided between the outer wall of the flange 15 and the ring 20 that the peripheral portion 21 of the sheet 13 may be clamped between the flange 15 and the ring 20.

As the ring 20 is forced upon the flange 15 with the portion 21 between the said ring and flange, the flange 25 of the ring will be forced into engagement with the outer face of the sheet 13 while the inturned portion 24 of the flange 23 will be forced into engagement with the outer wall of the casing 10 when the interfitted ring 20 and the flange 15 are forced into position within the tire casing 10.

In order to lock the members 15 and 20 together the resilient rods 17 are flexed as shown in dotted lines in Fig. 3, until the free ends of the members 17 align with the passage 16 in the flange 15. These rods are then forced through the aligned passages 16 and 22, thereby puncturing the peripheral portions 21 of the sheet 13. The free ends of the members 17, as shown at 22, will be located between the beads 11 so that the sign supporting member will be retained at diametrically opposite points in the casing 10.

While I have shown two resilient rods 17 it will be appreciated that any number of such rods may be employed so that the rods when received within the aligned slots in the ring 20 and flange 15 will be held together and secured to the casing 10.

I claim:

1. A device for holding advertising matter on tires comprising a disc having an annular flange projecting laterally therefrom, a ring adapted to engage over the flange, and to be received within the tire, flanges projecting laterally and in opposite directions from a periphery of said ring, one of the last-mentioned flanges engaging over the outer face of the disc, the outer flange engaging over the bead of the tire, the ring and flange on the disc having alined passages, a resilient means secured to the inner face of the disc and adapted to have the free end projecting through the aligned passages and between the annular beads of the tire for removably securing the ring to the disc and disc to the tire.

2. In a spare tire having spaced annular beads, a ring received by the beads, flanges projecting laterally and in opposite directions from the outer periphery of the ring, the free edge of one flange engaging the outer wall of the tire, a disc received by the ring, means for supporting the disc in the ring, means on the disc engageable with the supporting means, the ring and the beads for retaining the ring and the disc on the tire, the second flange on the ring being adapted to support a sheet of fibrous material having indicia thereon on the outer face of said disc.

3. A device for holding advertising matter on spare tires comprising interfitting members adapted to clamp therebetween the peripheral portions of a fibrous sheet of material for maintaining the remaining portion of said sheet taut upon which has been printed advertising matter, the interfitting members having alined elongated slots, resilient rods secured to one of the members, the free ends of the rods adapted to be received by the alined slots for securing the interfitted members together, the free ends of the rods being received between beads of the tire for retaining the interfitted members on said tire.

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