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W. D. REEVES

1,854,861

TIRE COVER ADVERTISING DEVICE

Filed Aug. 17, 1931

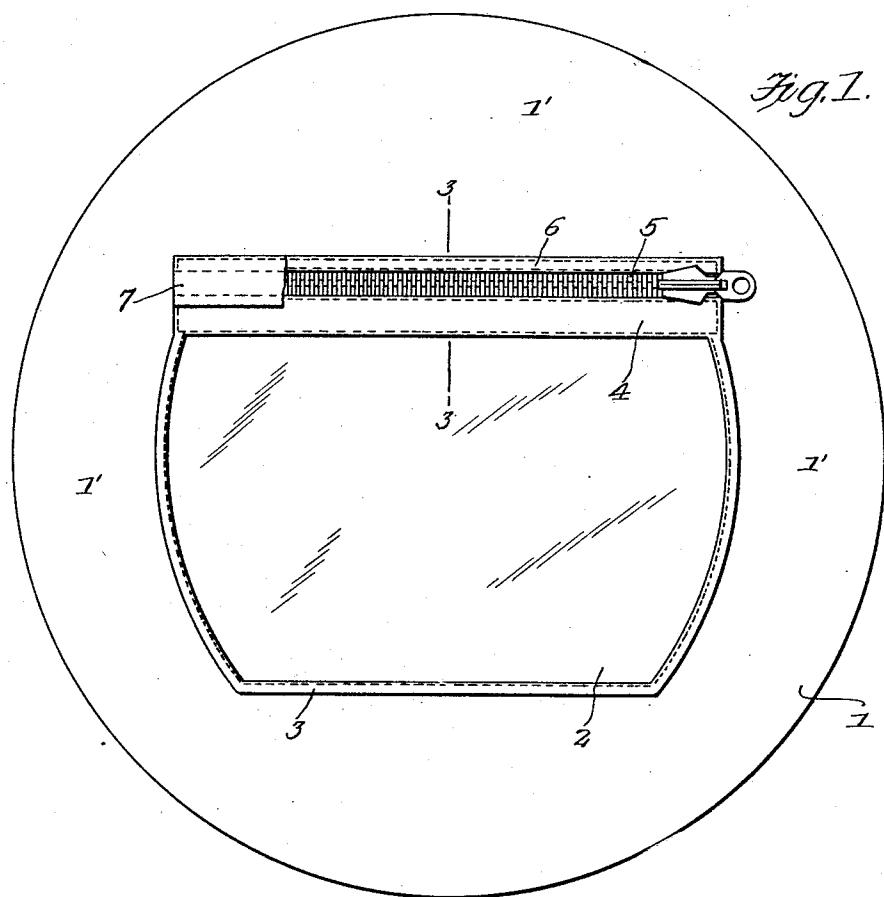


Fig. 2.

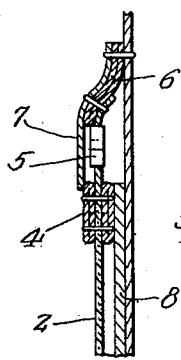
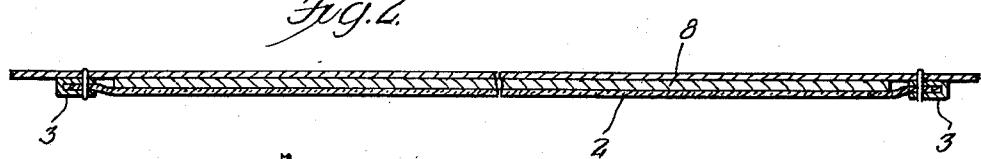


Fig. 3

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## UNITED STATES PATENT OFFICE

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## TIRE COVER ADVERTISING DEVICE

Application filed August 17, 1931. Serial No. 557,650.

This invention relates to an advertising device for tire covers, the general object of the invention being to provide a pocket in the cover for receiving an advertising card or the like and having the front formed of transparent material, with a sliding fastener of the zipper type for closing the top of the pocket after the card has been placed therein.

This invention also consists in certain other features of construction and in the combination and arrangement of the several parts to be hereinafter fully described, illustrated in the accompanying drawings and specifically pointed out in the appended claim.

In describing the invention in detail, reference will be had to the accompanying drawings wherein like characters denote like or corresponding parts throughout the several views, and in which:

Figure 1 is a front view of a tire cover provided with the invention.

Figure 2 is a horizontal sectional view through Figure 1.

Figure 3 is a section on line 3—3 of Figure 1.

In these views, the numeral 1 indicates the drum type cover, the outer face of which is provided with the spaces 1' for receiving advertising matter or the like and the numeral 2 indicates a sheet of transparent material, which has a binding 3 at its end and bottom edges sewn to the central part of the outer face of the cover as shown, binding 4 is connected to the upper edge of the transparent member and to the lower edge of a sliding fastener 5 of the zipper type and the other edge of the fastener is connected to the binding 6 which is connected to the front face of the cover. The flap 7 is also sewn to the binding 6 and covers the fastener.

Thus it will be seen that by opening the fastener a card 8 containing advertising matter or the like may be placed in the pocket formed by a portion of the front face of the tire cover and the transparent member 2 after which the fastener is closed to close the mouth of the pocket. The flap 7 covers the fastener and prevents moisture from entering the same and also adds to the appearance of the device.

Of course the advertising matter or the like

on the card will be visible through the transparent member 2 and the advertising matter or the like can be easily and quickly changed when desired by inserting a new card in the pocket.

I prefer to round the edge of the pocket while the bottom and top thereof are horizontal as shown in Figure 1.

It is thought from the foregoing description that the advantages and novel features of the invention will be readily apparent.

It is to be understood that changes may be made in the construction and in the combination and arrangement of the several parts provided that such changes fall within the scope of the appended claim.

Having thus described my invention, what I claim as new is:

A tire cover having a sheet of transparent material attached at its end and bottom to the central part of the outer face of the cover to form a pocket having its mouth at the upper part thereof, and fastening means for closing said mouth, said fastener means being of the zipper type, and a flap fastened to the cover and closing the fastening means and the mouth of the pocket.

In testimony whereof I affix my signature.

WILLIE D. REEVES.

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