No. 896,885. PATENTED AUG. 25, 1908.

J. P. BERGERON.

WHEEL ADVERTISING DEVICE.

APPLICATION FILED SEPT. 30, 1907. 2 SHEETS—SHEET 1.

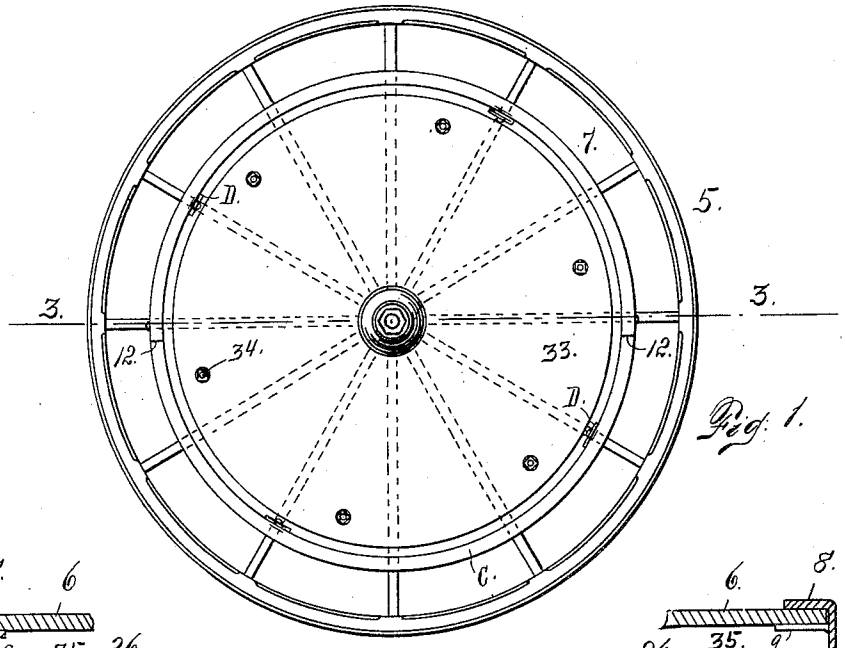


Fig. 1.

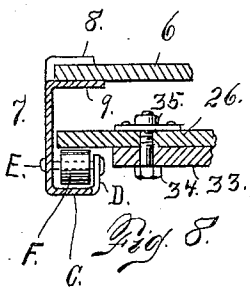


Fig. 8.

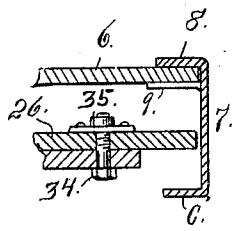


Fig. 9.

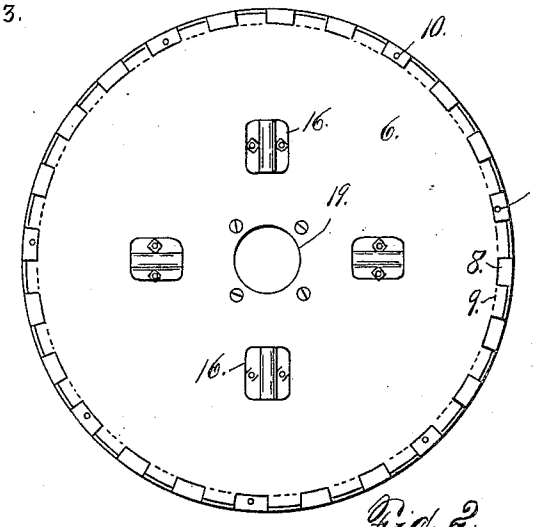


Fig. 2.

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No. 896,885. PATENTED AUG. 25, 1908.

J. P. BERGERON.

WHEEL ADVERTISING DEVICE.

APPLICATION FILED SEPT. 30, 1907. 2 SHEETS—SHEET 2.

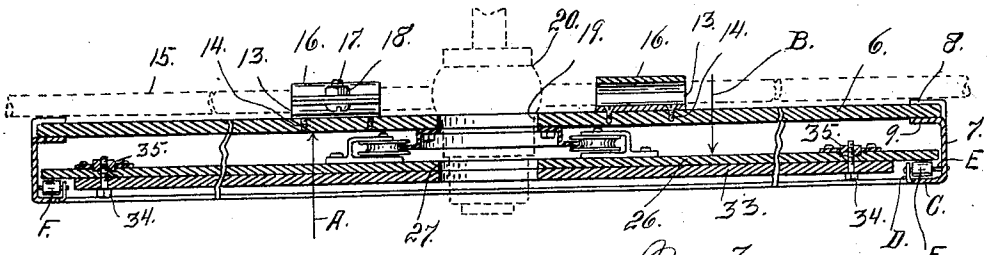


Fig. 3.

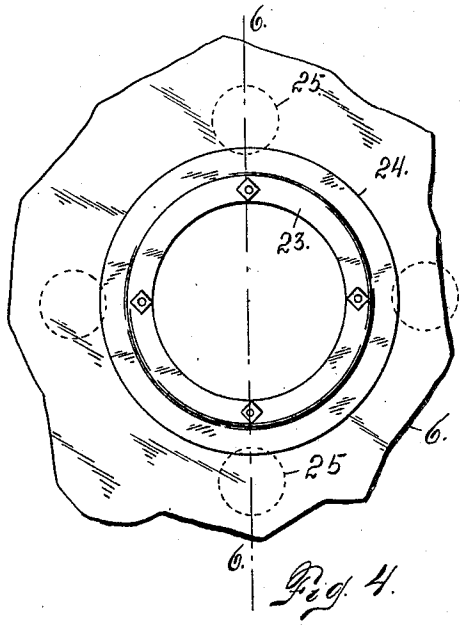


Fig. 4.

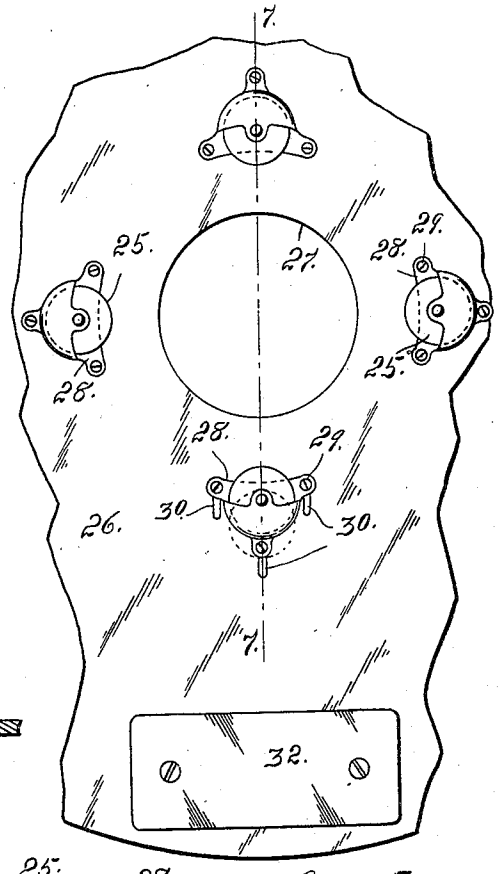


Fig. 5.

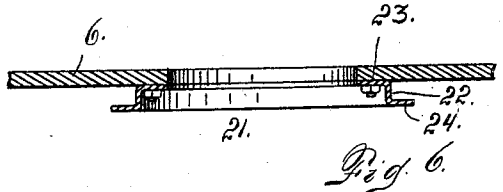


Fig. 6.

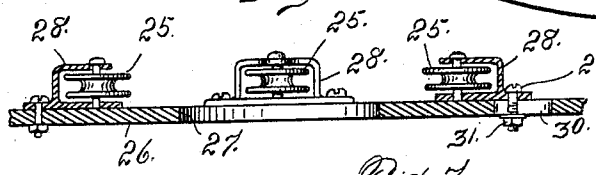


Fig. 7.

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UNITED STATES PATENT OFFICE.

JAY PIERRE BERGERON, OF DENVER, COLORADO.

WHEEL ADVERTISING DEVICE.

No. 896,885. Specification of Letters Patent. Patented Aug. 25, 1908.

Application filed September 30, 1907. Serial No. 395,311.

To all whom it may concern:

Be it known that I, JAY PIERRE BERGERON, a citizen of the United States, residing at the city and county of Denver and State of Colorado, have invented certain new and useful Improvements in Wheel Advertising Devices; and I do declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled i the art to which it appertains to make and use the same, reference being had to the accompanying drawings, and to the letters and figures of reference marked thereon, which form a part of this specification.

My invention relates to improvements in advertising devices adapted to be mounted on vehicle wheels in such a manner that the portion of the device carrying the advertising matter is non-rotary or relatively stationary with the body of the vehicle or in other words does not rotate with the wheel. The body or frame work of the device is connected with the wheel by the use of clips applied to the spokes thereof. Upon this body of the device is mounted a circular flange adapted to engage a number of pulleys mounted on the relatively stationary member, whereby as the wheel rotates, the last named member maintains its stationary position with reference to the body of the vehicle. This non-rotary member is weighted on its lower side in order to insure its remaining in the upright position at all times or in order that its position may be constant whereby the advertising matter thereon will always be in position to be easily read.

The body of my improved device is provided with a peripheral housing attached to its outer edge, concealing the outer edge of the non-rotary member and having a part extending in front of the last named member, upon which a number of rollers or antifrictional bearings are mounted, in order to reduce friction between the non-rotary member and the housing in case the vehicle gets into such a position that the last named member would come in contact with the housing. This housing protects the non-rotary member from accidental injury or displacement.

Having briefly outlined my improved construction, I will proceed to describe the same in detail reference being made to the accompanying drawing in which is illustrated an embodiment thereof.

In this drawing, Figure 1 is a front view of a vehicle wheel equipped with my improved advertising device. Fig. 2 is an inside view of the advertising device removed from the wheel. Fig. 3 is a section taken on the line 3—3 Fig. 1 shown on a larger scale. Fig. 4 is a fragmentary inside detail view of the main member of the advertising device or that which is fastened to the vehicle wheel and rotates therewith, being a view looking in the direction of arrow A Fig. 3. Fig. 5 is is a fragmentary inside view of the non-rotary member of the advertising device shown on the same scale as Fig. 4. This is a view looking in the direction of arrow B in Fig. 3. Fig. 6 is a section taken on the line 6—6 Fig. 4. Fig. 7 is a section taken on the line 7—7 Fig. 5. Fig. 8 is a fragmentary sectional view of the advertising device. Fig. 9 is a similar section taken on a somewhat different plane.

The same reference characters indicate the same parts in all the views.

Let the numeral 5 designate the wheel of an ordinary vehicle. Upon this wheel is mounted a circular plate 6 provided with a peripheral housing 7 secured to the outer edge of the wheel in any suitable manner. I prefer to fasten this housing to the main plate 6 by forming a series of slits in the edge of the housing and bending half of the parts between the slits down upon the plate on one surface and the other half on the other surface, the said parts alternating. The parts which engage the inside surface of the plate or the surface next to the wheel I will designate 8 and the parts which engage the outside surface I will designate 9. This housing is preferably made of two semi-circular members which may be applied to the plate and connected therewith by suitable fastening devices 10 as screws which may be passed through a number of the parts 9 or 8 or both as the case may be on each half of the housing. The division line between the two members of this housing is indicated at 12 in Fig. 1. This plate 6 is provided with half clips 13 which are fastened thereto by screws 14. These half clips engage the spokes 15 of the wheel on one side and coöperate with removable clips 16 which engage the spokes on the opposite side, the two clip members being connected by bolts 17 to which are applied nuts 18. By virtue of this construction the circular plate 6 is secured to the wheel of the vehicle and rotates therewith. This plate is provided with a central opening

19 through which the hub 20 of the vehicle passes. Upon the outside of this plate and surrounding the central opening 19, is attached a circular track or guide 21 which is angular in cross section. The body part 22 projects outwardly from the plate 6 and is provided with an interiorly projecting flange 23 and an exteriorly projecting flange 24. This track or the outer flange 24 thereof, is engaged by a number of pulleys 25 mounted on the non-rotary plate 26 around the center thereof which is provided with an opening 27 through which the vehicle hub passes. These pulleys are mounted upon brackets 28, the lowermost of which is vertically adjustable, to permit the removal of the plate 26. This lowermost bracket is connected with the last named plate by means of small bolts 29 which are passed through vertically disposed slots 30 formed in the plate 26. When it is desired to remove or replace the plate 26 upon the main plate 6, the bracket 28 is moved downwardly by loosening the bolts 29 and sliding the bracket down, thus making it practicable to hang the plate 26 upon the guide 21 so that the uppermost pulley shall engage the top of the guide while the side pulleys occupy positions on opposite sides thereof. It is supposed that the uppermost pulley only will engage the guide. In other words the plate 26 hangs upon the guide by virtue of the fact that the uppermost grooved pulley engages the latter. So far as the other pulleys are concerned the flange projects into the groove of each pulley but does not engage the bottom thereof. By virtue of this construction the pulleys maintain the non-rotary plate in position upon the main plate 6. After the non-rotary plate has been applied to the plate 6 in the manner heretofore explained, the bracket 28 is moved upwardly to the position shown in Fig. 5 so that the outer flange 24 of the guide shall enter its groove, after which the bolts 29 are tightened by screwing up the nuts 31 thereon. These nuts are accessible from the outside of the plate. To the lower edge of the non-rotary plate 26 is applied a weight 32 of sufficient size to insure the holding of the plate in one position constantly so that the advertising matter placed upon the removable advertising disk 33, may be in position to be read at all times. This advertising disk may be removably connected with the non-rotary plate in any suitable manner. As shown in the drawing this connection is made by means of bolts 34 screwed into nuts 35 mounted on and made fast to the inner surface of the plate 6.

The housing 7 of the main plate 6, is provided with an inwardly projecting flange C which occupies a position in front of the outer portion of the non-rotary plate 26. This flange C is provided at intervals with inwardly projecting parts D forming a support for one extremity of the spindle E which also engages the body of the housing. Upon this spindle E is mounted an anti-frictional roller F. Any desired number of these rollers may be employed. The drawing (see Fig. 1) indicates that four of these anti-frictional rollers are used. Normally it is not intended that the rollers shall engage the non-rotary plate 26. In other words it is preferred to have the outer portion of the last named plate entirely free from contact with anything. However, if by reason of the vehicle's occupying an abnormal or peculiar position the plate 26 should be thrown outwardly the roller bearings will reduce the friction to a minimum and prevent any interference with the proper working of the device.

From the foregoing description the use of my improved device will be readily understood. After the two plates 6 and 26 are assembled by causing the pulleys 25 to engage the guide 21, the two members of the housing 7 are applied to the outer edge of the main plate 6 causing the anti-frictional rollers F to occupy a position in front of the outer portion of the non-rotary plate 26. These housing members are then secured to the disk 6 in any suitable manner or as heretofore explained by the use of a number of screws 10. After assembling the plates 6 and 26, the plate 33 carrying the advertising matter should be attached to the plate 26 on the outside by means of the bolts 34. The advertising device is then ready to be applied to the spokes of the wheel by the use of the clip members 13 and 16 as heretofore explained.

Attention is called to the fact that the plate 33 containing the advertising matter is readily removable and detachable from the outside of the device. In order to remove the plate it is only necessary to unscrew the bolts 34 whose heads are accessible from the outside since the nuts 35 are stationary being attached to the inner surface of the plate 26 as heretofore explained. Another advertising plate or the same plate with the advertising matter changed may be reapplied to the disk by screwing the bolts 34 into place. It is evident that this substitution or change of plates 33 may be quickly and easily accomplished.

In Fig. 3 my improved advertising device for the purpose of clearness of illustration is shown relatively thicker than it should be, as compared with the size of the wheel. In the full sized construction the advertising device may be made less than an inch in thickness including all the parts.

Having thus described my invention, what I claim is:

1. The combination with a vehicle wheel, of an advertising device comprising a main plate adapted to be attached to the vehicle

wheel, a non-rotary plate mounted upon the main plate to prevent rotation, and a peripheral housing attached to the main plate and inclosing the outer edge of the non-rotary plate, substantially as described.

2. The combination with a vehicle wheel, of an advertising device comprising a main plate adapted to be attached to the wheel to rotate therewith, a non-rotary plate coöperating with the main plate, a circular guide with which one of the said plates is provided, grooved pulleys with which the other plate is provided, the said pulleys being adapted to engage the said guide, and a peripheral housing with which the main plate is provided, the said housing surrounding the outer edge of the non-rotary plate, substantially as described.

3. The combination with a vehicle wheel, of an advertising device comprising a main plate adapted to be attached to the wheel, a circular guide track with which the main plate is provided, a non-rotary plate provided with a number of grooved pulleys adapted to engage the guide track of the main plate, one of the said pulleys being adjustable to permit the assembling of the two plates, substantially as described.

4. The combination with a vehicle wheel, of an advertising device comprising a main plate adapted to be secured to the said wheel, a circular guide track with which the said plate is provided, a relatively stationary plate, grooved pulleys mounted on the last named plate and engaging the circular guide of the main plate, one of the said pulleys being adjustable, and a peripheral housing with which the main plate is provided, the said housing surrounding the outer edge of the non-rotary plate, substantially as described.

5. The combination with a vehicle wheel, of an advertising device comprising a main plate adapted to be attached to the said wheel, a second plate carried by the main plate and connected therewith to remain relatively stationary, a peripheral housing with which the main plate is provided, the said housing surrounding the outer edge of the stationary plate, the housing having an interiorly projecting flange, and anti-frictional rollers located in front of the outer portion of the stationary plate, substantially as described.

6. An advertising device comprising a main plate adapted to be attached to the wheel of the vehicle to rotate therewith, a second plate mounted on the main plate and connected to remain relatively stationary while the main plate rotates with the wheel, and an advertising plate removably connected with the non-rotary plate, substantially as described.

7. An advertising device comprising a main plate adapted to be attached to the wheel of the vehicle to rotate therewith, a second plate carried by the main plate but connected therewith to remain relatively stationary while the main plate rotates with the wheel, a plate containing advertising matter, and means for connecting the last named plate with the stationary plate, said means being accessible from the outside of the advertising device, substantially as described.

8. A wheel advertising device comprising a main plate adapted to be attached to a wheel to rotate therewith, a second plate mounted on the main plate to remain relatively stationary while the main plate rotates with the wheel, an advertising plate, and means for connecting the last named plate with the non-rotary plate, the said means comprising nuts made fast to the inner surface of the non-rotary plate, and bolts passed through registering openings formed in the advertising plate and the non-rotary plate and screwed into the said nuts, the said bolts having their heads exposed on the outer surface of the advertising plate, substantially as described.

In testimony whereof I affix my signature in presence of two witnesses.

JAY PIERRE BERGERON.

Witnesses:
DENA NELSON,
MAY GAWLEY.