

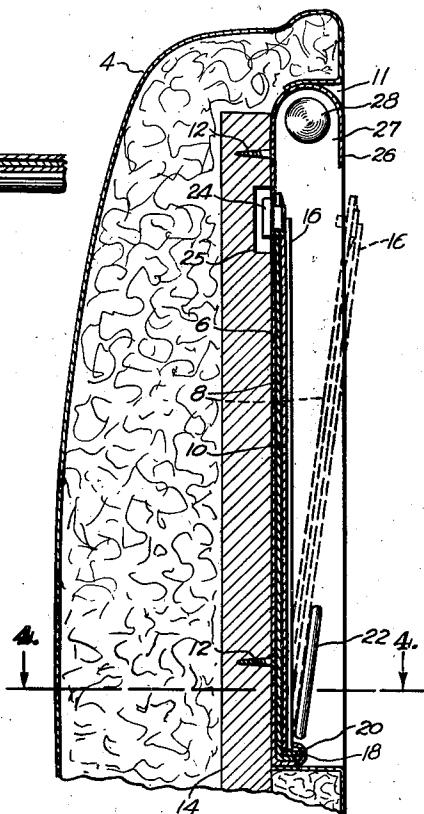
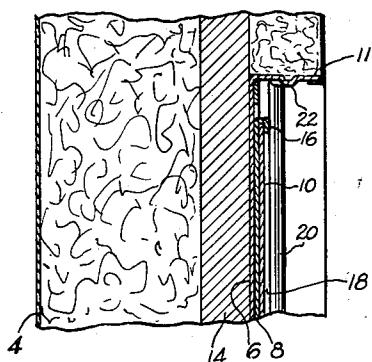
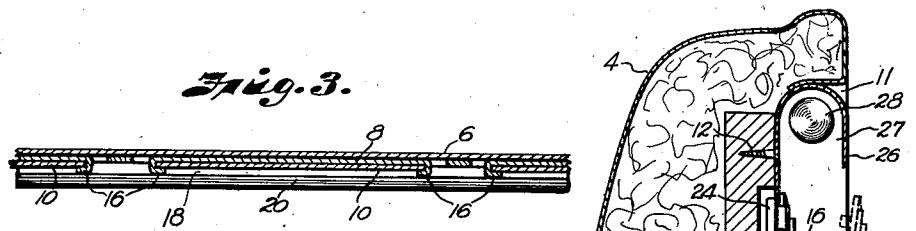
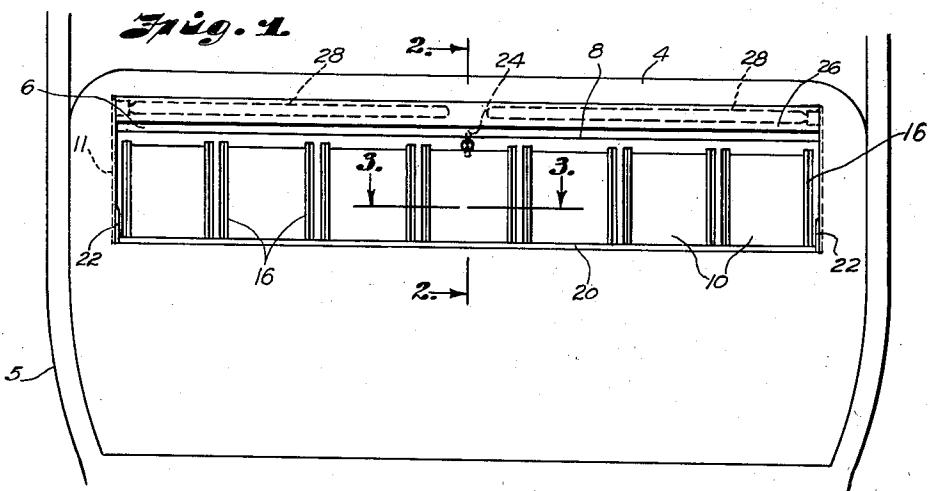
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W. O. DANO

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ADVERTISING DEVICE FOR TAXICABS

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**INVENTOR**  
*William O. Dano,*  
**BY** *Charles Gerard*  
**ATTORNEY**

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## ADVERTISING DEVICE FOR TAXICABS

William O. Dano, Kansas City, Mo.

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5 Claims. (Cl. 40—130)

The present invention relates to advertising devices, with particular reference to means for displaying advertising matter in commercial passenger vehicles, such as taxicabs or the like.

5 Accordingly, the primary object of the invention is to devise suitable means for displaying advertising matter on the rear face of the driver's seat of taxicabs, with appropriate provision for interchanging the advertising matter  
10 as often as required.

One important feature of the invention is the provision of display card holding means which may be incorporated in the back of the driver's seat in such a way as to extend practically flush with its rear face, and thereby take up no extra space in the cab, and thus eliminate any projections which would interfere with the passengers' movements.

It is a further object of the invention to provide an improved device of this character which will not only enable the display cards to be changed from time to time, but also prevent any removal of the cards during the period in which they are mounted for display purposes.

25 It is also sought to devise display card means of the type indicated which will be both economical and comparatively inexpensive to manufacture and maintain in use, and moreover of such a character as to enable the same to be readily adapted as standard equipment for commercial passenger vehicles.

With the foregoing general objects in view, the invention will now be described with reference to the accompanying drawing illustrating a form of construction which is suitable for the embodiment of the proposed improvements, after which those features and combinations deemed to be novel and patentable will be particularly set forth and claimed.

40 In the drawing—

Figure 1 is an elevation illustrating the rear face of the driver's seat of a taxicab equipped with a card display structure embodying the present features of improvement;

45 Figure 2 is a vertical sectional view, representing a section taken on the line 2—2 of Figure 1, on a larger scale;

Figure 3 is a horizontal section taken on the line 3—3 of Figure 1, also on an enlarged scale; and

50 Figure 4 is a similar section taken on the line 4—4 of Figure 2.

Referring now to the drawing in detail, this illustrates the improved card display construction as incorporated in the rear face of the back

4 of the driver's seat of a commercial passenger vehicle 5, and representing the driver's seat of a taxicab, for the purpose of effectively displaying the advertising matter on the cards to the passengers occupying the rear seat in the cab. 5

Accordingly, the construction comprises a plate member 6 of suitable sheet metal and shaped to provide a frame or housing for a movable panel member 8 containing a set of advertising cards 10. The rear face 4 of the driver's seat is suitably recessed, as indicated at 11 in Figure 2, in order that the construction will set completely within the rear face of the driver's seat, with the outer margins of the frame or housing 6 lying flush with said rear face, in 15 which position the frame member 6 is fastened, as by screws 12, to the upright frame piece 14 forming a part of the back 4 of the driver's seat. 10

The card panel member 8 is stamped to form a plurality of pairs of guide slots 16 for the several advertising cards 10, these slots being open at their upper ends for receiving the cards and permitting the same to be changed from time to time. The bottom edge of the panel 8 is formed with a bead or flange 18 adapted to be 20 hooked within a roll flange 20 which is turned on the bottom margin of the frame member 6, as clearly shown in Figure 2. This arrangement permits the panel member to be rocked outward into the position illustrated by the dotted lines 15 25 in Figure 2, to permit changing the cards as required.

This outward rocking movement of the panel 8 is limited by a pair of inclined stop beads 22 stamped in the ends of the frame member 6, 35 as shown in Figures 1 and 2. When the panel 8 is rocked back into substantially vertical or display position as represented by the full lines in Figure 2, it is designed to be locked by a suitable key-operated locking element 24 carried 40 by the upper margin of the panel in position for locking engagement with a socket 25 at the corresponding upper portion of the frame member 6. 45

The upper margin of the frame or housing 6 is turned or shaped into roll form as indicated 50 at 26 to provide a lamp compartment 27 for a plurality of electric lamp bulbs 28 extending in position to properly illuminate the advertising matter on the cards 10,—as for night driving, the inner face of the roll 26 (which may be treated if desired to give it efficient reflective properties) serving to direct the light downward across the face of the cards. This roll formation 26, due to its projecting across the upper ends of the card guides or holder slots 16, also 55

prevents any removal of the cards when said panel is locked in upright or display position, as will be readily understood.

The method of using the improved construction 5 and its advantages will be quite clear from the foregoing description. When installed in the rear face of the driver's seat, the card panel member 8 is unlocked and swung outward as indicated by the dotted lines in Figure 2, when a set of the 10 cards to be displayed may be conveniently inserted into the several guide or holder slots 16, after which the card panel is swung back and locked in upright or display position.

The curved housing or roll portion 26 serves 15 to shield the lamp bulbs which illuminate the advertising at night time, while effectively throwing the light across the card faces, and the whole construction is so seated in the back of the driver's seat as to extend substantially flush with its rear 20 face. This affords a neat and compact appearance as well as obviates the necessity of taking up any extra room in the space back of the driver's seat, so that there is nothing to interfere with the movements of the passengers or to catch or 25 snag the passengers' clothing, as would be the case if the device were applied as an attachment entirely separate from the seat back construction.

It will therefore be apparent that I have devised a practical and efficient card panel structure for embodying the proposed features of improvement, and while I have illustrated and described one practical form of the improved device I desire to reserve the right to make all changes and modifications which may fairly fall within 35 the scope of the appended claims.

What I claim and desire to secure by Letters Patent is:

1. An advertising holder construction comprising a frame member providing a display opening 40 in substantially upright position, a card panel member having a plurality of card guide slots open at their upper ends for the mounting of advertising cards, the bottom of said card panel member being mounted in pivotal relation to the 45 bottom margin of said display opening whereby said panel member may be swung from upright or card display position into outwardly inclined position for card inserting and changing purposes, the upper side of said frame member projecting over the upper open ends of said card guide slots 50 to prevent removal of the cards when in display position, and means for securing the card panel member in upright or display position within said display opening.

2. An advertising holder for commercial passenger vehicles comprising, in combination with the back of the driver's seat, a frame or housing member embedded in the rear face of said back with the outer margins of said member flush with 55 said rear face, the bottom of said frame member being formed with a roll flange, a card panel

member having a hook flange engaged with said roll flange for swinging movement of said panel member from upright or card display position into rearwardly inclined position for card changing purposes, and means for locking the 5 panel member in upright or display position.

3. An advertising holder for commercial passenger vehicles comprising, in combination with the back of the driver's seat, a frame or housing member embedded in the rear face of said back 10 with the outer margins of said member flush with said rear face, a card panel member having its bottom edge mounted in pivotal engagement with the bottom margin of said frame or housing member, whereby said card panel member may be 15 swung from upright or card display position into rearwardly inclined position for changing the cards in the panel, limiting stops formed in the ends of said housing member for limiting the outward swinging movement of said panel member, and means for locking the panel member in upright or display position.

4. An advertising holder for commercial passenger vehicles comprising, in combination with the back of the driver's seat, a frame or housing 20 member embedded in the rear face of said back with the outer margins of said member flush with said rear face, a card panel member having a plurality of card guide slots open at their upper 25 ends for the mounting of advertising cards, the bottom of said panel member being mounted in pivotal engagement with the bottom margin of said frame or housing member whereby said card panel member may be swung from upright or card display position into rearwardly inclined position 30 for card inserting or changing purposes, said frame or housing member being formed with a roll projecting along its upper margin over the open ends of said guide slots to prevent removal of the cards when in display position, and means 35 for securing the panel member in upright or display position.

5. An advertising holder for commercial passenger vehicles comprising, in combination with the back of the driver's seat, a frame or housing 40 member embedded in the rear face of said back with the outer margins of said member flush with said rear face, a card panel member having its bottom edge mounted in pivotal engagement with the bottom margin of said frame or housing member, whereby said card panel member may be 45 swung from upright or card display position into rearwardly inclined position for changing the cards in the panel, the upper margin of said frame or housing member being formed with a roll 50 forming a lamp compartment and provided with one or more lamp bulbs within said compartment for illuminating the faces of said cards, and means for securing the card panel member in upright or display position.

WILLIAM O. DANÖ.