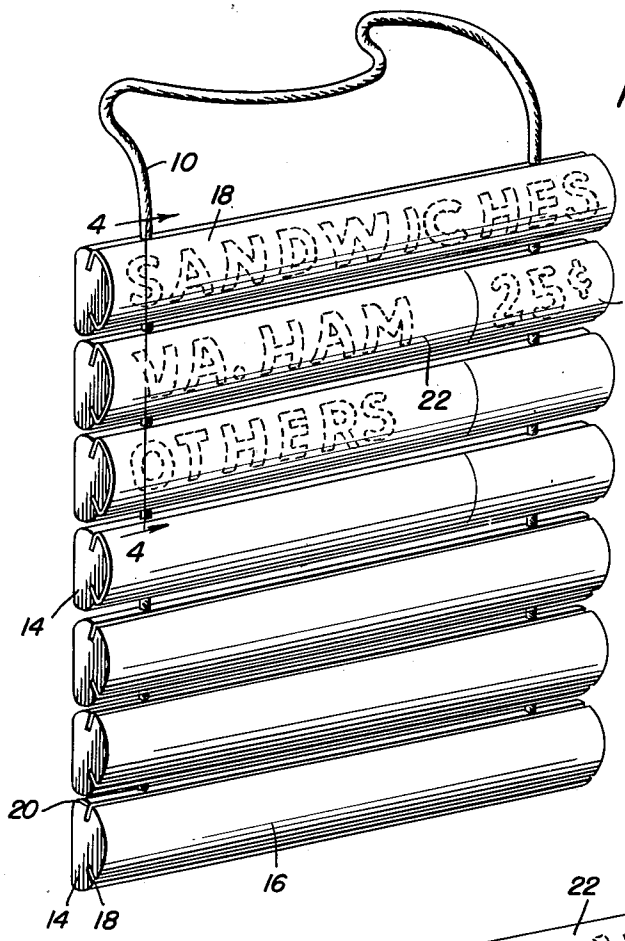
March 4, 1952 S. W. RUTHERFORD 2,588,050

DISPLAY SIGN

Filed March 12, 1948

Fig. 1.



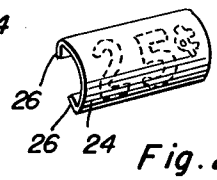
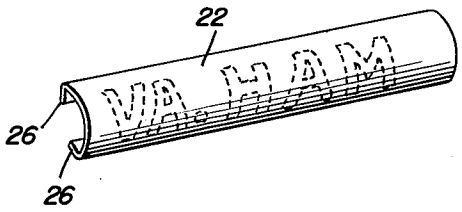


Fig. 2.

Fig. 3.



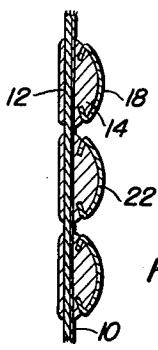


Fig. 4.

Inventor

Stephen W. Rutherford

By Clarence A. O'Brien and Harvey B. Jacobson

Attorneys

Patented Mar. 4, 1952

2,588,050

UNITED STATES PATENT OFFICE

2,588,050

DISPLAY SIGN

Stephen W. Rutherford, West Des Moines, Iowa

Application March 12, 1948, Serial No. 14,533

2 Claims. (Cl. 40—64)

1

This invention relates to novel and useful improvements in devices for use in providing a display.

An object of this invention is to display various indicia to the general public.

Another object of this invention is to supply a plurality of supports in juxtaposed position relative to each other whereby the supports may be readily attached and detached thereby rendering the display device progressive in size.

A still further object of this invention is to connect all of the supports by a flexible means and to detachably secure a plurality of indicia bearing plates on the supports, which plates may be either in sections or in a single piece.

Another object of this invention is to provide a simplified device of the character described which lends itself well to commercial manufacture.

Ancillary objects and features of novelty will become apparent to those skilled in the art, in following the description of the preferred form of the invention, illustrated in the accompanying drawings, wherein:

Figure 1 is a perspective view of the preferred form of the invention;

Figure 2 is a perspective view of one of the plates forming a part of the present invention;

Figure 3 is a perspective view of a second plate forming a part of the invention, and;

Figure 4 is a sectional view taken substantially on the line 4—4 of Figure 1 and in the direction of the arrows.

This invention has been developed to provide a device for affording display of certain indicia such as the daily menu of restaurants, current prices of selected articles in stores and the like, the display of various prices of vehicles in association with automotive sales and many other environments.

The structural features of the present invention includes a flexible element such as a cord which is threaded through a plurality of apertures, one of which is formed adjacent opposite ends of a number of supports 14.

These supports may be made of wood or any other suitable material and are formed with an arcuate front surface 16. Substantially parallel converging slots or grooves 18 and 20 respectively are formed longitudinally of each of the supports 14 for accommodation of indicia bearing plates.

The indicia bearing plates may be of varied size such as the plate 18 which extends the full length of its associated support 14. Smaller indicia bearing plates 22 and 24 respectively may

2

be utilized adjacent each other as seen in Figure 1. The last mentioned plates may contain a particular item of food such as a sandwich on the larger plate, with the price thereof on the smaller plate 24. Obviously, the plates are readily attached and detached by simply slipping them in the parallel grooves 18 and 20.

All of the plates are formed with substantially parallel converging rolled marginal sides 26 which are complemental to the slots 18 and 20 and each of the plates is formed with an arcuate front surface complemental to the front surface of each of the supports 14.

Having described the invention, what is claimed as new is:

1. A display device comprising a plurality of juxtaposed individual supports having substantially longitudinally parallel laterally converging slots formed therein and opening through the ends of said supports, indicia bearing plates having converging substantially parallel longitudinal sides slidably insertable in the ends of said slots and detachably seated in said slots, said supports having vertical apertures, and a flexible member threaded in said apertures thereby rendering the supports readily detachable.

2. A display device comprising a plurality of juxtaposed individual supports having substantially longitudinally parallel laterally converging slots formed therein and opening through the ends of said supports, indicia bearing plates having converging substantially parallel sides seated in and slidable through the ends of said slots, a single flexible member secured to both ends of said supports maintaining said supports juxtaposed, said supports being formed with an arcuate surface, and said plates having a complemental front surface disposed therein.

STEPHEN W. RUTHERFORD.

REFERENCES CITED

The following references are of record in the file of this patent:

UNITED STATES PATENTS

Number	Name	Date
574,584	Staten	Jan. 5, 1897
591,281	Jutz	Oct. 5, 1897
720,646	Westfahl	Feb. 17, 1903
1,009,409	Harding	Nov. 21, 1911
1,229,877	Bronner	June 12, 1917
1,402,877	McKee et al.	Jan. 10, 1922
1,711,170	Chancey	Apr. 30, 1929
1,996,541	Fetters	Apr. 2, 1935