July 11, 1950 S. L. SHELDON 2,514,808

DISPLAY SIGN

Filed May 10, 1948

Fig. 1.

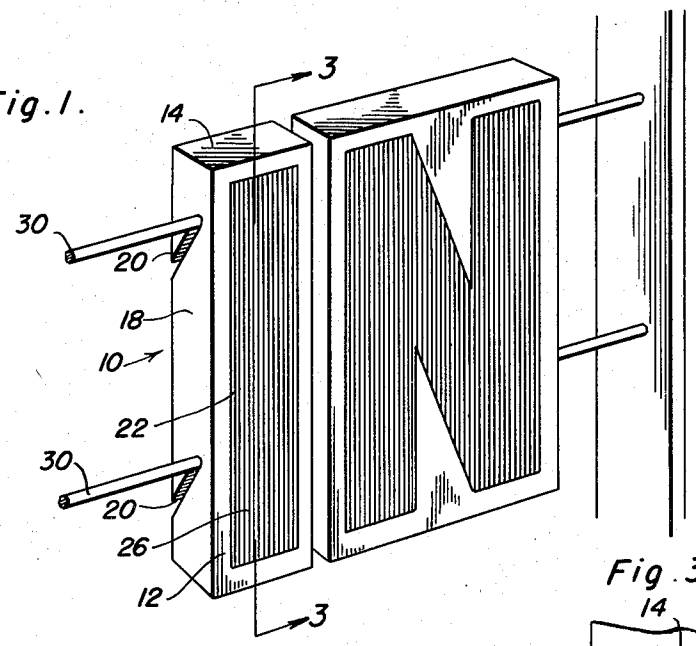


Fig. 2.

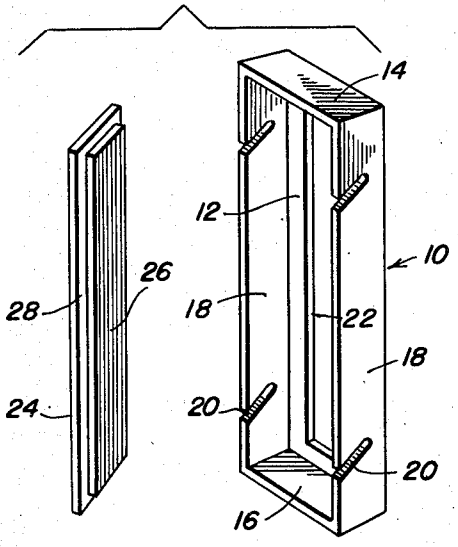
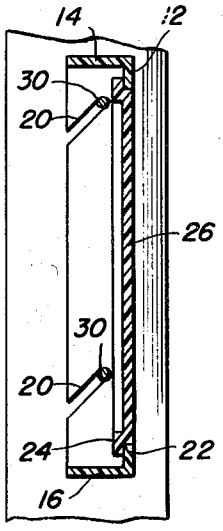


Fig. 3



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DISPLAY SIGN

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1 Claim. (Cl. 40—142)

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This invention relates to new and useful improvements in display signs and the primary object of the present invention is to provide a novel and improved holder for supporting indicia such as letters, designs, characters, trade-marks, insignia, symbols or the like or combination thereof.

Another important object of the present invention is to provide a display for advertising goods, services, entertainment, amusement or signals that is extremely neat and attractive in appearance and which is quickly and readily assembled or disassembled in a convenient manner.

A further object of the present invention is to provide a display sign the parts of which may be molded, fabricated, cut, formed, blown, or otherwise created by any suitable material such as plastic, glass, paper or any transparent or translucent materials.

A further object of the present invention is to provide a display sign that is simple and practical in construction, strong and reliable in use, small and compact in structure, relatively inexpensive to manufacture, and otherwise well adapted for the purposes for which the same is intended.

Other objects and advantages reside in the details of construction and operation as more fully hereinafter described and claimed, reference being had to the accompanying drawings forming part hereof, wherein like numerals refer to like parts throughout, and in which:

Figure 1 is a perspective view of the present invention in use;

Figure 2 is a group perspective view showing the parts of the present invention separated; and,

Figure 3 is a longitudinal vertical sectional view taken substantially on the plane of section line 3—3.

Referring now to the drawings in detail, wherein for the purpose of illustration, there is disclosed a preferred embodiment of the present invention, the numeral 10 represents a substantially rectangular support generally, including a forward wall 12, an upper wall 14, a lower wall 16, and a pair of side walls 18 that are formed with opposed, upwardly and forwardly inclined slots 20 that terminate adjacent the forward wall 12.

The forward wall 12 is provided with a window opening 22 that conforms to the contour or shape of a letter, numeral, design, trade-mark, insignia, symbol, image or the like.

The numeral 24 represents a substantially rectangular plate of any suitable material that is provided with a letter, numeral, design, trade-mark, insignia, symbol, image or the like 26 that is molded, fabricated, cut, formed, blown or otherwise applied to the plate 24. In this instance, the letter 26 is pressed from one face 28 of the plate 24 and is colored in contrast to the outer face of the forward wall 12.

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In practical use of the present invention, the letter 26 is extended through the opening 22 so that the outer face of the same will be co-planar with the outer face of the forward wall 12 and the outer surface 28 of the plate 24 will engage the inner face of the forward wall 12.

Slidably engaging the slots 20, is a plurality of hanger wires or rods 30 that extend between a pair of structural supports. These wires 30 will retain the plate 24 within the support.

In view of the foregoing description taken in conjunction with the accompanying drawings it is believed that a clear understanding of the device will be quite apparent to those skilled in this art. A more detailed description is accordingly deemed unnecessary.

It is to be understood, however, that even though there is herein shown and described a preferred embodiment of the invention the same is susceptible to certain changes fully comprehended by the spirit of the invention as herein described and the scope of the appended claim.

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

A display sign comprising a support having a forward wall and a pair of side walls, said forward wall having an opening therein conforming to the shape of a letter, a plate engaging the inner face of the forward wall, an embossed letter carried by the plate received in the opening provided in the forward wall, a plurality of inclined slots provided in the side walls of the support, and a plurality of hanger rods carried by the slots and bearing against the plate for retaining the plate relative to the support and one face of the plate bearing against the inner face of said forward wall.

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