Feb. 28, 1933. S. ANTHONY 1,899,072

CUSTOMER'S TOKEN

Filed July 30, 1931

Fig. 1

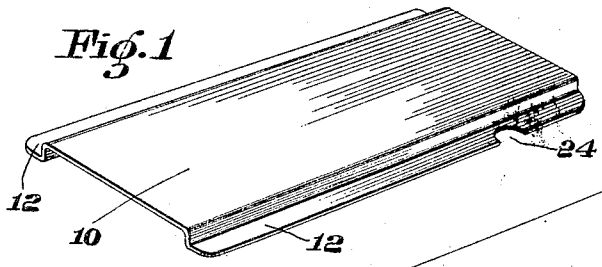


Fig. 2

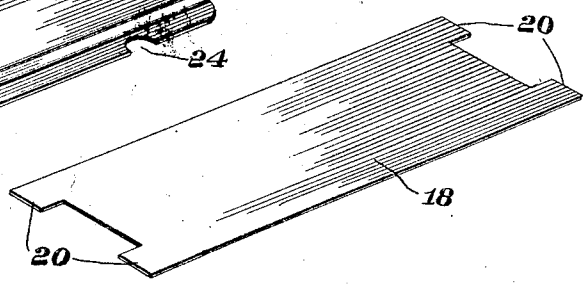


Fig. 3

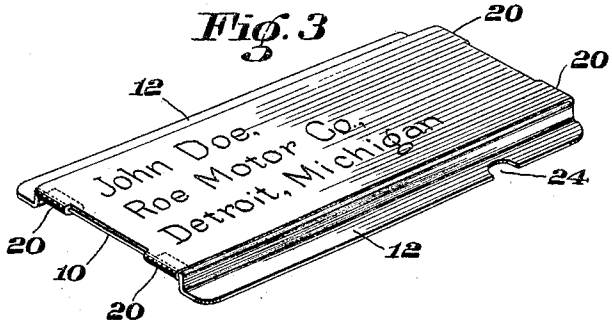


Fig. 4

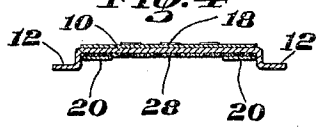


Fig. 6

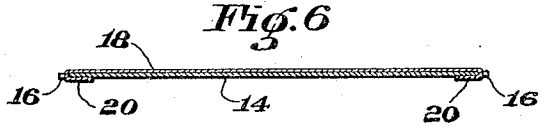
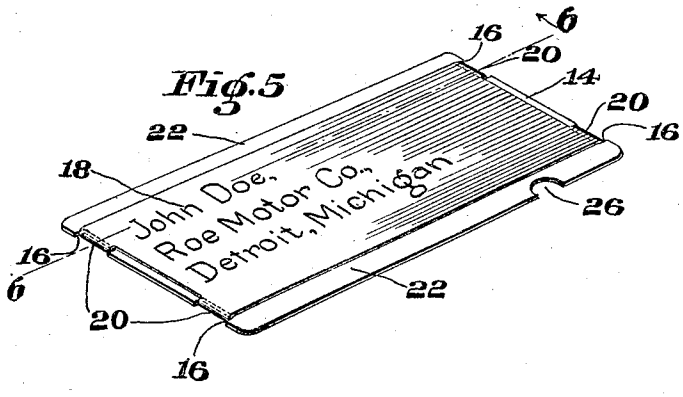


Fig. 5



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UNITED STATES PATENT OFFICE

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CUSTOMER'S TOKEN

Application filed July 30, 1931. Serial No. 553,995.

This invention relates to customer's tokens of the kind used as identification for charge accounts and more particularly to be used as a printing plate in a hand printing machine for applying the customer's name and address to the charge and mailing sheets of the salesman's manifold book.

Printing machines with which these tokens are used are of the impact or roller pressure type. Tokens as heretofore produced for use in both types of printing machine are adapted for use in a number of stores and have been provided with means which co-operate with other special means in the machine of each store and which, unless present on the token, prevent its use in a particular store machine, thus to inform the salesman whether or not the customer has a charge account at the store where the token is presented. A simple arrangement to gain this end has been the provision of a series of recesses along one edge of the token, one for each store in the co-operative scheme, and a complementary single projection on the machine, the machine of each store having its projection at a different location to fit into a particular one of the series of recesses.

The name and address of the customer is embossed in the metal of the printing plate by means of a graphotype and for successful graphotyping it is requisite that a very ductile or pliable metal be used. Heretofore these tokens have been made from a flat piece of this thin, ductile metal, the edge of which is notched as required, or for use in the token-receiving recess in the bed of a printing machine the plate has been formed with a salient central panel providing two flanges, one of which may be notched, located in a lower plane than the plane of the panel which has received the graphotype embossing.

The tokens are carried loosely in the pocket or a hand bag and because of the thinness and ductility of the metal heretofore used they frequently are so distorted or bent out of shape when offered to the salesman that it is difficult to fit them in the printing machine. Furthermore the constant rolling pressure applied by the roller type printer causes the soft metal of the printing plate gradually to curl, resulting in illegible imprints, even though the plate can be seated in the machine. Frequent replacements become necessary resulting in expense to the stores and in inconvenience to their customers.

One object of this invention is to provide a customer's token of the kind referred to having characteristics that will preserve its original shape both in or out of the printing machine. Another object of the invention is to provide a token that can be changed to suit differing charge accounts at small cost. A further object is to provide a printing plate that can be replaced, as for embossing with a new address, at less cost than heretofore.

To the accomplishment of these objects and such others as may hereinafter appear, as will readily be understood by those skilled in the art, the invention comprises a printing plate having the novel features of construction first described specifically and then pointed out in its true scope by the appended claims.

The best embodiments of the invention at present known are illustrated in the accompanying drawing, in which:

Figure 1 is a view, in perspective, of a salient panel form of back plate or support for seating in a recess formed in the bed of a printing machine;

Fig. 2 is a view, in perspective, of one form of blank for a printing plate that may be mounted on the support of Fig. 1;

Fig. 3 is a view, in perspective, of an assembly of the support and printing plate of Figs. 1 and 2;

Fig. 4 is a view, in cross-section, of a customer's token as illustrated by Fig. 3 showing also how a card of the control bureau may be held in place;

Fig. 5 is a view, in perspective, of a flat back plate or support with a printing plate formed from the blank shown in Fig. 2 mounted thereon; and

Fig. 6 is a view, in longitudinal section, taken on the line 6—6 of Fig. 5.

In the embodiment of the invention illustrated in the drawing, for use in the roller type of printing machine a channel-shaped backing plate (Fig. 1) having a salient cen-

tral panel 10 and longitudinal or side flanges 12 in a lower plane, is formed from any convenient material having the required inherent stiffness. In practice these backing plates are formed of any metal which has the requisite stiffness in a light gauge to avoid excessive weight. For use in either type of printing machine a flat backing plate 14 (Fig. 5) may be employed. Such a backing plate may have a pair of notches 16 at each end.

The printing plate (Fig. 2) is a flat piece 18 of some ductile metal, such as printing plate alloy which is well known and has been used for this purpose for many years, so soft and pliable as to be capable when embossed with a name and address of presenting clearly formed letters and figures. The usual embossing process employed is known as graphotyping. The printing plate 18 may have a pair of tongues 20 at each end as illustrated.

The die for cutting the printing plate 18 will be so dimensioned that the width of the printing plate will be substantially that of the central portion 10 of the backing plate shown in Fig. 1, or substantially less than the width of the backing plate as shown in Fig. 5. Thus in both tokens there are side margins 12 (in Fig. 1) and 22 (in Fig. 5) which are uncovered by the material of the printing plate. The printing plate may be substantially as long as its backing plate for use in both types of printing machine.

In assembling the parts as illustrated the printing plate 18 is detachably mounted on a backing plate by bending the tongues 20 about the end edges of the plate portion 10 (Fig. 1) or through the notches 16 (Fig. 5). After clenching the tongues to the under side of the backing plate the side walls (see Fig. 4) or the notch walls (see Figs. 5 and 6) prevent the printing plate from slipping off sidewise although the engagement of the two plates is merely mechanical and the printing plate can instantly be detached from its backing plate.

While only one way of mounting the printing plate is shown, other ways may be used and still fall within the scope of the invention which contemplates the provision broadly of a composite customer's token embodying a pliable printing plate retained in printing position on a stiff backing plate which prevents distortion of the printing plate under all conditions of use or non-use. The readily detachable mounting is of importance should the customer change his address or some other change in the printing plate be required.

Customer's tokens are usually handled through a central bureau which may handle the tokens for a number of stores each of which, with the present improved form of the token, would supply its own printing plates while the bureau would supply the backing plates suitably prepared with cooperating identification recesses for fitting each special store identification projection found in the printing machines used by each store in accordance with a system that has been in use for many years. A single such identification recess 24 and 26 is shown in the flange 12 (Fig. 3) and exposed margin 22 (Fig. 5), respectively. The bureau may notify customers holding the tokens of the names of the stores on the co-operative scheme in which case a thin card 28 bearing such names may be clamped to the under face of the backing plate as shown in Fig. 4.

The composite token as herein described is of great value to both the store and the central bureau. If an account is discontinued it is necessary to replace only the printing plate, the old backing plate or registering member being assembled with the new printing plate and given to the new customer. The bureau need handle only the backing plates, either keeping a variety of registering edge cuttings in stock or recutting as accounts are added. Ordinarily these changes would be made and recorded by the bureau, the store having the printing plates graphotyped as required. There is a great saving by the use of this invention to either a single store or to a central bureau because the printing plates, which are the most expensive feature, are practically indestructible being preserved in their true from, and always flat for clear printing, by the stiff and unbendable backing plate.

The nature and scope of the invention having been indicated, and its preferred embodiment having been specifically described, what is claimed as new, is:—

1. A customer's token consisting of an embossed-type printing plate and an unembossed rigid back plate, said plates having co-operating means comprising clenching tongues and recesses, said tongues engaging said recesses and folded to rigidly engage said plates at the back.

2. A customer's token according to claim 1 in which said co-operating means comprise a tongue at each end of the printing plate and a recess at each end of the back plate, said tongues adapted to be inserted in said recesses and folded back and engage the under side of the back plate.

3. A customer's token comprising a printing plate of pliable metal, and a rigid support underlying and preventing distortion of said printing plate, an identifying card on the bottom of said support, said printing plate having edge portions bent under the corresponding edges of the support, and rigidly engaging said support and card.

4. A composite printing plate comprising an embossed plate having tongues on the ends thereof of bendable material, said tongues folded about and rigidly securing said plate to an underlying support of comparatively hard and rigid material, said support being

wider than the embossed plate and presenting uncovered marginal side edges.

5. A composite printing plate according to claim 4 in which the uncovered marginal side edges of the support extend in a plane below the plane of the embossed plate.

In testimony whereof I affix my signature.

STANLEY ANTHONY.