June 14, 1938. F. J. BROWN 2,120,854

NAME PLATE

Filed Oct. 7, 1937

Fig. 1.

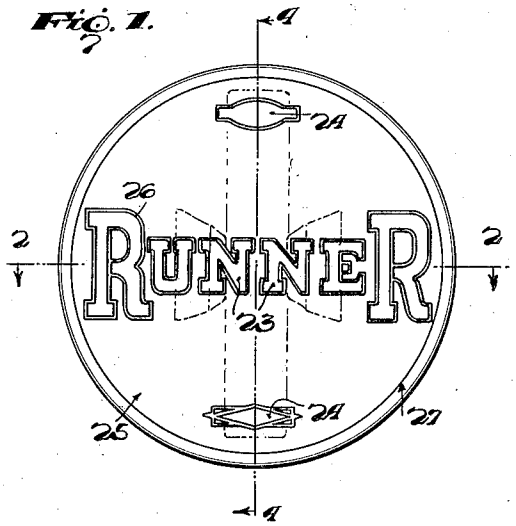


Fig. 3.

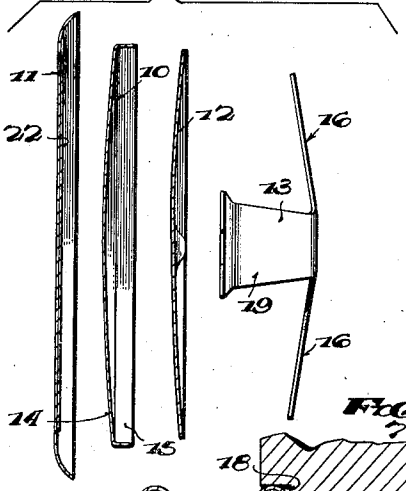


Fig. 4.

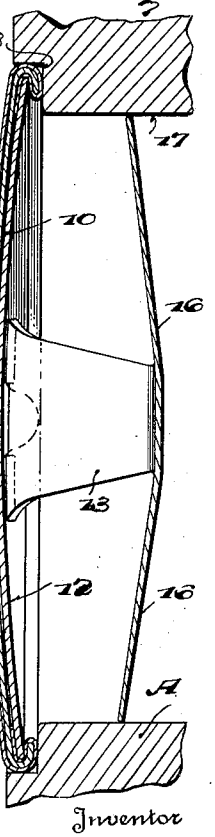


Fig. 2.

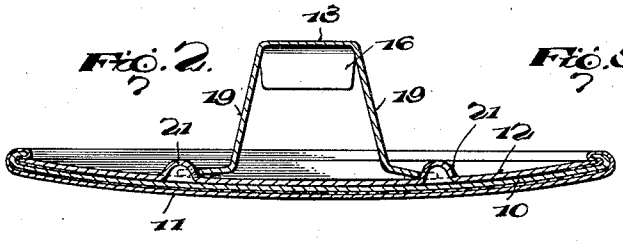


Fig. 5.

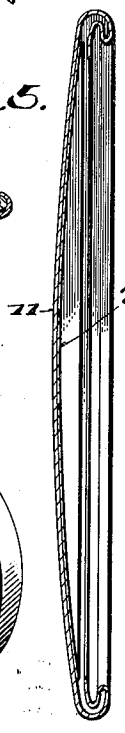
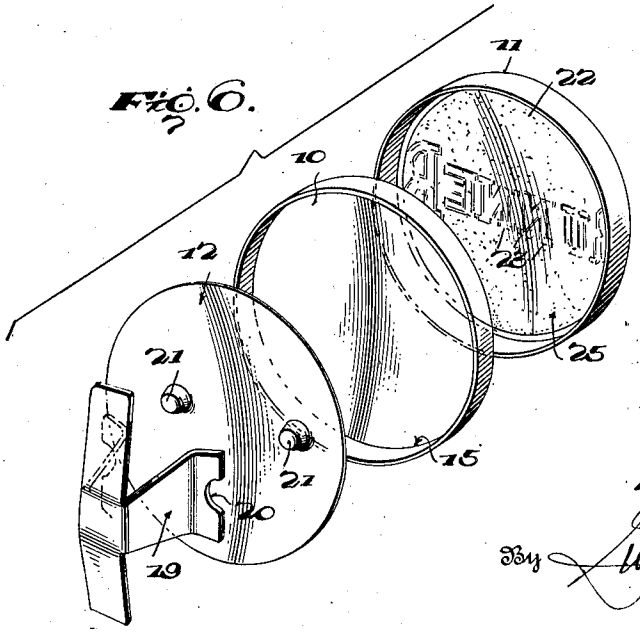


Fig. 6.



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Patented June 14, 1938 2,120,854

UNITED STATES PATENT OFFICE

2,120,854

NAME PLATE

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Application October 7, 1937, Serial No. 167,851

3 Claims. (Cl. 40—20)

The present invention relates generally to name or advertising plates for various articles, machines and the like as for instance mechanical refrigerators and bar beer and ale taps, in connection with which it is desired that the maker, type, commodity or other identification stand out permanently in pleasing display, as well as name or insignia plates utilized in the form of lapel buttons, emblems and badges, and in connection with commercial specialties and advertising novelties, and it is therefore to be understood that in the following references to name plates this term is intended to be used in a broad sense as including names, insignia, trade-marks and other identifying, ornamenting or advertising matter.

The primary object of the present invention is the provision of a name plate capable of formation in a simple, economical manner to present at the same time a display appearance which will not only be pleasing, but will be lasting and durable and will eliminate the necessity of frequent polishing to insure its maintenance in bright shining condition and the performance of its original appearance.

It is common to provide metal name plates with etched or otherwise formed lettering, presenting shining metal portions between and around, or on the lettering itself, but such name plates unless frequently cleaned and polished, soon become anything but pleasing in appearance and practically illegible.

It is also common to print on name places, but in this instance, although frequent polishing is not a necessity, the result is not permanent and slight abrasions, surface scratches and the like often obliterate the printed matter or at least destroy its pleasing appearance.

The present invention aims to combine pleasing appearance with permanence and to thereby overcome the disadvantages of both the types of name plates above set forth.

A further object of the invention is to provide a name plate of a type which seats around a bore of the article or machine with which it is associated and is, for the purpose of holding the same in position, provided with a fastener which when pressed within the bore so as to engage the wall thereof, will effectively prevent accidental displacement of the name plate, the name plate having a part thereof provided with means for spotting the fastener so as to insure its truly central position in respect to the name plate.

With the above in mind further and more specific objects of the present invention, as well as the resulting advantages thereof, will be best understood from the following description in detail thereof, reference being made to the accompanying drawing which illustrates the best mode so far devised for carrying the invention into practical use, and which forms a part of this specification.

In the drawing,

Figure 1 is a front elevation of the improved name plate.

Figure 2 is an enlarged sectional view taken diagrammatically therethrough substantially on the line 2—2 of Figure 1.

Figure 3 is an exploded side view of the several parts of the name plate shown in Figure 1, certain of these parts being shown in section.

Figure 4 is an enlarged sectional view taken through the name plate substantially on line 4—4 of Figure 1 and showing its practical disposition as in use.

Figure 5 is a sectional view of the plastic covering member in its finished form, and

Figure 6 is a perspective view of the several parts of the name plate in exploded relation.

Referring now to these figures and generally to the device embodying the present invention it will be noted from Figure 3 that it includes a body member 10, a plastic covering 11, a backplate 12, and a fastener 13.

The body member 10 is preferably of metal of a character adapted to take a shining surface of a coating or plating to produce such shining surface as a forwardly presented reflective surface which it will be understood may be of various colors either natural to the metal or the coating thereof or produced in connection therewith. Preferably also this member 10 is in the form of a concavo-convex disk, the reflective surface 14 of which is presented forwardly and the surrounding flange 15 of which is presented rearwardly.

The plastic covering member 11 may be formed of various materials of a celluloid like nature, including regenerated cellulose and the like, so long as it is transparent, and is originally a disk of substantially greater diameter than the body member 10 so that when applied to the forwardly presented reflective surface of the latter in a sufficiently plastic state, its edge portion may be flexed rearwardly over the edge flange 15 of member 10 to extend rearwardly substantially beyond this flange. While in such plastic state the edge portion of the transparent covering 11 is drawn inwardly.

The backplate 12 is preferably a metal disk of a diameter slightly less than the internal di-

ameter of the flange 15 of the body member 10 and is preferably of concavo-convex form to parallel the inner rear surface of the said body member so that when pressed within the flange 15 it will carry with it against the rear surface of the body member 10 the inwardly extended peripheral edge of the transparent covering 11 so that by then crimping the flange 15 inwardly as plainly seen in Figures 2 and 4 the edge of the transparent covering 11 will be tightly locked and the backplate 12 overlapped and secured in position approximately flatwise against the rear surface of the body member 10.

In the present instance the fastener 13 includes a pair of oppositely extending endwise gripping engaging arms 16 for cooperation with the wall 17 of a bore such as shown in Figure 4 in an article or machine indicated generally at A so that the name plate may may be seated as shown in a counterbore 18. For this purpose it is important that the fastener 13 be centralized with respect to the rear of the name plate and, since the arms 16 are supported by their central side wings 19 in spaced relation to the name plate, the invention proposes the provision of recesses 20 in the angular feet or extremities of the wings 19 for cooperation with spotting bosses 21 formed in the backplate 12 and pressed rearwardly from the latter. This spotting of the fastener 13 will it is understood be utilized merely for the purpose of initially positioning and holding the fastener 13 while it is being soldered or otherwise permanently connected to the backplate 12.

Obviously the plastic transparent covering 11 fully covering the forwardly pressed reflective surface 14, prevents the latter from oxidizing or otherwise losing its original brilliance and color and in order to complete mutual protection of the parts, the plastic covering 11 is initially imprinted or otherwise provided with opaque coloring matter 22 upon its inner or rear face which in the assembly of the parts is placed next to the reflective surface of the body member 10. This coloring matter forming the coating 22, which is applied by printing or otherwise, is arranged to form a series of letters seen at 23 in Figure 4 either with or without markings indicated at 24 known in the trade as associated with the commodity or its maker, and to also form a background indicated generally at 25 surrounding both the lettering 23 and the marks 24 and arranged with respect to the letters and marks to leave transparent portions of the plastic covering 11 forming borders 26 around both the letters and the marks whereby the reflective surface 14 of the body member 10 will be seen through these borders and the colored, opaque letters and marks 23 and 24 thus caused to stand out apart from and with respect to the colored, opaque background 25. It is also important that the background 25, while surrounding the letters 23 and marks 24, cover an area substantially less than the full diameter of the name plate so that when centralized with respect to the latter in the assembly of the parts as previously described, the colored opaque background 25 will be evenly bordered by the transparent edge portion of the plastic covering as indicated at 27 in Figure 1 so that the reflective surface of the body member 10 will thus show as a border distinction with respect to the background 25 in the same manner as the borders 26 of the letters 23 and marks 24.

In the above manner the imprinted or otherwise colored lettering, marks and background, applied to the inner or rear surface of the plastic covering, and permanently maintained and protected in use by reason of the fact that this surface is fully protected when applied to the body member 10 in the assembling of the parts, are caused to stand out with respect to one another and with respect to the name plate as a whole by reason of the exposure of the reflective surface 14 to view between the letters and the background and between the background and the peripheral edge of the name plate. Thus by a judicious combination of colors, a name plate of striking appearance and beauty may be easily and economically formed in a manner to insure permanence of that appearance without polishing or constant attention, the arrangement and cooperation of the parts providing for full protection of all of the displayed matter and insuring a very substantial permanence thereof.

What is claimed is:—

1. A name plate including a body member presenting a forward reflecting surface and having a rearwardly curved peripheral flange, a tough, transparent covering extending completely over said surface and rearwardly over said flange, having upon its inner face, adjacent said reflecting surface, opaque coloring matter forming lettering, and a background relatively arranged to define transparent borders around the lettering and continuously around the background at the flanged edge of the body member, and means for clamping the edge portion of said covering in connection with the flange of the body member.

2. A name plate including a body member presenting a forward reflecting surface and having a rearwardly curved peripheral flange, a tough, transparent covering extending completely over said surface and rearwardly over said flange, having upon its inner face, adjacent said reflecting surface, opaque coloring matter forming lettering, and a background relatively arranged to define transparent borders around the lettering and continuously around the background at the flanged edge of the body member, and a backplate at the rear of the body plate engaged and held by the said flange of the body member and cooperating with said flange to securely clamp the edge portion of the said covering.

3. A name plate including a body member, a plastic covering over the front face of the body member and extending to the rear thereof, a backplate in engagement with the body member and cooperating therewith to clamp said covering, and a fastening member carried by the backplate, the said backplate having rearwardly outstanding bosses and the said fastening member having recesses cooperating with said bosses to insure centralization of the fastener with respect to the backplate.

FRANK J. BROWN.