

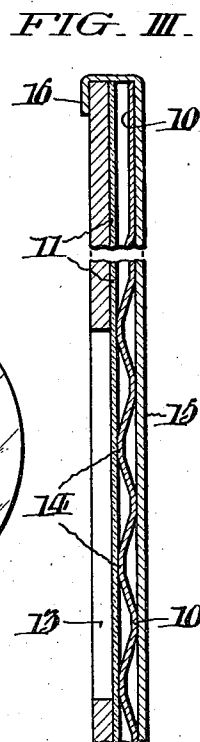
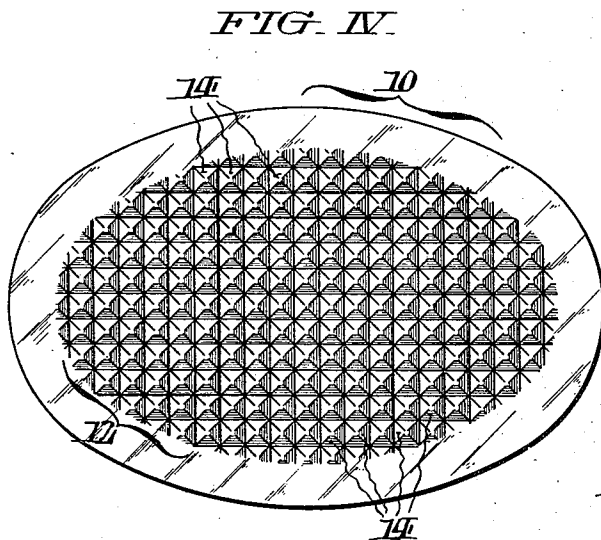
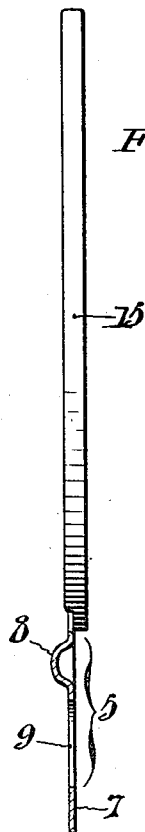
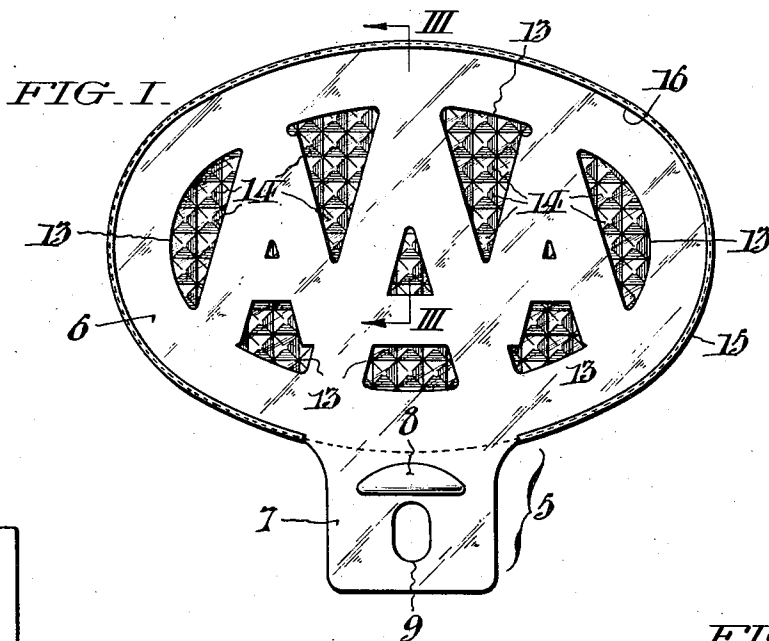
June 11, 1935.

W. F. PRICE

2,004,635

EMBLEM OR SIGN

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UNITED STATES PATENT OFFICE

2,004,635

EMBLEM OR SIGN

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6 Claims. (Cl. 40—135)

This invention relates to emblems or signs; and it has reference more particularly to club emblems or signs such as are used on automobiles.

My invention has for its chief aim to render automobile emblems or signs distinctly readable at night without entailing the use of associated illuminating means.

This desideratum I attain, as hereinafter fully disclosed, through incorporation in emblems or signs of the kind referred to, of means whereby light projected from the headlamps of approaching or following automobiles is deflected in such manner that the characters or figures of the emblem or sign are clearly and sharply defined.

Other objects and attendant advantages of this invention will be manifest from the following detailed description of the typical embodiment illustrated in the attached drawing; wherein,

Fig. I shows the face view of an emblem or sign conveniently embodying the present improvements.

Fig. II shows an edge view of the emblem or sign.

Fig. III is a fragmentary vertical sectional view of the emblem or sign taken as indicated by the arrows III—III in Fig. I, and drawn to an enlarged scale; and,

Fig. IV is a front elevation of a reflector element forming a part of the emblem or sign structure.

For the purpose of exemplification herein, I have illustrated my invention as embodied in an automobile club emblem of the sort commonly used on motor vehicles. The emblem proper 5, which, for convenience, I hereinafter refer to as the frontal plate, is blanked from relatively stout sheet metal with a stenciled main or body portion 6, which, in this instance, is of horizontal elliptic configuration, and an integral central attaching tongue 7. In accordance with my invention, the tongue 7 is formed with an outward semi-circular embossment 8 which affords a stop shoulder, and provided with an aperture 9 for passage of a screw or bolt by which the emblem or sign may be secured to a suitable supporting bracket.

In order to render such an emblem clearly readable at night, in accordance with my invention a reflector element 10 is overlaid upon the rear face of the frontal plate 5, with interposition between it and said plate, of a sheet 11 of thin unbreakable transparent colored material like celluloid. Both the reflector element 10 and the interposed transparent sheet 11 are made to elliptic form to correspond with the main or body portion 6 of the frontal plate 5. The reflector element 10 is in practice fashioned from reflective sheet metal, and, as shown in Fig. IV, has an embossed central area 12 of ample extent to comprehend all the openings 13 in the frontal plate 5, the individual embossments 14 being relatively small and of shallow pyramidal configuration with triangular sides capable of effectively reflecting light projected upon them. The element 10 and sheet 11 are permanently incorporated with the emblem 5 by means of a sheet metal backing plate 15 whereof the edge is rolled or flanged over upon the peripheral edge of the main or body portion 6 of the frontal plate 5 as at 16 in Figs. I and III.

With the parts assembled, it will be seen that portions of the reflector element 10 and transparent sheet 11 are exposed through the stencil openings 13 of the body portion 6 of the frontal plate 5. Accordingly, when light from any source is projected on the emblem, the cut-out letters or figures are clearly outlined and defined by high reflection of the light in color through the openings 13. While the reflecting and coloring elements 10 and 11 may be made of glass, celluloid and sheet metal are, by preference, used in their construction because of the indestructibility of these materials. The emblem or sign of my invention is thus simple and inexpensive in its construction, as well as resistive to breakage under hard usage.

Having thus described my invention, I claim:

1. An emblem or sign of the character described, comprising a stenciled frontal plate of stout sheet metal; an element having an unbreakable embossed reflecting surface at the rear of said frontal plate; a colored sheet of unbreakable transparent material interposed between the frontal plate and the reflecting surface; and a backing plate of sheet metal for permanent retention of the reflecting element, said backing sheet having its edge overlapping the periphery of the frontal plate.

2. An emblem or sign of the character described comprising a stenciled frontal plate of relatively stout sheet metal; a sheet metal reflecting element at the rear of said plate having pyramidal embossments; a sheet of colored celluloid interposed between the stenciled frontal plate and the reflecting element; and a metallic backing plate with its edge overlapping the periphery of the frontal plate for permanent retention of the colored sheet and the reflecting element.

3. An emblem or sign of the character described, comprising a frontal plate of stout sheet

metal with a stenciled body portion and an attaching tongue; an embossed reflecting element at the rear of the body portion of the frontal plate; and a sheet metal backing plate having its edge overlapping the edge of the body portion of the frontal plate for permanent retainment of the reflecting element.

4. An emblem or sign of the character described, comprising a frontal plate of stout sheet metal with a stenciled body portion and a central attaching tongue; an embossed reflecting element at the rear of the body portion of the frontal plate; a sheet of unbreakable colored transparent material interposed between the frontal plate and the reflecting surface; and a sheet metal backing plate having its edge overlapping the edge of the body portion of the frontal plate

for permanent retainment of the reflecting element and the transparent sheet material.

5. As a new article of manufacture, a sheet metal emblem or sign of the character described having a body portion, a pendant attaching tongue with an outward semi-circular embossment providing a transverse stop shoulder, and an aperture through said attaching tongue below the embossment for a securing bolt.

6. As a new article of manufacture, a sheet metal emblem or sign of the character described having a body portion, an integral attaching tongue with an elongated embossment providing a stop shoulder, and an aperture through said tongue for the passage of suitable securing means.

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