March 8, 1927. 1,620,046

W. VAN DIEST

DISPLAY PLAQUE AND METHOD OF MAKING

Filed June 4, 1926

Fig. 1.

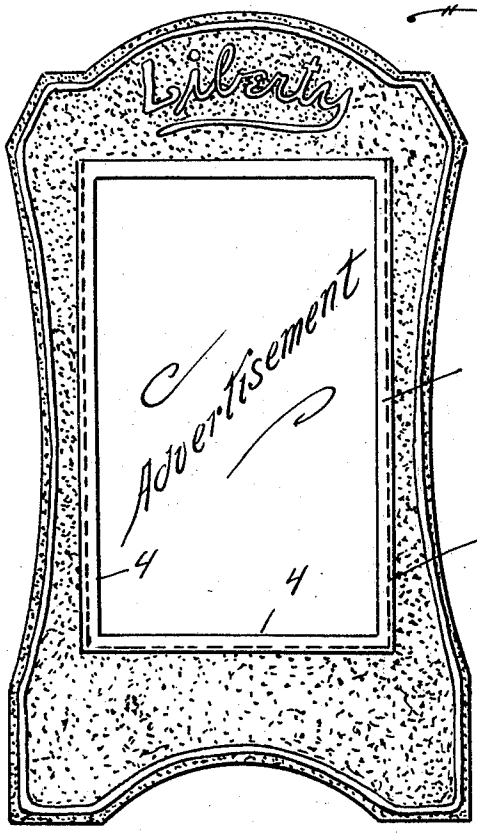


Fig. 2.

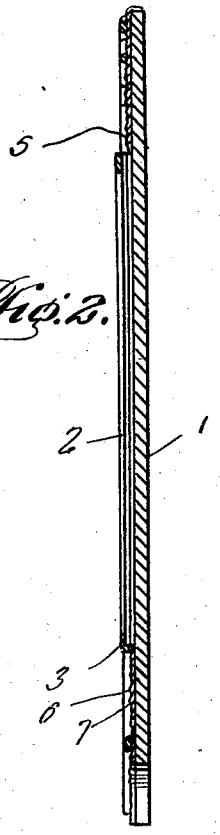


Fig. 3.

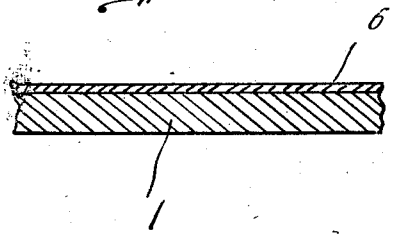
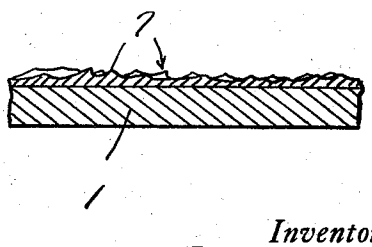


Fig. 4.



Inventor
W. Van Diest,

By Clarence A. O'Brien

Attorney

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UNITED STATES PATENT OFFICE.

WILLIAM VAN DIEST, OF MINNEAPOLIS, MINNESOTA.

DISPLAY PLAQUE AND METHOD OF MAKING.

Application filed June 4, 1926. Serial No. 113,728.

This invention relates to a display plaque and method of making the same which is more particularly adapted for use in connection as an advertising display standard in various kinds of stores, and the show windows thereof.

An object of the invention resides in providing an improved novel method of making a display plaque which consists in utilizing a suitably shaped wood or composition board structure as a base and applying first a coating of a suitable plastic composition to the surface of the board around a frame positioned in the center of the board and forming a card receiving space, subsequently stippling the surface of the plastic coating and permitting it to partially harden and dry and then applying a second coating of the same plastic material to form suitable characters and embossed designs on the surface of the first coat of plastic material, and then applying suitable coloring and finishing coats to the superposed plastic coating to form a finished plaque.

A further object of the invention is to provide a display plaque including a base member having a suitable supporting frame secured to one face thereof which is secured in assembled relation by the application of a plastic coating to the frame and the base surrounding said frame, the plastic coating having suitable indicia and designs embossed thereon and the surface suitably treated to provide an artistic article of manufacture.

The invention comprehends numerous other objects residing in the method of using a particular plastic composition for carrying out this invention and providing the the display plaque as more particularly set forth in following detailed description and in the claims directed to the preferred method and structure, it being understood however, that various changes in the size, shape and arrangement of these parts and the manner of applying the plastic composition, may be made without departing from the spirit and scope of the invention as herein set forth.

In the drawing, forming part of this application:

Figure 1 is a front elevational view of the completed display plaque constructed in accordance with this invention.

Fig. 2 is a vertical transverse section therethrough,

Fig. 3 is a sectional view showing the first step in making this plaque by applying the plastic coating to the board.

Fig. 4 shows the second step of the method of making the plaque consisting in stippling the surface of the plastic coating.

A suitable board or the like indicated at 1 which is preferably of wood or some form of composition board, such as beaver board, Upson board, or the like is shaped to provide a suitable outline desired for the finished plaque such as shown in Fig. 1, following which, a frame member 2 of angular formation as shown at 3 in Fig. 2 on the side indicated by the numeral 4 is applied by glue, nails, or the like, and provides a slot 5 at the normally upper end for a slidably receiving a suitable card which it is desired to display.

After the application of this frame 2 to one face of the board 1, a coating of suitable plastic material as indicated at 6 is applied to the face of the board 1, outside of the portion enclosed by the frame 2, and also to the frame so as to thoroughly unite the frame in the board for the purpose of indicating a single structure in the finished form of the plaque.

This composition is preferably a mixture of the following ingredients:—

1 pound powdered Dover whiting.
2 ounces powdered white lead.
4 ounces glycerine.
8 ounces liquid glue.
4 ounces tar liquid oil.
3 ounces shellac.

In preparing this composition, the white lead, Dover whiting, and glue are first mixed together and thoroughly mixed, after which the other ingredients are added, and the entire mixture thoroughly agitated and mixed to provide the coating composition used by this invention, which must be kept in air tight containers when not in use, to prevent drying and deterioration of the composition.

A coating of this plastic mixture of suitable thickness desirable for the purpose is applied to the surface of the plaque as above described and following which it is allowed to set for a predetermined time, and is then pounced with a brush in order to stipple the entire surface of the coating as illustrated at 7 in Fig. 4. This coating is then allowed to substantially dry, following which a suitable syringe or squirt gun is filled with a suitable quantity of this plastic material, which is then applied to the stippled surface

of the first coat to form embossed lettering designed, or other ornaments, on the surface of the first coat of plastic material.

The characteristics of this plastic material is such that the lettering and design will readily appear to the stippled surface following which all of the plastic coatings are allowed to dry. After this plastic material dries, the entire surface of the frame and both coats of plastic material is preferably treated with a suitable liquid composition such as powered bronze and banana liquid while a second liquid coating composition may be applied to the designs and lettering formed by the second coat of the plastic composition of a different color than the first coat in order to contrast the lettering and the design from the ground color which will be formed by the first coat.

This will provide the finished display plaque which is adapted to removably receive cards carrying advertising or other matter to be displayed in the frame applied to the central portion of the base. The stippled and colored coating surrounding the frame will then serve to artistically display the card within the frame and thereby provide a considerably better and higher class advertising medium.

It should be clearly understood from the above description, that a highly novel form of display plaque of simple construction has been provided together with the method of making the same, in which the plaques may be made at a relatively small cost, with little labor, and which will possess decorative qualities for displaying an advertising card or the like in the most effective manner.

Having thus described my invention, what I claim as new is:—

1. A method of making a card holder, consisting of applying to a base board, a member to define a central card receiving section, covering the surface of said board and member with a thin layer of a plastic composition, stippling the surface of said plastic layer, permitting said stippled surface to partially dry, applying a second coating of plastic material over predetermined portions of the stippled coating to form embossed designs and characters of predetermined form, permitting said plastic material to dry and applying finishing coatings to the surface of said plastic material to provide a finished display plaque.

2. A method of making a card holder, consisting of applying to a suitable board base, a central holding frame to define a card holding section, covering the surface of said base and frame with a thin layer of a plastic composition comprising Dover whiting, powdered white lead, glycerine, liquid glue, raw linseed oil, and shellac in thoroughly intermixed condition, allowing said coating to partially dry, stippling the partially dried coating throughout its entire surface, then allowing said stippled coating to further dry, applying to the stippled coating a second coating of said plastic material over predetermined portions of the stippled coating to provide suitable embossed characters and designs thereon, allowing said plastic coating to thoroughly dry, and finally applying suitable finishing composition to the dried plastic surface to provide a finished display plaque.

3. A display plaque, comprising a base board, an open frame applied to one side of the base board to provide cooperation with said base board, a card receiving member, and a stippled plastic coating applied to the frame member and said base board for securing the frame member to the baseboard and sealing the joint therebetween, said plastic coating having suitable embossed characters designed and formed thereon.

In testimony whereof I affix my signature.

WILLIAM VAN DIEST.