

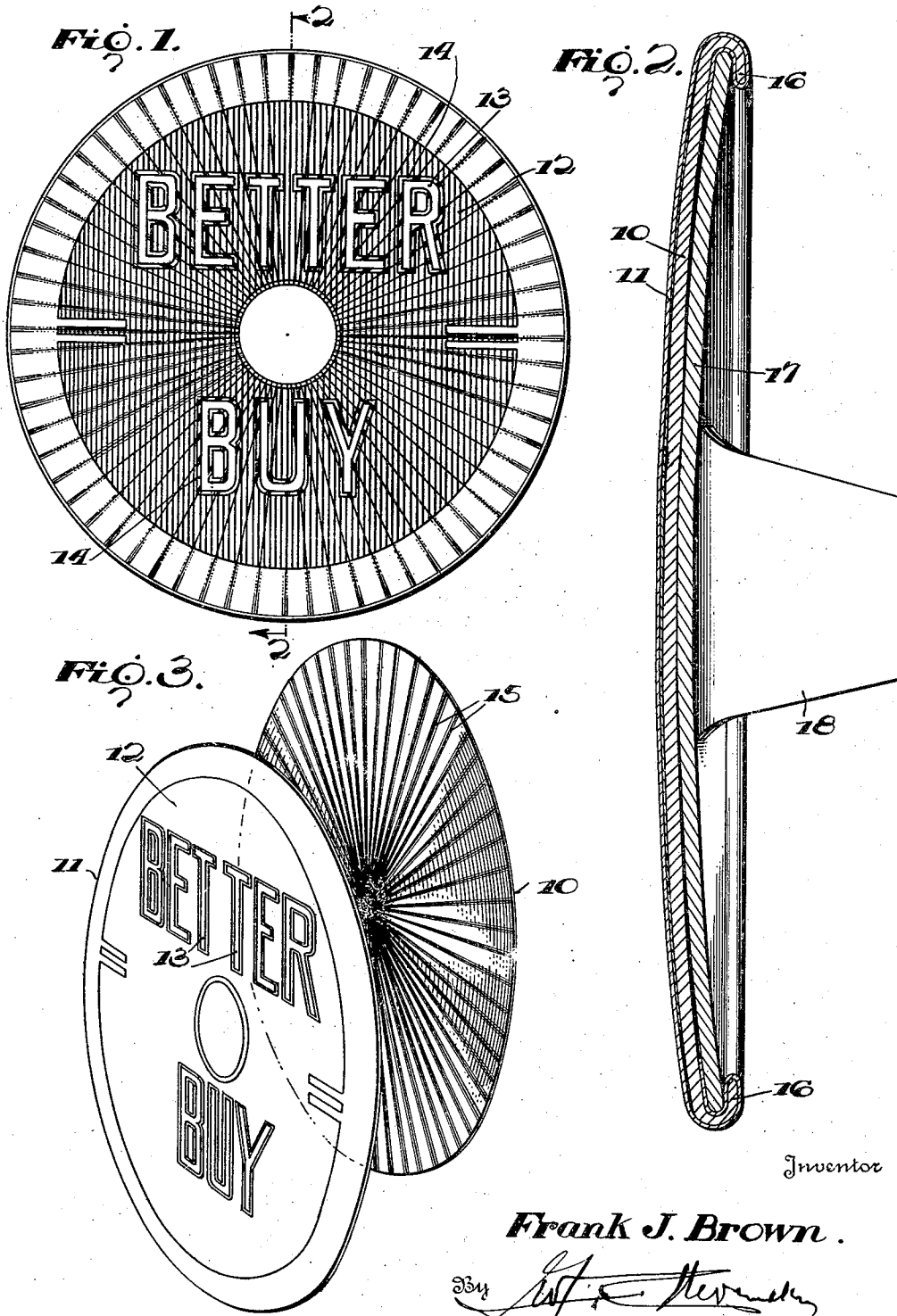
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ORNAMENTAL NAME PLATE AND THE LIKE

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ORNAMENTAL NAME PLATE AND THE LIKE

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The present invention relates generally to ornamental name plates and the like, more especially those primarily used for advertising purposes, and has for its object the provision of means whereby a simple printed and colored Celluloid cover may be so utilized in cooperation with an ornamentally surfaced back plate as to present the general appearance of an expensive enameled article and whereby it will further appear in three distinguishing colors although only two such colors have been actually printed on the cover itself.

An enameled name plate where one is used, requires an expensively prepared foundation or back plate, especially where what is known as a "cloisonné" background is to be a part of the finished article, and while such name plates are known to present a splendid appearance in two or three colors and are durable and lasting in some uses, they lack durability in other uses which subject them to contact with acidulous fluids, the acids of which disastrously affect the metal which, in such enameled articles, is exposed between portions of the enameled surface.

The present invention aims to provide a Celluloid covered name plate in which a combination of color printing on the Celluloid covering, with portions of the Celluloid left transparent, cooperate with an ornamentally surfaced background, which the Celluloid covering protects, to give the general effect and pleasing appearance of enamel, the transparent portions exposing to view the natural color of the back plate whereby it will thus add the color of the latter to the imprinted colors of the Celluloid.

In thus producing the ornamental effect and pleasing appearance of an enameled article at a fraction of the cost of actual enamel, the invention greatly enlarges the field of use of such enameled name plates, since the Celluloid covering is, among other things, effective protection against discoloring effects of acidulous fluid, the printing being of course, placed upon the inner or rear surface of the Celluloid next to the back plate which is protects.

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:

Fig. 1 is a front view illustrating a name plate, button, or the like, embodying the invention.

Fig. 2 is a vertical sectional view taken there-through substantially on the line 2—2 of Fig. 1, and

Fig. 3 is a perspective view of the back plate and the Celluloid covering in detached relation.

Referring now to these figures, the name plate of the present invention, simulating, when considered as a whole, the appearance of "cloisonné" enamel, essentially comprises a back plate 10 and a Celluloid covering 11, the latter of which is provided upon its rear or inner face, that is, the face which is placed against the back plate 10, with coloring matter 12 printed or otherwise placed thereon to form a substantial portion of the name plate design which is usually the background and is so shown in the present illustration. It is important that this major portion of the name plate design, usually the background, be of a translucent color for a purpose to be presently described in addition to the contrast it affords with respect to certain minor portions of the design as for instance the letters 13 in the present instance, which are printed upon the same inner surface of the Celluloid with opaque coloring matter.

It will further be noted that portions at least of the minor features of the design, in the present instance the letters 13, will be separated or set off from the major portion or background 12 by leaving parts of the Celluloid unprinted or transparent, these transparent portions in the present instance being shown as completely bordering the letters 13, as indicated at 14.

The front or obverse face of the back plate 10, which latter is of metal, presents a brilliant surface, for instance of the natural color of the metal itself, and is suitably ornamented to present a design in the metal, as by etching, stamping, engine turning, or otherwise, preferably to present a series of lines 15 which may radiate from the center to the peripheral edge of the plate as shown.

Thus when the Celluloid cover 11 is placed against the plate, there is at once set up a contrast between three colors, first, the opaque color of the letters 13, second, the color of the back plate through the transparent portions 14, and third, the color of the major portion of the design or background 12, which contrast in itself presents a pleasing appearance of the three colors where but two colors have been actually imprinted upon the Celluloid.

In addition to the above, however, the design

as a whole presents a further pleasing appearance by reason of the contrast between the showing of the ornamental back plate whose brilliant ornamental surface appears through the translucent printed portion 12 of the Celluloid in subdued or dimmed color while through the transparent portions 14 the brilliant surface of the back plate appears in its natural color and undimmed brilliance.

The whole article, it will be obvious from the foregoing, simulates to a remarkable degree the appearance of expensive "cloisonné" enamel, the opaque letters 13 giving the appearance of one color of enamel filling outlined letters on the back plate, the outlines of which, usually in metal are represented by the transparent portions or borders 14, and the contrasting colored enamel being represented by the translucent background 13 through which the brilliant ruled or lined surface of the back plate shows in a subdued or dimmed manner, the lines of this surface simulating the lines of metal between sections of enamel in "cloisonné" enamel work.

The completion of the name plate for use as such, depends materially upon the particular use to which it is to be put. If used simply as a badge or button, the peripheral edge of the Celluloid covering 11 may be pressed and rearwardly turned or flanged with the peripheral edge of the back plate 11, as seen at 16 in Fig. 2, and in this event the back plate 10 itself must be of sufficient thickness and strength to maintain its pressed form so as to provide for the use of an ordinary button pin fastener whose circularly curved portion may be seated within the flanged edge 16.

On the other hand, as shown in Fig. 2, where the name plate is to be used for instance with beer taps and the like, a back plate 10 of lighter metal may be employed and its peripheral edge portion with the peripheral edge portion of the Celluloid covering may be flanged or bent around the periphery of a supporting disk 17 having centrally and rearwardly outstanding members, such as 18, providing for its connection with taps and the like. Instead of rearwardly projecting engaging members such as 18, the disk 17 may, of course, have expanding pins and the like adapting the name plate as a whole for use with various articles of commerce, as for instance refrigerators, it being obvious that in all of such

uses the protective qualities of the Celluloid covering are important from the standpoint of durability as proof against acids, while the pleasing appearance of the name plate as a whole in its simulation of "cloisonné" enamel is of greatest consideration in such materially reduced cost as compared to the real enamel itself.

What is claimed is:

1. A name plate and the like comprising a metallic back plate having a brilliant lined surface and thereby presenting an ornamental appearance in and upon said surface, and a Celluloid covering therefor having its inner face disposed against said back plate surface provided with translucent coloring matter forming a background through which the brilliant surface and lines of the back plate are seen in the color of said background and opaque matter of a distinguishing color forming a symbol within said background and obscuring the underlying portions of the back plate, a portion at least of the said Celluloid covering being transparent between the opaquely covered symbol and the translucent background, the back plate as viewed through the transparent portion of the Celluloid covering presenting a distinguishing color as compared to both the symbol and the background to thus present with the opaque coloring matter and translucent coloring matter a three color appearance simulating "cloisonné" enamel.

2. A name plate and the like comprising a metallic back plate having a brilliant and lined obverse face and thereby presenting an ornamental appearance, and a protective Celluloid covering thereon having its inner or reverse face provided with translucent coloring matter of a character through which the ornamental appearance of the brilliant back plate appears in dimmed color, said covering having opaque coloring matter also on its said inner face within the translucent background forming a symbol of distinguishing color obscuring the underlying portion of the back plate and also having a transparent area bordering at least a portion of the opaque symbol and between the latter and the translucent background through which area the ornamental surface of the back plate appears in undimmed brilliance, whereby to thus present a three color appearance in imitation of an enameled name plate.

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