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F. WEINDEL, JR

2,042,416

EMBLEM

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FIG. I.

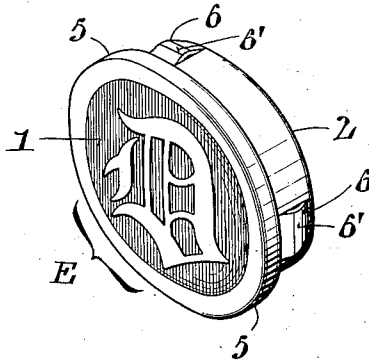


FIG. IV.

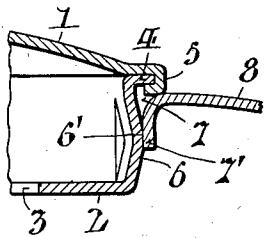


FIG. V.

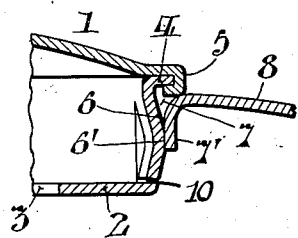


FIG. II.

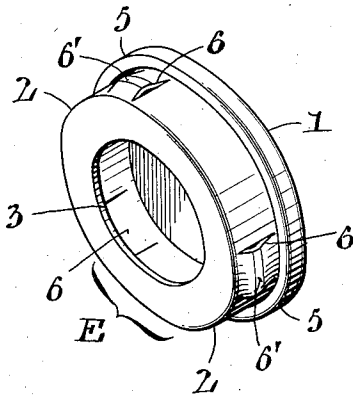
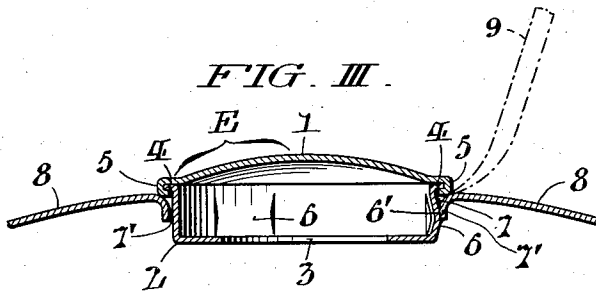


FIG. III.



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# UNITED STATES PATENT OFFICE

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## EMBLEM

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4 Claims. (Cl. 40—20)

This invention relates to emblems intended for application to various articles of manufacture, such as automobiles, washing machines, waffle irons, toasters and furniture, and bearing, for example, designs, trade-marks, manufacturers' or dealers' names, initials, insignia, etc.

The primary object of this invention is the provision of an emblem, for the purposes mentioned, which is ornamental and attractive, one that can be easily and quickly applied to, or removed from, the articles; and which will, nevertheless, hold itself firmly attached against the possibility of accidental displacement, without the aid of separate securing means.

A further object of the invention is to secure the recited advantages in an emblem of the character stated which can be economically and expeditiously manufactured in quantity from sheet metal or the like.

Still other objects and attendant advantages of this invention will be manifest from the following detailed description of the accompanying drawing.

To the foregoing ends this invention consists essentially of an emblem device embodying a plug-in portion having surroundingly-spaced springy-offsets projecting outwardly therefrom, and an ornamental front affording a perimetric stop projection for limiting insertion of the emblem into a coactive retaining orifice.

In the drawing:

Fig. I is a perspective view showing my novel emblem as it appears from the front.

Fig. II is likewise a perspective view showing the emblem as it appears from the rear.

Fig. III is a fragmentary sectional view showing how the emblem is held in the article or structure whereto it is applied.

Fig. IV is a fragmentary view, on an enlarged scale, of the right hand portion of Fig. III to better illustrate a feature of the invention hereinafter fully explained; and,

Fig. V is a similar view of a slightly modified form of the invention.

As herein shown, the improved emblem E is fabricated throughout from sheet metal, with an ornamental front 1, and plug-like body 2. The front 1 is conveniently circular, and the body 2 cylindrical, but they may, if desired, be of polygonal or other configuration. The front 1 is shown as having the form of an outwardly-convexed disk, bearing an initial letter, specifically a capital "D" in old English, for example only.

The plug-in body 2 of the emblem E, on the other hand, is fashioned to cup configuration as a die stamping, and incidentally formed with a central opening 3 at the back thereof and an outward lip or flange 4 at its forward end, said lip or flange, as shown in Fig. III, being lapped by the circumferential edge of the front 1 with consequent formation of a perimetric projection 5. At spaced circumferential intervals, the body 2 has relatively expanded or punched-out springy-tongues or offsets 6, which normally project somewhat beyond the cylindrical surface of said body. Preferably each springy-offset 6 is formed intermediate its ends or substantially medially thereof, with a high-point or transverse contact-section 6', for a purpose hereinafter explained.

In use, the body 2 of the emblem E is introduced into an opening 7 (Fig. III) of substantially the same diameter in the structure 8 which is to receive it, whereupon said emblem is forced inward against the restraining action of the springy-offsets 6 until the perimetric projection 5 abuts the outer face of the structure 8 with only the front 1 exposed. It is to be particularly noted that the structure 8 is provided around the opening 7 with a lip 7' of predetermined depth, so that when the emblem E is inserted, as shown, said lip is firmly engaged by the offset high-points or contact section 6'. During the operation just described, the springy-offsets 6 are compelled to yield inwardly by coaction with the lip 7' around the opening 7 in the receiving structure 8. However, it is quite important that the springy-offsets 6 be so dimensioned that, after the emblem E has been forced all the way in, the transverse contact-section 6' of the springy-offsets 6 shall, by radially outward reaction, exert pressure against the inner end portions only of the lip 7' about the opening 7 in the structure 8, and thereby serve as an effective restraining means preventive of easy, or accidental, displacement of the emblem E, as will be readily understood from Fig. III. Furthermore, it will be readily understood that the result of the frictional engagement of the emblem body 2 in the opening lip 7', will be that the inner end of said lip progressively engages over the high-points or contact-sections 6' of the springy-offsets 6; whereby as the emblem E is pushed into the opening 7 in the structure 8, the lip 7' is expanded to its maximum under the action of the offsets 6, when said emblem assumes a state of rest exactly over the contact-sections 6', in a manner clearly apparent from the drawing.

If it is desired to remove the emblem E, this can be accomplished by pressing it outward of the structure 8 from the rear, or by inserting the sharp curved end of a suitable implement, such as the pry 9, indicated by dot-and-dash lines in Fig. III, beneath the circumferential projection 5 and thereupon moving the emblem E loose at the front of the structure 8.

In the modification of the invention shown by Fig. V, the only difference over the above described form resides in severing the offsets 6 at 10, from the body 2, so as to form springy prongs or tongues that function exactly, as hereinbefore explained, to hold the emblem E in position. Otherwise, the showing of Fig. V corresponds in all other respects with that of Figs. I-IV, inclusive, hence similar reference characters are applied in order to avoid repetitive description.

As a consequence of its unique construction, it is evident that my novel emblem E can be very economically produced in quantity, and that it is easily and quickly attachable initially, as well as readily removable subsequently. The capacity for ready removal is advantageous, for example, in that it enables a retailer to substitute an emblem E bearing his own name or trade-mark, or an emblem E bearing the initial of the purchaser, in the article of manufacture being sold, in place of the conventional emblem originally applied by the manufacturer of such article.

Having thus described my invention, I claim:

1. An emblem device comprising a body portion with an axially apertured base at one end and a tubular side wall, an outwardly projecting flange at the other end of the body portion, an ornamental closure for the body portion having a perimetric portion inwardly lapped over said body portion outwardly projecting flange, and the tubular side wall of the device having

circumferentially spaced outwardly and longitudinally extending resilient portions, the maximum outward extension of each of said resilient portions being intermediate the ends thereof, and said device being adapted for insertion into a suitable orifice in a supporting member with the lapped-over closure portion serving to limit insertion and the resilient portions frictionally engaging the inner wall of the supporting member orifice.

2. An emblem device comprising a cupped body portion having a base and cylindrical side wall, the base having a central opening of substantial extent, an outwardly projecting flange around the edge of the side wall remote from the base of the cupped body portion, an ornamental front closure member for the device having a perimetric portion inwardly lapped over the body portion outwardly projecting flange, said cylindrical side wall having circumferentially spaced outwardly and longitudinally extending resilient portions struck outwardly therefrom, the maximum outward extension of each of the resilient portions being intermediate the ends thereof, and the device being adapted for insertion into a suitable orifice in a supporting member with the lapped-over portion serving to limit insertion and the resilient portions frictionally engaging the inner wall of the supporting member orifice.

3. The combination of claim 2 wherein the front closure is outwardly convexed, and the maximum outward extension of the body resilient portions is medially located between their ends.

4. The combination of claim 2 wherein the resilient portions of the cupped body portion are punched outwardly therefrom to form spring tongues, and said tongues have their ends severed relative to the cupped body portion base.

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