

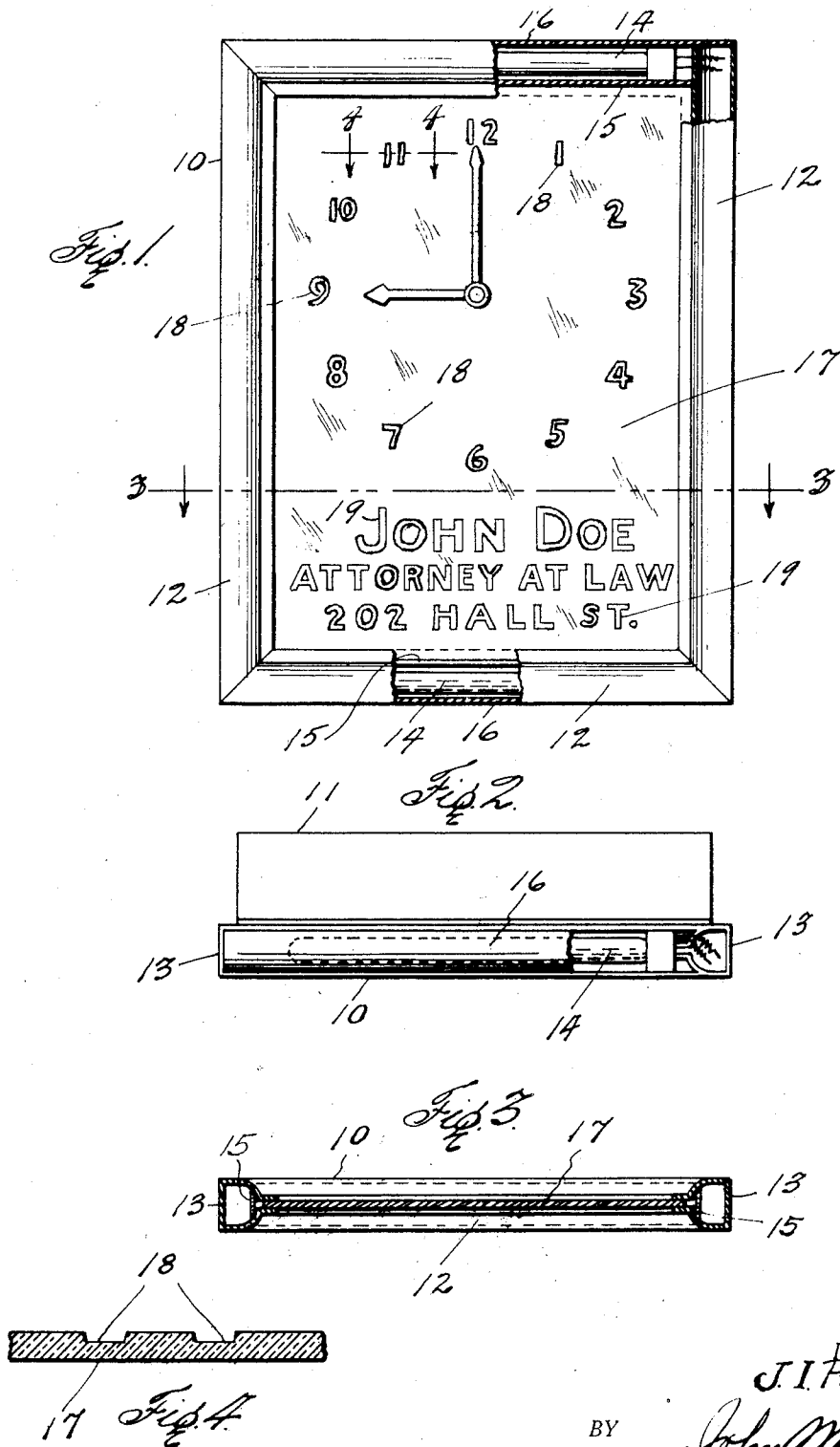
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ADVERTISING CLOCK DIAL AND MEANS FOR ILLUMINATING THE SAME

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ADVERTISING CLOCK DIAL AND MEANS FOR ILLUMINATING THE SAME

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This invention appertains to novel and useful improvements in clock dials, particularly for clocks that are to be located in a dark or semi-dark room.

5 The object of the invention is to provide a transparent or translucent dial for a suitable clock, that is to be displayed in places such as theatres, auditoriums, et cetera, said dial provided with space for advertising matter.

10 Another object of the invention is to provide a transparent clock dial as aforementioned that may be made and handled at a nominal price, and effectuate the most efficient results for the purposes intended.

15 A further object of the invention is to provide a clock dial that will afford a novel and effective attraction of the eye, thereby affording an excellent advertising medium, also providing revenue whereby the clock will pay for itself as well as returning a handsome revenue.

A construction designed to carry out the invention will be hereinafter described together with other features of the invention.

25 The invention will be more readily understood from a reading of the following specification and by reference to the accompanying drawings, in which an example of the invention is shown, and wherein:

30 Figure 1 is a front elevation of a clock dial constructed in accordance with my invention, portions being broken away,

Figure 2 is a plan view of the same,

35 Figure 3 is a horizontal cross sectional view taken on the line 3—3 of Figure 1, and

Figure 4 is an enlarged sectional view taken on the line 4—4 of Figure 1, showing substantially the preferred proportion of depth of the characters to be cut into the dial.

40 Employing like characters of reference for corresponding parts throughout, the reference numeral 10 designates an upright clock housing, to which any suitable clock mechanism 11 may be connected. The housing comprises a cylindrical outer frame or marginal hollow outline 12. The sides of the frame are closed by an upright wall 13 extending the entire length of the sides. The top and bottom are open to receive an elongated electric light bulb 14. To effect a desired color a colored

glass plate 15 is placed between the dial and the light. A suitable reflector 16 is mounted over the light. It is obvious that either a constant light may illuminate the dial or a flasher socket may be employed as the occasion may necessitate or desire. The hands of the clock are painted with radiolite or any suitable radium paint equivalent.

The numbers 18 which designate the time are sand blasted or otherwise suitably cut into the glass dial 17. At the lower portion of the dial any suitable advertisement 19, such as a name, number, insignia or design may be likewise cut into the dial.

Various changes in the size and shape of the different parts, as well as modifications and alterations may be made within the scope of the appended claim.

Having now described this invention and explained the mode of its operation, what I claim for my invention is:—

The combination of a translucent clock dial bearing advertising indicia and a support and illuminating means for the dial; said support and illuminating means comprising a substantially rectangular frame formed with side, top and bottom frame members, each of said side, top and bottom frame members having a body portion provided with inwardly projecting and spaced flanges forming grooves to receive the edges of said dial, said body portion having its walls curving outwardly from said flanges to provide a substantially cup-shaped cross section for said walls symmetrical with respect to said dial, each of said side, top and bottom frame members having the outer edges of said curved walls connected by a substantially plane wall member to provide a hollow construction for each of said frame members, to receive therein an electric light bulb for illuminating said dial, said plane wall surfaces having reflecting properties whereby the light from the bulbs is reflected onto said dial, and colored plates interposed between the bulbs and the surfaces to be illuminated, whereby color effects are obtained.

In testimony whereof I affix my signature.

JAMES I. PARRISH. 100