2 Sheets—Sheet 1

A. P. FORD & L. W. FARRAR.

ADVERTISING CLOCK.

No. 181,661. Patented Aug. 29, 1876.

Fig: 1.

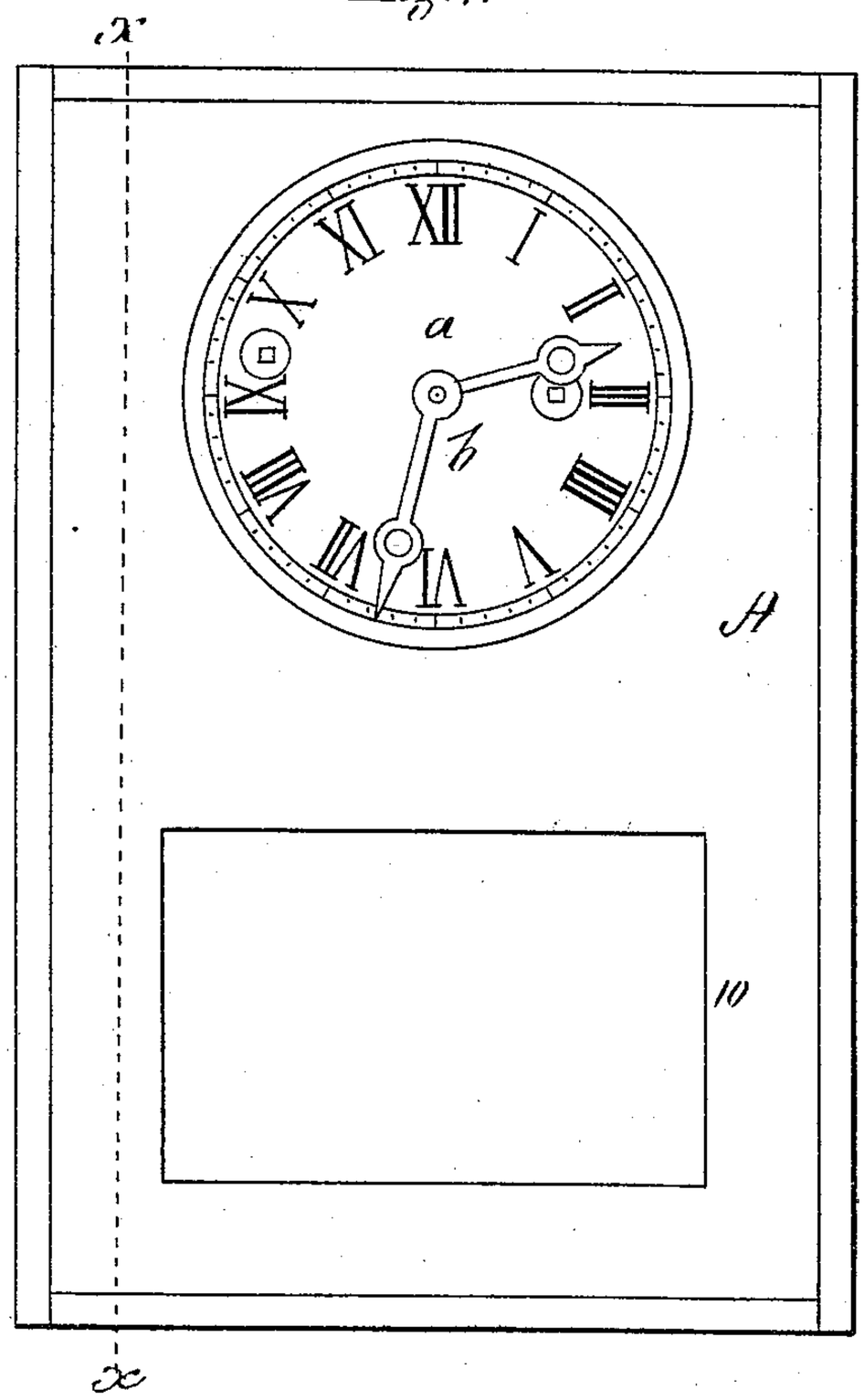
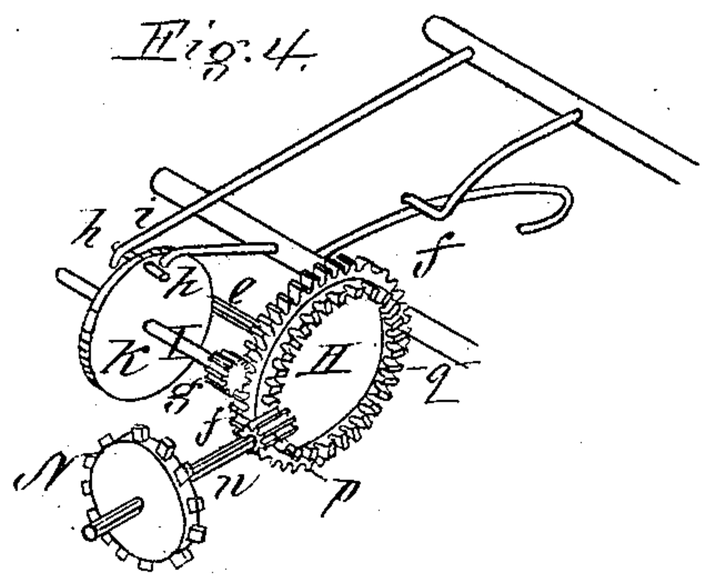


Fig: 4.



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2 Sheets—Sheet 2.

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Fig. 2.

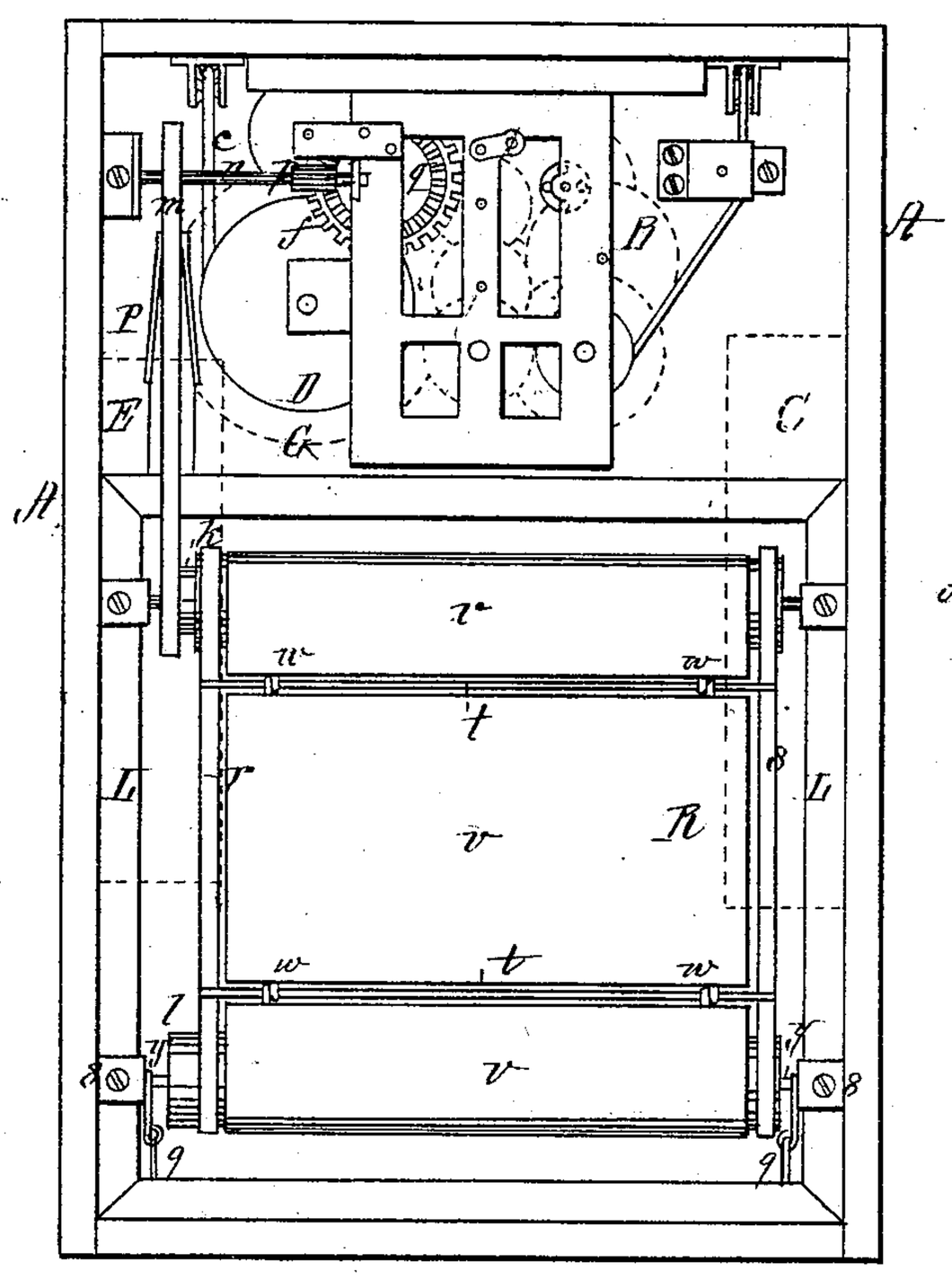
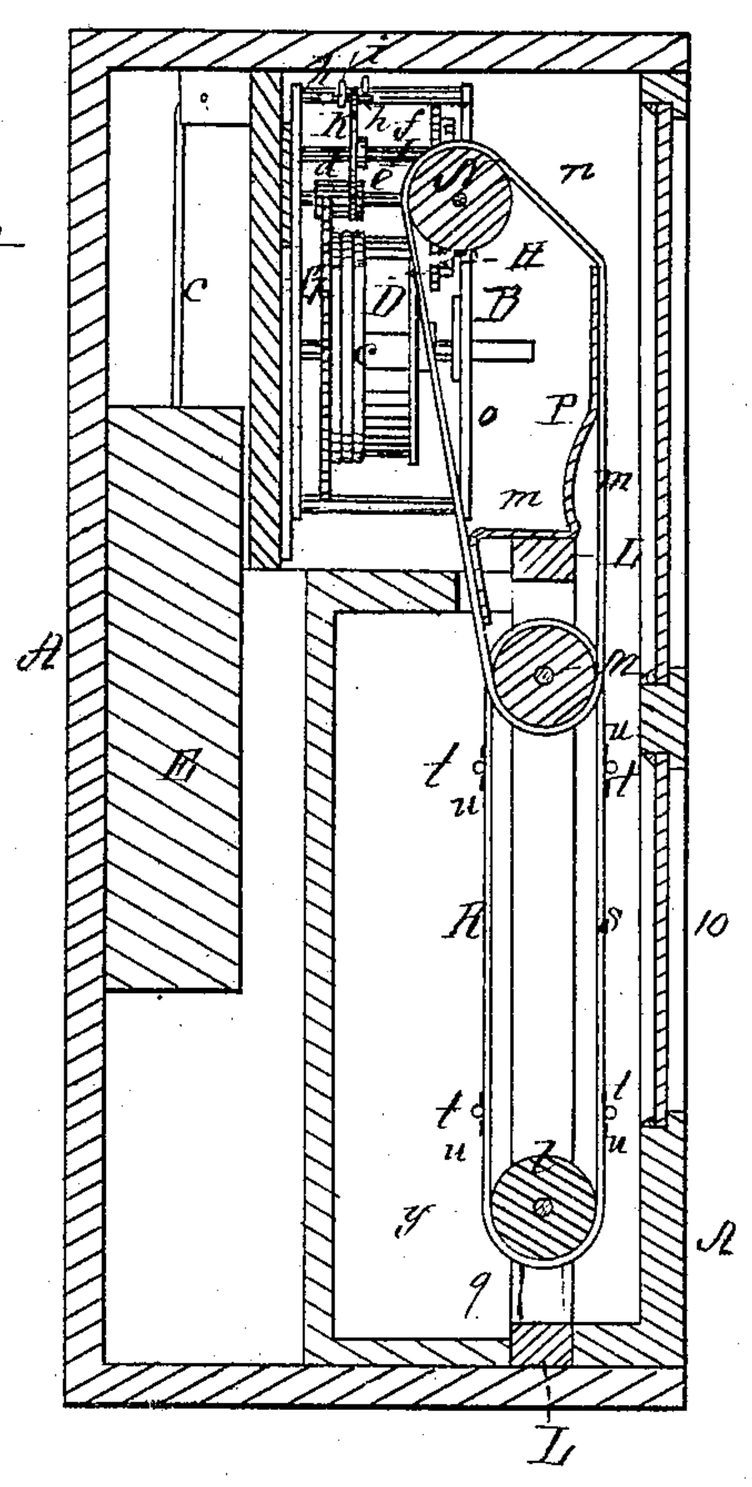


Fig. 3.



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UNITED STATES PATENT OFFICE.

ARTHUR P. FORD AND LUCIAN W. FARRAR, OF ABINGTON, MASS.

IMPROVEMENT IN ADVERTISING-CLOCKS.

Specification forming part of Letters Patent No. **181,661**, dated August 29, 1876; application filed May 29, 1876.

To all whom it may concern:

Be it known that we, ARTHUR P. FORD and LUCIAN W. FARRAR, of Abington, in the county of Plymouth and State of Massachusetts, have invented an Advertising-Clock, of which the following is a full, clear, and exact description, reference being had to the accompanying drawings, making part of this specification, in which—

Figure 1 is a front elevation of our advertising-clock. Fig. 2 is an elevation of the interior of the same. Fig. 3 is a vertical section on the line *x x* of Fig. 1. Fig. 4 is a perspective view of a portion of the mechanism for driving the endless band.

Our invention consists in a clock provided with an endless revolving band bearing a series of advertisements, which are periodically brought around and exposed to view, suitable mechanism being employed for starting and arresting the same.

Our invention also consists in certain details of construction, to be referred to.

To enable others skilled in the art to understand and use our invention, we will proceed to describe the manner in which we have carried it out.

In the said drawings, A represents a box or casing, in the upper portion of which is located an ordinary clock-movement, B, driven by a weight, C, and provided with a dial, *a*, and hands *b*. (See Fig. 1.) Within one side of the frame of the movement B is placed a drum, D, around which passes a cord, *c*, connected with another weight, E. To one end of the drum is secured a large gear, G, which engages with a pinion, *d*, on one end of a horizontal shaft, *e*, to the opposite end of which is secured a wheel, H, provided on its edge with cogs *f*, which engage with a pinion, *g*, on one end of a horizontal shaft, I, provided at its opposite end with a wheel, K, having pins *h* on both sides of its rim, which is held stationary and tripped at regular intervals by a lever, *i*, which is actuatedby a wheel, (not shown,) provided with pins or projections on one of the shafts of the clock-movement. In the front of the casing A below the clock-movement is fitted a frame, L, within which are hung two parallel rolls, *k l*, one, *k*, near the top, and the other, *l*, near its bottom. One end of the upper roll *k* is provided with a sprocket-wheel, M, which is driven by a chain, *m*, passing over another sprocket-wheel, N, on one end of a horizontal shaft, *n*, placed at right angles to the shaft *e* of the gear-wheel H. To the other end of the shaft *n* is secured a pinion, *p*, which meshes into another series of cogs, *q*, formed on the face of the gear-wheel H at or near its periphery. Over the opposite ends of the rolls *k l*, the former being provided with sprocket-wheels, pass endless chains *r s*, to which are secured at suitable intervals the ends of metallic rods or wires *t*, to which are attached thin strips *u* of wood, pasteboard, or other suitable material, to which are pasted the upper and lower edges of two contiguous sheets, *v*, of a series which form an endless band, R, having the advertisements printed thereon, the strips *u* being attached to the metallic rods *t* by means of wires at *w*. P is a thin plate of metal having its edges turned up, so as to serve as a guide for the chain *m*. The journals *y* of the lower roll *l* turn in slots formed in the bearing-plates 8, by which means they may rise therein in the event of the roll being forced up by any inequalities or imperfections in the chains *r s*, springs 9 being employed for keeping the rolls sufficiently apart to insure the taking up of any slackness of the chain that might occur, which, in such event, would slip upon the lower roll without revolving it.

By means of the clock-movement B and drum D with their weights C E, and connecting mechanism above described, the endless band R is made to move and remain stationary at regular intervals of time, each advertisement thereon being brought into a position where it remains for a short period exposed to view through an aperture or window, 10, formed in front of the clock. When it is desired to remove an advertisement from the endless band it is simply necessary to tear it off at its edges where it is pasted to the wooden strips *u*, when a new advertisement may be immediately substituted therefor.

By the application of a revolving advertising medium to a clock, and locating the apparatus in a prominent place in hotels, depots, cars, steamboats, &c., the attention of business men and the public generally is drawn thereto, as it is natural when looking at the

time to simultaneously observe the advertisement then exposed to view.

What we claim as our invention, and desire to secure by Letters Patent, is—

1. The clock-movement B and drum D, with their weights and connecting mechanism, in combination with the shaft *n*, wheel H with its cogs *q*, pinion *p*, sprocket-wheels M N, chains *m r s*, rolls *k l*, and endless band R, substantially as described, for the purpose set forth.

2. The strips *u*, for attaching the advertisements in place, in combination with the rods *t*, chains *r s*, and rolls *k l*, substantially as described.

Witness our hands this 24th day of May, 1876.

ARTHUR P. FORD.
LUCIAN W. FARRAR.

In presence of—
JOHN F. SIMMONS,
OTIS W. SOULE.