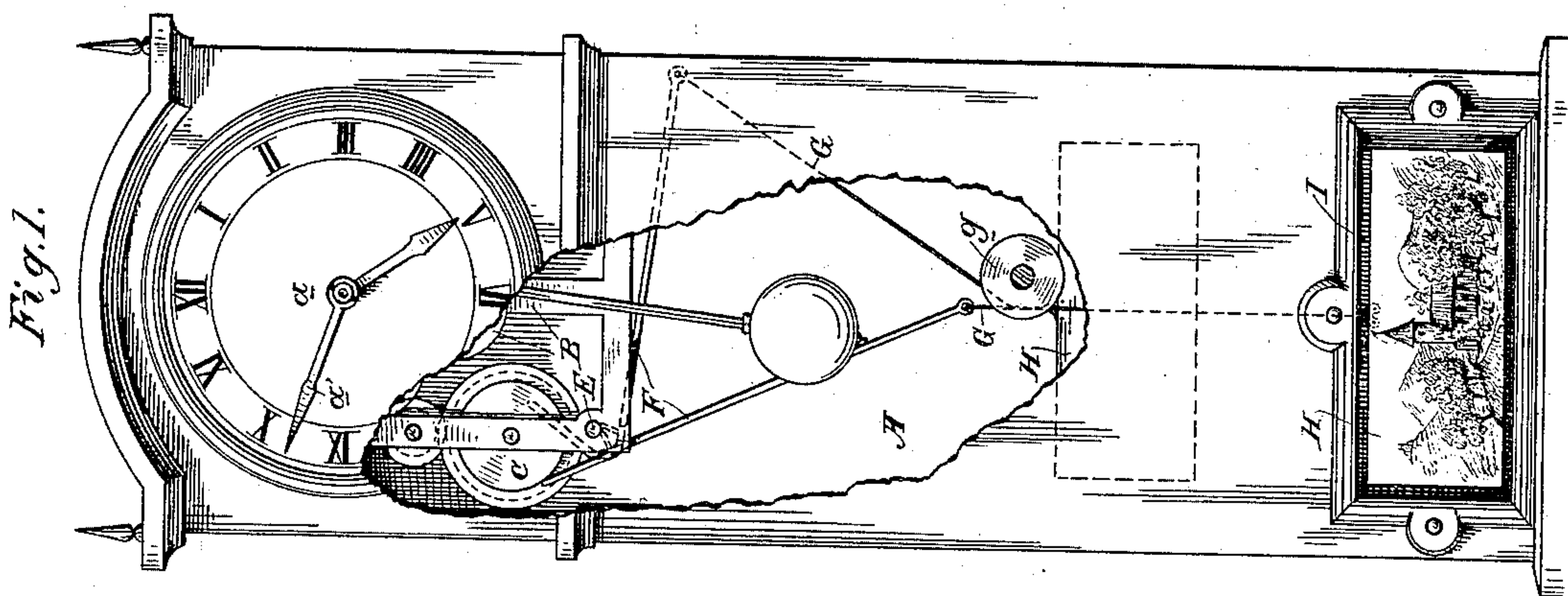
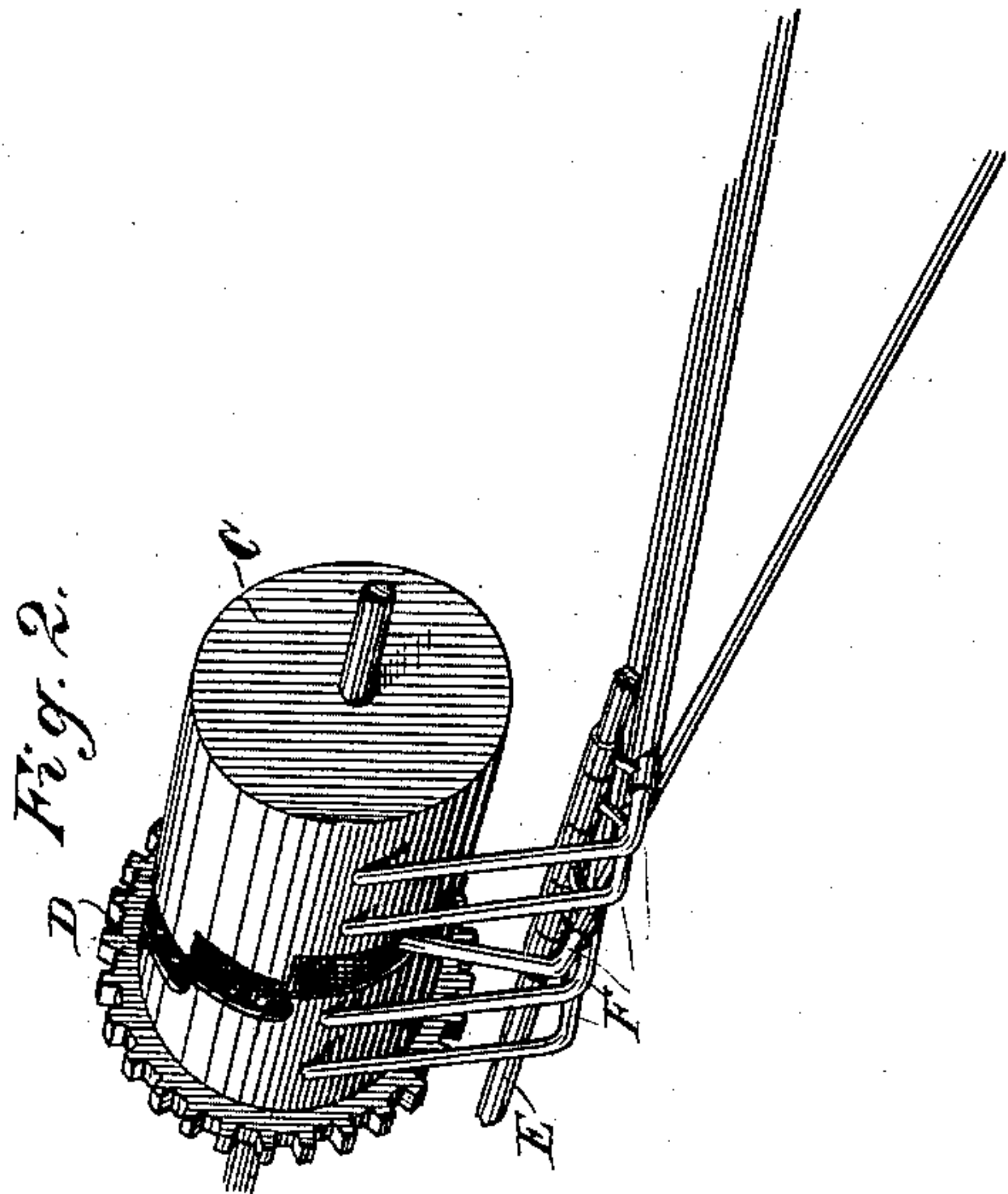


(No Model.)

G. HOISHOLT.  
ADVERTISING CLOCK.

No. 378,589.

Patented Feb. 28, 1888.



Witnesses,  
Geo. H. Strong,  
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attys



# UNITED STATES PATENT OFFICE.

GUSTAV HOISHOLT, OF WATSONVILLE, CALIFORNIA.

## ADVERTISING-CLOCK.

SPECIFICATION forming part of Letters Patent No. 378,589, dated February 28, 1888.

Application filed December 8, 1887. Serial No. 257,359. (No model.)

*To all whom it may concern:*

Be it known that I, GUSTAV HOISHOLT, of Watsonville, in the county of Santa Cruz and State of California, have invented an Improvement in Advertising-Clocks; and I hereby declare the following to be a full, clear, and exact description thereof.

My invention relates to that class of advertising devices in which printed matter, cards, &c., are temporarily exposed to view and again withdrawn, and especially to those devices of this class in which the operating mechanism is dependent upon and is combined with suitable clock-work, the whole being consequently known as "advertising-clocks."

My invention consists, essentially, in the combination of independent pivoted levers, which are each attached to the card or other matter to be advertised, and a rotary cylinder provided with a cam, preferably a cam groove or slot, and against which said cylinder the ends of the levers impinge, whereby they are held in and returned to one position when the solid periphery of the cylinder is traveling against them and allowed to fall to another position by their ends dropping into the section of the cam-groove of the cylinder successively, all of which I shall hereinafter fully describe, together with details of construction.

The object of my invention is to provide a simple and effective advertising-clock.

Figure 1 is a view of my apparatus. Fig. 2 is a detail view of drum and levers.

A is the casing of a clock, having the usual dial, *a*, and indicating-hands *a'*.

B is the clock-work, which is of the usual character and needs no further description.

C is a hollow cylinder or drum, which is geared up to the clock-work, as shown, so that it has imparted to it a rotary motion. Upon or in this cylinder, and throughout its entire circumference, is a cam, D, which, though it might be any style of cam, is preferably made as a groove or slot in short sections, which may be independent or, as here shown, connected, each section lying in a different vertical plane, so that the general direction of said groove or slot is spiral.

E is a counter-shaft mounted in the frame of the clock-work and having pivoted upon it the independent levers F, the upper or short ends

of which bear against the cylinder and are held normally in that position by the weight of the lower and longer ends and their connections.

G are strings or cords which are attached to the lower ends of the levers, and thence are carried down around suitable guide-pulleys, *g*, and have attached to their lower ends the advertising-cards H.

I is a window or aperture in the front of the casing, through which the cards, when dropped, may be seen.

The operation of the machine is as follows:

Any suitable period of rotation may be imparted to the cylinder C. The levers F are all held in an elevated position by their upper ends resting in contact with the unbroken or solid surface of the cylinder, and as each section of the cam groove or slot in said cylinder comes in line or coincides with the upper end of each lever said lever is thereby instantly relieved, its upper end dropping into the groove or slot, whereby its lower end drops, and after remaining a specified time in this position it is raised again by the termination of this particular section of the groove or cam and the reimpingement of the solid or unbroken portion of the cylinder with its upper end. The levers, therefore, successively drop from an elevated to a depressed position and rise again to their previous elevated position. In this way as each lever drops the card to which it is attached is exhibited at the aperture or window I in the clock-casing, and is not withdrawn until another lever drops to exhibit its card, and so on continuously.

Having thus described my invention, what I claim as new, and desire to secure by Letters Patent, is—

1. In an advertising-clock, the combination of a pivoted lever located within the clock-casing and attached at one end to the card to be advertised, and a rotary cylinder or drum within said case, against which the other end of the lever impinges, whereby it is held in one position, said cylinder or drum having a cam groove or slot, into which the end of the lever drops, whereby the lever assumes another position and the card to which it is attached is successively brought into and retired from view, substantially as described.

2. In an advertising-clock, a series of inde-



pendent pivoted levers located within the clock-casing and attached at one end to cards to be advertised, in combination with a rotary cylinder or drum in said case, against which the other ends of the levers impinge, said cylinder or drum being connected with the clock-gearing and provided with a spirally-directed cam groove or slot made in sections occupying different vertical planes, whereby the levers are successively dropped from an elevated position and returned thereto as their ends drop into sections of the cam groove or slot of the cylinder or drum or bear on the unbroken surface thereof, substantially as described.

3. In an advertising-clock, a rotary cylinder connected with the clock-gearing and having a spirally-directed cam groove or slot in its periphery made in sections in different vertical planes, in combination with independent pivoted levers within the casing having one end impinging on the cylinder and in planes coincident with the sections of its groove or slot, whereby said levers are alternately dropped and raised again, strings or cords attached to the other ends of the levers, and advertising-cards secured to said strings or cords, substantially as described.

4. An advertising-clock comprising the casing provided with its dial and indicating-hands and an aperture or window in its front, and with suitable clock-work mechanism, a cylinder or drum deriving rotation from said mechanism and provided with a spirally-directed cam groove or slot made in short sections in different vertical planes, independent pivoted levers having their upper ends impinging on the cylinder and in planes coincident with the sections on its groove, whereby they are dropped and again raised to position, cords or strings attached to the lower ends of said levers, and advertising-cards attached to the lower ends of the strings or cords, whereby they are successively brought into view at the window or aperture of the clock-casing and retired again, substantially as described.

In witness whereof I have hereunto set my hand.

GUSTAV HOISHOLT.

Witnesses:

FRANK BERGSTEN,  
HANS J. LUND.