

About  
THE  
HOROLOVAR  
FLYING  
PENDULUM  
CLOCK

OR

How to Live with Ignatz . . .

"The Craziest Clock in the World"  
WITH INSTRUCTIONS

Back in the 1880's when this ingenious and charming little machine was originally offered for sale, it remained on the market for little more than a year. It never became popular, because the public was not ready for it. The only clocks in general demand were those that were advertised as keeping accurate time. No one understood the value of the flying pendulum, your clock's chief claim to greatness.

Today, the pressures of advancing "civilization" have

changed the picture. Standing on the brink of the Space Age, and feeling uneasy about it, modern man needs the correct time like a hole in the head. What he does need is a safety valve that will gently release his explosive inner tensions, and it has been demonstrated that simply watching the flying pendulum performs this very function.

Just in time, Horace Horolovar, President of The Horolovar Company, has thoughtfully fetched "the craziest clock" out of oblivion for the benefit of suffering humanity.

"This clock is my answer to UNIVAC," Horolovar said recently. "Accurate computing machines are a dime a dozen. If all you want is the time of day, you can buy a sundial in any drugstore. The unique thing about this clock is the flying pendulum. Another of its unquities is that it *hardly ever* gives you the right time. Depend on this clock to get you to the

7:07 every morning and you will almost certainly be relieved of the tensions caused by your job."

Its eccentricity as a timekeeper (which it has sometimes been mischievously called) has won it considerable respect among the beatniks, to whom punctuality as a virtue is obsolete. Furthermore, a group of distinguished eggheads—more interested in the means to an end than in the end itself—has actually formed a flying-pendulum cult. Leading educators have been electrified by the persistent rumor that the flying pendulum may even replace television as America's most ubiquitous cultural medium.

According to a usually unreliable source, Mlle. Brigitte Badeau keeps a flying pendulum clock on her bedside table. When asked the reason, she smiled enigmatically and murmured, "I like eet." High praise indeed!

A German scientist with an illegible signature wrote us (and we translate), "Neffter ist ein pendooloom vorking zo hardt und aggomblishing zo teeny. Ist der ein moral hier zom platz gehidden?"

In the meantime, this clock is rapidly superseding the dry martini as a party starter, for it evokes delighted comment wherever it appears. (Just place it on the coffee table, and your guests will do the rest.) Bright young persons on the make have been discovering the value of the Horolovar Flying Pendulum Clock as an attention-getting device in restaurants, bars, theater lobbies, isolation booths, padded cells, the count-down room at Cape Kennedy, and everywhere else young people congregate.

Brain surgeons will find it just the thing to amuse them while operating, and at summit conferences it will provide a welcome change from charades. Psychiatrists have seemingly

effected magic cures by exposing patients to the HFPC for a few minutes while they are waiting for the couch. Whether you're a jet pilot or a bird watcher, you'll want to take your clock wherever you go. And don't forget that it's the perfect gift for that hard-to-please relative who has "nothing."

In the home, of course, you need never again put up with the old-fashioned timepiece so irritating in the relentless monotony of the tick-tock with which it doggedly computes the correct time to the second. You'll find your flying pendulum is quieter than the average mouse, is a delight to watch, is practically human\*, and will be a true friend when you need an alibi for missing an engagement (or getting there too early).

Happy clock-watching!

*"Ignatz"*

\* "To err is human."—Alexander Pope, 1688-1744.



# INSTRUCTIONS

**CAUTION:** The horizontal rod that spans the top of the clock is in its correct position when turned slightly counter-clockwise as viewed from above. Do not attempt to straighten it.

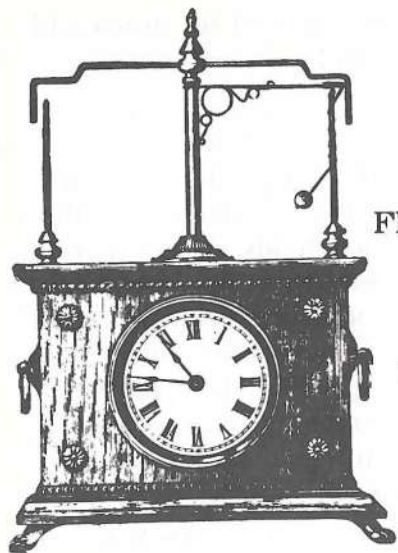
**TO REGULATE:** Change the length of the exposed cord by moving the little brass clip on the flying pendulum arm sideways. To make the clock go faster, shorten the cord; to make it go slower, lengthen the cord. (There's really not much you can do to improve the timekeeping of the clock, but it's fun to try.)

**WARNING TO TINKERERS:** Do not attempt to disassemble the clock while the mainspring is even partially wound. To release mainspring tension, coil pendulum cord around the arm and allow it to rotate freely until it stops. You can then go ahead.

**If you read this warning *after* you tried to disassemble the clock, send for price list of replacement parts!**

To remove movement from case: (1) Release mainspring tension by coiling pendulum cord around arm, allowing it to rotate freely until it stops; (2) Loosen set screw in finial at top and lift off horizontal rod; (3) Pull out flying pendulum unit; (4) Remove brass bezel which holds crystal (pry up slightly in several places, making sure to protect wood from becoming dented); (5) Unscrew winding key (clockwise) and pull out hands turning knob; (6) Remove 4 movement holding screws from back cover plate; (7) Withdraw movement from *front*. To unscrew steel center post from bushing, use pliers. Grip *middle* portion only to avoid burring ends on which bearings of flying pendulum unit rotate.

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FLYING PENDULUM CLOCK

Illustration from  
1885 Catalogue of  
The New Haven Clock Company