

1904
Twelfth
Annual Catalogue



TRADE MARK.

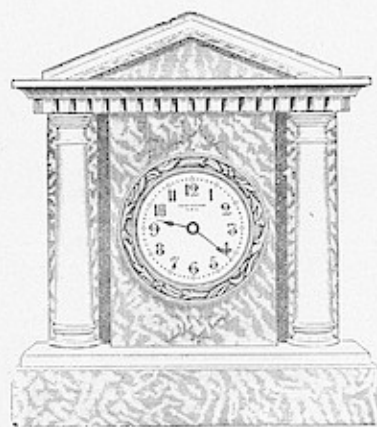
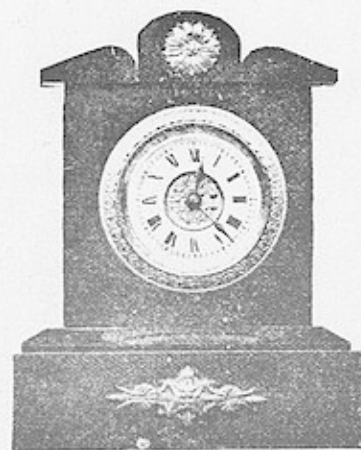
St. L. C. & S. W. Co.

St. Louis, Mo.

Wholesale
Only

AND

ONE-DAY PORCELAIN NOVELTIES.



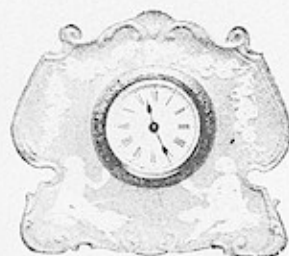
ABUDEEN.



NO. 13 MARBLE. Height, 9½ inches. Width, 5 inches. Dial, 2 inches. Porcelain Gilt Center. 1-Day Time. Solid Marble Case. **\$4.40**
8-Day Time **\$6.40**

IMPORTED WHITE ITALIAN MARBLE. Height, 7¼ inches. Width, 7 inches. 2-inch Dial. 1-Day Time **\$7.00**
8-Day Time **\$8.50**

NO. 6 MARBLE. Height, 6¼ inches. Width, 5 inches. Dial, 2 inches. Porcelain Gilt Center. 1-Day Time. Solid Marble Case. **\$5.40**
8-Day Time **\$7.40**



CAMEO NO. 11. Imported Wedgewood Case (White and Blue.) Height, 5½ inches. Dial, 2 inches. 1-Day Time. **\$3.00**

6 Assorted Styles.

CAMEO NO. 21. Imported Wedgewood. 2-inch Dial. (White and Blue.) 5 inches high. 6 styles. Each **\$2.00**



BOUDOIR NO. 201. Porcelain Gilt and Color Decoration. 1-Day Time. 2-inch Dial. Height, 6 inches. Width, 4 inches. **\$1.90**



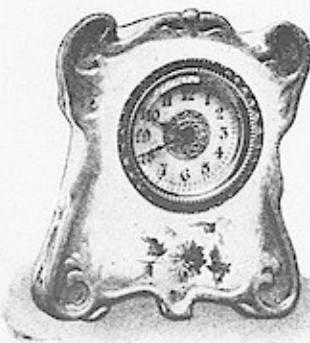
BOUDOIR NO. 202. Porcelain, Gilt and Color Decoration. 1-Day Time. Dial, 2 inches. Height, 6 inches. Width, 4 inches. **\$1.90**



EGRET. Porcelain, Gilt and Color Decoration. 1-Day Time. 2-inch Dial. Height, 5½ inches. Width, 4 inches. **\$2.00**



NO. 8293. Imported Porcelain Case. Blue Shading. Height, 5½ inches. 2-inch Ivory Dial **\$1.80**



NO. 8773. Imported Porcelain. Maroon Shading. Height, 5½ inches. Dial, 2 inches. **\$1.80**



NO. 8338. Imported Porcelain Case. Green Shading. Height, 5 inches. 2-inch Ivory Dial **\$1.80**



NO. 8339. Imported Porcelain. Maroon Shading. Height, 5½ inches. Dial, 2 inches. **\$1.80**

French Stag and Gold Novelty Clocks.

New and Up-to-date. French Stag is the Latest.



No. 5321. French Stag.
One-Day Time. Height, 11 inches. 2-inch Dial. Ivory Gilt Centre. Verde Antique Bronze Base and Trimmings.....\$6.75



No. 5545. French Stag.
One-Day Time. 2-inch Dial. Height, 4 inches. Verde Antique Bronze Trimmings.....\$3.75

No. 5541. French Stag.
Same as above. Gilt Trimmings.....\$3.75



No. 5625. French Stag.
One-Day Time. 2-inch Dial. Height, 5 inches. Verde Antique Bronze Trimmings.....\$4.00

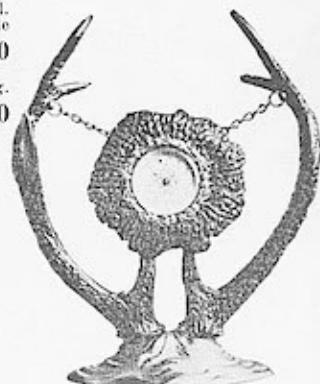
No. 5621. French Stag.
Same as above with Gilt Trimmings.....\$4.00



No. 5565. French Stag. One-Day Time. 2-inch Ivory Dial. Height, 7 1/2 inches. Verde Antique Bronze Trimmings.....\$5.00



No. 5175. French Stag. One-Day Time. Height, 7 1/2 inches. 8-inch Antlers. Verde Antique Bronze Base and Trimmings. 2-inch Ivory Dial.....\$8.25



No. 50535. French Stag. One-Day Time. 2-inch Ivory Dial. Height, 10 1/2 inches. 12-inch Antlers. Verde Antique Bronze Base and Trimmings.....\$9.00



TOULON. One-Day Time. 2-inch Ivory Dial. Height, 4 1/2 inches. Ormolu Gold Plate Finish.....\$2.00



CHAMPION ALARM. One-Day Time. Alarm. 3 inches. Height, 9 inches. Gold Lacquered. Movement removable from back.....\$1.60

Champion Time.
Same as above, without alarm.....\$1.40



VERSAILLES. One-Day Time. 2-inch Dial; Height, 4 1/2 inches. Ormolu Gold Plate Finish.....\$1.70



TOURENNE. One-Day Time. 2-inch Ivory Dial. Height, 6 1/2 inches. Warranted Ormolu Gold Plate Finish.....\$2.50



F. W. ALARM. Long and Extremely Loud Ring. Black Metal Case. 3-inch White Dial. Height, 5 inches. One-Day 30 Time Alarm.....\$1.60



NICE. Height, 6 1/2 inches; 2-inch Ivory Finish Dial; Gilt Centre. Beveled Plate Glass. 30-Hour Movement. Ormolu Gold Finish.....\$2.70

DO YOU SELL THEM? Popular Low-Priced Watches.

Windows App : Images To PDF Maker



AMERICAN. Plain polished nickel, manufactured by the Western Clock Mfg. Co. Brass case, nickel plated, snap bezel and back, stem wind and back set \$1 40



YALE. New thin model, plain polished, nickel finish, manufactured by the New Haven Clock Co. and fully warranted. New style, 16 size, thin model, stem winder and set, full nickel, knurled edge, open face case, 30 hour time, second hand, Roman or Arabic double sunk dial \$1 90



MENTOR. New thin model, plain polished nickel, manufactured by the Ansonia Clock Co. and fully warranted. New style, 16 size, thin model, stem winder and set, full nickel, open face case, 30 hour time, second hand, Roman or Arabic dial, each in wood box \$2 00



Exact Size.

How Far Have I Walked To-Day?

THE AMERICAN PEDIOMETER. Measures and registers every step you take. It is to the pedestrian what the cyclometer is to the bicyclist. All Golf Players, Tourists, Pedestrians, in fact everybody that walks wants this Pedometer. It is carried in the pocket the same as a watch, and is about the size of and resembles a lady's watch. Heretofore, a really good Pedometer could not be sold for less than from \$4.00 to \$15.00. This is equal to any in the market, and is made in this country, impossible to produce a better one. Made to register 10 or 100 miles.

No. 1. Registers 10 miles \$1 60
No. 2. Registers 100 miles 2 00

SPECIAL QUANTITY OFFER On an Order for 36 American, Yale or Mentor Watches, all One Kind or Assorted Styles, we will make a Reduction of 10 Cents List on Each Watch



YANKEE. Ingersoll Watch. Plain case, milled centre back, hinge back, nickel case, Roman or Arabic dial, back wind and set, Ingersoll name on dial \$1 60



LIBERTY. Ingersoll Watch. Plain case, hinge back (new), finished nickel, Roman or Arabic dial, back wind and set, Ingersoll name does not appear on dial \$1 45



PILGRIM. Ingersoll Watch. Engraved front and back, gold plated Roman or Arabic dial, stem wind and new pendant set, Ingersoll name does not appear on dial \$2 00



Back View of Gold Plated Pilgrim Watch, showing fancy engraving of various designs.

Special Quantity Offer

On an Order for 36 Ingersoll Watches, assorted or all one kind, we will allow a reduction of 10 CENTS LIST on each Watch. Order must be for all INGERSOLL and no less quantity.

This Guarantee Slip

is only in the back of YANKEE, ECLIPSE and TRIUMPH WATCHES—no others.



ECLIPSE. Ingersoll Watch. Milled centre back, hinge back, finish nickel, Roman or Arabic dial, stem wind and new pendant set, Ingersoll name on dial \$2 02

Oxidized (gun metal), 2 17



General Description Applying to all Ingersoll Watches.

MOVEMENT. Regular 16 size and only 3/4 of an inch in thickness. Lantern-pinions (smallest ever made). American lever escapement, polished spring encased in barrel. Weight, complete with case, only 3 ounces; quick train, 210 beats per minute. Short wind and long run; runs 30 to 36 hours with one winding. Hour, minute and second hands. Heavy bevel crystal. Bezel snaps on. Roman and Arabic dials are assorted in each dozen unless otherwise specified. Every watch tested, timed and regulated. Guarantee in back of each case.



TRIUMPH. Ingersoll Watch. Plain case of solid white metal, silver finish, engine-turned centre band, hinge back, silver plated or gun metal, Roman or Arabic dial, fancy engraved movement plate, antique bow and crown, stem wind, Ingersoll name on dial \$2 54

Oxidized Gun Metal Same Price.



HORSESHOE DISPLAY CASE. stands 15 inches high, covered with rich blue plush and arranged to display twelve watches. In the center is displayed the famous movement of the Ingersoll watches, in skeleton form, contained in a brass case, 5 inches in diameter, protected by a bevel glass front. The arrangement is such that this movement can be wound conveniently from the back, and thus kept running \$2 70

Windows App: THE LEADING One and Eight-Day Novelty Clocks



BEE ALARM 2-in. Dial, Bevel Glass, Ansonia Clock Co. Stem Winding **\$2.40**



BEE TIME 2-in. Dial, Bevel Glass, put up in nicely decorated tin box. Ansonia Clock Co. Gift or Silver Finish, same price. **\$1.50**

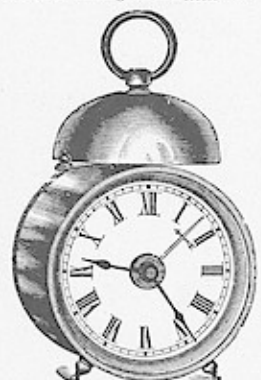


PONY 2-in. Dial, Bevel Glass, 1-Day Time. Seth Thomas Make. **\$1.58**



MAGNET 2-in. Dial, 1-Day Time, fitted with magnifying lens, imported novelty. **\$3.00**

NO OTHER HOUSE SHOWS
SUCH AN ASSORTMENT



WASP ALARM 2-in. Dial, Bevel Glass, Clock Co. **\$2.20**



WASP TIME 2-in. Dial, Nickel Case, Waterbury Clock Co. In nicely Decorated Tin Boxes. **\$1.40**



LA SALLITA TIME 2-in. Dial, Ivory Finish, Nickel Case, put up in nicely Decorated Tin Boxes, Western Clock Co. **\$1.18**
In lots of 50 we make a reduction of 6 cents each list.



8-DAY BEETLE 8-Day Time, Nickel, 2-in. Dial, Bevel Glass, Height 3 inches. **\$3.50**
Waterbury.



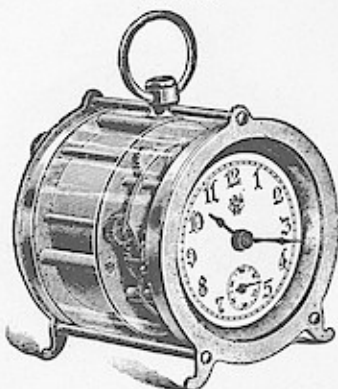
WASP ALARM GOLD, Rich Roman Long Alarm, 1-Day Time, Alarm Waterbury. **\$2.45**
2-in. Dial, Bevel Glass, Height 2 3/4 in.



WASP TIME GOLD, Rich Roman Gold Plated, 1-Day Time, 2 in. Dial, Bevel Glass, Height 3 in. **\$1.85**
Leather Case For Above, See Page 53.



HORNET Rich Roman Gold Plated, 2-in. Ivory Dial, Bevel Glass, Height 3 1/4 in. Polished Movement visible through a glass cylinder 1/4 in. thick. 1 Day Time, Waterbury. **\$3.25**
Leather Case for Above, see Page 53.



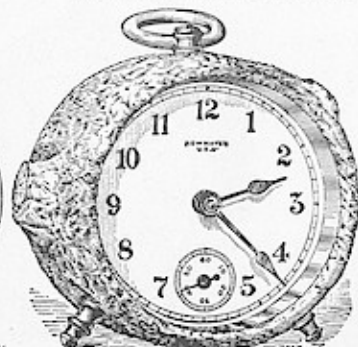
8-DAY SPIDER 8-Day Time, Rich Roman Gold Plated, 2-in. Ivory Dial, Bevel Glass, Height 3 1/4 in. Polished Movement visible through a glass cylinder 1/4 in. thick. Warranted to run accurately 8 days. **\$5.00**
Waterbury.



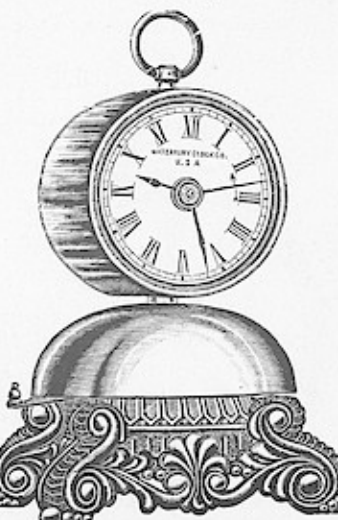
DRONE ALARM Nickel, Long Alarm, 1 1/2 Minute, 1 Day Time, 2 1/2 in. Dial, Height, 4 1/4 in. Waterbury. **\$2.35**



DRONE TIME Nickel, 1-Day Time, 2 1/2 in. Dial, Height 4 1/4 in. **\$1.75**
Leather Case For Above, See Page 53. Waterbury.



RUSTIC STING 1-Day Time, 2-in. Celluloid Dial, Covering on Case represents the Bark of a Hickory Tree. **\$1.75**
New Haven.



START GOLD Rich Roman Gold Plated, Long Alarm, 1-Day Time, Alarm, 2-in. Dial, Bevel Glass, Height 3 1/4 in. **\$3.00**
Waterbury.

THE MARKET FOLLOWS US

OUR PRICES ARE THE RECOGNIZED STANDARD.
COMPARISON WILL BRING CONVICTION.

Windows App : Images To PDF Maker

Every
Clock
Warranted

Western
Clock Co.
Make.



PIRATE ALARM.
Ansonia Clock Co.
4-inch dial, nickel-plated, alarm
dial on front \$1.12
In case lots of 50 we make a special reduction of 5 cents each clock.
Each list: printing name on dial, 50 cents net additional. Lowest
priced alarm clock on the market, without any exception.

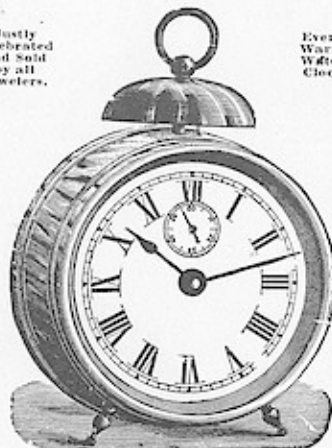
Case and Back Made of One Seamless Brass Stamping.
Western Clock Co.

Rome Alarm. 4-inch dial, nickel-plated, seamless case. \$1.16
alarm dial on front
In case lots of 50 we make a special reduction of 7 cents each clock.
Each list: printing name on dial, 50 cents net additional.
Made especially for the Jewelry Trade.

SUNRISE ALARM.

Justly
Celebrated
and Sold
by all
Jewelers.

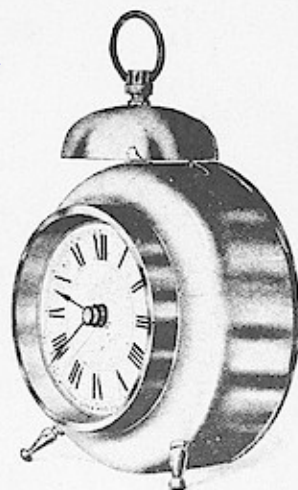
Every One
Warranted
Waterbury
Clock Co.



Sunrise Alarm. 4-inch
dial \$1.38
In case lots of 50 we make a special reduction of 6 cents each list.
and print name or any other matter on dial free.
Waterbury Clock Co.

TRANSIT TIME.

1-day time with second hand, 4-inch
dial \$1.24
Waterbury Clock Co. Make.



La Reine Alarm. 1 day time, alarm, 4-inch
seamless nickel case, 3-inch dial \$1.25
In case lots of 50 we make a special reduction of 5 cents list on
each clock; printing name on dial, 50 cents net additional.
Western Clock Co.

ECHO ALARM.

Nickel. Seth Thomas Clock Co.



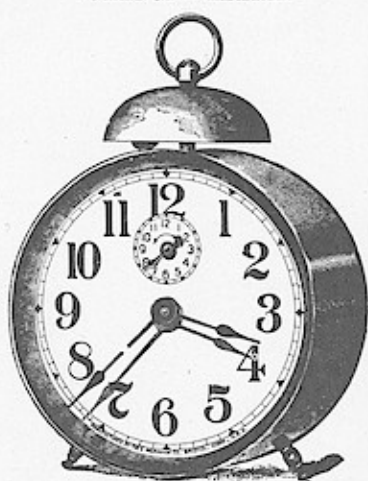
Echo Alarm. 1 day,
4 1/2-inch dial \$1.70
Order lots of 50 and we will allow 10 cents list reduction on each
clock and print your name or any other matter on dial free.

ECHO TIME.

Same as above,
without alarm \$1.58

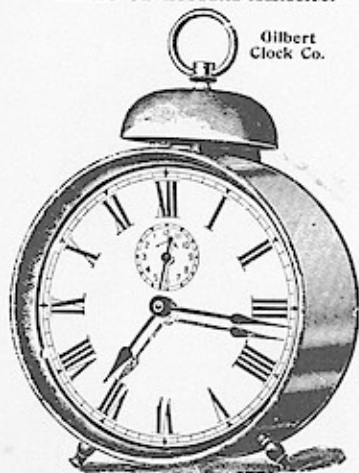
GRANGER ALARM.

Granger Alarm. 1 day time, alarm, Arabic 4 1/2-inch dial, height 6 1/2
inch, seamless nickel case \$1.28
alarm dial on front, recessed back
In case lots of 50 we make a special reduction of 5 cents list on
each clock; printing name on dial, 50 cents net additional.
Made With Arabic or Roman Dial,
Ingraham Clock Co.



WAKE UP EXTRA ALARM.

Gilbert
Clock Co.



Wake Up Extra Alarm. \$1.38
4-inch dial
In case lots of 50 we make a special reduction of 6 cents each list,
and print name or any other matter on dial free.

— ROTARY HAMMER ALARM. —

Side-line Jobbers
have a few; we
have them all.



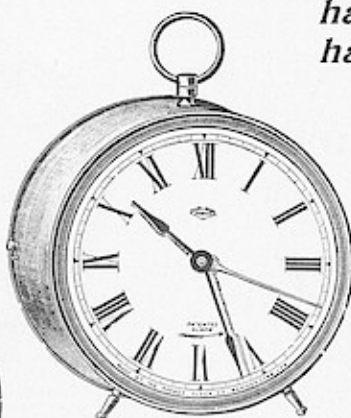
No. 102. PARKER ALARM.

Nickel Plated.
Heavy Brass Case, Mirror Polished Pallets, 3 1/2-in. Dial, Case 3 1/2 in. deep. Recessed back. Nickel Plated Gong and good ringing Alarm. Alarm can be shut off by pressing button on top. The Special Features on This Clock make it Exceptional Value at the Price. \$1.80



No. 101. PARKER ALARM.

Heavy Brass Case, Nickel Plated, 4 1/2-inch Dial. Centrally Mounted Alarm. Movement can be removed by pressing button on side. \$1.70



No. 103. PARKER ALARM.

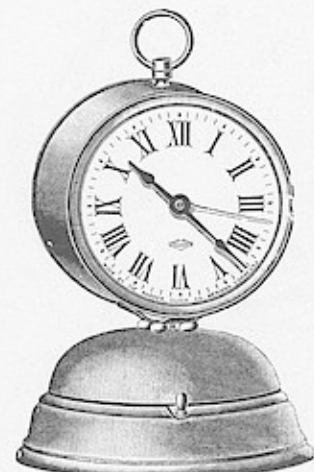
Nickel Plated Case, 2 1/2 inches deep, 4 1/2-inch Dial. Alarm set from Back. Can be drawn from the Case by removing the two \$1.56 screws at the sides.

Case lots of 50 a reduction of 8 cents each list.
Printing name or any matter on dials, in lots of not less than 50, an extra charge of \$1.50.



No. 41. PARKER ALARM.

3-in. Dial, 1-Day Time, Hands Set from Back, Nickel Plated Case. Movement can be removed by pressing buttons on sides. \$1.80



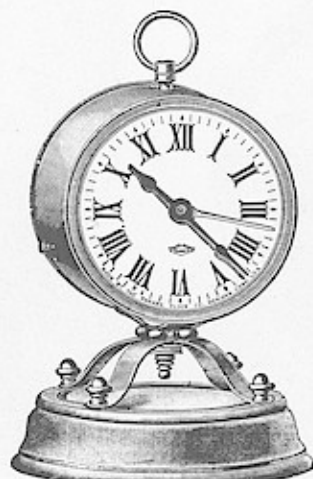
No. 61. IMPROVED PARKER ALARM.

This clock now has a lever attachment; alarm can be thrown on and off at pleasure. Heavy Brass Nickel Plated Case, Bell under Clock, Wind and Set on Back, 1-Day Time Alarm, 3-in. Dial, Height 6 in. Movement can be removed by pressing buttons on sides. \$2.40



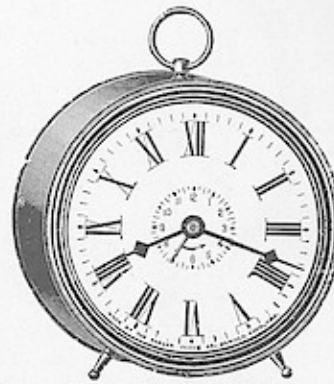
No. 105. PARKER ALARM.

3-inch Brass Dial, Alarm and Time. Hands set from front of Dial, Nickel Plated Case. \$1.60



No. 43. PARKER TIME.

Heavy Brass Case, Nickel Plated, 3-inch Dial, Bell Wind and Set on Back, 1-Day Time. Movement can be removed by pressing button on sides. \$2.00



No. 106. PARKER ALARM.

Nickel Plated Case, 4-inch Dial. Centrally Mounted Alarm. Can be drawn from the case by removing the two screws at sides. \$1.44

Case lots of 50 a reduction of 6 cents list on each clock.
Printing name on dials in lots of not less than 50, an extra charge of \$1.50 list.



No. 104. PARKER ALARM.

French Design.

Dial 2 1/2 in., Height 3 1/2 in. Case is of French design, heavily gold plated and lacquered. Dials decorated enamel, assorted colors and designs. Alarm easily set from front of Dial. \$3.60

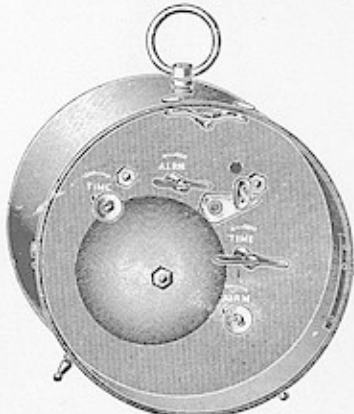


Front of No. 98.

No. 98. PARKER ALARM.

Double Bell Rotary Alarm.

Dial 6 inches, Height 6 1/2 inches. Alarm will ring continuously 3 1/2 minutes, and is equipped with alarm shut off latch. The movement has three plates, quick-beat watch escapement. \$3.14



This Cut Represents the General Appearance of New Back and Keys of Parker Rotary Alarm.

Cut Half Size.

Do away with the old style bell on top of clock, with hole in top of case through which dust easily penetrates. Bell is on back of clock and use a hammer which revolves and strikes the bell with full force of alarm springs. Clocks are easily wound or set to position. The keys stand out so that they are easily taken hold of, occasioning no sore fingers from winding or setting alarm. Imprints on back of case giving names of arbors, and arrows indicating directions same should be turned.

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Alarms

Sell

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Best

at Best

Profits.

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Repeat-

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Alarms

Outsell

All

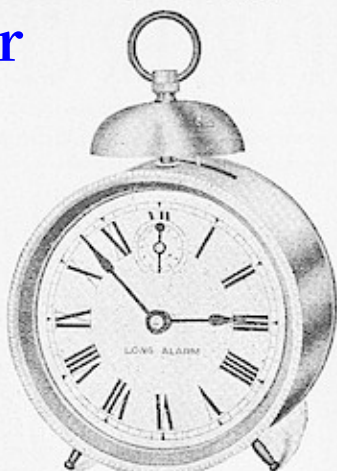
Others.



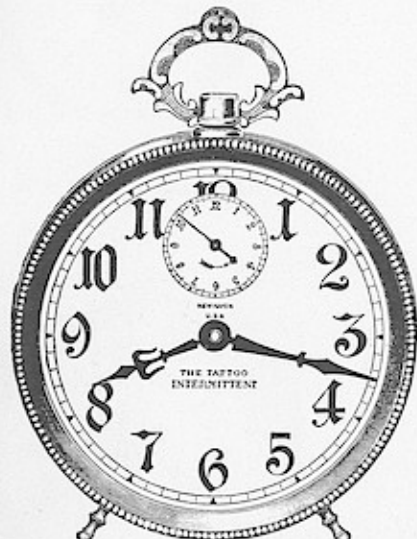
MUST GET-UP-ALARM The alarm runs 5 minutes with one winding, unless switched off. 4 1/2 inch bell on back. \$2.25
In case lots of 25 we make a special reduction of 20c each list.



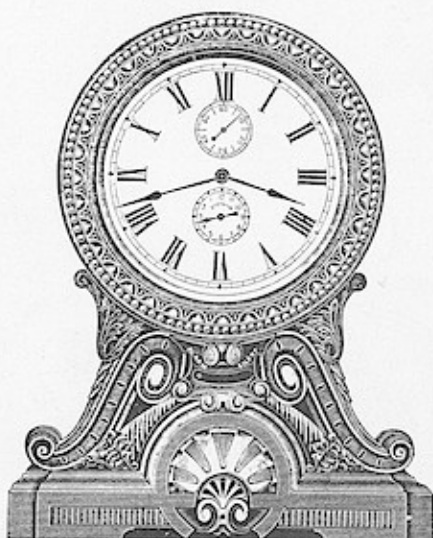
SPASMODIC Waterbury Clock Co. Long alarm with 12 terminations. 1-day time alarm; 4 1/2 inch dial; height, 5 1/2 inches; nickel. \$2.25
The alarm will sound continuously every other 1/2 minute for 15 minutes. Can be stopped at pleasure. Attached keys and hand sets. 3/4 inch bell at back. \$2.25
In case lots of 25 we make a special reduction of 20 cents each list.



WESTERN LONG ALARM The Cheapest Long Alarm made. Will ring 2 minutes continuously. 4 inch-dial nickel plated case. Western Clock Co. \$1.25



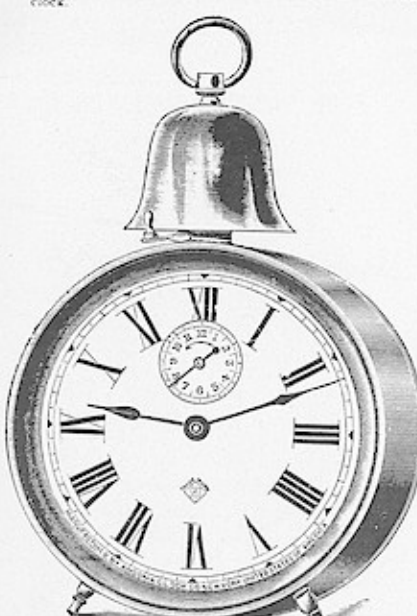
TATTOO ALARM New Haven Clock Co. 1-day time alarm; 5 inch dial; duration of alarm, 15 seconds; stops 15 seconds and then alarm 15 seconds, and so on until shut off for 20 minutes. Roman or Arabic dial. \$2.34
Order lots of 25 and we will allow 20 cents list reduction on each clock.



THOMAS LONG ALARM Seth Thomas Make. Height, 9 1/2 in.; dial, 4 1/2 in. The alarm runs over 20 minutes with one winding, but can be switched off at pleasure. 1-day alarm. \$4.16
Heavy Bronze Case.



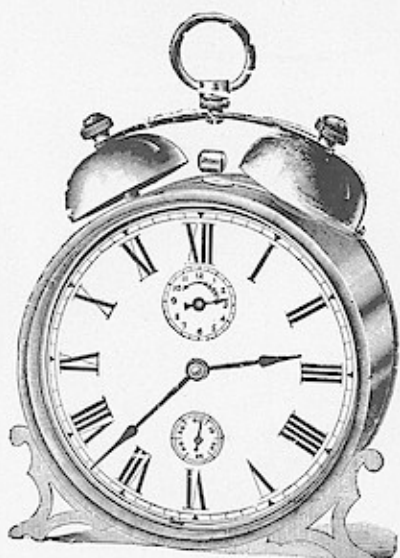
REPEATER 1-day time and alarm; dial, 5 inches; finished in nickel. The alarm can be set as desired, for either *Intermitting* (duration 25 minutes) or *Long Alarm* (15 minutes continuous) by the switch on the back. Ansonia. \$2.34
In case lots of 25 we make a special reduction of 20 cents each list.



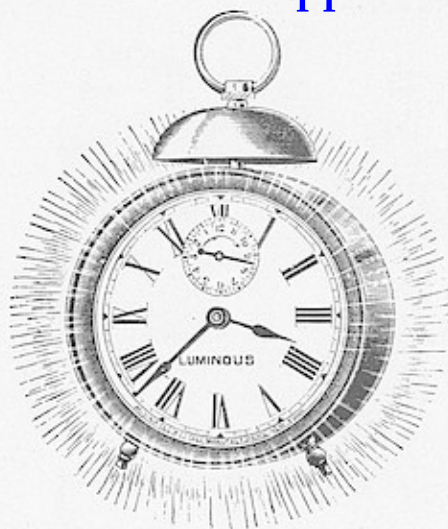
REVELLE ALARM Ansonia. 4-inch dial; alarm rings 15 minutes, has a lever attachment; alarm can be thrown on and off at pleasure; all nickel; great novelty. \$2.10
Order a dozen.



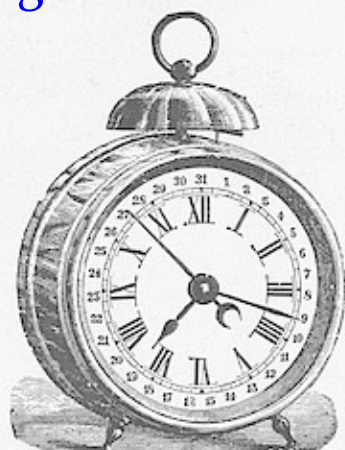
SENTRY ALARM New Haven Clock Co. 1-day time alarm; 4 1/2 inch dial; duration of alarm, 15 seconds and so on until shut off for 20 minutes; 4 1/2 inch dial, 10 1/2 inches high, 6 1/4 inches wide. Iron case, fancy red, blue or green enameled, each. \$3.90
In case lots of 25 we make special reduction of 20 cents each list.



PET LONG ALARM "Patented" 1-day nickel alarm; 4 1/2 inch dial; height, 6 1/4 inches. Fitted with second hand. Alarm rings 8 minutes with one winding, but can be cut off at pleasure by switch key. \$2.15



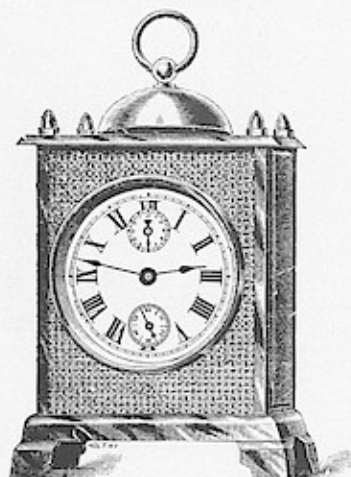
LUMINOUS PIRATE Ansonia Clock Co. Never sleeps. Restless and sleepless. Always on duty. 1-day time alarm. 4-inch dial. Luminous dial, time always visible. **\$1.60**



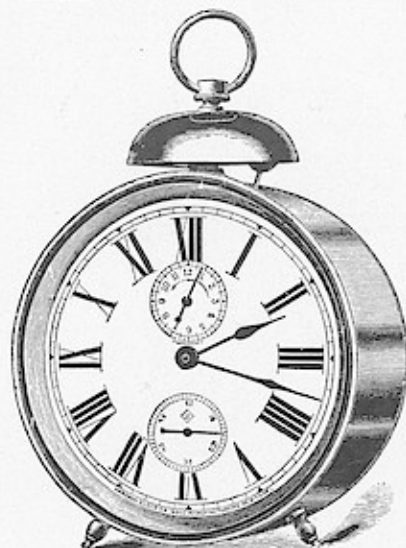
THE MONITOR CALENDAR ALARM Waterbury Clock Co. make height, 5 1/4 inches; 4-inch dial; 1-day Monitor Calendar. Alarm: 4-inch dial. **\$1.50**
This clock costs but little more than the plain alarm and will sell for double.
In case lots of 50 we make a special reduction of 10 cents list on each clock.



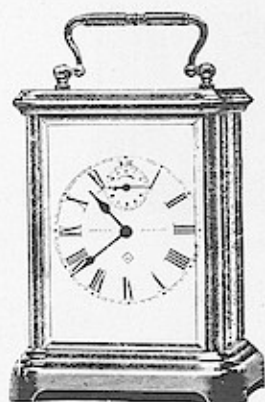
DAISY ALARM Western Clock Co. Every one warranted. 4-inch dial, finished in bright colors, on cream tinted ground, in hard durable enamel. Flower Decorations. Nickel plated sunk back, front sash and bell. Sells at sight. A very attractive alarm clock. **\$1.18**



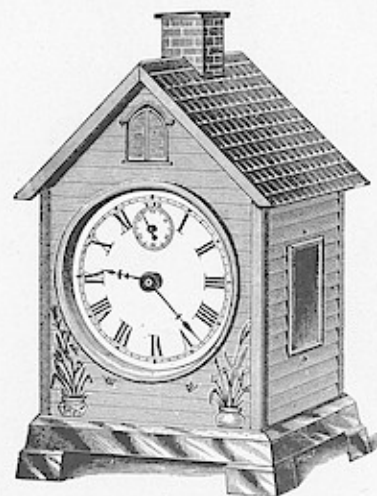
STUDENT ALARM Seth Thomas; gold gilt front, nickel plated frame, sides and bell; height 7 inches; dial 3 inches; 1-day time alarm. **\$2.86**



RACKET STRIKE ALARM 1-day hour and half-hour strike and alarm; 5-inch dial; finished in nickel. **\$2.95**
In lots of 25 we make a special reduction of 20¢ each list.



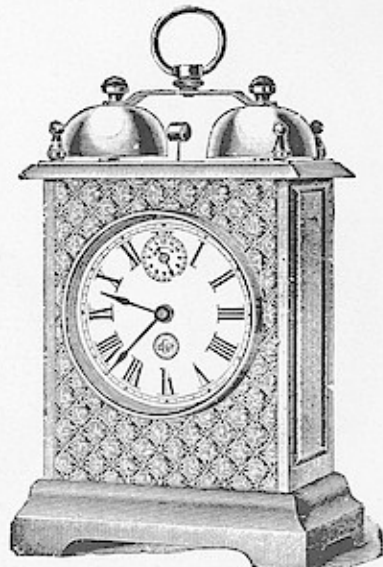
CLINAX Ansonia; 1-day time and alarm; dial, 2 1/2 inches; height, 5 1/4 inches; finished in nickel. All glass front, sides and back. Front glass, heavy beveled. **\$3.00**



LODGE LEVER Seth Thomas; gilt front, gilt frame, oxidized roof, nickel plated, and glass sides; height, 7 inches; dial, 3 inches; 1-day time alarm. **\$3.60**
1-day hour and half-hour strike. **\$3.92**



JOKER LEVER Seth Thomas; gold gilt front and handle; nickel plated frame and glass sides; height, 7 inches; dial, 3 inches; 1-day alarm. **\$3.60**
1-day strike. **\$3.92**



TURN OUT ALARM Gilbert; height, 9 inches; 3-inch dial; nickel plated frame and sides, gilt front; 1-day time alarm. **\$2.95**