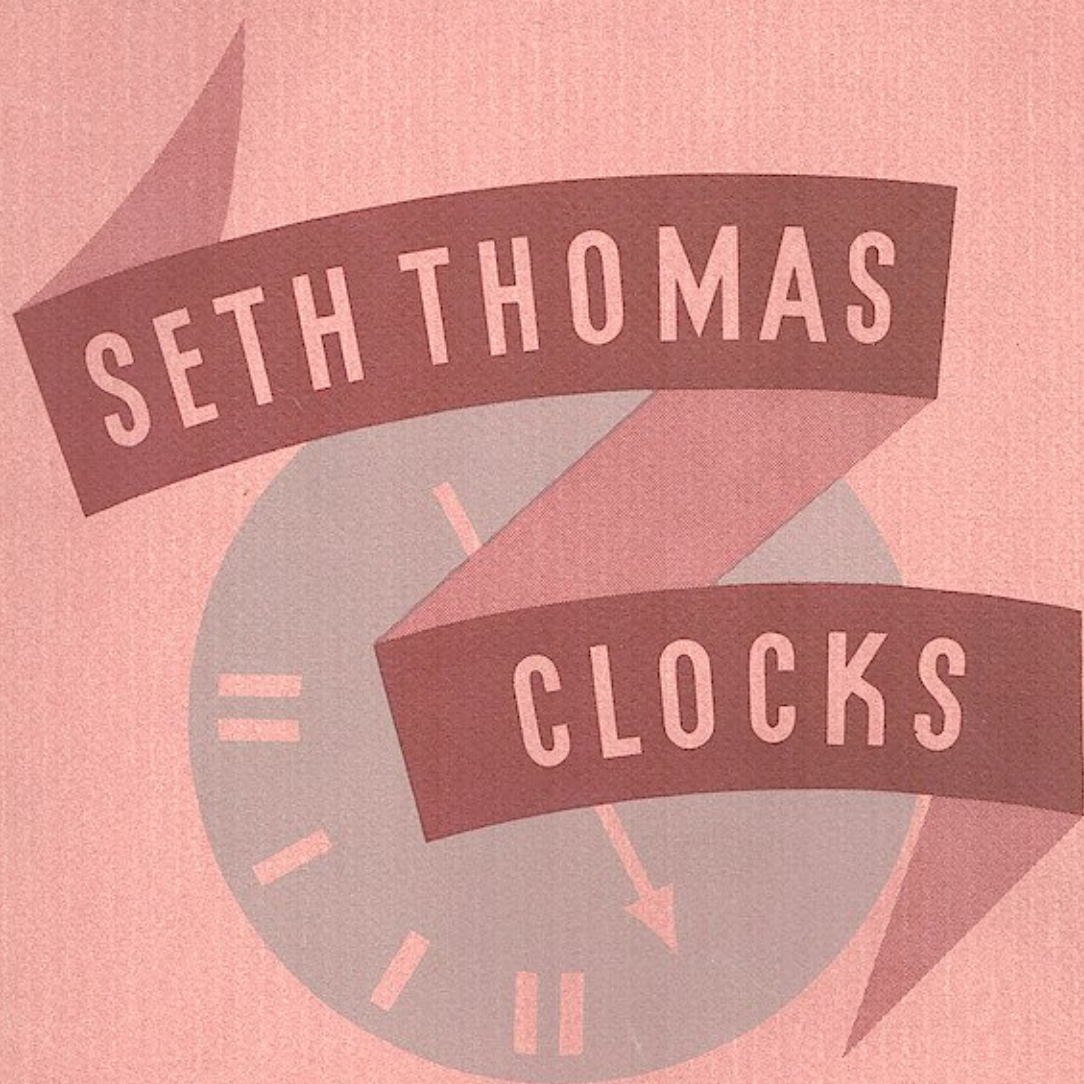


Windows App : Images To PDF Maker



**MAKERS OF FINE CLOCKS  
FOR MORE THAN A CENTURY**

# SETH THOMAS

## KEYWOUND CLOCKS ELECTRIC

CATALOG NO. 799  
ISSUED JULY 1936

THE time honored name of Seth Thomas now takes on a new significance—it has a broader, more comprehensive meaning than ever before in history.

Basically, this fine name has identified better clocks since 1813. Their superior performance and construction even then is attested by the number still in use. Today the name "Seth Thomas" is *synonymous* with "fine clocks." The patterns here shown are the result of more than a century of experience and are representative of the finest accomplishment of the clockmaker's craft.

Seth Thomas stands for correct styling. Whether modern, conventional or colonial, all clocks carrying that name reflect a rare charm and subtle beauty that is acclaimed by style authorities and widely endorsed by interior decorators.

Seth Thomas clocks are nationally advertised. Hundreds of thousands of timely messages are con-

stantly pouring into homes. Your customers are reminded again and again of the decorative value of Seth Thomas clocks, their desirability and permanence as gifts and for personal use.

Finally, Seth Thomas identifies a top-line opportunity with new sales appeals. The price and style range is broadened. There is a Seth Thomas to satisfy every need of your customers, each clock of such established quality that it is worthy of your endorsement.

. . .

In presenting this new catalog, we suggest that all who sell Seth Thomas clocks familiarize themselves with the style background, fittings and general characteristics of each of the various groups.

The present-day prospect recognizes the important part a well chosen clock takes in the home. To render expert counsel demands an intimate knowledge of the product.

UNLESS OTHERWISE SPECIFIED, THE DIAL SIZES GIVEN IN THIS  
CATALOG ARE THE DIAMETERS OF THE VISIBLE PORTIONS

### SETH THOMAS CLOCK COMPANY

*"Makers of fine clocks for more than a century"*

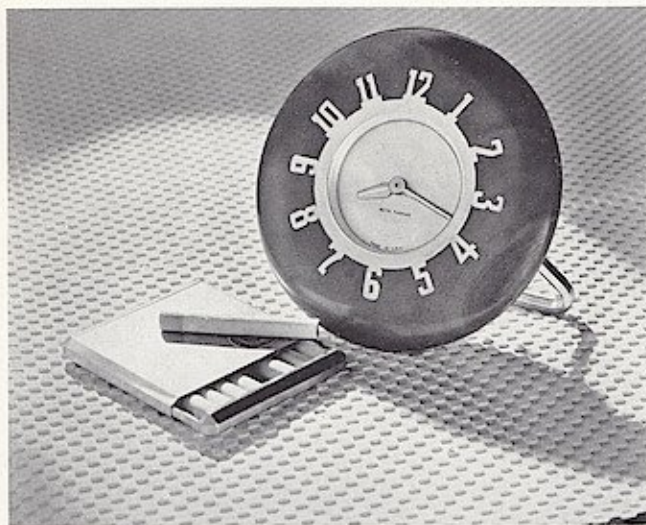
THOMASTON : : : : : CONNECTICUT

*T*HE "RUTLAND" adds charm to this attractive colonial setting. (Detailed description on page 8.)



*N*OTE how the smart, modern motif has been enhanced by the "PLAZA."

(Detailed description on page 16.)



**DISCUS (Left)**

**\$9.95**

*8-Day Time*

Rare metals skillfully combined with selected wood give the "Discus" unusual charm and individuality. The exposed metal numerals in polished goldplate are die cut and appear in silhouette against the genuine walnut case as a background. Hands in polished goldplate, also mat and recessed dial center in brushed silverplate, are protected by glass. Easel and metal back are goldplated and polished. Diameter of dial to outside of numerals 4 inches. 8-day movement No. 5100. Diameter 5 3/8 inches. Thickness with easel extended 2 3/4 inches. Packed singly. Shipping weight 3 pounds.

**NO. 1 DICKSON (Right) Walnut and Gold \$7.95**

**No. 2 Black and Silver; No. 3 Ivory and Gun-metal**

**No. 4 Like No. 1 but with Arabic numeral dial**

*Electric Time*

Available in three striking color combinations; No. 1, solid walnut case with metal feet in brushed goldplate; No. 2, satin black case with silverplated feet; No. 3, light ivory with feet in contrasting gun-metal. All have deep beveled mats in silver and 2 1/4-inch square silvered dials. Self-starting synchronous electric. Height 4 1/4 inches. Thickness 2 1/2 inches. Width 4 1/2 inches. Packed singly. Shipping weight 3 pounds.

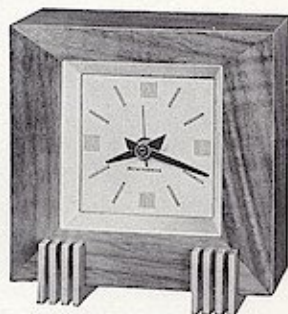
**NO. 1 DELPARK Walnut and Gold \$7.95**

**No. 2 Black and Silver; No. 3 Ivory and Gun-metal**

**No. 4 Like No. 1 but with Arabic numeral dial**

*8-Day Time*

Same case fitted with 8-day movement No. 5100.



**TWILIGHT (Right) \$9.75**

*8-Day Time*

A very distinctive clock in durable blue Catalin. Base, half circle support, hands of novel design and stars to mark the hours are in brushed silverplate. Diameter of dial to outside of hour indicators 4 inches. 8-day movement No. 5100. Height 5 1/2 inches. Thickness 2 3/4 inches. Width 4 3/4 inches. Packed singly. Shipping weight 2 pounds.

**MATIN \$9.75**

*8-Day Time*

Same as "Twilight" except light ivory Catalin is employed and metal parts are in brushed goldplate.



**LUNAR (Right)**

**\$9.95**

*8-Day Time*

Case is a hollow brass ball finished in gun-metal with brushed silver stripe around the largest circumference. Glass in front opening is convex and extends lines of case to form a complete sphere. Base is solid brass finished in gun-metal. Keys are concealed. The front half of the case contains the movement and is fastened to back by bayonet lock. Can be easily removed by twisting slightly to the left. The regulator, winding and setting keys are then readily accessible. 2 $\frac{3}{8}$ -inch silvered metal dial has silvered numerals against black background. 8-day movement No. 5100. Height 4 inches. Diameter 3 $\frac{5}{8}$  inches. Packed singly. Shipping weight 3 pounds.

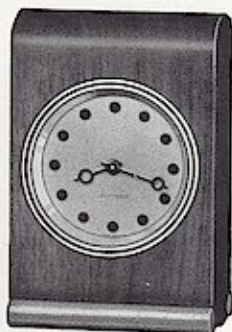
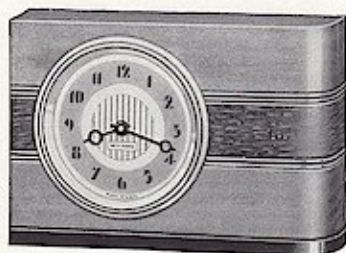


**MYRNA (Left)**

**\$4.95**

*8-Day Time*

A clock of unusual individuality. Top and bottom are whitewood finished in "russet tone" maple and the center insert is genuine walnut in a darker contrasting shade. The base is black. 2 $\frac{1}{4}$ -inch etched silver-plated dial. 8-day movement No. 5100. Height 3 $\frac{1}{2}$  inches. Thickness 1 $\frac{1}{2}$  inches. Width 5 $\frac{3}{8}$  inches. Packed singly. Shipping weight 2 pounds.



**DELTA NO. 1**

**\$7.95**

*8-Day Time*

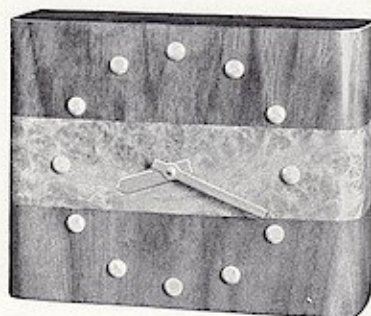
Solid walnut case with sash and metal feet in mat finished goldplate. 2 $\frac{1}{4}$ -inch silvered metal dial. 8-day movement No. 5100. Height 5 inches. Thickness 1 $\frac{3}{4}$  inches. Width 3 $\frac{1}{4}$  inches. Packed singly. Shipping weight 2 pounds.

**DELTA NO. 3**

**\$7.95**

*8-Day Time*

Same as Delta No. 1 except dial has black Arabic numerals in place of modern characters.



**DELRAY**

**\$5.95**

*8-Day Time*

Walnut case with contrasting band of burled walnut extending across the front and sides. Hour markers of modern character are silverplated. Diameter of dial to outside of hour indicators 3 $\frac{3}{8}$  inches. 8-day movement No. 5100. Height 4 inches. Thickness 1 $\frac{3}{4}$  inches. Width 5 $\frac{1}{4}$  inches. Packed singly. Shipping weight 2 pounds.



**VOGUE**

*8-Day Time*

Walnut case. Exposed 2 $\frac{7}{8}$ -inch etched dial ring is in mat finished goldplate with numerals etched in black. Recessed dial center, also in black, and goldplated hands are protected by convex glass. 8-day movement No. 5100. Height 3 $\frac{3}{8}$  inches. Thickness 1 $\frac{1}{2}$  inches. Width 4 inches. Packed singly. Shipping weight 2 pounds.

**\$5.95**



**DUPLEX**

*8-Day Time*

Performs two important functions on the desk at home or office. Has a convenient holder for the elusive pen or pencil on the front. Walnut case. Exposed 2 $\frac{7}{8}$ -inch etched dial ring is in mat finished goldplate with numerals etched in black. Recessed dial center, also in black, and goldplated hands are protected by convex glass. 8-day movement No. 5100. Height 4 $\frac{1}{4}$  inches. Thickness 2 $\frac{3}{8}$  inches. Width 3 $\frac{1}{2}$  inches. Shipping weight 2 pounds.

**\$6.95**



**NO. 1 DU BARRY** **\$6.95**

*(Left)*

*8-Day Time*

The 2 $\frac{7}{8}$ -inch dial ring in gun-metal finish sets up a striking contrast with case in delicate shade of light ivory. Numerals also in ivory provide excellent legibility. Dial is exposed while hands of novel design are protected by convex glass. 8-day movement No. 5100. Height 3 $\frac{3}{8}$  inches. Thickness 1 $\frac{1}{2}$  inches. Width 4 $\frac{3}{8}$  inches. Packed singly. Shipping weight 2 pounds.

**LINNET (Right)**

**\$10.95**

*Electric Time*

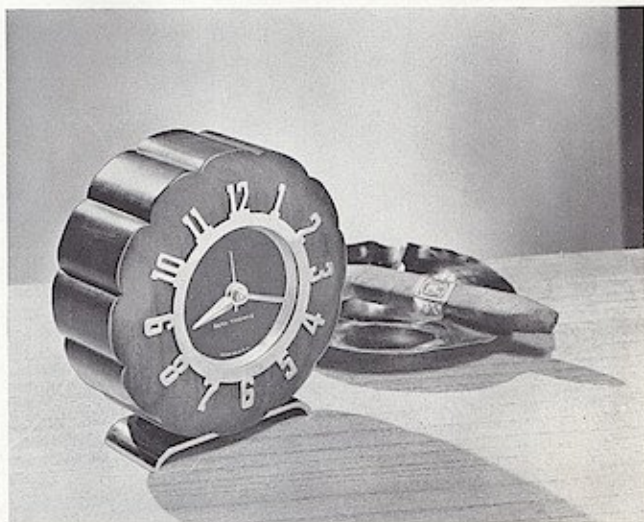
The contour of the case conforms to the position of the exposed numerals in polished goldplate to add balance and distinctiveness. The numerals are die cut and appear in silhouette against the richly finished genuine walnut case as a background. Clock has recessed dial center in black, polished goldplated hands and silvered metal mat; all protected by glass. Polished goldplated base. Diameter of dial to outside of numerals 4 inches. Self-starting synchronous electric. Height 5 $\frac{1}{4}$  inches. Thickness 2 $\frac{1}{4}$  inches. Width 5 inches. Packed singly. Shipping weight 3 pounds.

**SHAMROCK**

**\$10.95**

*8-Day Time*

Same case fitted with 8-day movement No. 5100.



SETH  
THOMAS

**SUNSET (Right) \$15.00**

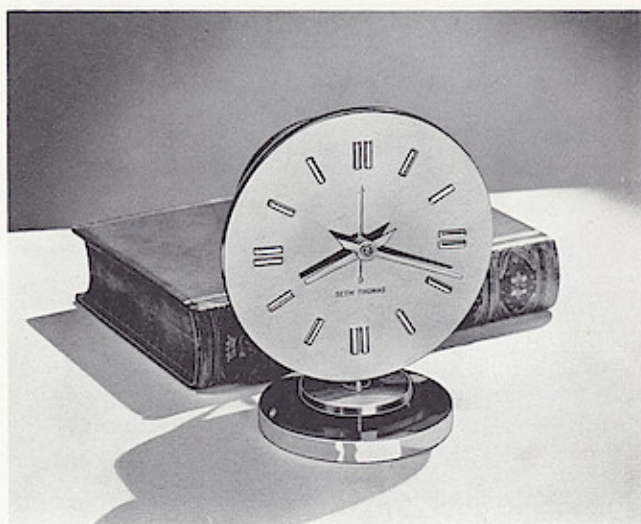
*Electric Time*

The careful blending of metals has been employed to give this clock a bright modern character. The exposed dial is copperplated and polished. Base, raised hour markers and hands of novel design are polished brass. Diameter of dial to outside of hour indicators is 4 inches. Self-starting synchronous electric. Height 5¾ inches. Thickness 3½ inches. Width 5 inches. Packed singly. Shipping weight 5 pounds.

**SUNGLOW \$15.00**

*8-Day Time*

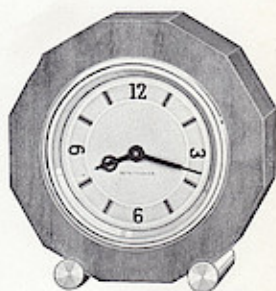
Same case fitted with 8-day movement No. 5100.



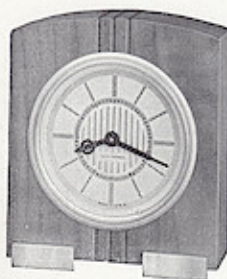
**JANET (Right) \$4.95**

*8-Day Time*

Light mahogany with walnut center insert in slightly darker shade. 2¼-inch etched silverplated dial with black numerals and distinctive center decoration in polished silver. Metal feet and sash are in brushed goldplate. 8-day movement No. 5100. Height 4¼ inches. Thickness 1⅝ inches. Width 3¾ inches. Packed singly. Shipping weight 2 pounds.



ANITA



**NO. 1 VERA Walnut \$4.95**

*8-Day Time*

Solid walnut case. Sash and metal feet are in brushed goldplate. 2¼-inch etched silver dial with hour indicators in black and center decorative design in polished silver. 8-day movement No. 5100. Height 4¼ inches. Thickness 1⅝ inches. Width 3⅞ inches. Packed singly. Shipping weight 2 pounds.

**NO. 2 VERA Mahogany \$4.95**

*8-Day Time*

Same as No. 1 except case is solid mahogany.



**NO. 2 GIBSON \$10.00**

*Electric Time*

Mahogany case with front panels recessed and having raised rosette in center. 3¼-inch silverplated dial with numerals in black. Has polished goldplated sash and mat in brushed silver. Self-starting synchronous electric. Height 6¼ inches. Thickness 2¾ inches. Width 5½ inches. Packed singly. Shipping weight 4 pounds.

**NO. 2 DELROD 8-Day Time \$10.00**

Same case fitted with 8-day double spring movement No. 5100.

# TABLE CLOCKS



**TALSON** \$9.75

*Electric Time*

Solid mahogany case.  $3\frac{1}{4}$ -inch dial enameled in light ivory with numerals in dark brown. Gold-plated sash. Self-starting synchronous electric. Height  $5\frac{1}{2}$  inches. Thickness  $2\frac{3}{4}$  inches. Width 4 inches. Packed singly. Shipping weight 4 pounds.

**DELART** \$9.75

*8-Day Time*

Same case fitted with 8-day movement No. 5100.



**BEVERLY** \$6.95

*Electric Time*

Case is solid mahogany finished in a light natural shade. Metal base and sash are polished brass.  $3\frac{1}{4}$ -inch light ivory dial with numerals in black. Self-starting synchronous electric. Height  $4\frac{3}{4}$  inches. Thickness  $2\frac{1}{4}$  inches. Width  $5\frac{1}{2}$  inches. Shipping weight 4 pounds.

**BELMONT** \$6.95

*8-Day Time*

Same case fitted with 8-day movement No. 5100.

**ANITA (Left)** \$4.95

*8-Day Time*

Note the novel design of the  $2\frac{1}{4}$ -inch silvered metal dial. It combines the legibility of Arabic numerals 3-6-9-12 with the up-to-dateness of modern hour markers at intervening points. All are in black and appear against a background of harmonizing tint. The 12-sided case is solid walnut with metal feet in brushed goldplate. 8-day movement No. 5100. Height 4 inches. Thickness  $1\frac{5}{8}$  inches. Width  $3\frac{7}{8}$  inches. Packed singly. Shipping weight 2 pounds.

**DURA (Right)** \$5.95

*8-Day Time*

A Doric design in mahogany with front of quilted maple veneer finished in harmonizing shade. Base and sash are in brushed goldplate.  $2\frac{1}{4}$ -inch etched silverplated dial with shading around numerals and decorative design in center. 8-day movement No. 5100. Height 5 inches. Thickness  $1\frac{5}{8}$  inches. Width  $4\frac{1}{4}$  inches. Packed singly. Shipping weight 2 pounds.



**PHOENIX (Right)** \$12.50

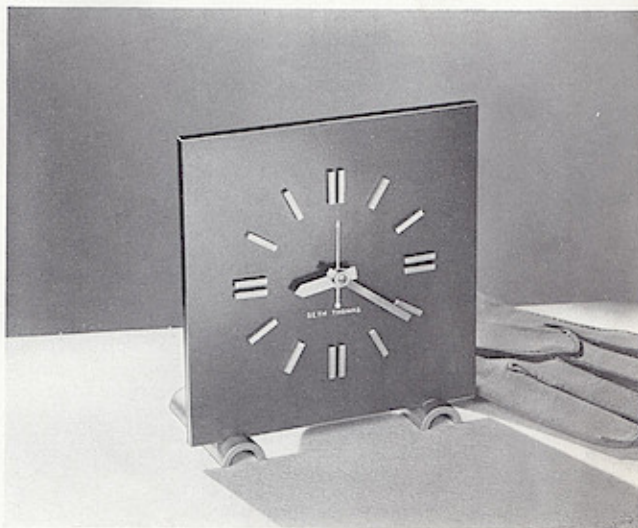
*Electric Time*

This distinctive clock is solid brass, finished in gun-metal. The raised hour markers, hands of novel design and feet are all in brushed goldplate and set up a rich contrast. Diameter of dial to outside of hour markers is  $3\frac{1}{2}$  inches. Self-starting synchronous electric. Height  $5\frac{1}{4}$  inches. Thickness  $2\frac{1}{2}$  inches. Width 5 inches. Packed singly. Shipping weight 4 pounds.

**BALTIC** \$12.50

*8-Day Time*

Same case fitted with 8-day movement No. 5100.



THOMAS

**RUTLAND (Right) \$9.95**

*Electric Time*

The Rutland reflects the true character and charm of nearly a century ago. Durable white-wood case finished in popular "russet tone" maple with mirror in front panel. 3 1/4-inch ivory tinted dial—black Roman numerals. Self-starting synchronous electric. Height 8 inches. Thickness 2 3/4 inches. Width 6 inches. Packed singly. Shipping weight 5 pounds.

**WINDSOR \$9.95**

*8-Day Time*

Same case fitted with 8-day movement No. 5100.



**COLTON (Left) \$15.00**

*Electric Strike*

A moderately priced clock that retains all of the graceful characteristics of the tambour design. The cabinet is mahogany veneer and gumwood finished in a rich, dark shade. Front decorations are in light mahogany with borders to simulate holly-wood. 5 3/8-inch cream enameled dial with hands and numerals in deep brown. Self-starting synchronous electric. Strikes hours and half hours on a coiled gong of bell metal. Height 8 5/8 inches. Thickness 5 1/2 inches. Width 20 inches. Packed singly. Shipping weight 11 pounds.

**NO. 19 SENTINEL \$12.50**

*8-Day Chord Strike*

Same case fitted with 8-day pendulum movement No. 891, which announces hours and half hours by a rich chord.

**PRIMROSE (Right) \$7.75**

*8-Day Time*

An Early American clock finished in popular "Honey-tone" shade of maple on whitewood. Has mirror in lower front panel. Square Roman dial in ivory with flowered corner decorations. Diameter of minute circle 3 3/4 inches. 8-day movement No. 5100. Height 8 1/4 inches. Thickness 2 3/8 inches. Width 6 1/4 inches. Packed singly. Shipping weight 3 pounds.



**SETH THOMAS CLOCK COMPANY THOMASTON, CONN.**

1813—Makers of fine clocks for more than a century—1936

**MIDDLETON (Right) \$22.50***Electric Strike*

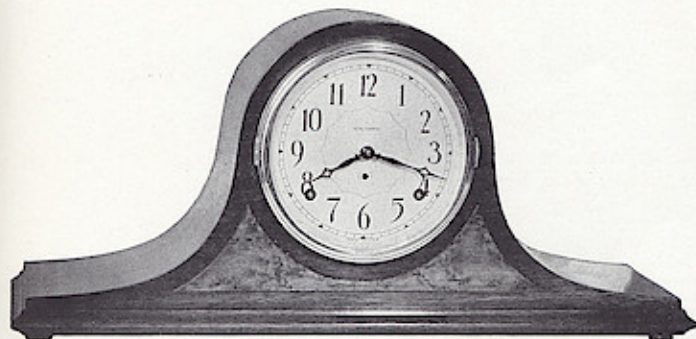
Red mahogany finish on whitewood. Colonial decorative design in lower panel. Flowered antique type dial with Roman numerals and 5-inch minute circle. Self-starting synchronous electric. Hour and half hour strike. Height 14 $\frac{3}{8}$  inches. Thickness 4 $\frac{3}{4}$  inches. Width 9 $\frac{1}{8}$  inches. Packed singly. Shipping weight 12 pounds.

**SHARON \$20.00***8-Day Strike*

Same case fitted with 8-day pendulum movement No. 89.

**NO. 18 SENTINEL (Left) \$15.00***8-Day Chord Strike*

Mahogany case with applied front panel of selected bird's-eye maple. 5 $\frac{3}{8}$ -inch silvered metal dial with fully polished goldplated sash. 8-day pendulum movement No. 89. Hours and half hours are announced by a chord—two hammers striking double rods of gong simultaneously. Height 9 $\frac{1}{4}$  inches. Thickness 6 inches. Width 20 inches. Packed singly. Shipping weight 11 pounds.

**NO. 10 CYMBAL \$16.50***Quarter Hour Two-Toned Strike*

Same as No. 18 Sentinel except each quarter hour is announced on three rod gong. A single note followed by a chord marks the quarter hour; two notes and chords the half hour, and three the three quarter hour. The hour is then announced by chords.

**BENNINGTON (Right) \$35.00***Electric Strike*

Solid red mahogany case. Mount Vernon panel in full color. Brushed brass top ornaments. Antique Roman dial with black and gold decorations. Diameter of dial to outside of numerals 5 inches. Self-starting synchronous electric. Hour and half hour strike. Height 16 $\frac{7}{8}$  inches. Thickness 4 $\frac{3}{4}$  inches. Width 10 inches. Packed singly. Shipping weight 12 pounds.

**KINGSBURY \$32.50***8-Day Strike*

Same case fitted with 8-day pendulum movement No. 89.

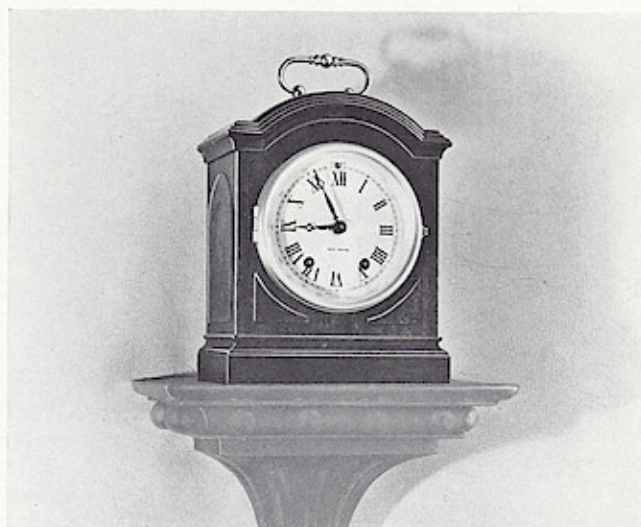


THOMAS

**THAMES (Right) \$27.50**

*8-Day Strike*

A fine Old English design. Has mahogany case with front and side panels of burl redwood. Goldplated handle.  $4\frac{1}{8}$ -inch convex porcelain dial with small figures at five minute marks in red. 8-day pendulum movement No. 120. Strikes hours and half hours. Height (including handle)  $9\frac{1}{4}$  inches. Thickness  $4\frac{1}{2}$  inches. Width  $6\frac{3}{4}$  inches. Packed singly. Shipping weight 7 pounds.



**NO. 1E CHEVRON (Left) \$12.45**

*For mantel, cabinet or wall use*

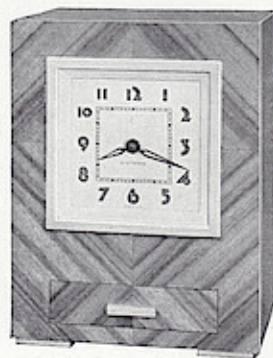
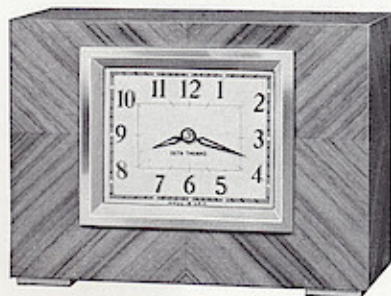
*Electric Time*

Solid walnut case with vertical metal inlays finished to match the dial.  $5\frac{3}{8}$ -inch silvered metal dial ring has black numerals and is exposed. Hands also in silver are protected by convex glass. Self-starting synchronous electric. Height  $8\frac{1}{2}$  inches. Thickness  $2\frac{3}{4}$  inches. Width  $7\frac{1}{8}$  inches. Packed singly. Shipping weight 6 pounds.

**NO. 1W CHEVRON \$12.45**

*8-Day Time*

Same case fitted with 8-day movement No. 5100.



**NO. 4E CONSOLE \$22.50**

*Electric Strike*

Front, sides and top are diagonally matched Oriental veneer richly finished in walnut. Sash and metal feet are in brushed goldplate. Silvered dial— $4\frac{3}{8}$  inches long by  $3\frac{3}{8}$  inches high—has numerals etched in black and outlined in gold color. Self-starting synchronous electric. Strikes hours and half hours. Height  $6\frac{1}{4}$  inches. Thickness  $4\frac{1}{2}$  inches. Width  $9\frac{1}{4}$  inches. Packed singly. Shipping weight 8 pounds.

**NO. 4W CONSOLE \$19.95**

*8-Day Strike*

Same case fitted with 8-day pendulum movement No. 120.

**NO. 4E CENTURY \$22.50**

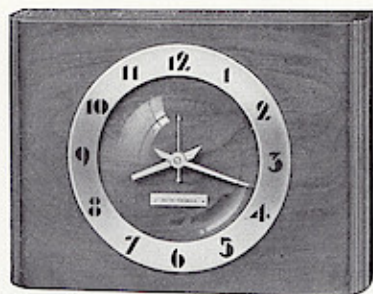
*Electric Strike*

Walnut case with front and sides in diagonally matched Oriental veneer, finished in walnut. Has handy drawer that pulls out just below the dial. Mat and  $3\frac{3}{8}$ -inch square dial are silvered. Metal decorations are in brushed goldplate. Self-starting synchronous electric. Strikes hours and half hours. Height  $8\frac{3}{4}$  inches. Thickness  $4\frac{1}{2}$  inches. Width  $6\frac{1}{2}$  inches. Packed singly. Shipping weight 8 pounds.

**NO. 4W CENTURY \$19.95**

*8-Day Strike*

Same case fitted with 8-day pendulum movement No. 120.



**RODSON** \$9.95

For mantel, cabinet or wall use  
*Electric Time*

Can be used as a mantel, cabinet or hanging wall clock. Ideally suited for narrow mantel. Solid walnut case. Black numerals of the 5 $\frac{3}{8}$ -inch silvered metal dial are exposed, while silvered hands are protected by convex glass. Self-starting synchronous electric. Height 6 $\frac{1}{2}$  inches. Thickness 2 $\frac{3}{4}$  inches. Width 9 inches. Packed singly. Shipping weight 6 pounds.

**DELOS** \$9.95

*8-Day Time*

Same case fitted with 8-day movement No. 5100.



**REX (Right)** \$24.95

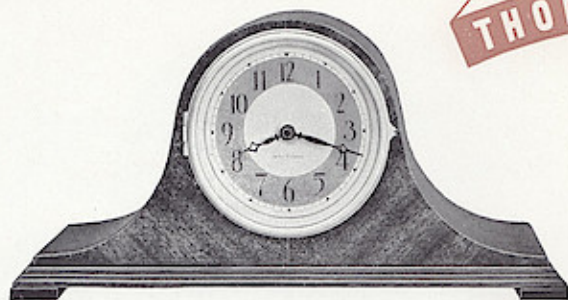
*Electric Strike*

Retains the adaptability of the tambour but presents a decidedly up-to-date appearance. American Walnut case with beveled sash and metal foot moldings at each end of case in brushed goldplate. 4 $\frac{1}{8}$ -inch silverplated dial with tinted outer ring to harmonize with black hour markers. Self-starting synchronous electric. Strikes hours and half hours. Height 6 $\frac{5}{8}$  inches. Thickness 5 inches. Width 16 $\frac{1}{4}$  inches. Packed singly. Shipping weight 8 pounds.

**ZEPHYR** \$22.50

*8-Day Strike*

Same case fitted with 8-day pendulum movement No. 120.



**LIPTON**

*Electric Strike*

\$21.50

Mahogany case with veneered front diagonally matched in the center. 4 $\frac{1}{8}$ -inch silverplated dial with black numerals on tinted background. Sash is in brushed goldplate. Self-starting synchronous electric. Hour and half hour strike. Height 6 $\frac{5}{8}$  inches. Thickness 4 $\frac{1}{4}$  inches. Width 13 $\frac{3}{8}$  inches. Packed singly. Shipping weight 8 pounds.

**NO. 31 TAMBOUR**

\$18.95

*8-Day Strike*

Same case fitted with 8-day pendulum movement No. 120.

**NANKING (Left)**

\$27.50

*Electric Strike*

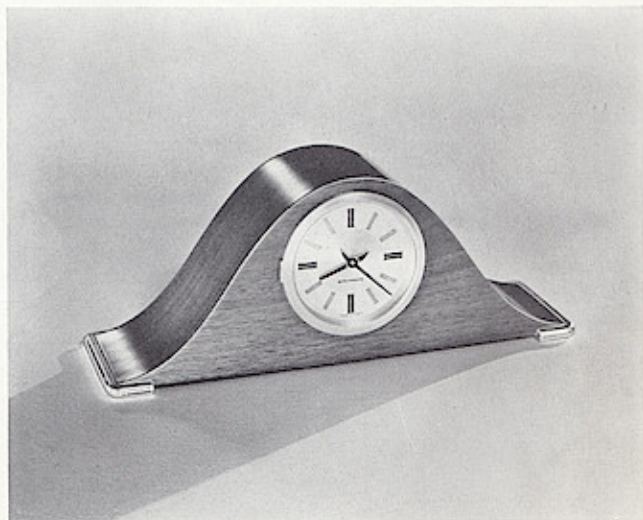
A Chinese chippendale design in walnut with burl panels and metal top finial. 4 $\frac{1}{8}$ -inch silverplated dial with decorative design of top ornament reproduced in harmonizing tint. Self-starting synchronous electric. Strikes hours and half hours. Height 10 inches. Thickness 5 inches. Width 7 inches. Packed singly. Shipping weight 8 pounds.

**DUNBAR**

\$25.00

*8-Day Strike*

Same case fitted with 8-day pendulum movement No. 120.



THOMAS



**MEDBURY**

**\$27.50**

*Electric Westminster Chime*

Mahogany case with applied front panel of selected bird's-eye maple. 5 $\frac{3}{8}$ -inch silvered metal dial and polished gold-plated sash. Self-starting synchronous electric. Quarter hour chime. Height 9 $\frac{1}{4}$  inches. Thickness 6 inches. Width 20 inches. Packed singly. Shipping weight 12 pounds.

**CHIME 56**

**\$24.75**

*8-Day Westminster Chime*

Same case fitted with 8-day pendulum movement No. 124.



**DALESBURY**

**\$27.50**

*Electric Westminster Chime*

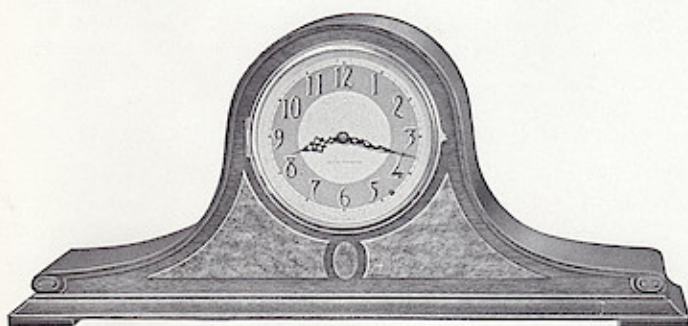
Mahogany case with scalloped base. Has raised front panel of bird's-eye maple finished in a mildly contrasting shade. 5 $\frac{3}{8}$ -inch silvered metal dial and polished gold-plated sash. Self-starting synchronous electric. Quarter-hour chime. Height 10 $\frac{1}{2}$  inches. Thickness 5 $\frac{3}{4}$  inches. Width 8 inches. Packed singly. Shipping weight 10 pounds.

**NO. 116 CHIME**

**\$24.75**

*8-Day Westminster Chime*

Same case fitted with 8-day pendulum movement No. 124.



**LUDBURY**

**\$32.50**

*Electric Westminster Chime*

The fine appearance of the rich mahogany cabinet is accentuated by distinctive moldings at the side and raised front panels of mildly contrasting bird's-eye maple. 5 $\frac{1}{8}$  inch dial is silvered and the raised bronze numerals are applied to background of harmonizing tint. Self-starting synchronous electric. Quarter hour chime. Height 9 $\frac{1}{2}$  inches. Thickness 6 $\frac{1}{2}$  inches. Width 21 $\frac{1}{4}$  inches. Packed singly. Shipping weight 14 pounds.

**NO. 60 CHIME**

**\$30.00**

*8-Day Westminster Chime*

Same case fitted with 8-day pendulum movement No. 124.



**FALSBURY**

**\$32.50**

*Electric Westminster Chime*

Walnut case with front in diagonally matched Oriental veneer, finished in walnut. 4 $\frac{1}{2}$ -inch square silver-plated dial. Gold-plated sash. Self-starting synchronous electric. Quarter hour chime. Height 10 $\frac{1}{2}$  inches. Thickness 6 $\frac{1}{4}$  inches. Width 8 $\frac{3}{8}$  inches. Packed singly. Shipping weight 14 pounds.

**NO. 57 CHIME**

**\$30.00**

*8-Day Westminster Chime*

Same case fitted with 8-day pendulum movement No. 124.



**WESTBURY** \$42.50

*Electric Westminster Chime*

Mahogany with genuine marquetry inlay in front panel. 5 1/8-inch silverplated dial having applied raised bronze numerals. Goldplated sash. Self-starting synchronous electric. Quarter hour chime. Height 10 3/4 inches. Thickness 5 7/8 inches. Width 8 3/8 inches. Packed singly. Shipping weight 10 pounds.

**CHIME 53** \$40.00

*8-Day Westminster Chime*

Same case fitted with 8-day pendulum movement No. 124.



**ROXBURY** \$37.50

*Electric Westminster Chime*

American Walnut with burled pained front. 5 1/8-inch silverplated dial having applied raised bronze numerals. Self-starting synchronous electric. Quarter hour chime. Height 9 1/2 inches. Thickness 6 1/8 inches. Width 20 3/8 inches. Packed singly. Shipping weight 12 pounds.

**CHIME 52** \$35.00

*8-Day Westminster Chime*

Same case fitted with 8-day pendulum movement No. 124.

**CHIME 73 (Right)** \$100.00

*8-Day Westminster Chime*

Mahogany with grill work on sides. Dial has polished goldplated background with pierced, hand engraved overlay in dull goldplate. 6-inch dial ring is silverplated, with numerals and minute circle etched in black. Silverplated mat. Highest grade quarter hour chime movement No. 113. Height 13 3/4 inches. Thickness 7 1/2 inches. Width 10 7/8 inches. Packed singly. Shipping weight 32 pounds.



THOMAS

SETH THOMAS craftsmen have retained all of the stateliness and dignity of the large Grandfather Clocks but have created these Hall Clocks in a moderate size to harmonize with and add balance

to furnishings found in the finer American home of today. All are equipped with highest grade movements and announce the passing of each quarter hour with the rich, lingering notes of the old, familiar Westminster Chimes.



**HALL CLOCK NO. 3E**

(Illustrated Left)

**Retail \$125.00**

*Electric Westminster Chime*

Mahogany. Flowered antique type dial in ivory tint with 9-inch minute circle. Roman numerals. Self-starting synchronous electric. Quarter hour chime. Height 73 inches. Thickness 9 $\frac{3}{8}$  inches. Width 17 $\frac{3}{4}$  inches. Packed singly. Shipping weight 100 pounds.

**HALL CLOCK NO. 3W**

**Retail \$125.00**

*3-Day Westminster Chime*

Same as Hall Clock No. 3E except fitted with etched silverplated dial and highest grade spring pendulum chime movement No. 113.

**NO. 4E HALL CLOCK**

(Illustrated Right)

**Retail \$85.00**

*Electric Westminster Chime*

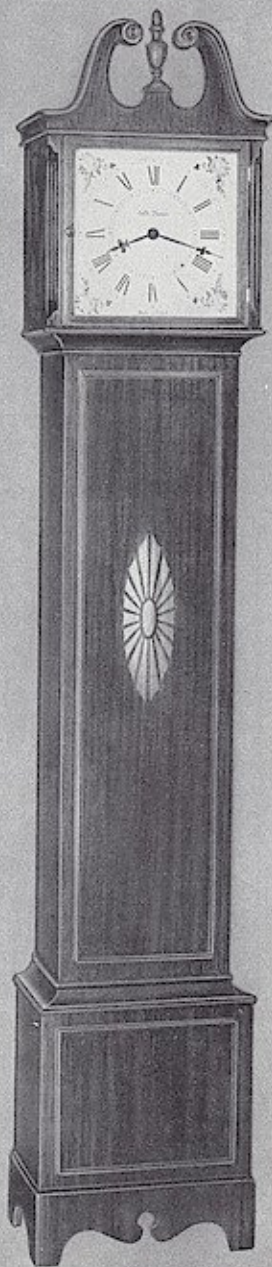
Mahogany cabinet with distinctive design on front panel. Ivory enameled dial with 8 $\frac{1}{2}$ -inch minute circle, black Roman numerals and colored flower decorations in the corners. Self-starting synchronous electric. Quarter hour chime. Height 72 inches. Thickness 8 $\frac{3}{8}$  inches. Width 13 inches. Packed singly. Shipping weight 100 pounds.

**NO. 4W HALL CLOCK**

**Retail \$85.00**

*3-Day Westminster Chime*

Same case fitted with 3-day pendulum movement No. 113.



SETH THOMAS CLOCK COMPANY THOMASTON, CONN.

1813—Makers of fine clocks for more than a century—1936

**CRANDALL (Left)****\$25.00***8-Day Strike*

Mahogany case with George Washington-Mount Vernon panels in full color. Polished brass ornaments. 5 1/8-inch silverplated dial. 8-day pendulum strike movement No. 120. Height 28 3/4 inches. Thickness 3 3/4 inches. Width 9 1/4 inches. Packed singly. Shipping weight 11 pounds.

**BROOKFIELD****\$35.00***Electric Strike*

Mahogany case with marine panels in full color. Top and side ornaments in polished brass. 5 1/8-inch silverplated dial. Self-starting synchronous electric. Hour and half hour strike. Height 28 3/4 inches. Thickness 3 3/4 inches. Width 9 1/4 inches. Packed singly. Shipping weight 11 pounds.

**MANSFIELD****\$18.95***(Right)**Electric Time*

Mahogany case with George Washington-Mount Vernon panels in full color. Polished brass ornaments. 3 3/8-inch silverplated Roman dial. Self-starting synchronous electric. Height 23 inches. Thickness 2 3/4 inches. Width 6 3/8 inches. Packed singly. Shipping weight 7 pounds.

**DELAWARE****\$18.95***3-Day Time*

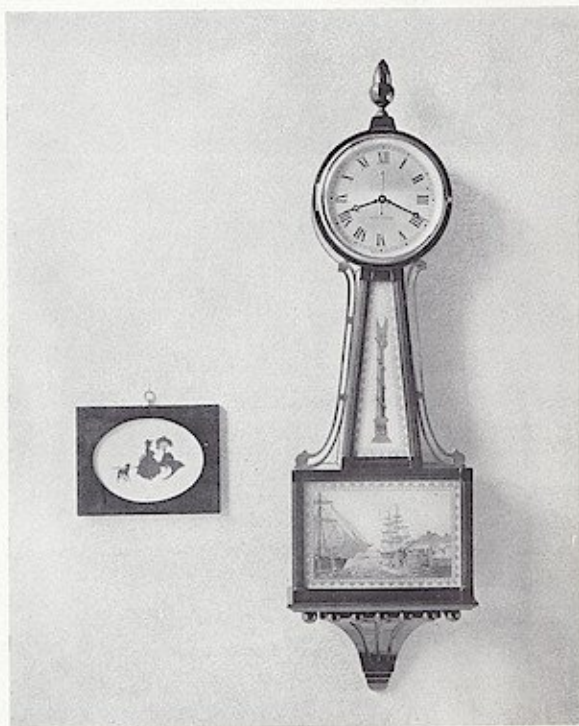
Same case fitted with 3-day movement No. 5100.

**DUFFIELD (Right)****\$40.00***Electric Time*

Mahogany with Boston Tea Party panels in full color. 5 1/8-inch silverplated dial with Roman numerals. Self-starting synchronous electric. Height 30 1/2 inches. Thickness 4 inches. Width 8 7/8 inches. Packed singly. Shipping weight 13 pounds.

**BOSTON****\$50.00***8-Day Time*

Same case fitted with 8-day fine lever 7-jeweled movement No. 112.

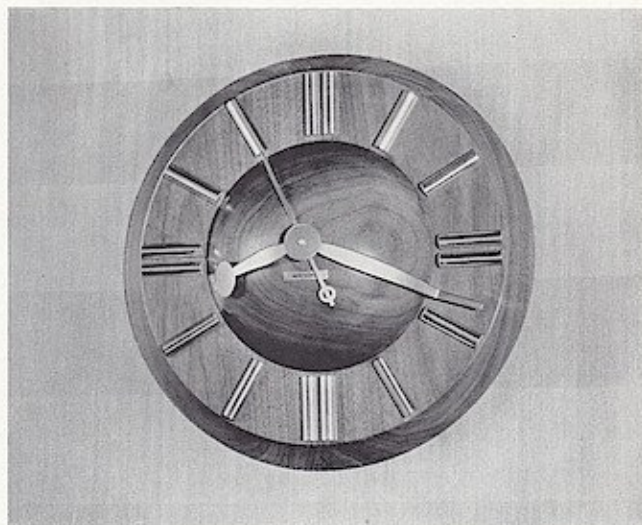


THOMAS

## PLAZA (Right) \$30.00

*Electric Time*

This distinctive wall clock exemplifies the best in modern design. The solid walnut case has beveled edge and the center curves gracefully outward in a perfect sphere. Surrounding the raised center is a flat area upon which semi-circular raised metal hour markers in rich, brushed goldplate are superimposed to produce a rare blending of color. The hands also in brushed goldplate conform to the contour of the case and add novelty and smartness to its appearance. Diameter to outside of minute markers 11½ inches. Self-starting synchronous electric. Overall diameter 13½ inches. Thickness from top of center 3¾ inches. Thickness of base 13/16-inch. Packed singly. Shipping weight 13 pounds.



## NO. 1 RECORDER Ivory case with Green base \$5.95

No. 2 White case with Black base

*Electric Time*

Durable wood case finished in two attractive color combinations. 5¾-inch white enameled dial and convex glass. Self-starting synchronous electric. Diameter 8½ inches. Thickness 2¾ inches. Packed singly. Shipping weight 5 pounds.

## PRECISE

(Ivory or Green)

\$5.95

*8-Day Time*

Same as Recorder without base. Fitted with 8-day movement No. 5100. Available in green or ivory. Diameter 7¾ inches. Thickness 2½ inches. Packed singly. Shipping weight 4 pounds.



## NO. 1 PRISTEEN Satin Black and Nickel \$6.95

No. 2 Light Ivory and Nickel

For mantel, bracket or wall

*Electric Time*

The case is whitewood durably finished in lacquer. Sash is die cast and is in fully polished nickel plate. Has 4½-inch white dial with numerals in black. Self-starting synchronous electric. 6 inches square. Thickness 2¾ inches. Packed singly. Shipping weight 4 pounds.

## NO. 1. SAVANT Satin Black and Nickel \$6.95

No. 2 Light Ivory and Nickel

*8-Day Time*

Same case fitted with 8-day movement No. 5100.



## ECHO

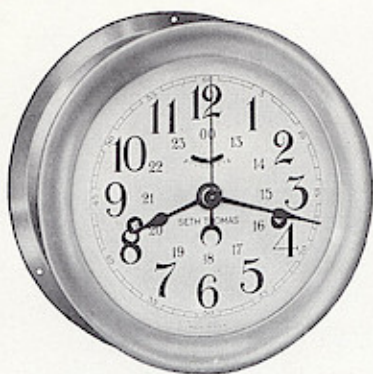
\$9.95

*Electric Alarm*

Mahogany with paneled front. 3¾-inch silverplated dial with radio-type alarm set feature. Goldplated sash. Self-starting synchronous electric with loud clear alarm. Height 6¼ inches. Thickness 2½ inches. Width 6 inches. Packed singly. Shipping weight 4 pounds.

SETH THOMAS CLOCK COMPANY THOMASTON, CONN.

1813—Makers of fine clocks for more than a century—1936



**ARGOS** \$17.50

*8-Day Time*

Has sweep seconds hand and the separate inner circle of figures on the dial from 13 to 00 permits direct reading of Greenwich time. Polished brass or nickelplated case. Flanged front and back. 5 1/4-inch silverplated dial. Fitted with double spring lever time movement No. 10. Diameter 7-inches. Packed singly. Shipping weight 7 pounds.



**ENGINE LEVER** \$15.00

*8-Day Time*

Polished brass or nickelplated case. Flanged front and back. Hinged bezel. 5 1/4-inch silverplated dial. Fitted with 8-day movement No. 10. Diameter 7 inches. Packed singly. Shipping weight 7 pounds.

**MERRIMAC** \$18.50

*1-Day Ship's Bell Strike*

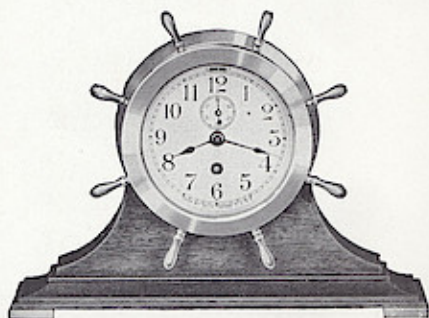
Same as Engine Lever but fitted with 1-day ship's bell strike movement No. 7.



**MONITOR** \$18.50

*1-Day Ship's Bell Strike*

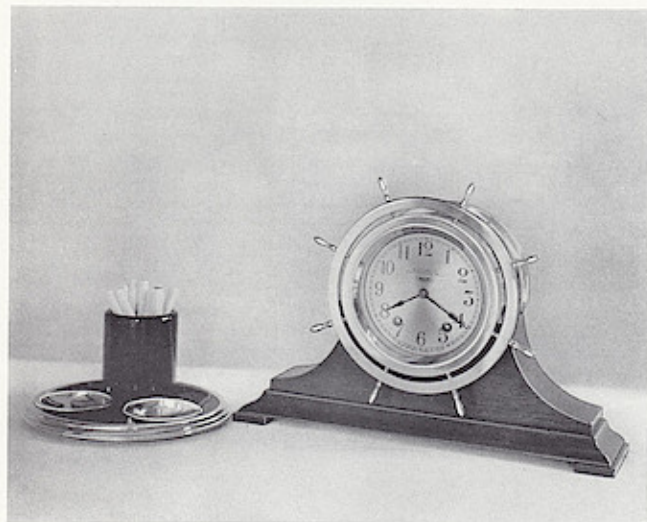
Polished brass or nickelplated case. Flanged front and back. Hinged bezel. 5 1/4-inch silverplated dial. 1-day ship's bell strike movement No. 7. Height 10 1/2 inches. Width 7 inches. Packed singly. Shipping weight 7 pounds.



**CLIPPER** \$35.00

*8-Day Time*

A genuine marine clock in ideal size for cabinet, mantel or desk. Has polished cast brass head with screw type wheel bezel. Mahogany base with polished brass feet. 3 3/8-inch etched silverplated dial. 7-jeweled fine lever movement No. 112—time only. Height 6 7/8 inches. Thickness 2 3/8 inches. Width 9 3/8 inches. Packed singly. Shipping weight 9 pounds.



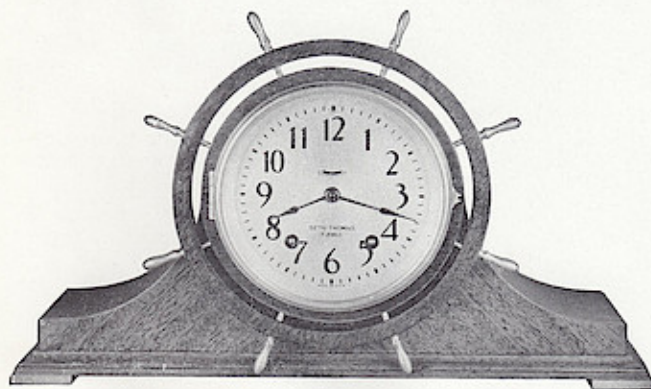
NO. 2 MAYFLOWER \$70.00

(Left)

Hinged Bezel

8-Day Ship's Bell Strike

Genuine ship's bell clock with wheel bezel mounted on base of solid mahogany. Fitted with 7-jeweled fine lever ship's bell strike movement No. 115. Cast brass head—fully polished. 4-inch silvered metal dial with numerals etched in black. Height 8¾ inches. Thickness 3¼ inches. Width 13 inches. Packed singly. Shipping weight 14 pounds.



HELMSMAN

\$50.00

8-Day Ship's Bell Strike

Ship's wheel circles and cabinet are mahogany with front of diagonally matched mahogany veneer. Spokes of wheel, hinged sash and metal feet are in polished goldplate. Has 4½-inch silverplated dial. Fitted with 8-day fine lever 7-jeweled movement No. 115. Strikes the ship's bells. Height 8¾ inches. Thickness 4 inches. Width 13½ inches. Packed singly. Shipping weight 11 pounds.



FINE MARINE CLOCKS

Plain Bezel

Fully polished cast brass case with back flange drilled for screws to attach to wall. Screw type moistureproof bezel. Etched silverplated dial. 7-jeweled fine lever movement. Packed singly.

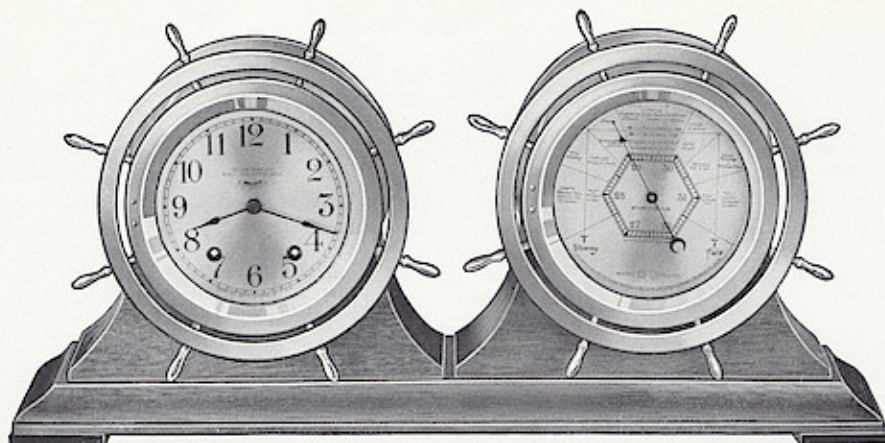
8-Day Ship's Bell Strike

	Dial Size	Movement No.	Diameter	Retail	Shipping Weight
No. 44	4"	115	5¼"	\$50.00	9 lbs.
No. 66	5½"	115	7¼"	57.50	12 lbs.

8-Day Time Only

	Dial Size	Movement No.	Diameter	Retail	Shipping Weight
No. 3	3¾"	112	4¾"	\$30.00	7 lbs.
No. 4	4"	112	5¾"	40.00	8 lbs.
No. 6	5½"	117	7¾"	47.50	10 lbs.
*No. 80	8"	117	10¾"	75.00	17 lbs.

\*Hinged bezel

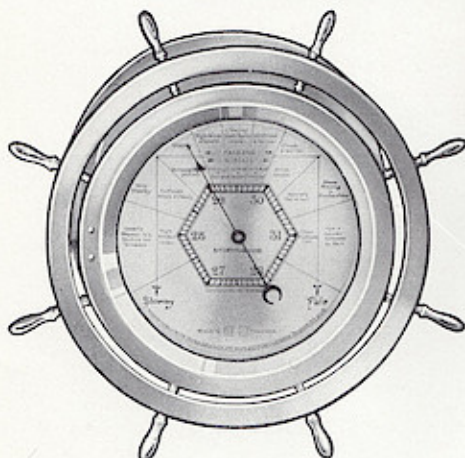


**SHIPMATES**

**\$125.00**

**Ship's Bell Clock—Barometer Combination**

The pride of all mariners whether seafaring is a vocation or an avocation. An excellent gift and presentation number. *Barometer*—same as Herald except has hinged bezel and back flange is not drilled for attaching to wall. *Clock*—has polished cast brass case with hinged wheel type bezel. 4-inch silvered metal dial etched in black. Fitted with 7-jeweled fine lever movement No. 115 that strikes the ship's bells. Both units are mounted on a single base of hand polished solid mahogany. Height 9 inches. Thickness  $3\frac{3}{8}$  inches. Width  $13\frac{1}{2}$  inches. Packed singly. Shipping weight 24 pounds.



**NO. 1 HERALD (Left)**

**\$42.50**

Matches No. 44 Wheel Bezel Clock

**NO. 2 HERALD**

**\$37.50**

Matches No. 44 Plain Bezel Clock

A precision instrument of domestic manufacture that permits scientific forecasting of the weather. Comes with automatic signal on dial which indicates at a glance whether atmospheric pressure is rising or falling. Figures and graduations in center permit direct reading of barometric pressure in inches of mercury. Has silvered metal dial. Polished cast brass case with screw type bezel.

**FINE MARINE CLOCKS**

**Wheel Bezel (Right)**

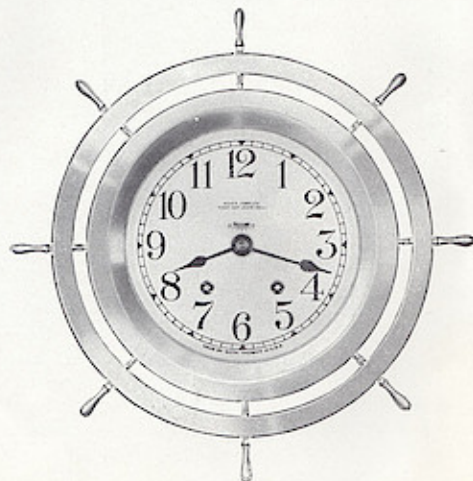
Polished cast brass case with back flange drilled for screws to attach to wall. Screw type moistureproof bezel. Etched silver-plated dial. 7-jeweled fine lever movement. Packed singly.

**8-Day Ship's Bell Strike**

	Dial Size	Movement No.	Diameter	Retail	Shipping Weight
No. 44 Wheel	4"	115	8 $\frac{1}{4}$ "	\$55.00	12 lbs.
No. 66 Wheel	5 $\frac{1}{2}$ "	115	10 $\frac{7}{8}$ "	62.50	16 lbs.

**8-Day Time Only**

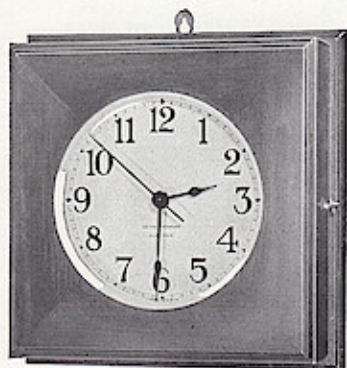
	Dial Size	Movement No.	Diameter	Retail	Shipping Weight
No. 4 Wheel	4"	112	8 $\frac{1}{4}$ "	\$45.00	12 lbs.
No. 6 Wheel	5 $\frac{1}{2}$ "	117	10 $\frac{7}{8}$ "	52.50	16 lbs.



**D**URABILITY—legibility—good looks, all are prime requisites in selecting clocks for business use. The Seth Thomas clocks shown here and on the following page have these essential characteristics and are invariably the choice of thrifty buyers who consider clock value and economy in terms

of length of service and permanent satisfaction.

The Council presents a modern, clean-cut appearance. It is in a rich shade of walnut that blends perfectly with the majority of popular color schemes.

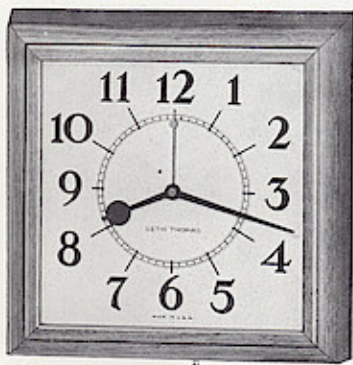


**EXECUTIVE (Left)**

**\$12.50**

*Electric Time*

Mahogany finish on gumwood. 6¼-inch dial. Self-starting synchronous electric. 10½ inches square. Packed singly. Shipping weight 8 pounds.

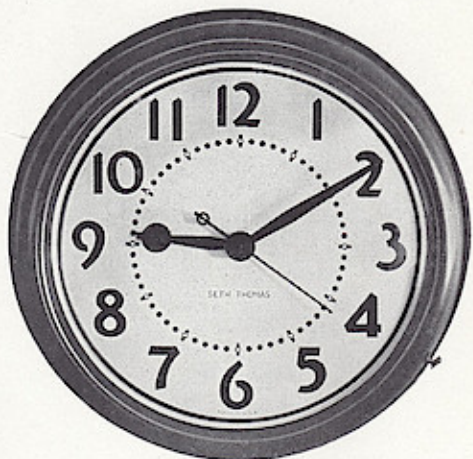


**NO. 2 COUNCIL**

**\$12.50**

*Electric Time*

Up-to-the-minute in appearance as well as in accuracy. Genuine walnut case with sides sloping outward in graceful lines. 7¼-inch ivory tinted dial with Arabic numerals of modern character. Black hour and minute hands—red seconds hand. Has reset knob at bottom of case. Self-starting synchronous electric. 9¾ inches square. Packed singly. Shipping weight 7 pounds.



**PRESIDENT (Inside Use)**

**\$17.50**

*Electric Time*

The sturdy metal case is durably finished in a choice of dull black or dark bronze. Has 14-inch dial—convex glass and convenient resetting knob. Self-starting synchronous electric. Diameter 18 inches. Packed singly. Shipping weight 18 pounds. (Specify finish in ordering.)

**PRESIDENT (Outside Use)**

**\$18.50**

*Electric Time*

Dull black only. Case is moistureproof and has conduit connector at top with short length No. 18, Type SJ, rubber covered duplex leads for splicing. Packed singly. Shipping weight 19 pounds.



**SENATE** *Electric Time* **\$17.50**

Mahogany finish on birch or quartered oak. 13-inch dial. Self-starting synchronous electric. 16 1/4 inches square. Packed singly. Shipping weight 18 pounds. (Specify finish in ordering.)

**CHAIRMAN** *8-Day Time* **\$15.00**

Same case fitted with 8-day pendulum movement No. 41.



**12-IN. DROP OCTAGON** *8-Day Time* **\$17.50**

Mahogany finish on gumwood or quartered oak. 11-inch white enameled dial. 8-day pendulum time movement No. 41. Height 23 3/4 inches. Width 16 inches. Packed singly. Shipping weight 18 pounds. (Specify finish in ordering.)

**10-IN. DROP OCTAGON** *8-Day Time* **\$15.00**

Same as 12-inch Drop Octagon except fitted with 9 1/4-inch dial. Height 21 1/2 inches. Width 14 inches.

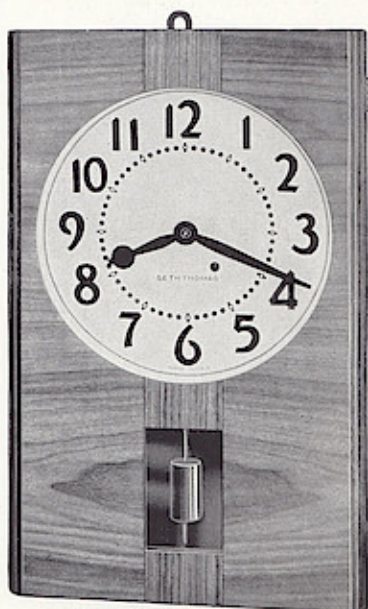


**NO. 2 DEPUTY** *Electric Time* **\$20.00**

Available in a choice of quartered oak or mahogany finish on gumwood. Has legible 13-inch white enameled dial with black numerals. Self-starting synchronous electric. Diameter 16 5/8 inches. Packed singly. Shipping weight 15 pounds. (Specify finish in ordering.)

**NO. 2 PRINCIPAL** *8-Day Time* **\$17.50**

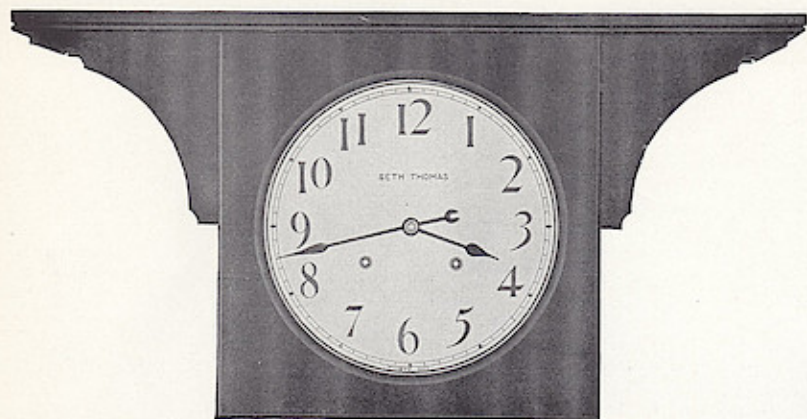
Same case fitted with 8-day pendulum movement No. 41.



**ASSEMBLY** *8-Day Time* **\$16.00**

Light mahogany finished case with veneered front. Note center inlay with grains of wood running vertically. 11-inch white enameled dial with five minute markers in red. 8-day time movement No. 41 with visible pendulum. Height 22 1/4 inches. Width 14 inches. Packed singly. Shipping weight 19 pounds.

SETH  
THOMAS

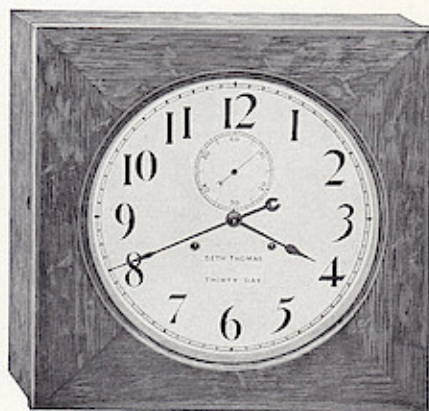


**30-DAY DOUBLE DIAL CLOCK** \$55.00  
*With Ceiling Bracket*

Mahogany or quartered oak. Fitted with substantial 30-day time double spring movement No. 86. 13-inch dials. Clocks can be supplied with bracket inverted for mounting on partitions. *Specify type and finish in ordering.* Ceiling bracket length overall 38 inches. Packed singly. Shipping weight 85 pounds.

**ELECTRIC DOUBLE DIAL CLOCK** \$55.00  
*With Ceiling Bracket*

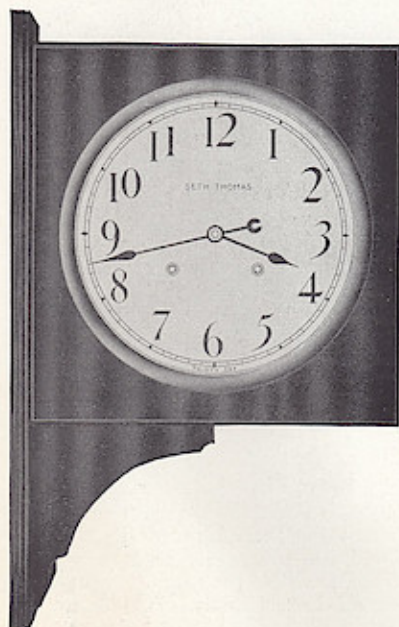
Same as above except each pair of hands is operated by separate self-starting synchronous motor. Both being connected to the same current supply, will keep hands in exact synchronism. Sash over both dials are hinged to facilitate setting.



**HUDSON** \$25.00

*30-Day Time*

Mahogany or quartered oak. 13-inch dial. 30-day pendulum time movement No. 86 with Graham dead beat escapement. 18 3/4 inches square. Packed singly. Shipping weight 32 pounds. *(Specify finish in ordering.)*



**30-DAY DOUBLE DIAL CLOCK** \$50.00  
*(Illustrated Left)*

*With Wall Bracket*

Mahogany or quartered oak. Fitted with substantial 30-day time double spring movement No. 86. 13-inch dials. Over-all measurement with wall bracket 30 inches. Bracket designed to extend clock outward from wall or post. Packed singly. Shipping weight 65 pounds. *(Specify finish in ordering.)*

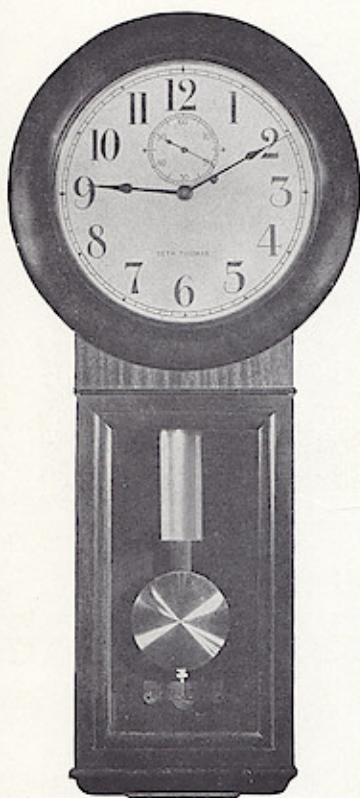
**ELECTRIC DOUBLE DIAL CLOCK** \$50.00  
*With Wall Bracket*

Same as above except each pair of hands is operated by a separate self-starting synchronous motor. Both being connected to the same current supply, hands will keep in exact synchronism. Sash over both dials are hinged to facilitate setting.

**G**RAVITY—an always constant force—provides an ideal source of power for these fine weight regulator clocks. Careful selection of materials—expert workmanship by Seth Thomas craftsmen—precision manufacture—sturdy construction; all contrib-

ute to the translation of this unvarying force into extremely accurate time.

Regulator No. 70 is used by many great railroad systems, by jewelers and by watch and clock factories as a comparison clock.



**REGULATOR NO. 2 \$50.00**

(Illustrated Left)

*8-Day Weight Time*

Solid mahogany or quartered oak veneer. 11-inch dial. 8-day weight time movement No. 77A (80 beats per minute). Height 36½ inches. Width 15⅝ inches. Packed singly. Shipping weight 45 pounds. (Specify finish in ordering.)

**REGULATOR NO. 70 \$150.00**

(Illustrated Right)

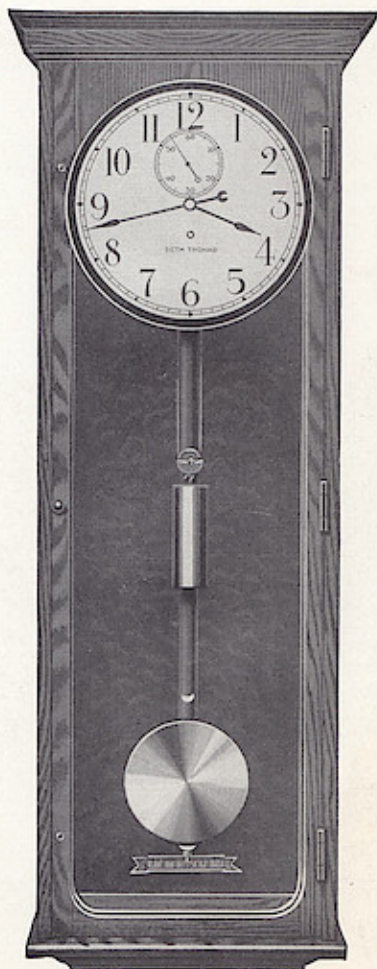
*8-Day Weight Time*

Mahogany or quartered oak case. 8-day weight time movement No. 68 with beat adjuster (60 beats per minute). Movement has jeweled pallets, polished cut steel pinions, polished keystone shaped plates, and is mounted on heavy cast iron bracket. 13-inch white enameled dial with black numerals. Height 55½ inches. Width 22 inches. Packed singly. Shipping weight 170 pounds. Specify finish in ordering. CAN ALSO BE SUPPLIED WITH SWEEP SECONDS HAND AT \$10.00 EXTRA.

**REGULATOR NO. 70 \$250.00**

(Mercurial Pendulum)

Same as above except has two glass jar type mercurial pendulum and polished steel pendulum rod. Shipping weight 190 pounds. CAN ALSO BE SUPPLIED WITH SWEEP SECONDS HAND AT \$10.00 EXTRA.



### CLASSIFIED

	Page
ALARM CLOCK	16
BANJO AND OTHER DECORATIVE WALL CLOCKS	10, 11, 15, 16
BAROMETERS	19
BOUDOIR CLOCKS	3, 4, 5, 6, 7
BUSINESS CLOCKS	16, 20, 21, 22, 23
CABINET CLOCKS	8, 9, 10, 11
COLONIAL CLOCKS	8, 9, 15
DESK CLOCKS	3, 4, 5, 6, 7
DOUBLE DIAL CLOCKS	22
HALL CLOCKS	14
KITCHEN CLOCKS	16
MANTEL CLOCKS	8, 9, 10, 11, 12, 13
MARINE CLOCKS	17, 18, 19
OFFICE CLOCKS	20, 21, 22, 23
SCHOOL CLOCKS	20, 21, 22
SHIP'S BELL CLOCKS	17, 18, 19
THIRTY-DAY CLOCKS	22
WEIGHT REGULATOR CLOCKS	23
WESTMINSTER CHIME CLOCKS	12, 13, 14

### GENERAL

	Page
ANITA	6
ARCOS	17
ASSEMBLY	21
BALTIC	7
BELMONT	7
BENNINGTON	9
BEVERLY	7
BOSTON	15
BROOKFIELD	15
No. 4E CENTURY	10
No. 4W CENTURY	10
CHAIRMAN	21
No. 1E CHEVRON	10
No. 1W CHEVRON	10
CHIME 52	13
CHIME 53	13
CHIME 56	12
CHIME 73	13
No. 57 CHIME	12
No. 60 CHIME	12
No. 116 CHIME	12
CLIPPER	17
COLTON	8
No. 4E CONSOLE	10
No. 4W CONSOLE	10
No. 2 COUNCIL	20
CRANDALL	15
No. 10 CYMBAL	9
DALESBURY	12
DELART	7
DELAWARE	15
DELOS	11
Nos. 1, 2, 3 AND 4 DELPARK	3
DELRAY	4
No. 2 DELROD	6
DELTA NOS. 1 AND 3	4
No. 2 DEPUTY	21
Nos. 1, 2, 3 AND 4 DICKSON	3
DISCUS	3
DOUBLE DIAL, ELECTRIC	22
DOUBLE DIAL, 30-DAY	22
10-INCH DROP OCTAGON	21
12-INCH DROP OCTAGON	21
No. 1 DU BARRY	5
DUFFIELD	15
DUNBAR	11

	Page
DUPLEX	5
DURA	7
ECHO	16
ENGINE LEVER	17
EXECUTIVE	20
FALSBURY	12
No. 3 FINE LEVER, PLAIN BEZEL	18
No. 4 FINE LEVER, PLAIN BEZEL	18
No. 4 FINE LEVER, WHEEL BEZEL	19
No. 6 FINE LEVER, PLAIN BEZEL	18
No. 6 FINE LEVER, WHEEL BEZEL	19
No. 80 FINE LEVER, PLAIN BEZEL	18
No. 2 GIBSON	6
HALL CLOCK No. 3E	14
HALL CLOCK No. 3W	14
No. 4E HALL CLOCK	14
No. 4W HALL CLOCK	14
HELMSMAN	18
Nos. 1 AND 2 HERALD	19
HUDSON	22
JANET	6
KINGSBURY	9
LINNET	5
LIPTON	11
LUDBURY	12
LUNAR	4
MANSFIELD	15
MATIN	3
No. 2 MAYFLOWER	18
MEDBURY	12
MERRIMAC	17
MIDDLETON	9
MONITOR	17
MYRNA	4
NANKING	11
PHOENIX	7
PLAZA	16
PRECISE	16
PRESIDENT	20
PRIMROSE	8
No. 2 PRINCIPAL	21
Nos. 1 AND 2 PRISTEEN	16
Nos. 1 AND 2 RECORDER	16
No. 2 REGULATOR	23
No. 70 REGULATOR	23
REX	11
RODSON	11
ROXBURY	13
RUTLAND	8
Nos. 1 AND 2 SAVANT	16
SENATE	21
No. 19 SENTINEL	8
No. 18 SENTINEL	9
SHAMROCK	5
SHARON	9
SHIPMATES	19
No. 44 SHIP'S BELL, PLAIN BEZEL	18
No. 44 SHIP'S BELL, WHEEL BEZEL	19
No. 66 SHIP'S BELL, PLAIN BEZEL	18
No. 66 SHIP'S BELL, WHEEL BEZEL	19
SUNGLOW	6
SUNSET	6
TALSON	7
No. 31 TAMBOUR	11
THAMES	10
TWILIGHT	3
Nos. 1 AND 2 VERNA	6
VOGUE	5
WESTBURY	13
WINDSOR	8
ZEPHYR	11

Windows App : Images To PDF Maker

# Windows App : Images To PDF Maker

## Seth Thomas Clock Company

ESTABLISHED 1813

Thomaston, Connecticut

Here's definite news  
on the fall campaign.

Seth Thomas dealers don't have to depend on straw votes. Year after year Seth Thomas Clocks have been very definitely "to the front" and here is powerful campaign material that will help make 1936 nothing short of a landslide -- a real leap-year in profits.

NEW MODELS. See the Colton (page 8), a full sized electric strike tambour at \$15.00 retail -- and No. 19 Sentinel 8-day chord strike at \$12.50. Both are front page news. Note the Beverly electric and Belmont key-wound (page 7) at \$6.95 -- a new value. Don't overlook the Discus (page 3) -- a sensation -- or the Plaza (page 16), the season's smartest clock. These are only a few of the innovations presented in this catalog which represent outstanding profit opportunities -- there are many more.

CERTIFIED STYLES. Seth Thomas Clocks are the creations of some of America's foremost commercial designers. Many of the newer models have been acclaimed by stylists who know what's correct in the world of style and by marketing authorities who have an expert knowledge of market needs and trends. Emphasize the style and decorative value of Seth Thomas Clocks -- it's an effective sales tool.

NATIONAL ADVERTISING. Seth Thomas national advertising is continuing with ever increasing momentum. Take advantage of the sales helps offered in the enclosure as a tie-up. Use the newspaper mats with or without copy -- window and show case transfer signs -- display stands -- mailing units consisting of attractive colored booklet, envelope and letter all imprinted with your name and ready for mailing.

Your support of the Seth Thomas Fall campaign is solicited. The enclosed blank makes it easy for you to get both sales helps and clocks right away.

Very truly yours,

SETH THOMAS CLOCK COMPANY

*J. N. VanDeventer*  
General Sales Manager

J. N. VanDeventer  
Enc.

**HOW  
SETH THOMAS  
DEALERS  
ARE MAKING**

**1936**

**A LEAP YEAR IN PROFITS**

It's easy...

## DON'T COUNT ON MIRACLES... USE COMMON SENSE METHODS

**S**PEND two minutes examining this easy-reading portfolio.  
You'll agree that here are *selling plans* that make the way to big profitable turn-over easy.

Here are some of the clocks that leading style and market authorities stamp as the heavy sellers for 1936.

ANITA	\$ 4.95	No. 1E CHEVRON	\$ 12.45
BEVERLY	6.95	No. 2 PRISTEEN	6.95
CRANDALL	25.00	No. 56 CHIME	24.75
COLTON	15.00	No. 116 CHIME	24.75
DICKSON	7.95	PLAZA	30.00
DISCUS	9.95	REX	24.95
DUPLEX	6.95	RODSON	9.95
JANET	4.95	RUTLAND	9.95
LINNET	10.95	SHIPMATES	125.00
MATIN	9.75	SUNSET	15.00

# HOW SETH THOMAS GETS THE BALL ROLLING

*Shop here*  
for timely gifts

*Smart time*  
for smart people  
in electric and key-wound clocks

*No tardy moments*  
in these school-going clocks

**SETH THOMAS**  
Clocks

**SETH THOMAS**  
Clocks

**SETH THOMAS**  
Clocks

**SETH THOMAS**  
Clocks

**SETH THOMAS**  
Clocks

**T**HIS page shows you a group of hard-hitting Seth Thomas national advertisements. Notice how the greater part of the space has been devoted to display, with shortened copy.

Thousands will see this line of beautiful, all-purpose clocks and thousands will want them . . . for themselves . . . for gifts. How can you capitalize on this powerful, new campaign?

SEE NEXT PAGE

# HOW TO MAKE THOSE POWERFUL NATIONAL ADVERTISEMENTS WORK FOR YOU

## 50 WORD RADIO SPOT ANNOUNCEMENT

HERE'S NEWS FOR SMART SHOPPERS. SETH THOMAS HAS JUST PUT OUT A COMPLETE NEW LINE OF ACCURATE CLOCKS WHICH MAKE THEIR OWNERS ADMIRERS. YOU'LL ALWAYS BE REMEMBERED IF YOUR GIFT IS A SETH THOMAS CLOCK. ACT NOW. DROP IN TODAY AT (YOUR NAME AND ADDRESS) FOR CLOCKS AND REPAIR SERVICE THAT SATISFY.

## 100 WORD RADIO SPOT ANNOUNCEMENT

TAKE ONE LOOK AT (YOUR NAME) LINE OF NEW SETH THOMAS CLOCKS AND YOU'LL BE SOLD FOR GOOD ON THE RIGHT TIME. SEE THE ELECTRIC OR FRIENDLY KEY-WOUND MODELS . . . PERHAPS WITH STRIKE OR BEAUTIFUL CHIMES IN ALL STYLES FOR YOUR HOME . . . SOME FOR AS LITTLE AS \$4.95. NOTHING IS AS LONG REMEMBERED AS A (NAME OCCASION) GIFT OF A SETH THOMAS CLOCK. THERE'S ONLY ONE EASY WAY TO BETTER TIME, AND THAT'S THE SHORTEST WAY TO (YOUR NAME AND ADDRESS). CONSULT (YOUR NAME) TODAY FOR COMPLETE ECONOMICAL CLOCK AND WATCH SERVICE.

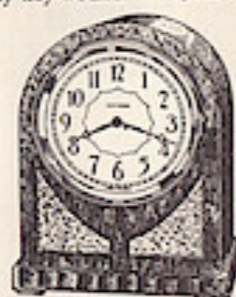
## THEY'LL LIKE YOU FOR THESE GIFTS!



Your gift will be appreciated if it is a beautiful Seth Thomas Clock. Here is the DISCUS . . . as accurate as it is graceful. This solid walnut 8-day clock is one of 1936's gift hits. \$9.95



America's greatest gift buy! This smart little clock—the ANITA—will go over big with anybody. You'll like its 12-sided walnut case with beautiful silvered dial. 8-day key-wound. Just \$4.95



The melodious Westminster Chimes of the DALESBURY will serve as a constant reminder of you. Here is a rich-looking gift that glorifies any home. Let us show it to you today. Electric, \$27.50. 8-day key-wound, the NO. 116 CHIME, \$24.75.

DEALER NAME  
and address

Mat No. 6 1 Column 8 inches

**T**HIS spread offers you proven, common sense methods of building your business. Don't take our word for it . . . try this free mat service and see for yourself.

Use the "spot" announcements suggested here on your local radio stations. They work.

When preparing your general ads make use of the attractive free mats of Seth Thomas Clocks offered below.

## HERE ARE THE ONE COLUMN MATS OF SETH THOMAS CLOCKS AVAILABLE FOR USE IN YOUR OWN ADVERTISEMENTS

Anita  
Beverly  
Brookfield  
Chevron  
Colton  
Console No. 4E  
Dalesbury  
Dickson  
Discus  
Du Barry  
Duffield  
Duplex  
Dura  
Echo  
No. 2 Gibson  
Hall Clock No. 3  
No. 4 Hall Clock  
Janet  
Linnet

Lipton  
Ludbury  
Lunar  
Mansfield  
Mayflower  
Medbury  
Myrna  
Phoenix  
Plaza  
Primrose  
Recorder  
Roxbury  
Rutland  
Sunglow  
Twilight  
Verna  
Vogue  
Westbury

\* Also in two Columns

## STYLE EDITORS ACCLAIM THESE CLOCKS!



Seth Thomas leads in modern beauty. This graceful walnut clock with brushed gold numerals goes perfectly in the modern home. LINNET, electric; or SHAM-ROCK, 8-day, \$10.95



PLAZA — the year's sensation . . . for paneled walls, libraries, studies, and over mantels. Bar numerals and graceful hands all in brushed gold. See this new, modern Seth Thomas creation today. \$30.00



Your friends will admire your smart good taste if the CHEVRON is in your home. Designed in walnut with slender lines of inlaid brushed silver. Electric or 8-day. Just \$12.45

DEALER NAME  
and address

Mat No. 7

2 Columns 4 inches

## A REAL BUY IN CLOCKS



Some say that CHIME NO. 56 is Seth Thomas' greatest clock. Beautiful silvered metal dial with goldplated sash and genuine mahogany case. Its Westminster quarter-hour chime will fascinate you. A life-time gift. Only \$24.75. See the Chime No. 56 and other Seth Thomas models today. Some are as low as \$4.95. Every clock worth much more.

DEALER NAME  
and address

Mat No. 9 1 Column 4 inches

## A GIFT THAT never fails



to please, be beautiful, and keep good time . . . Seth Thomas can't turn this clock out fast enough! It's smooth, modern, and expensive-looking. Genuine solid mahogany, yet it sells for only \$6.95, electric or 8-day. Let us show you this clock . . . the BEVERLY . . . and other smart Seth Thomas models today. Some sell for as little as \$4.95.

DEALER NAME  
and address

Mat No. 10 1 Column 4 inches

## A GIFT IN TIME

*is a gift indeed*



Graceful and trim, the RODSON is a big hit for 1936. It costs only \$9.95, yet its rich walnut case and silvered dial and hands make it look like twice the money. Self-starting synchronous electric—or Delos, 8-day.



Here's the clock that is making the modern room up-to-the-minute. Its silvered stars and deep blue background make it more than a timepiece—a work of art. See it today. Only \$9.75. Other Seth Thomas models as low as \$4.95.

DEALER NAME  
and address

## ONLY \$4.95



ANITA  
DEALER NAME  
and address

Mat No. 11 1 Column 2 inches

# HOW TO MAKE THOSE ADVERTISEMENTS

## 50 WORD RADIO SPOT ANNOUNCEMENT

HERE'S NEWS FOR SMART SHOPPERS. SETH THOMAS HAS JUST PUT OUT A COMPLETE NEW LINE OF ACCURATE CLOCKS WHICH MAKE THEIR OWNERS ADMIRERS. YOU'LL ALWAYS BE REMEMBERED IF YOUR GIFT IS A SETH THOMAS CLOCK. ACT NOW. DROP IN TODAY AT (YOUR NAME AND ADDRESS) FOR CLOCKS AND REPAIR SERVICE THAT SATISFY.

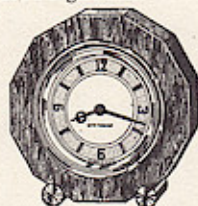
## 100 WORD RADIO SPOT ANNOUNCEMENT

TAKE ONE LOOK AT (YOUR NAME) LINE OF NEW SETH THOMAS CLOCKS AND YOU'LL BE SOLD FOR GOOD ON THE RIGHT TIME. SEE THE ELECTRIC OR FRIENDLY KEY-WOUND MODELS . . . PERHAPS WITH STRIKE OR BEAUTIFUL CHIMES IN ALL STYLES FOR YOUR HOME . . . SOME FOR AS LITTLE AS \$4.95. NOTHING IS AS LONG REMEMBERED AS A (NAME OCCASION) GIFT OF A SETH THOMAS CLOCK. THERE'S ONLY ONE EASY WAY TO BETTER TIME, AND THAT'S THE SHORTEST WAY TO (YOUR NAME AND ADDRESS). CONSULT (YOUR NAME) TODAY FOR COMPLETE ECONOMICAL CLOCK AND WATCH SERVICE.

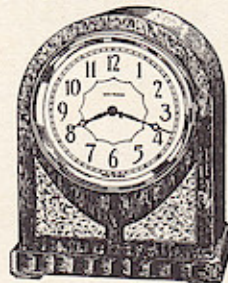
## THEY'LL LIKE YOU FOR THESE GIFTS!



Your gift will be appreciated if it is a beautiful Seth Thomas Clock. Here is the DISCUS . . . as accurate as it is graceful. This solid walnut 8-day clock is one of 1936's gift hits. \$9.95



America's greatest gift buy! This smart little clock—the ANITA—will go over big with anybody. You'll like its 12-sided walnut case with beautiful silvered dial. 8-day key-wound. Just \$4.95



The melodious Westminster Chimes of the DALESBURY will serve as a constant reminder of you. Here is a rich-looking gift that glorifies any home. Let us show it to you today. Electric, \$27.50. 8-day key-wound, the NO. 116 CHIME, \$24.75.

DEALER NAME  
and address

Mat No. 6 1 Column 8 inches

THIS spread of common sense building your business our word for it. mat service and

Use the "spot" suggested here on stations. They will

When preparing ads make use of free mats of Seth Thomas offered below.

HERE  
THE ONE COLUMN  
SETH THOMAS  
AVAILABLE FOR  
YOUR OWN ADVERTISING

Anita  
Beverly  
Brookfield  
Chevron  
\*Colton  
Console No. 4E  
Dalesbury  
Dickson  
Discus  
Du Barry  
Duffield  
Duplex  
Dura  
Echo  
No. 2 Gibson  
Hall Clock No. 3  
No. 4 Hall Clock  
Janet  
Linnet

\* Also in two

# POWERFUL NATIONAL WORK FOR YOU

offers you proven, use methods of business. Don't take . . . try this free see for yourself.

" announcements in your local radio work.

ing your general of the attractive th Thomas Clocks

ARE  
COLUMN MATS OF  
THOMAS CLOCKS  
FOR USE IN  
ADVERTISEMENT

Lipton  
\*Ludbury  
Lunar  
Mansfield  
Mayflower  
\*Medbury  
Myrna  
Phoenix  
Plaza  
Primrose  
Recorder  
\*Roxbury  
Rutland  
Sunglow  
Twilight  
Verna  
Vogue  
Westbury

two Columns

## STYLE EDITORS ACCLAIM THESE CLOCKS!



Seth Thomas leads in modern beauty. This graceful walnut clock with brushed gold numerals goes perfectly in the modern home. LINNET, electric; or SHAM-ROCK, 8-day, \$10.95



PLAZA — the year's sensation . . . for panelled walls, libraries, studies, and over mantels. Bar numerals and graceful hands all in brushed gold. See this new, modern Seth Thomas creation today. \$30.00



Your friends will admire your smart good taste if the CHEVRON is in your home. Designed in walnut with slender lines of inlaid brushed silver. Electric or 8-day. Just \$12.45

DEALER NAME  
and address

Mat No. 7

2 Columns 4 inches

## A REAL BUY IN CLOCKS



Some say that CHIME NO. 56 is Seth Thomas' greatest clock. Beautiful silvered metal dial with goldplated sash and genuine mahogany case. Its Westminster quarter-hour chime will fascinate you. A life-time gift. Only \$24.75. See the Chime No. 56 and other Seth Thomas models today. Some are as low as \$4.95. Every clock worth much more.

DEALER NAME  
and address

Mat No. 9 1 Column 4 inches

## A GIFT THAT never fails



to please, be beautiful, and keep good time . . . Seth Thomas can't

turn this clock out fast enough! It's smooth, modern, and expensive-looking. Genuine solid mahogany, yet it sells for only \$6.95, electric or 8-day. Let us show you this clock . . . the BEVERLY . . . and other smart Seth Thomas models today. Some sell for as little as \$4.95.

DEALER NAME  
and address

Mat No. 10 1 Column 4 inches

## A GIFT IN TIME

*is a gift indeed*



Graceful and trim, the RODSON is a big hit for 1936. It costs only \$9.95, yet its rich walnut case and silvered dial and hands make it look like twice the money. Self-starting synchronous electric—or Delos, 8-day.

Mat No. 8  
1 Column  
6 inches

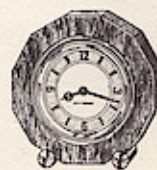


TWILIGHT

Here's the clock that is making the modern room up-to-the-minute. Its silvered stars and deep blue background make it more than a timepiece—a work of art. See it today. Only \$9.75. Other Seth Thomas models as low as \$4.95.

DEALER NAME  
and address

## ONLY \$4.95



ANITA  
DEALER NAME  
and address

Eight-day key-wound. It's practical, beautiful. A gift you'll be thanked for. Let us show you this Seth Thomas hit today.

Mat No. 11 1 Column 2 inches

# TURN DESIRE INTO ACTION

CHARTRES JEWELRY SHOP  
622 Fifth Avenue  
New York

We really should have 'phoned you because we've just received something everybody's been waiting for.

No doubt about it, the new Seth Thomas Clocks are so beautiful, so stylish, you surely ought to see them and soon, too. The few moments it will take will be pleasantly spent, and interesting, for there is every imaginable kind of clock to select from - conservative, modern, or ultra-modern - in self-starting electric, or 8-day keywound, whatever you want.

If you're at all puzzled as to just the appropriate gift for friend or relative, could there be anything as acceptable, useful, and long-lasting as a century famous Seth Thomas Clock. One of these reliable companions everyone needs and

Perhaps you've seen them picture  
Beautiful - tiny little table  
strike clocks, or stately wall  
have, you've probably admire  
to actually see them is the  
show them to you - you'll be  
much you can get in time and

CHARTRES JEWELRY SHOP  
622 Fifth Avenue  
New York

**H**ERE'S a brand new Seth Thomas mailer. This attractive little folder is a proven method of turning prospects into customers. Send them to your mailing list. See how they work for you.

Get in touch with us regarding the attractive, sales-making letter. The Seth Thomas Clock Company will print them with your letterhead at the usual nominal printer's cost, in whatever quantities you specify.

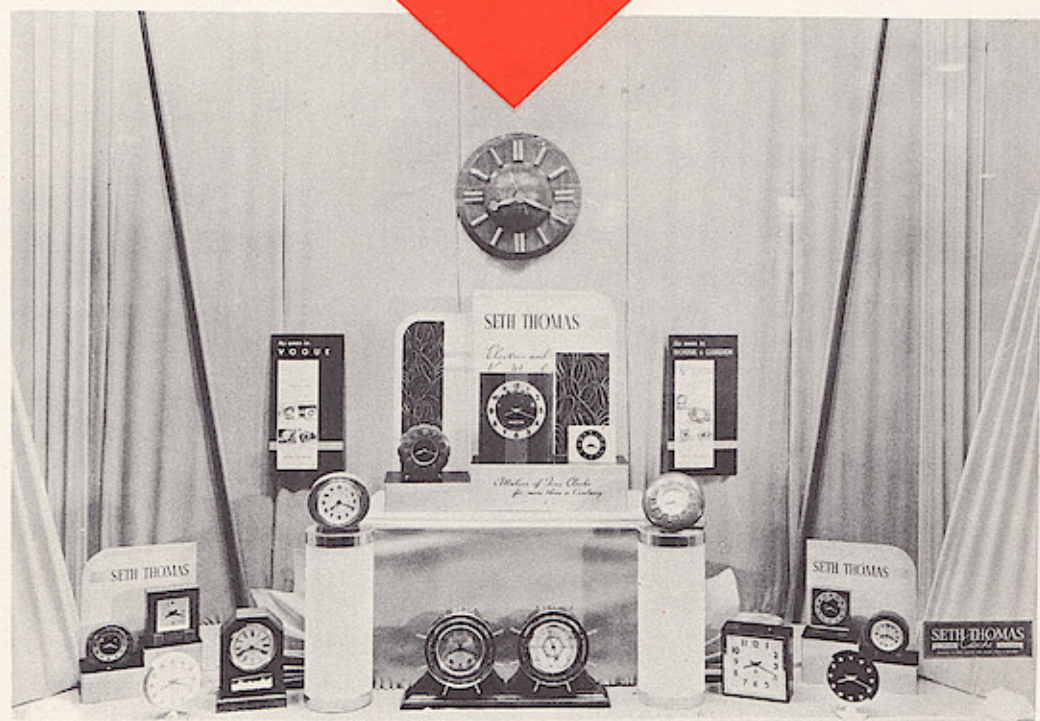
Remember that good prospects often forget. This common sense reminder is the timely method of getting customers on their way to your store.



SETH THOMAS CLOCKS  
EIGHT DAY AND ELECTRIC

Windows App : Images To PDF Maker

# CLINCHING THE SALE



**Progressive methods cannot fail when you capitalize on the full value of displaying merchandise attractively in windows and on shelves and counters. Let this Seth Thomas Window Display clinch your sales.**

# HERE ARE THE JOBBERS

## Who can supply you

The Albert & Seifert Co.  
I. Alberts' Sons, Inc.  
Benj. Allen & Co.  
The Ball Company  
Bauman-Massa Jewelry Co.  
A. C. Becken Co.  
Baldwin-Miller Co.  
Biggard & Co.  
Boschardt-Possin Co.  
Jos. B. Bechtel & Co.  
The H. W. Burdick Co.  
Butterfield Bros.  
S. H. Clausin & Co.  
A. Cohen & Sons Corp.  
Edwards, Ludwig, Fuller Jewelry Co.  
Eisenstadt Mfg. Co.  
J. Engel & Co.  
Ewing Bros., Inc.  
Gorenflo Co., Inc.  
J. H. Gross & Co.  
A. I. Hall & Son, Inc.  
W. W. Hamilton Jewelry Co.  
H. O. Hurlburt Sons  
Arthur Jacobson Co.  
B. Kleitz & Bro. Company, Inc.  
Max Kohner  
Leonard Krower & Son, Inc.  
M. Levitz & Co.  
M. A. Lombard Co.  
L. Luria & Son  
J. F. Mansfield Clock Co., Inc.  
Mayer Bros., Inc.  
Moore-DeGrazier Co.  
The Non-Retailing Co.  
D. C. Percival & Co., Inc.  
Pfister Jewelry Co.  
Geo. Phillips & Co.  
E. W. Reynolds Co., Inc.  
Schloss Mfg. Co.  
J. J. Schmukler & Sons  
St. Louis Jewelry, Clock & Silver Co.  
Standard Jewelry Co.  
Strevell-Patterson Hdwe. Co.  
J. L. Teeters & Co.  
Tynes-Price & Co.  
Albert Walker Co.  
The Wallenstein-Mayer Co.  
The Samuel Weinhaus Co.

34 W. Sixth St.  
373 Washington St.  
10 S. Wabash Ave.  
58 E. Washington St.  
720 Olive Street  
29 E. Madison St.  
  
224 Clark Bldg.  
213 W. Wisconsin Ave.  
729 Sansom St.  
1010 Euclid Ave.  
164 Third St.  
13-17 S. 6th St.  
584 Broadway  
1113 Walnut St.  
Louderman Bldg.  
Balt. St. at Hopkins Place  
5 Plaza Way  
153 E. Jefferson Ave.  
Hippodrome Bldg.  
150 Post St.  
318 University Bldg.  
817 Chestnut St.  
University Bldg.  
6th & Market Sts.  
104 W. Fayette St.  
Canal & Exchange Place  
Levitz Bldg.  
504 Shops Bldg.  
623 Broadway  
15 Maiden Lane  
Mann Building  
Santa Fe Building  
36 Chestnut St.  
373 Washington St.  
  
The Scranton Times Bldg.  
313 W. 5th St.  
525 Mission St.  
133 Canal St.  
1209 Washington Ave.  
2113 First Ave.  
124 S. W. Temple  
121-123 N. 8th St.  
222-3 Santa Fe Bldg.  
202 Washington St.  
31-39 E. 4th St.  
720-722 Penn Ave.

Cincinnati, Ohio  
Boston, Mass.  
Chicago, Ill.  
Chicago, Ill.  
St. Louis, Mo.  
Chicago, Ill.  
Indianapolis, Ind.  
Pittsburgh, Pa.  
Milwaukee, Wis.  
Philadelphia, Pa.  
Cleveland, Ohio  
Portland, Oregon  
Minneapolis, Minn.  
New York, N. Y.  
Kansas City, Mo.  
St. Louis, Mo.  
Baltimore, Md.  
Atlanta, Ga.  
Detroit, Mich.  
Cleveland, Ohio  
San Francisco, Cal.  
Denver, Colo.  
Philadelphia, Pa.  
Denver, Colo.  
Wilmington, Del.  
Baltimore, Md.  
New Orleans, La.  
Albany, N. Y.  
Des Moines, Iowa  
New York, N. Y.  
New York, N. Y.  
Seattle, Wash.  
Dallas, Texas  
Lancaster, Pa.  
Boston, Mass.  
New Iberia, La.  
Scranton, Pa.  
Los Angeles, Cal.  
San Francisco, Cal.  
New York, N. Y.  
St. Louis, Mo.  
Birmingham, Ala.  
Salt Lake City, Utah  
Lincoln, Neb.  
Dallas, Texas  
Providence, R. I.  
Cincinnati, Ohio  
Pittsburgh, Pa.



*Body of  
Standard Letter Here*

(See details in enclosure)

} Print plainly on these lines  
the exact wording for your  
letterhead.

The wording selected above for  
your letterhead will also be re-  
peated as corner card on enve-  
lope and imprinted on booklet  
enclosure.

} Print here exact signature  
that should appear in type-  
writer type.

PRICE DETAILS AND SPECIFICATIONS

Unit consists of 1 each personal style letter (above) printed and multigraphed on quality white bond paper; envelope to match with your corner card; attractive Seth Thomas booklet printed in colors and imprinted with your name.

100 Units .....	\$2.40
200 Units .....	\$3.50
300 Units .....	\$4.60
400 Units .....	\$5.70
500 Units .....	\$6.80

600 Units .....	\$7.90
700 Units .....	\$8.95
800 Units .....	\$10.00
900 Units .....	\$11.00
1000 Units .....	\$11.90

EFFECTIVE APRIL 6, 1937

NOTICE

The prices of certain clocks as printed in the accompanying catalog have been withdrawn and are superseded by the following:

SYNCHRONOUS ELECTRIC CLOCKS

<u>PATTERN</u>	<u>PAGE</u>	<u>NEW PRICE</u>	<u>PATTERN</u>	<u>PAGE</u>	<u>NEW PRICE</u>
Walesbury	12	\$30.00	Falsbury	12	\$35.00
Ludbury	12	35.00			
Medbury	12	30.00	Roxbury	13	40.00
Westbury	13	47.50			
Dennington	9	37.50	Colton	8	16.50
Dipton	11	22.50	Middleton	9	25.00
Rodson	11	10.95	Mansfield	15	19.95
*President(Outside Use)	20	19.50			

KEY-WOUND CLOCKS

#52 Chime	13	\$37.50	#53 Chime	13	\$45.00
#55 Chime	12	27.50	#57 Chime	12	32.50
#60 Chime	12	32.50	#116 Chime	12	27.50
#31 Tambour	11	19.95	Thames	10	30.00
#10 Cymbal	9	17.95	Kingsbury	9	35.00
#18 Sentinel	9	16.50	#19 Sentinel	8	13.95
Sharon	9	22.50			
Delos	11	10.95	Grandall	15	27.50
			Delaware	15	19.95
#6 Fine Lever, Plain	18	50.00	Engine Lever	17	16.50
#6 Fine Lever, Wheel	19	55.00	Helmsman	18	55.00
#44 Ship's Bell, Plain	18	55.00	#2 Mayflower	18	80.00
#44 Ship's Bell, Wheel	19	60.00			
#66 Ship's Bell, Plain	18	65.00	Merrimac	17	20.00
#66 Ship's Bell, Wheel	19	70.00	Monitor	17	20.00
Assembly	21	17.50	Hudson	22	30.00
Chairman	21	16.50			

All prices are subject to change without notice.

SETH THOMAS CLOCKS  
A Division of  
General Time Instrument Corp'n  
Thomaston, Conn.