



SETH THOMAS

PRESENTS

1938 CLOCKS



PRESENTING

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SETH THOMAS CLOCKS

The presentation of 1938 Seth Thomas Clocks has particular significance because it marks the passing of the 125th milestone of progress.

It is a far cry back to the first Seth Thomas Clocks manufactured in 1813. Then, because of the scarcity of proper metals, cabinets and movements alike were fashioned largely from wood. Many of these fine old clocks are still in daily use and serve as living evidence that the ambition of their famous founder has been completely fulfilled.

Seth Thomas Clocks of today reflect all the traditions of the clockmaker's art and are regarded as "America's finest". In styles there are many patterns shown in this book that are the creations of the country's foremost designers. The fidelity in timekeeping of Seth Thomas Clocks reflects the century and a quarter of experience which is their heritage.

The excellence of electric clocks by Seth Thomas is now definitely recognized. These too, are precision built by experts in the clockmaker's craft and the sturdy slow speed self-starting motors employed insure longer service and freedom from objectionable operation noises.

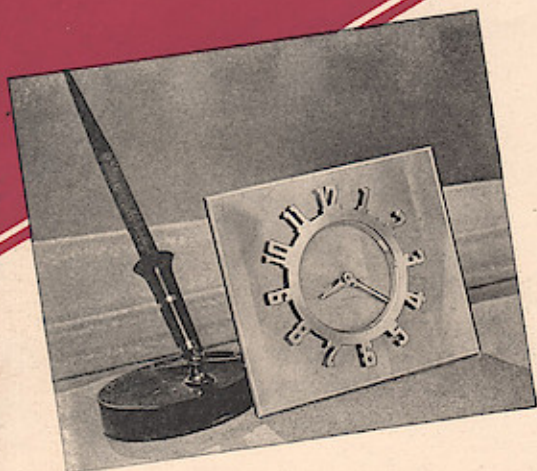
1938 Seth Thomas Clocks are recommended to those who must *always* be on time and consider clock values in terms of dependable performance... years of service... and personal enjoyment.

Catalog No. 800 issued July 1937.

SETH THOMAS CLOCKS - THOMASTON, CONN.

A DIVISION OF GENERAL TIME INSTRUMENTS CORP'N

DESK, BOUDOIR and



CORONA \$6.95

With 8-day lever time movement No. 5100

A bright, cheery timepiece that anyone would be glad to possess or proud to present as a gift. The entire front is mirror glass in deep blue and has beveled edges. Four-inch exposed dial-ring in polished gold-plate has die cut numerals that appear in silhouette against the lustrous blue glass as a background. Dial center in silverplate and goldplated hands are protected by convex glass. Height 4 3/4-inches. Width 5 3/4-inches. Thickness 2 1/8-inches. Packed singly. Shipping weight 3 pounds.



No. 1 BEVERLY \$6.95

Light natural mahogany

No. 2 BEVERLY \$6.95

Rich brown mahogany

Both above have self-starting electric time movements

No. 1 BELMONT \$6.95

Same as No. 1 Beverly except has 8-day lever time movement No. 5100

No. 2 BELMONT \$6.95

Same as No. 2 Beverly except has 8-day lever time movement No. 5100

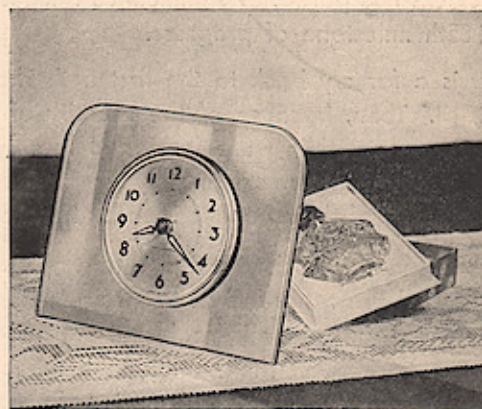
An unusual value. Oval-shaped case is solid mahogany, finished in a rich shade. Metal base and sash are polished brass. 3 1/4-inch light ivory dial has numerals in black. Height 4 3/4-inches. Width 5 1/2-inches. Thickness 2-inches. Packed singly. Shipping weight 4 pounds.



DUPLEX \$6.95

With 8-day lever time movement No. 5100

Performs two important functions on the desk at home or office. Has a convenient holder on the front for the elusive pen or pencil. Walnut case. Exposed 2 7/8-inch 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. Height 4 1/4-inches. Width 3 1/2-inches. Thickness 2 3/8-inches. Packed singly. Shipping weight 2 pounds.



No. 1 AZURE \$6.95

Blue glass

No. 2 AZURE \$6.95

Gun metal colored glass

Both above have self-starting electric time movements

"Color harmony at its best" aptly describes the Azure. Rich gold, silver and colored glass are expertly blended to give this fine clock great decorative value, individuality and smartness. The front is beveled mirror glass. The color harmony is carried out with sash in polished gold colored brass, and 3 1/8-inch dial in silverplate. Black numerals are on circular ring in harmonizing tint. Clock has legible black hands and convex protection glass. Height 5 1/4-inches. Width 6 5/8-inches. Thickness 2 1/2-inches. Packed singly. Shipping weight 3 pounds.

Windows App : Images To PDF Maker

SETH THOMAS

TABLE CLOCKS - -



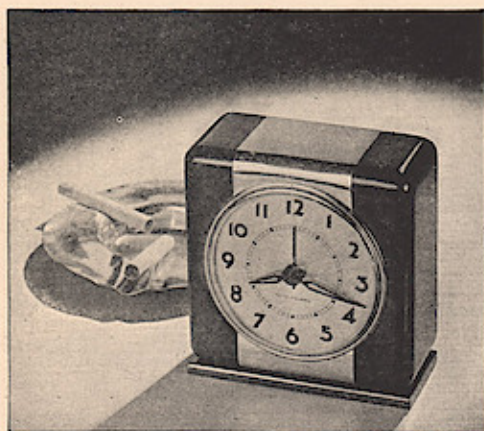
No. 2 GIBSON \$10.00

With self-starting electric time movement

No. 2 DELROD \$10.00

Same with 8-day lever time movement No. 5100

Because of its adaptable size and harmonizing qualities in many decorative settings, this clock is frequently selected for presentation purposes. Solid mahogany case has front panels recessed and raised rosette in center. $3\frac{1}{4}$ -inch silverplated dial with numerals in black. Has brushed goldplated sash and silverplated mat. Height $6\frac{1}{4}$ -inches. Width $5\frac{3}{8}$ -inches. Thickness $2\frac{3}{4}$ -inches. Packed singly. Shipping weight 4 pounds.



No. 1E BANNER \$5.95

Gun metal finish with gold colored trim

No. 2E BANNER \$5.95

Russet brown with gold colored trim
Both above have self-starting electric time movements

No. 1W BANNER \$5.95

Same as 1E except has 8-day lever time movement No. 5100

No. 2W BANNER \$5.95

Same as 2E except has 8-day lever time movement No. 5100

Rich in appearance—adaptable in size and a BANNER value. Die cast metal case in lacquer finish is enlivened with overlay and sash in polished gold colored brass. $3\frac{1}{8}$ -inch silverplated dial with black numerals on background of harmonizing tint. Height $4\frac{3}{4}$ -inches. Width $4\frac{1}{2}$ -inches. Thickness $1\frac{3}{4}$ -inches. Packed singly. Shipping weight 3 pounds.



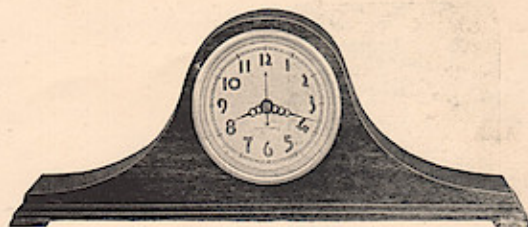
No. 1E TABOR \$7.95

With self-starting electric time movement

No. 1W TABOR \$7.95

Same with 8-day lever time movement No. 5100

Presents a very smart appearance. The cylindrical case with lustrous black lacquer finish is encircled by three round metal overlays in brushed goldplate. Die cast base is also richly finished in brushed goldplate. $3\frac{1}{4}$ -inch silverplated dial has black numerals on background of harmonizing tint. Height $4\frac{7}{8}$ -inches. Width $4\frac{5}{8}$ -inches. Thickness $2\frac{1}{2}$ -inches. Packed singly. Shipping weight 3 pounds.



TALSON \$9.75

With self-starting electric time movement

DELART \$9.75

Same with 8-day lever time movement No. 5100

Right in size for cabinet, table or desk. Solid mahogany case. $3\frac{1}{4}$ -inch dial enameled in light ivory with numerals and hands in dark brown. Brushed gold-plated sash. Height $5\frac{1}{8}$ -inches. Width 14-inches. Thickness $2\frac{3}{4}$ -inches. Packed singly. Shipping weight 4 pounds.

DESK, BOUDOIR and TA



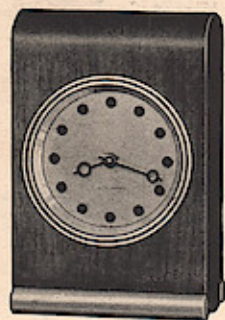
No. 1E CREST \$9.95

With self-starting electric time movement

No. 1W CREST \$9.95

Same with 8-day lever time movement No. 5100

A clock of unusual distinctiveness and beauty. Beveled recess in front of solid mahogany case frames the 4-inch exposed dial-ring in polished goldplate. Numerals are die cut and appear in silhouette against mahogany as a background. Dial center and mat in silver. Also polished goldplated hands, are protected by glass. Height 5 $\frac{3}{8}$ -inches. Width 5-inches. Thickness 2 $\frac{1}{4}$ -inches. Packed singly. Shipping weight 3 pounds.



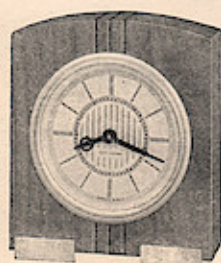
DELTA No. 1 \$7.95

With 8-day lever time movement No. 5100

DELTA No. 3 \$7.95

Same except dial has black Arabic numerals in place of modern characters

Solid walnut case with metal feet in mat finished goldplate. Brass sash is finished in gold colored lacquer. 2 $\frac{1}{4}$ -inch silvered metal dial. Height 5-inches. Width 3 $\frac{1}{4}$ -inches. Thickness 1 $\frac{3}{4}$ -inches. Packed singly. Shipping weight 2 pounds.



No. 1 VERNA \$4.95

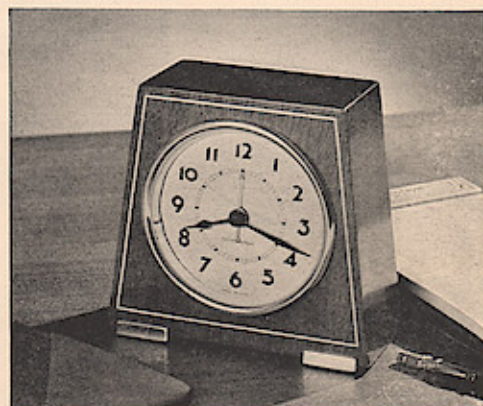
Walnut

No. 2 VERNA \$4.95

Mahogany

Both above have 8-day lever time movements No. 5100

Solid wood case with vertical flutings on front and top. Metal feet are in brushed goldplate and brass sash is finished in gold colored lacquer. 2 $\frac{1}{4}$ -inch etched silver dial with hour indicators in black and center decorative design in polished silver. Height 4 $\frac{1}{4}$ -inches. Width 3 $\frac{3}{8}$ -inches. Thickness 1 $\frac{5}{8}$ -inches. Packed singly. Shipping weight 2 pounds.



No. 1E FLORET \$8.95

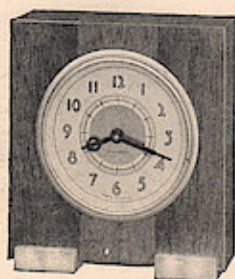
With self-starting electric time movement

No. 1W FLORET \$8.95

Same with 8-day lever time movement No. 5100

A versatile clock. Fine for cabinet, table, desk or boudoir, and adds character to both conventional and modern settings. Solid mahogany case with gently sloping sides and front border of genuine holly-wood inlay. Polished brass sash and feet. 3 $\frac{1}{4}$ -inch dial in light ivory lacquer with black numerals on background of harmonizing tint. Height 5 $\frac{1}{4}$ -inches. Width 5 $\frac{3}{8}$ -inches. Thickness 2 $\frac{1}{2}$ -inches. Packed singly. Shipping weight 3 pounds.

TABLE CLOCKS

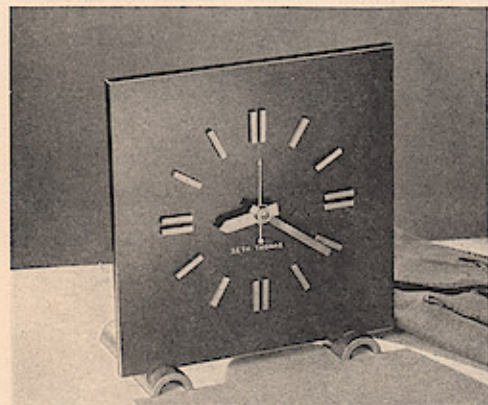


JANET

\$4.95

With 8-day lever time movement No. 5100

Medium light mahogany with walnut center insert in slightly darker shade. 2 1/4-inch etched silverplated dial with black numerals and distinctive center decoration in polished silver. Metal feet are in brushed goldplate. Brass sash is finished in gold colored lacquer. Height 4 1/4-inches. Width 3 3/4-inches. Thickness 1 5/8-inches. Packed singly. Shipping weight 2 pounds.



PHOENIX

\$12.50

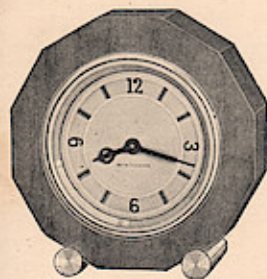
With self-starting electric time movement

BALTIC

\$12.50

Same with 8-day lever time movement No. 5100

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 1/2-inches. Height 5 1/4-inches. Width 5-inches. Thickness 2 1/2-inches. Packed singly. Shipping weight 4 pounds.



ANITA (Left)

\$4.95

With 8-day lever time movement No. 5100

Note the novel design of the 2 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. Height 4-inches. Width 3 3/8-inches. Thickness 1 5/8-inches. Packed singly. Shipping weight 2 pounds.



RUTLAND

\$9.95

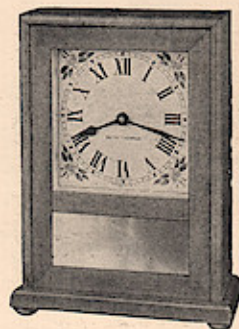
With self-starting electric time movement

WINDSOR

\$9.95

Same with 8-day lever time movement No. 5100

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



No. 2E PRIMROSE

\$9.95

With self-starting electric time movement

No. 1W PRIMROSE

\$7.75

Same with 8-day lever time movement No. 5100

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 5/8-inches. Height 8 1/4-inches. Width 6 1/4-inches. Thickness No. 2E, 2 3/4-inches. Thickness No. 1W, 2 1/2-inches. Packed singly. Shipping weight 4 pounds.



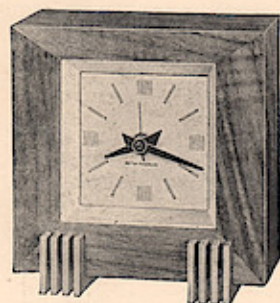
SUNSET \$15.00

With self-starting electric time movement

SUNGLOW \$15.00

Same with 8-day lever time movement No. 5100

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. Height 5 $\frac{3}{4}$ -inches. Width 5-inches. Thickness 3 $\frac{1}{2}$ -inches. Packed singly. Shipping weight 5 pounds.



DICKSON \$7.95

With self-starting electric time movement

(See finish specifications below)

No. 2 Black and Silver; No. 3 Ivory and Gun Metal;
No. 4 Walnut and Gold, but with Arabic numeral dial

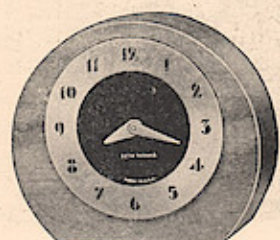
DELPARK \$7.95

Same with 8-day lever time movement No. 5100

(See finish specifications below)

No. 2 Black and Silver; No. 3 Ivory and Gun Metal; No. 4 Walnut
and Gold, but with Arabic numeral dial

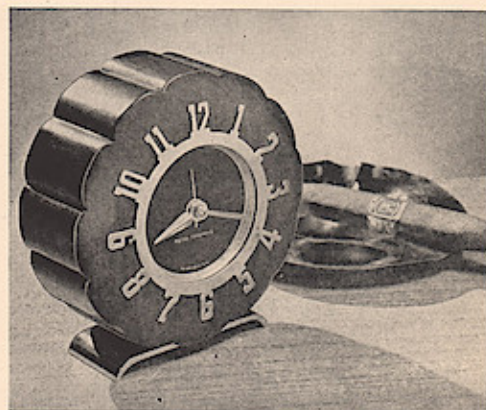
Available in three striking color combinations; No. 2, satin black case with silverplated feet; No. 3, light ivory with feet in contrasting gun metal; No. 4, walnut case with metal feet in brushed gold plate and Arabic numeral dial. All have deep beveled mats in silver and 2 $\frac{1}{4}$ -inch square silvered dials. Height 4 $\frac{3}{4}$ -inches. Width 4 $\frac{1}{2}$ -inches. Thickness 2 $\frac{1}{2}$ -inches. Packed singly. Shipping weight 3 pounds.



VOGUE \$5.95

With 8-day lever time movement No. 5100

The eccentric position of the dial in relation to the contour of the walnut case adds individuality and smartness. 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. Height 3 $\frac{5}{8}$ -inches. Width 4-inches. Thickness 1 $\frac{1}{2}$ -inches. Packed singly. Shipping weight 2 pounds.



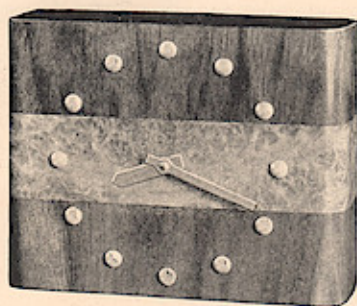
LINNET \$9.95

With self-starting electric time movement

SHAMROCK \$9.95

Same with 8-day lever time movement No. 5100

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. Height 5 $\frac{1}{8}$ -inches. Width 5-inches. Thickness 2-inches. Packed singly. Shipping weight 3 pounds.



DELRAY \$5.95

With 8-day lever time movement No. 5100

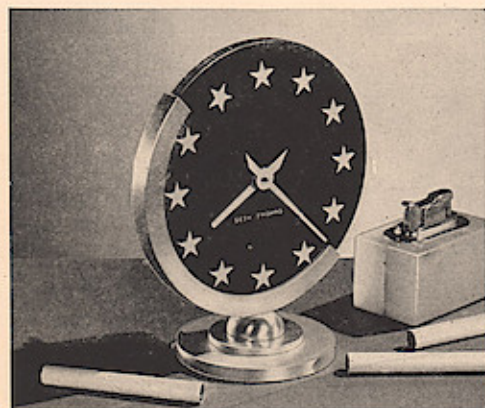
Walnut case with contrasting band of burled walnut extending across the front and sides. Hour markers of modern character are silver-plated. Diameter of dial to outside of hour indicators 3 5/8-inches. Height 4-inches. Width 5 1/4-inches. Thickness 1 3/4-inches. Packed singly. Shipping weight 2 pounds.



DISCUS \$9.95

With 8-day lever time movement No. 5100

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 gold-plated and polished. Diameter of dial to outside of numerals 4-inches. Diameter 5 1/2-inches. Thickness with easel extended 2 3/4-inches. Packed singly. Shipping weight 3 pounds.



TWILIGHT \$9.75

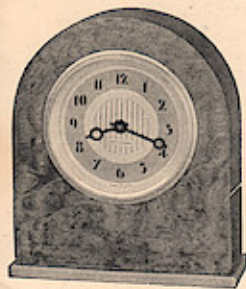
Blue Catalin with silver trim

MATIN \$9.75

Ivory Catalin with gold trim

Both above have 8-day lever time movements No. 5100

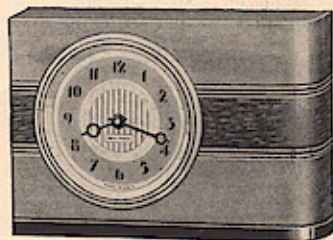
A very distinctive clock in durable Catalin. Metal base, half circle support, hands of novel design and stars to mark the hours are plated and brushed. Diameter of dial to outside of hour indicators 4-inches. Height 5 1/2-inches. Width 4 3/4-inches. Thickness 2 3/4-inches. Packed singly. Shipping weight 2 pounds.



DURA \$5.95

With 8-day lever time movement No. 5100

A Doric design in mahogany with front of quilted maple veneer finished in harmonizing shade. Base is in brushed goldplate. Brass sash is finished in gold colored lacquer. 2 1/4-inch etched silver-plated dial with shading around numerals and decorative design in center. Height 5-inches. Width 4 1/4-inches. Thickness 1 5/8-inches. Packed singly. Shipping weight 2 pounds.



MYRNA \$4.95

With 8-day lever time movement No. 5100

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 1/4-inch etched silver-plated dial. Height 3 1/2-inches. Width 5 3/8-inches. Thickness 1 1/2-inches. Packed singly. Shipping weight 2 pounds.



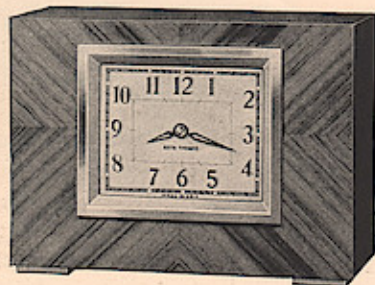
No. 5E CONSOLE \$22.50

With self-starting electric movement. Strikes hours and half hours

No. 5W CONSOLE \$19.95

Same with 8-day pendulum strike movement No. 120

Right in size for both mantel and cabinet use; right in style for modern as well as conventional rooms. Case is selected walnut veneer with diagonally matched walnut veneers above and below the dial. Note the five raised horizontal metal bands in brushed goldplate which follow around the semi-circular ends of the clock. Square $4\frac{1}{2}$ -inch cream enameled dial with rich brown figures on white numeral track. Hands of distinctive design are brown to match numerals. Height $7\frac{1}{4}$ -inches. Width 10-inches. Thickness $4\frac{1}{8}$ -inches. Packed singly. Shipping weight 10 pounds.



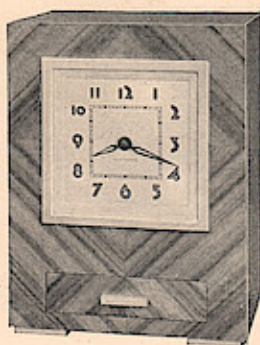
No. 4E CONSOLE \$22.50

With self-starting electric movement. Strikes hours and half hours

No. 4W CONSOLE \$19.95

Same with 8-day pendulum strike movement No. 120

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. Height $6\frac{3}{4}$ -inches. Width $9\frac{1}{4}$ -inches. Thickness $4\frac{1}{2}$ -inches. Packed singly. Shipping weight 8 pounds.



No. 4E CENTURY \$22.50

With self-starting electric movement. Strikes hours and half hours

No. 4W CENTURY \$19.95

Same with 8-day pendulum strike movement No. 120

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. Height $8\frac{3}{4}$ -inches. Width $6\frac{1}{2}$ -inches. Thickness $4\frac{1}{2}$ -inches. Packed singly. Shipping weight 8 pounds.



For mantel, cabinet or wall use

No. 1E CHEVRON \$12.45

With self-starting electric time movement

No. 1W CHEVRON \$12.45

Same with 8-day lever time movement No. 5100

The vertical metal inlays in silverplate set up a rich contrast with the solid walnut case. $5\frac{3}{8}$ -inch silvered metal dial ring has black numerals and is exposed. Hands also in silver are protected by convex glass. Height $8\frac{1}{2}$ -inches. Width $7\frac{1}{8}$ -inches. Thickness $2\frac{3}{4}$ -inches. Packed singly. Shipping weight 6 pounds.

Windows App : Images To PDF Maker

OR ACTIVE WALL CLOCKS

SETH THOMAS



For wall use

SONANT \$20.00

With 8-day pendulum movement No. 120
Strikes hours and half hours

Walnut case with imported Tamo wood veneer front and attractive top and bottom moldings. $4\frac{1}{8}$ -inch convex white enameled dial with Roman numerals in black and small figures at five minute marks in red. Height 10-inches. Width $6\frac{3}{4}$ -inches. Thickness $4\frac{1}{2}$ -inches. Packed singly. Shipping weight 8 pounds.



For mantel, cabinet or wall use

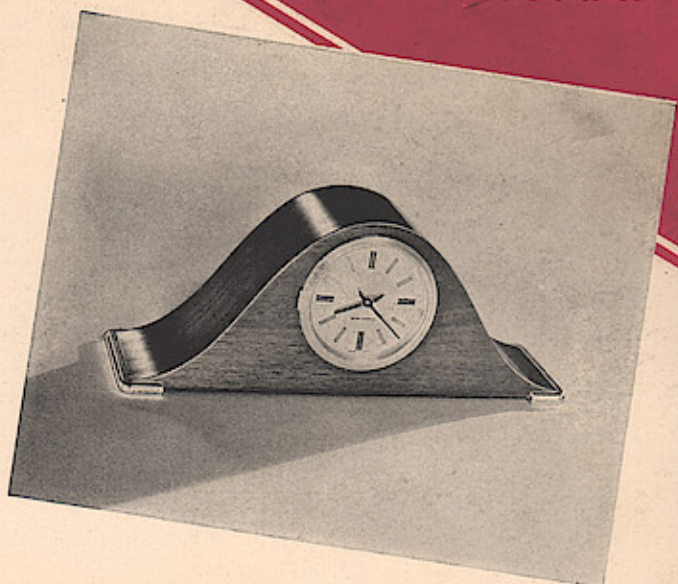
RODSON \$10.95

With self-starting electric time movement

DELOS \$10.95

Same with 8-day lever time movement No. 5100

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. Height $6\frac{5}{8}$ -inches. Width 9-inches. Thickness $2\frac{3}{4}$ -inches. Packed singly. Shipping weight 6 pounds.



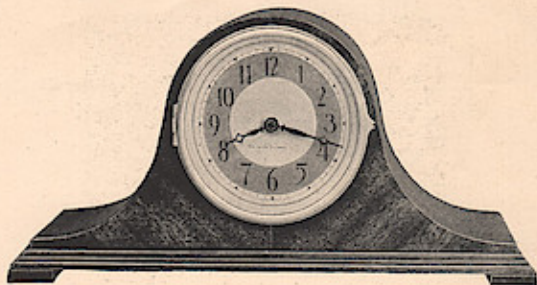
REX \$24.95

With self-starting electric movement
Strikes hours and half hours

ZEPHYR \$22.50

Same with 8-day pendulum strike movement No. 120

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. Height $6\frac{5}{8}$ -inches. Width $16\frac{3}{4}$ -inches. Thickness 5-inches. Packed singly. Shipping weight 8 pounds.



LIPTON \$22.50

With self-starting electric movement
Strikes hours and half hours

No. 31 TAMBOR \$19.95

Same with 8-day pendulum strike movement No. 120

A tambour clock of moderate size, ideal for either cabinet or mantel. 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. Height $6\frac{5}{8}$ -inches. Width $13\frac{3}{8}$ -inches. Thickness $4\frac{3}{4}$ -inches. Packed singly. Shipping weight 8 pounds.

TAMBOUR and PERIOD



BENNINGTON \$37.50

With self-starting electric movement. Strikes hours and half hours

KINGSBURY \$35.00

Same with 8-day pendulum strike movement No. 89

A fine Colonial clock with unusual charm and decorative value. 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 4 7/8-inches. Height 16 7/8-inches. Width 10-inches. Thickness 4 3/4-inches. Packed singly. Shipping weight 12 pounds.



MIDDLETON \$25.00

With self-starting electric movement. Strikes hours and half hours

SHARON \$22.50

Same with 8-day pendulum strike movement No. 89

Copied from a famous original which was very popular in the early 19th Century. Red mahogany finish on whitewood. Colonial decorative design in lower panel. Flowered antique type dial with Roman numerals and 5-inch minute circle. Height 14 3/8-inches. Width 9 1/8-inches. Thickness 4 3/4-inches. Packed singly. Shipping weight 12 pounds.

Out of the days of stage coaches, hardy frontiersmen and picturesque clipper ships; back when a ruddy glow from the burning log in the massive fireplace added a note of cheer and comfort to the family circle, came a period of design with unusual charm and loveliness—designs that have lived for generations and which will live for many more.

A fine Seth Thomas frequently graced the



No. 18 SENTINEL \$16.50

With 8-day pendulum movement No. 89
Hour and half hour chord strike on 2 rods

No. 10 CYMBAL \$17.95

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

Mahogany case with applied front panel of selected bird's-eye maple. 5 3/8-inch silvered metal dial with fully polished goldplated sash. Height 9 1/4-inches. Width 20-inches. Thickness 6-inches. Packed singly. Shipping weight 11 pounds.

OLD DESIGN CLOCKS -

mantel in these settings. The Bennington, electric (Kingsbury 8-day) pictured here was copied from such a famous original. It reflects the craftsmanship of Eli Terry in contour, decorative detail and finish, and is characteristic of fine Colonial architecture. Because of its authenticity this clock and the Middleton electric (Sharon 8-day) are frequently selected by interior decorators for Early American rooms.

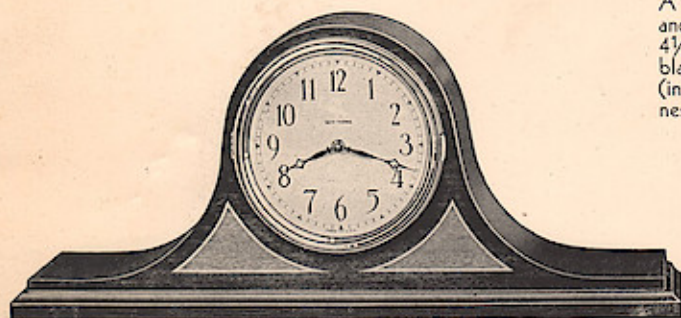


THAMES

\$30.00

With 8-day pendulum movement No. 120
Strikes hours and half hours

A fine Old English design. Has mahogany case with front and side panels of burled redwood. Goldplated handle. $4\frac{1}{8}$ -inch convex white enameled dial with Roman numerals in black and small figures at five minute marks in red. Height (including handle) $9\frac{3}{4}$ -inches. Width $6\frac{3}{4}$ -inches. Thickness $4\frac{1}{2}$ -inches. Packed singly. Shipping weight 7 pounds.



COLTON

\$16.50

With self-starting electric movement. Strikes hours and half hours on coiled gong of bell metal

No. 19 SENTINEL

\$13.95

Same case fitted with 8-day pendulum movement No. 891
Announces hours and half hours by rich chords

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. $5\frac{3}{8}$ -inch enameled dial with hands and numerals in deep brown. Height $8\frac{3}{4}$ -inches. Width 20-inches. Thickness $5\frac{1}{2}$ -inches. Packed singly. Shipping weight 11 pounds.



NANKING

\$27.50

With self-starting electric movement. Strikes hours and half hours

DUNBAR

\$25.00

Same with 8-day pendulum strike movement No. 120

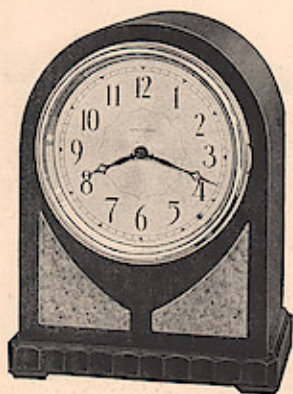
A Chinese chippendale design in walnut with burled panels and metal top finial. $4\frac{1}{8}$ -inch silverplated dial with decorative design of top ornament reproduced in harmonizing tint. Height 10-inches. Width 7-inches. Thickness 5-inches. Packed singly. Shipping weight 8 pounds.



FALSBURY \$35.00
With self-starting electric Westminster Chime movement

No. 57 CHIME \$32.50
Same with 8-day pendulum chime movement No. 124

The natural beauty of fine woods is emphasized in this clock of modern character. Walnut case with front in diagonally matched Oriental veneer, finished in walnut. $4\frac{1}{2}$ -inch square silver-plated dial. Gold-plated sash. Quarter hour chime. Height $10\frac{1}{2}$ -inches. Width $8\frac{3}{8}$ -inches. Thickness $6\frac{1}{4}$ -inches. Packed singly. Shipping weight 14 pounds.



DALESBURY \$30.00
With self-starting electric Westminster Chime movement

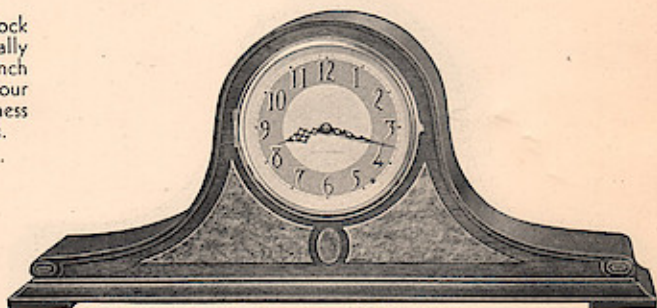
No. 116 CHIME \$27.50
Same with 8-day pendulum chime movement No. 124

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. Quarter hour chime. Height $10\frac{1}{2}$ -inches. Width $8\frac{1}{8}$ -inches. Thickness $5\frac{3}{4}$ -inches. Packed singly. Shipping weight 10 pounds.

Year in-year out, exactly on time, the full rich tones of Seth Thomas Westminster Chimes resound through the homes of America. Beside announcing the time they seem to carry a message of cheer and companionship. They create a "lived in" atmosphere.

Too, changing modes and fancies cannot detract from the permanent beauty of their rich cabinets.

All Seth Thomas Chime clocks are equipped



LUDBURY \$35.00
With self-starting electric Westminster Chime movement

No. 60 CHIME \$32.50
Same with 8-day pendulum chime movement No. 124

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. Quarter hour chime. Height $9\frac{1}{2}$ -inches. Width $21\frac{1}{4}$ -inches. Thickness $6\frac{1}{2}$ -inches. Packed singly. Shipping weight 14 pounds.

with a conveniently located chime silencing device. With this set in "off" position, the clock strikes the hours only.

The electric chimes are also fitted with an improved type of governor. The fan has been replaced with a disc revolving between two permanent magnets of carefully measured strength. The speed of the chime and strike may be easily adjusted by the dealer to satisfy any individual taste.



WESTBURY \$47.50

With self-starting electric Westminster Chime movement

CHIME 53 \$45.00

Same with 8-day pendulum chime movement No. 124

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



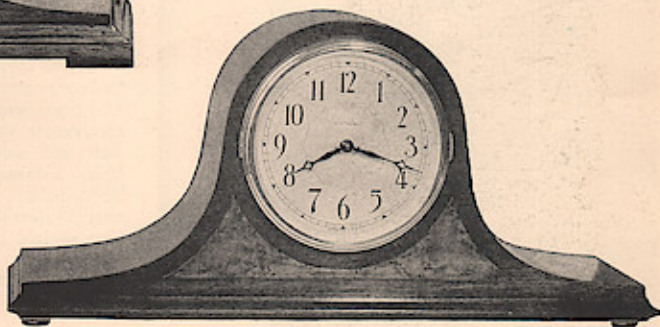
ROXBURY \$40.00

With self-starting electric Westminster Chime movement

CHIME 52 \$37.50

Same with 8-day pendulum chime movement No. 124

American walnut with burl-paned front. 5 1/8-inch silverplated dial having applied raised bronze numerals. Quarter hour chime. Height 9 1/2-inches. Width 20 3/8-inches. Thickness 6 1/8-inches. Packed singly. Shipping weight 12 pounds.



MEDBURY \$30.00

With self-starting electric Westminster Chime movement

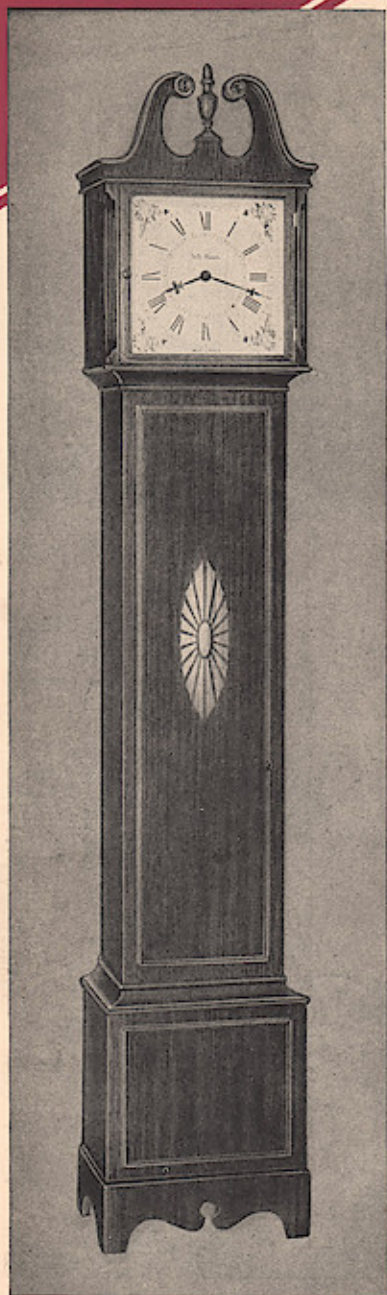
CHIME 56 \$27.50

Same with 8-day pendulum chime movement No. 124

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

HALL CLOCKS with WE

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



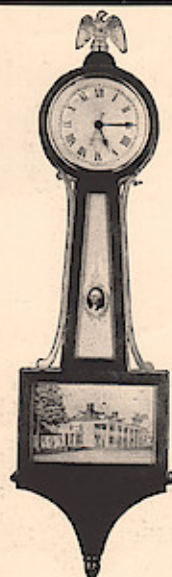
No. 4E HALL CLOCK \$85.00

With self-starting electric Westminster Chime movement

No. 4W HALL CLOCK \$85.00

Same with 8-day pendulum chime movement No. 113

Mahogany cabinet with distinctive design on front panel. Ivory enameled dial with 8½-inch minute circle, black Roman numerals and colored flower decorations in the corners. Quarter hour chime. Height 72-inches. Width 13-inches. Thickness 8¾-inches. Packed singly. Shipping weight 100 pounds.



FINE BANJO-C

MANSFIELD \$19.95

With self-starting electric time movement

DELAWARE \$19.95

Same with 8-day lever time movement No. 5100

Mahogany case with George Washington-Mount Vernon panels in full color. Polished brass ornaments. 3⅜-inch silverplated dial with Roman numerals. Height 23-inches. Width 6⅝-inches. Thickness 2¾-inches. Packed singly. Shipping weight 7 pounds.

BROOKFIELD \$35.00

With self-starting electric movement. Strikes hours and half hours

A lovely Colonial clock ideal for both Early American and conventional rooms. Mahogany case with George Washington-Mount Vernon panels in full color. Top and side ornaments in polished brass. 5⅞-inch silverplated dial. Height 28¾-inches. Width 9¾-inches. Thickness 3¾-inches. Packed singly. Shipping weight 11 pounds.



WESTMINSTER CHIMES

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.

NO-CLOCKS - -

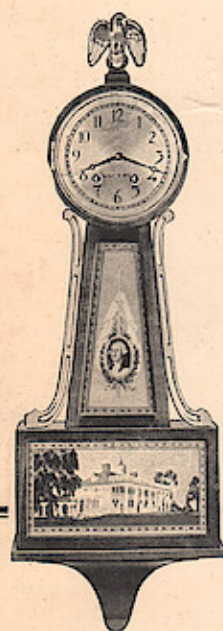
DUFFIELD \$40.00

With self-starting electric time movement

BOSTON \$50.00

Same with 8-day, seven jeweled, lever time movement

The design of this fine banjo clock reflects the craftsmanship of Simon Willard. The case is mahogany and has Boston Tea Party panels in full color. 5 1/8-inch silverplated dial with Roman numerals in black. Height 30 1/2-inches. Width 8 7/8-inches. Thickness 4-inches. Packed singly. Shipping weight 18 pounds.



CRANDALL \$27.50

With 8-day pendulum movement No. 120
Strikes hours and half hours

Reflects the warmth, character and charm invariably associated with Early American architecture. Mahogany case with George Washington-Mount Vernon panels in full color. Polished brass ornaments. 5 1/8-inch silverplated dial. Height 28 3/4-inches. Width 9 3/4-inches. Thickness 3 3/4-inches. Packed singly. Shipping weight 11 pounds.



HALL CLOCK No. 3E \$125.00

With self-starting electric Westminster Chime movement

HALL CLOCK No. 3W \$125.00

Same with 8-day pendulum chime movement No. 113 and etched silverplated dial

Mahogany. No. 3E has flowered antique type dial in ivory tint with 8-inch minute circle and Roman numerals. No. 3W has silvered metal dial etched in black with Arabic numerals on raised circular section. Quarter hour chime. Height 73-inches. Width 17 3/4-inches. Thickness 9 3/8-inches. Packed singly. Shipping weight 100 pounds.

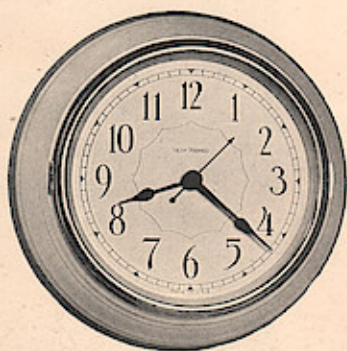
WALL, KITCHEN and ALARM CLOCKS



PLAZA \$30.00

With self-starting electric time movement

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 11 1/2-inches. Overall diameter 13 1/2-inches. Thickness from top of center 3 3/4-inches. Thickness of base 13/16-inch. Packed singly. Shipping weight 13 pounds.



No. 1 RECORDER \$5.95

Ivory case with green base

No. 2 RECORDER \$5.95

White case with black base

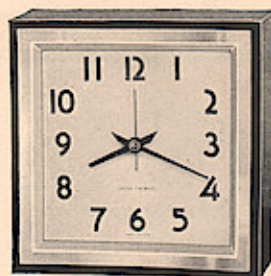
Both above have self-starting electric time movements

PRECISE \$5.95

(Ivory or Green)

Same as Recorder without base. Fitted with 8-day lever time movement No. 5100

Durable wood case. 5 3/8-inch white enameled dial, convex glass and polished nickel sash. Recorder—Diameter 8 1/8-inches. Thickness 2 3/4-inches. Shipping weight 5 pounds. Precise—Diameter 7 3/4-inches. Thickness 2 1/4-inches. Shipping weight 4 pounds. Packed singly.



For mantel or wall

No. 1 PRISTEEN \$6.95

Satin black case with nickel sash

No. 2 PRISTEEN \$6.95

Light ivory case with nickel sash

Both above have self-starting electric time movements

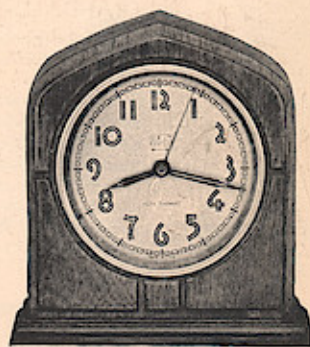
No. 1 SAVANT \$6.95

Same as No. 1 Pristeen except has 8-day lever time movement No. 5100

No. 2 SAVANT \$6.95

Same as No. 2 Pristeen except has 8-day lever time movement No. 5100

The case is whitewood durably finished in lacquer. Sash is die cast and is in fully polished nickel plate. Has 4 1/2-inch white dial with numerals in black. 6-inches square. Thickness 2 3/4-inches. Packed singly. Shipping weight 4 pounds.



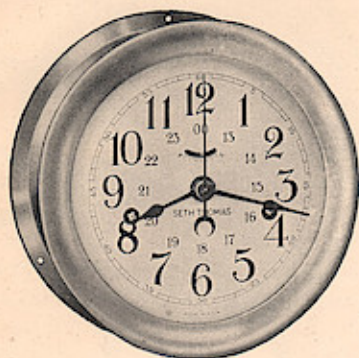
ECHO \$9.95

With self-starting electric alarm movement

Mahogany with paneled front. 3 3/4-inch silverplated dial with radio-type alarm set feature. Polished gold-plated sash. Has loud clear alarm. Height 6 1/4-inches. Width 6-inches. Thickness 2 1/2-inches. Packed singly. Shipping weight 4 pounds.

SHIP'S BELL and Other MARINE CLOCKS

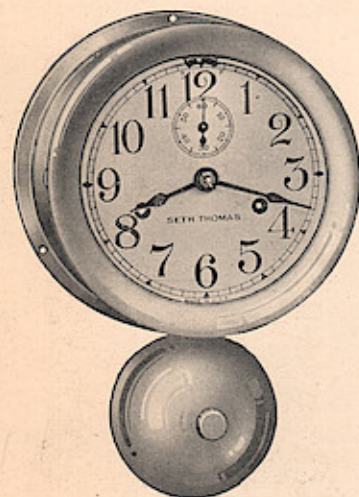
SETH THOMAS



ARGOS \$17.50

With 8-day lever time movement No. 10

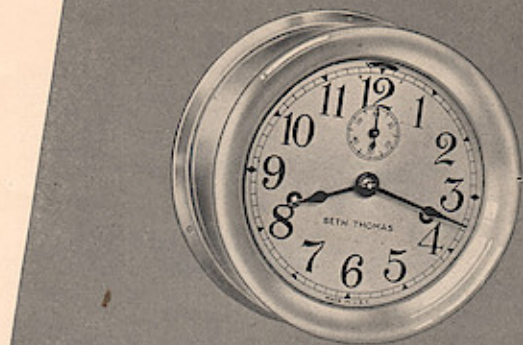
Has sweep seconds hand and the separate inner circle of figures on the dial from 13 to 00 permits direct reading of Greenwich time. Polished brass or nickelplated case. Flanged front and back. 5 1/4-inch silverplated dial. Diameter 7-inches. Packed singly. Shipping weight 7 pounds.



MONITOR \$20.00

With one-day ship's bell strike movement No. 7

Polished brass or nickelplated case. Flanged front and back. Hinged bezel. 5 1/4-inch silverplated dial. Height 10 1/2-inches. Width 7-inches. Packed singly. Shipping weight 7 pounds.



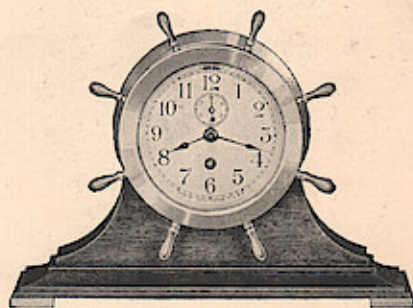
ENGINE LEVER \$16.50

With 8-day lever time movement No. 10

MERRIMAC \$20.00

Same with one-day ship's bell strike movement No. 7

Polished brass or nickelplated case. Flanged front and back. Hinged bezel. 5 1/4-inch silverplated dial. Diameter 7-inches. Packed singly. Shipping weight 7 pounds.



CLIPPER \$35.00

With 8-day, 7-jeweled lever time movement

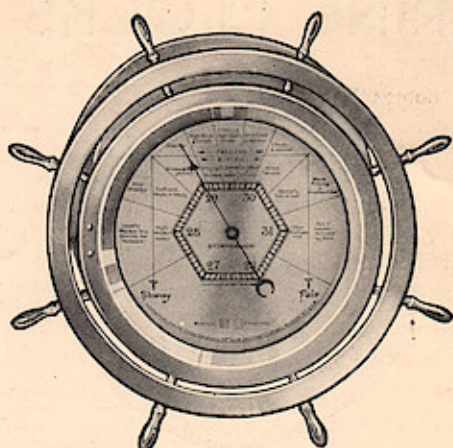
A genuine marine clock in ideal size for cabinet, mantel or desk. Has polished cast brass head with screw type wheel bezel. Mahogany base with polished brass feet. 3 3/8-inch etched silverplated dial. Height 6 3/8-inches. Width 9 3/8-inches. Thickness 2 1/4-inches. Packed singly. Shipping weight 9 pounds.



No. 2 MAYFLOW \$80.00

With 8-day, 7-jeweled ship's bell strike movement No. 115

Genuine ship's bell clock with hinged wheel bezel mounted on base of solid mahogany. Cast brass head—fully polished. 4-inch silvered metal dial with numerals etched in black. Height 8¾-inches. Width 13-inches. Thickness 3¼-inches. Packed singly. Shipping weight 14 pounds.



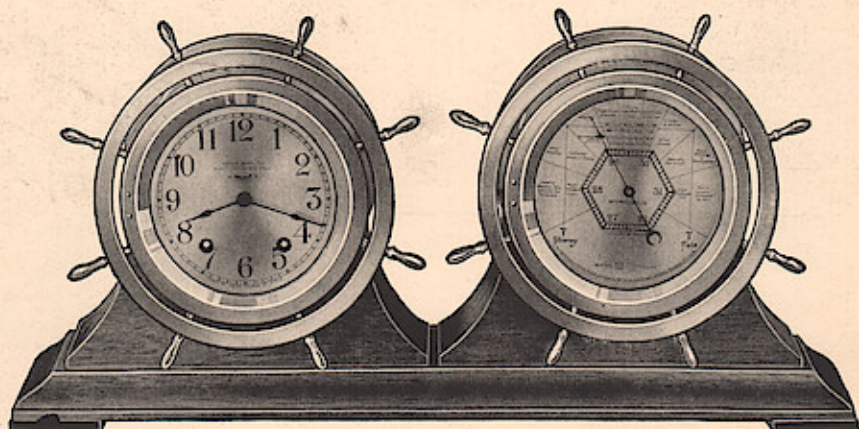
No. 1 HERALD BAROMETER . . . \$42.50

Matches No. 44 Wheel Bezel Clock

No. 2 HERALD BAROMETER . . . \$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.



SHIPMATES \$125.00

Ship's Bell Clock-Barometer Combination

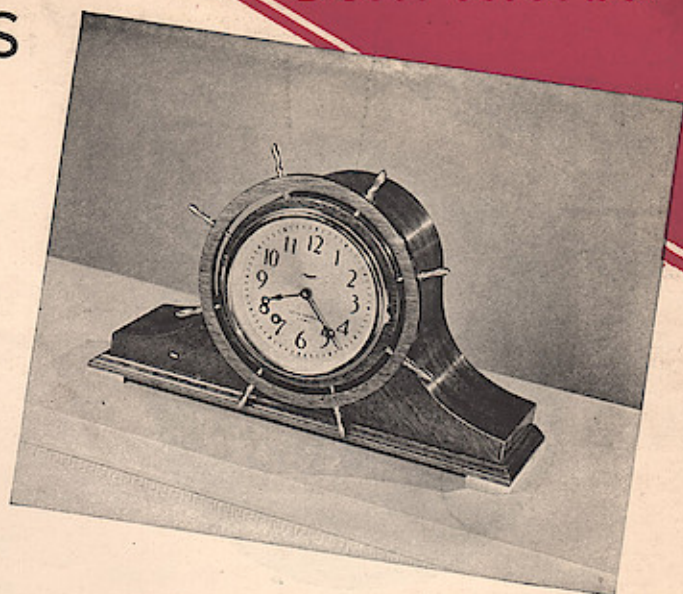
The pride of all mariners whether seafaring is a vocation or an avocation. An excellent gift and presentation number. Barometer—same as Herald except has hinged bezel and back flange is not drilled for attaching to wall. Clock—has polished cast brass case with hinged wheel type bezel. 4-inch silvered 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. Width 18½-inches. Thickness 3¾-inches. Packed singly. Shipping weight 24 pounds.

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SETH THOMAS CLOCKS and BAROMETERS

Seth Thomas Ship's Bell clocks announce the hours and half hours to correspond to the marine "watches".

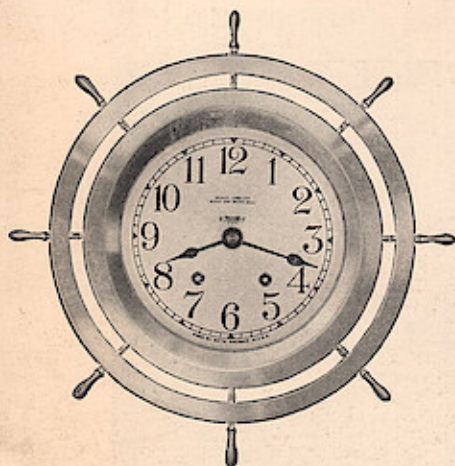
Twelve-thirty is announced by a single stroke of the bell. One o'clock is indicated by two quick strokes; 1.30 by three strokes spaced like this -- -; 2.00 o'clock -- -; 2.30 -- - -, progressing in this manner until 4.00 o'clock (eight bells), which is the end of the watch. The sequence is then repeated starting at 4.30 and again at 8.30 o'clock.



HELMSMAN \$55.00

With 8-day, 7-jeweled ship's bell strike movement No. 115

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 4 1/8-inch silverplated dial. Height 8 1/4-inches. Width 13 1/2-inches. Thickness 4-inches. Packed singly. Shipping weight 11 pounds.



FINE MARINE CLOCKS —Wheel bezel type

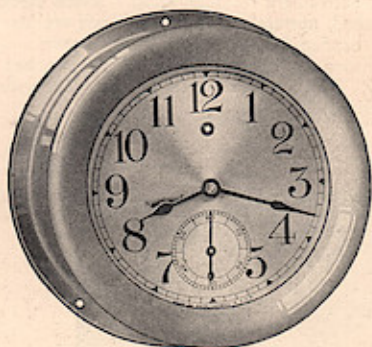
Polished cast brass case with back flange drilled for screws to attach to wall. Screw type moistureproof bezel. Etched silverplated dial. 7-jeweled fine lever movement. Packed singly.

8-Day Ship's Bell Strike—With Wheel Bezel

	DIAL SIZE	MOVEMENT NO.	DIAMETER	RETAIL	SHIPPING WEIGHT
No. 44 Wheel	4"	115	8 3/4"	\$60.00	12 lbs.
No. 66 Wheel	5 1/2"	115	10 3/8"	\$70.00	16 lbs.

8-Day Time Only—With Wheel Bezel

	DIAL SIZE	MOVEMENT NO.	DIAMETER	RETAIL	SHIPPING WEIGHT
No. 4 Wheel	4"	117	8 3/4"	\$45.00	12 lbs.
No. 6 Wheel	5 1/2"	117	10 3/8"	\$55.00	16 lbs.



FINE MARINE CLOCKS —Plain bezel type

All have fully polished cast brass cases with back flanges drilled for screws to attach to wall. Screw type moistureproof bezels. Etched silverplated dials. 7-jeweled fine lever movements. Packed singly.

8-Day Ship's Bell Strike—With Plain Bezel

	DIAL SIZE	MOVEMENT NO.	DIAMETER	RETAIL	SHIPPING WEIGHT
No. 44	4"	115	5 3/4"	\$55.00	9 lbs.
No. 66	5 1/2"	115	7 3/4"	\$65.00	12 lbs.

8-Day Time Only—With Plain Bezel

	DIAL SIZE	MOVEMENT NO.	DIAMETER	RETAIL	SHIPPING WEIGHT
No. 4	4"	117	5 3/4"	\$40.00	8 lbs.
No. 6	5 1/2"	117	7 3/4"	\$50.00	10 lbs.
*No. 80	8"	117	10 3/8"	\$75.00	17 lbs.

*Hinged Bezel



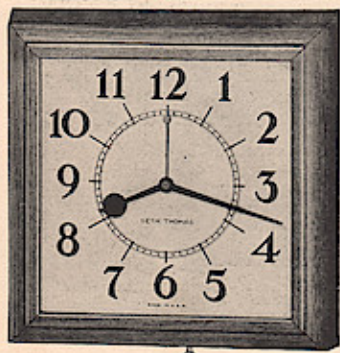
PRESIDENT (Inside Use) \$17.50

Black or dark bronze finish
With self-starting electric time movement

PRESIDENT (Outside Use) \$19.50

Black only. Case is moistureproof and has conduit connector at top with short length No. 18, Type SJ, rubber covered duplex leads for splicing

Note the clean-cut appearance of the clock and the legibility of the dial. The sturdy metal case is durably finished. Has 14-inch dial—seconds hand in red, convex glass and convenient resetting knob. When black clock is specified, numerals of dial and hands are also black. Dark bronze finished clocks have brown numerals and hands to match. Diameter 18 1/4-inches. Packed singly. Shipping weight 19 pounds. (Specify finish in ordering).



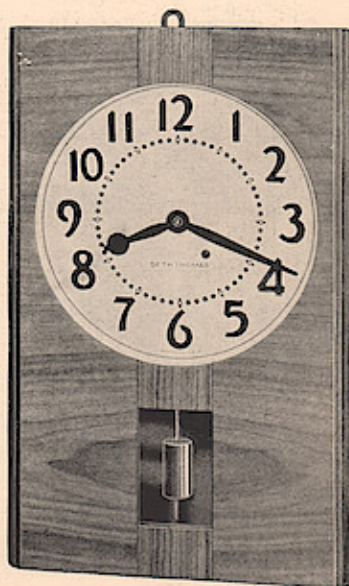
No. 2 COUNCIL \$12.50

With self-starting electric time movement

Up-to-the-minute in appearance as well as in accuracy. Genuine walnut case with sides sloping outward in graceful lines. 7 1/4-inch white dial with brown Arabic numerals of modern character. Dark brown hour and minute hands—red seconds hand. Has reset knob at bottom of case. 9 3/4-inches square. Packed singly. Shipping weight 7 pounds.

Durability—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.

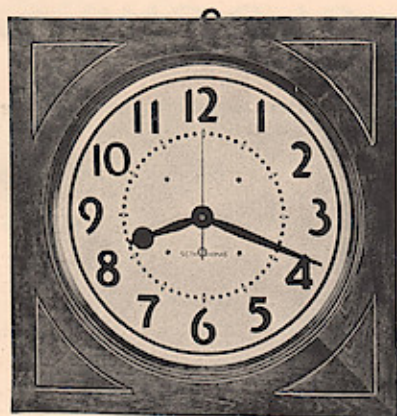


ASSEMBLY \$17.50

With 8-day pendulum time movement No. 41

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. Visible pendulum. Height 23-inches. Width 14-inches. Packed singly. Shipping weight 19 pounds.

H O O L C L O C K S - -



No. 3E SENATE \$17.50
With self starting electric time movement

No. 3W SENATE \$16.50
Same with 8-day pendulum time movement No. 41, and without seconds hand

Mahogany finish on birch. Also quartered oak. Note decorative corner panels. Has 14 1/4-inch dial and red seconds hand. 19-inches square. Packed singly. Shipping weight 32 pounds. (Specify finish in ordering).



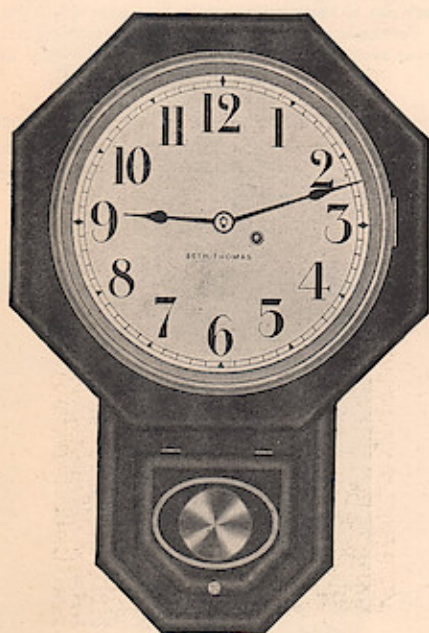
No. 2E PRINCIPAL \$20.00

With self-starting electric time movement

No. 2W PRINCIPAL \$17.50

Same with 8-day pendulum time movement No. 41 and without seconds hand

Available in a choice of quartered oak or mahogany finish on gumwood. Has legible 13-inch white enameled dial with black numerals. Diameter 16 3/8-inches. Packed singly. Shipping weight 15 pounds. (Specify finish in ordering).

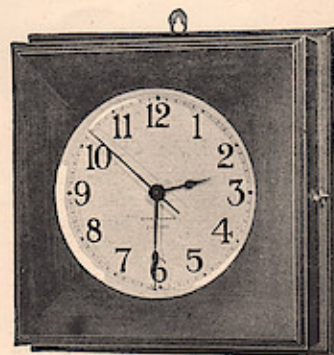


12-IN. DROP OCTAGON \$17.50

10-IN. DROP OCTAGON \$15.00

Both above have 8-day pendulum time movements No. 41

Mahogany finish on gumwood. Also quartered oak. Specifications 12-inch Drop Octagon—11 1/4-inch white enameled dial; height 23 3/4-inches; width 16-inches. Shipping weight 18 pounds. Specifications 10-inch Drop Octagon—9 1/4-inch dial; height 21 1/2-inches; width 14-inches. Shipping weight 14 pounds. Packed singly. (Specify finish in ordering).

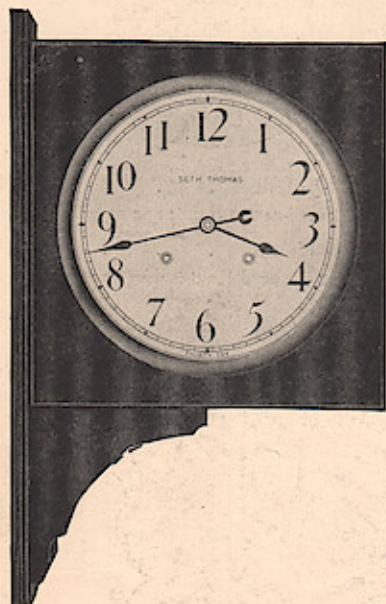


EXECUTIVE \$12.50

With self-starting electric time movement

Because of its moderate size and harmonizing qualities with fine woods and furniture, this clock is frequently selected for use in executive's offices. Rich mahogany finish on gumwood. 6 1/4-inch white dial with legible numerals in black. 10 1/2-inches square. Packed singly. Shipping weight 8 pounds.

DOUBLE DIAL and WALL CLOCKS - -



30-DAY DOUBLE DIAL CLOCK \$50.00

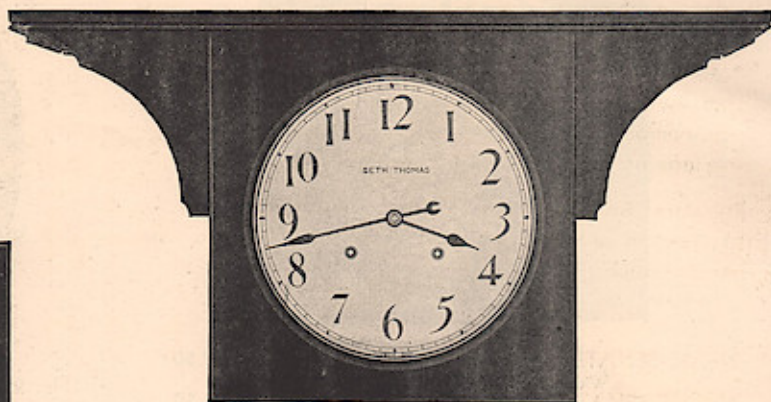
Wall Bracket Type

With 30-day double spring pendulum time movement No. 86

ELECTRIC DOUBLE DIAL CLOCK \$50.00

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

Mahogany or quartered oak. 13-inch dials. Overall 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).



30-DAY DOUBLE DIAL CLOCK \$55.00

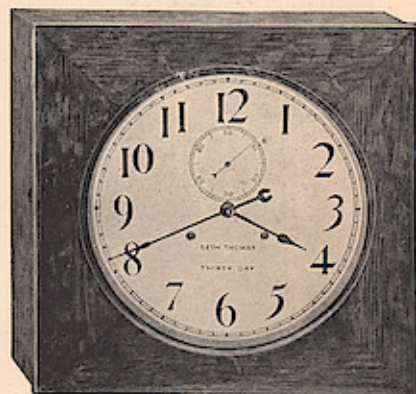
Ceiling Bracket type

With 30-day double spring pendulum time movement No. 86

ELECTRIC DOUBLE DIAL CLOCK \$55.00

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

Mahogany or quartered oak. 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.



HUDSON \$30.00

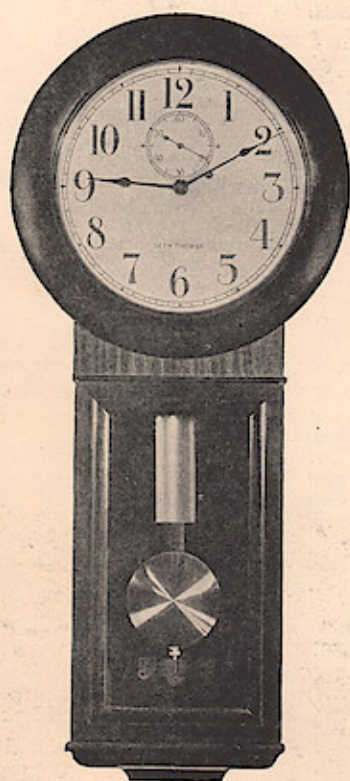
With 30-day double spring pendulum movement No. 86

Mahogany or quartered oak. 13-inch dial with legible black numerals and seconds hand as illustrated. 18 3/4-inches square. Packed singly. Shipping weight 32 pounds. (Specify finish in ordering).

WEIGHT REGULATOR CLOCKS - - - - -

Gravity—an always constant force—provides a logical source of power for these fine weight regulator clocks. Careful selection of materials—expert workmanship by Seth Thomas craftsmen—precision manufacture—sturdy construction; all contribute to the translation of this unvarying force into extremely accurate time.

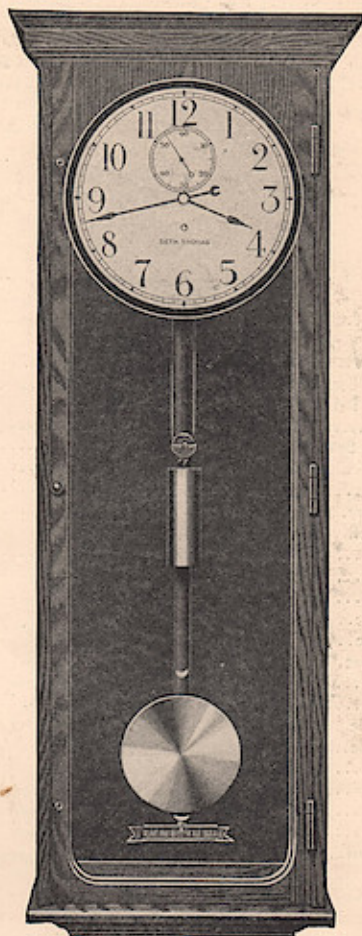
Regulator No. 70 is used by many great railroad systems, by jewelers and by watch and clock factories as a comparison clock.



REGULATOR No. 2 \$50.00

With 8-day weight time movement No. 77A
(80 beats per minute)

A precision clock at a moderate price. Choice of mahogany or quartered oak veneered case. Legible 11-inch white enameled dial with seconds hand as illustrated. Movement has reserve power to bridge interruption while winding. Height 36½-inches. Width 15⅞-inches. Packed singly. Shipping weight 45 pounds. (Specify finish in ordering).



REGULATOR No. 70 \$150.00

With 8-day weight time movement No. 68 (60 beats per minute)

REGULATOR No. 70 \$250.00

Mercurial Pendulum

Same except has two glass jar type mercurial pendulum and polished steel pendulum rod

Veneered mahogany or quartered oak case. Features of movement include; reserve power, beat adjuster, jeweled pallets, polished cut steel pinions, polished keystone shaped plates, and it is mounted on a heavy cast iron bracket. 13-inch white enameled dial with black numerals. Height 55½-inches. Width 22-inches. Packed singly. Shipping weight 170 pounds (190 pounds for type with mercurial pendulum). (Specify finish in ordering). Can also be supplied with No. 67 movement and sweep seconds hand at \$10.00 extra.

INDEX

CLASSIFIED

	PAGES		PAGES
Alarm Clock.....	16	Kitchen Clocks.....	16
Banjo and other Decorative Wall Clocks.....	8, 9, 15, 16	Mantel Clocks.....	8, 9, 10, 11, 12, 13
Barometers.....	18	Marine Clocks.....	17, 18, 19
Boudoir Clocks.....	2, 3, 4, 5, 6, 7	Office Clocks.....	16, 20, 21, 22, 23
Business Clocks.....	16, 20, 21, 22, 23	School Clocks.....	20, 21, 22
Cabinet Clocks.....	8, 9, 10, 11	Ship's Bell Clocks.....	17, 18, 19
Colonial Clocks.....	5, 10, 11, 14, 15	Thirty-Day Clocks.....	22
Desk Clocks.....	2, 3, 4, 5, 6, 7	Weight Regulator Clocks.....	23
Double Dial Clocks.....	22	Westminster Chime Clocks.....	12, 13, 14, 15
Hall Clocks.....	14, 15		

GENERAL

	PAGE		PAGE
Anita.....	5	Hall Clock No. 3.....	15
Argos.....	17	No. 4 Hall Clock.....	14
Assembly.....	20	Helmets.....	18
Nos. 1 and 2 Azure.....	2	Nos. 1 and 2 Herald.....	18
Baltic.....	5	Hudson.....	22
Nos. 1 and 2 Banner.....	3	Janet.....	5
Nos. 1 and 2 Belmont.....	2	Kingsbury.....	10
Bennington.....	10	Linn.....	6
Nos. 1 and 2 Beverly.....	2	Lipton.....	9
Boston.....	15	Ludbury.....	12
Brookfield.....	14	Mansfield.....	14
No. 4. Century.....	8	Martin.....	7
No. 1 Chevron.....	8	No. 2 Mayflower.....	18
Chime 52.....	13	Medbury.....	13
Chime 53.....	13	Merrimac.....	17
Chime 56.....	13	Middleton.....	10
No. 57 Chime.....	12	Monitor.....	17
No. 60 Chime.....	12	Myrna.....	7
No. 116 Chime.....	12	Nanking.....	11
Clipper.....	17	Phoenix.....	5
Colton.....	11	Plaza.....	16
No. 4 Console.....	8	Precise.....	16
No. 5 Console.....	8	President.....	20
Corona.....	2	Nos. 1 and 2 Primrose.....	5
No. 2 Council.....	20	No. 2 Principal.....	21
Crandall.....	15	Nos. 1 and 2 Pristeen.....	16
No. 1 Crest.....	4	Nos. 1 and 2 Recorder.....	16
No. 10 Cymbal.....	10	Regulator No. 2.....	23
Dalesbury.....	12	Regulator No. 70.....	23
Delart.....	3	Rex.....	9
Delaware.....	14	Rodson.....	9
Delos.....	9	Roxbury.....	13
Nos. 2, 3 and 4 Delpark.....	6	Rutland.....	5
Delray.....	7	Nos. 1 and 2 Savant.....	16
No. 2 Delrod.....	3	No. 3 Senate.....	21
Delta Nos. 1 and 3.....	4	No. 19 Sentinel.....	11
Nos. 2, 3 and 4 Dickson.....	6	No. 18 Sentinel.....	10
Discus.....	7	Shamrock.....	6
Double Dial, Electric.....	22	Sheron.....	10
Double Dial, 30-Day.....	22	Shipmates.....	18
10-Inch Drop Octagon.....	21	No. 44 Ship's Bell, Plain Bezel.....	19
12-Inch Drop Octagon.....	21	No. 44 Ship's Bell, Wheel Bezel.....	19
Duffield.....	15	No. 66 Ship's Bell, Plain Bezel.....	19
Dunbar.....	11	No. 66 Ship's Bell, Wheel Bezel.....	19
Duplex.....	2	Sonant.....	9
Dura.....	7	Sunglow.....	6
Echo.....	16	Sunset.....	6
Engine Lever.....	17	No. 1 Tabor.....	3
Executive.....	21	Tolson.....	3
Falsbury.....	12	No. 31 Tambour.....	9
No. 4 Fine Lever, Plain Bezel.....	19	Thames.....	11
No. 4 Fine Lever, Wheel Bezel.....	19	Twilight.....	7
No. 6 Fine Lever, Plain Bezel.....	19	Nos. 1 and 2 Verna.....	4
No. 6 Fine Lever, Wheel Bezel.....	19	Vague.....	6
No. 80 Fine Lever, Plain Bezel.....	19	Westbury.....	13
No. 1 Floret.....	4	Windsor.....	5
No. 2 Gibson.....	3	Zephyr.....	9

STARTS NOW!

1813

125th ANNIVERSARY

CELEBRATION

1938

SETH THOMAS CLOCKS

MORE CLOCK PROFITS
FOR YOU ★ PLANS INSIDE

1813

125th ANNIVERSARY

CELEBRATION

1938

125 YEARS OF PROGRESS CALLS FOR A

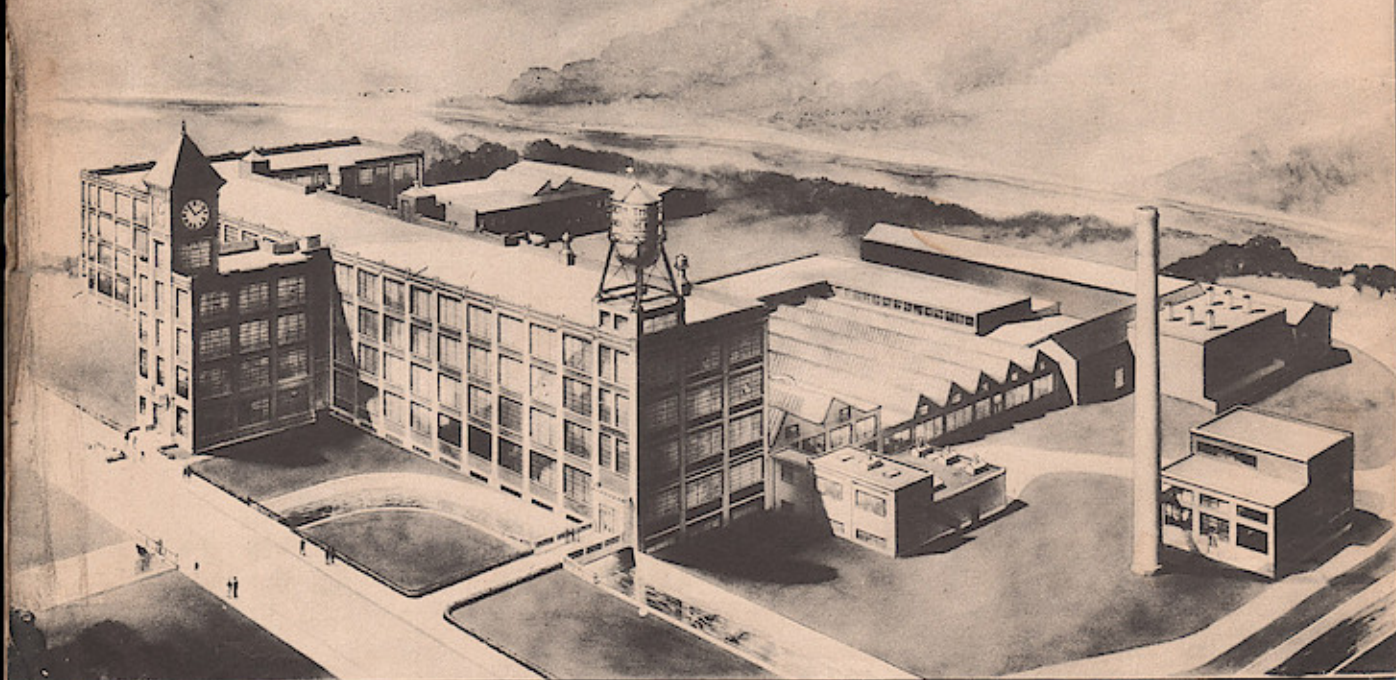
Celebration

WE INVITE YOU TO PARTICIPATE



1813. The first Seth Thomas Clocks were manufactured here. Although both cabinets and movements were fashioned almost entirely from wood, many clocks made during that period are still in daily use.

Approximately 2500 sq. ft. floor space.



This is the 1938 Home of Seth Thomas Clocks. Here, under ideal working conditions, Seth Thomas self-starting electric and key-wound clocks are made. In the rear is also a new cabinet shop where fine clock cases are built by experts in woodcraft.

The manufacture of Seth Thomas Tower Clocks occupies a separate factory especially designed for the purpose.

Approximately 250,000 sq. ft. floor space.

ENLARGED NATIONAL
ADVERTISING
CAMPAIGN
Raises THE CURTAIN



The 125th Anniversary celebration presents new opportunities for profit this Fall. This group of powerful National magazines will carry announcements of the Anniversary and lively sales messages into thousands of American homes.



YOU START THE PROFIT PARADE BY *Featuring*

THESE OUTSTANDING ADVERTISED NUMBERS

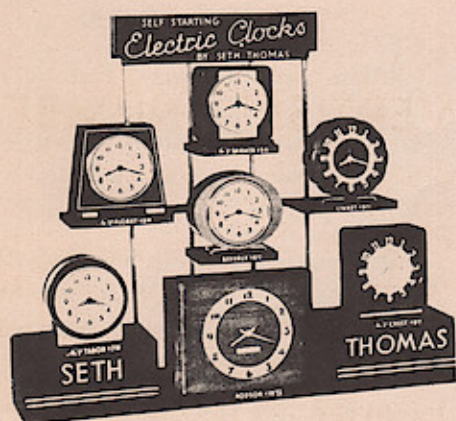
SELF-STARTING ELECTRIC AND KEYWOUND

BANNER	\$ 5.95
FLORET	8.95
CREST	9.95
TABOR	7.95
DISCUS	9.95
DUPLEX	6.95
SHAMROCK	9.95
LINNET	9.95
No. 5E CONSOLE	22.50
No. 5W CONSOLE	19.95
CORONA	6.95
AZURE	6.95
SHARON	22.50
MIDDLETON	25.00
KINGSBURY	35.00
BENNINGTON	37.50

RODSON	\$10.95
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PLAZA	30.00
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PHOENIX	12.50
BALTIC	12.50
HELMSMAN	55.00
SUNSET	15.00
SUNGLOW	15.00
MEDBURY	30.00
CHIME 56	27.50

FOR A CENTURY AND A QUARTER
SETH THOMAS CLOCKS HAVE BEEN
THE CHOICE OF "BEST CUSTOMERS"

BUSINESS GETTERS FOR THE *Window* AND FOR MAILING



This PERMANENT display stand of wood and metal is designed for use only with the electric clocks illustrated. It will be sent gratis on request with a minimum order for one each of the following: Linnet, No. 1E Floret, Beverly, No. 1E Tabor, No. 1E Crest, Rodson, No. 1E (or No. 2E) Banner.



This attention getting three piece display is richly lithographed in black and gray. Suitable for both 8-day and electric Seth Thomas Clocks and right in size for inside the store as well as the window.



Send this Anniversary booklet with a Sales Letter to a selected list. It will pay dividends by bringing customers both new and old into your store. Booklets are printed in colors and will be supplied (imprinted) while the supply lasts, to Seth Thomas dealers stocking a representative line.



USE THESE TO FURTHER YOUR STOR THOMAS

50 WORD RADIO SPOT ANNOUNCEMENT

HERE IS A SIMPLE SOLUTION OF YOUR CHRISTMAS PROBLEM. GIVE SETH THOMAS CLOCKS. JUST THINK . . . SETH THOMAS IS CELEBRATING ITS ONE HUNDRED AND TWENTY-FIFTH ANNIVERSARY. SETH THOMAS CLOCKS ARE FAMOUS FOR BEAUTY AND LASTING QUALITY. SOME ARE PRICED AS LOW AS \$4.95. EVERYBODY NEEDS A CLOCK. EVERYBODY WOULD LIKE TO OWN A WORLD FAMOUS SETH THOMAS CLOCK.

100 WORD RADIO SPOT ANNOUNCEMENT

IF YOU'RE LIKE EVERYBODY ELSE, YOU ARE ASKING YOURSELF THIS QUESTION — "WHAT SHALL I GIVE FOR CHRISTMAS?" HERE IS THE GREATEST ANSWER. GIVE A SETH THOMAS CLOCK. EVERYBODY NEEDS A CLOCK. SETH THOMAS IS NOW CELEBRATING ITS ONE HUNDRED AND TWENTY-FIFTH ANNIVERSARY. THAT MAKES A SETH THOMAS CLOCK THE MOST DISTINGUISHED GIFT ANYBODY CAN GIVE. THEIR BEAUTIFUL CASES ARE DESIGNED BY AMERICA'S LEADING DESIGNERS. THEY ARE USEFUL AND WILL LAST FOR YEARS. THEY ARE REASONABLY PRICED — SOME AS LOW AS \$4.95. GIVE CLOCKS THIS CHRISTMAS — GIVE A FAMOUS SETH THOMAS CLOCK.

These Seth Thomas "Sales-helpers" are prepared by experts for your convenience. Try them. Their liberal use this season will lead the way to bigger profits.

Supplement your other sales efforts by using the "spot" announcements suggested here, on your local radio station. They get results.

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

Azure
Banner
*Colton
No. 5E Console
Corona
Crandall
Crest
Dalesbury
Duplex
Dura
Falsbury
Floret
Janet
*Ludbury

*Medbury
Middleton
Myrna
Phoenix
Plaza
Primrose
Rodson
*Roxbury
Sunset
Tabor
Verna
Vogue
Westbury

*Also in two Columns



Windows App : Images To PDF Maker

Sales Helps

ESTABLISHED AS SETH Headquarters



A REAL BUY IN CLOCKS

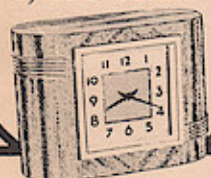


Some say that CHIME NO. 56 is Seth Thomas' greatest clock. Beautiful silvered metal dial with goldplated sash and genuine mahogany case. Its Westminster quarter-hour chime will fascinate you. A lifetime gift. Only \$27.50. See the Chime No. 56 and other Seth Thomas models today. Some are as low as \$1.95. Every clock worth much more.

DEALER NAME
and address

Mat No. 17 1 Column 4 inches

A STRIKING NEW GIFT CLOCK by Seth Thomas



No. 5W Console
8-Day \$15.95

No. 5E Console
Electric \$22.50

THIS is only one of our many beautiful Seth Thomas 125th Anniversary clocks. Why not give clocks? Everybody needs a clock. Everybody would like to own a Seth Thomas.

DEALER NAME AND ADDRESS

Mat No. 18 1 Column 3 1/2 inches



Plaza Electric
\$30.00

OWN THE PRIZE WINNING CLOCK by Seth Thomas

The clock that won the E. R. Milton medal for design. A Seth Thomas 125th Anniversary model. Gifts? Remember everybody needs a clock.

DEALER NAME AND ADDRESS

Mat No. 19 1 Column 3 inches

A JOY FOREVER A CHIME CLOCK by Seth Thomas

Westbury Electric \$47.50
China 11 1-day \$45.00

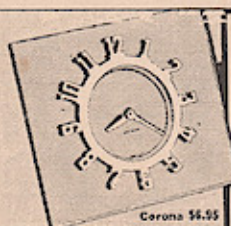
This is only one of the many 125th Anniversary clocks by Seth Thomas that we are showing. They make welcome, lasting gifts. Everybody needs a clock.

DEALER NAME AND ADDRESS

Mat No. 20 1 Column 3 inches

PERFECT Gifts FOR ONE AND ALL Clocks by Seth Thomas

These are three of Seth Thomas' beautiful 125th Anniversary clocks. They make giving easy. Here are truly distinguished gifts by America's master clockmaker -- styled by famous designers. Gifts to be proud of -- welcome gifts to all your friends. Everybody needs a clock.



Corona \$6.95



Linnet Electric
Shamrock 8-day \$5.95



Rodden Electric
Delos 8-day \$10.95

DEALER NAME AND ADDRESS

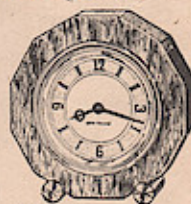
Mat No. 21

2 Columns 4 inches

THEY'LL LIKE YOU FOR THESE GIFTS!

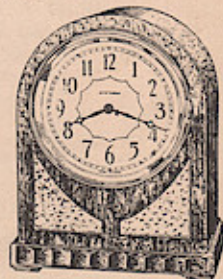


Your gift will be appreciated if it is a beautiful Seth Thomas Clock. Here is the DISCUS as accurate as it is graceful. This solid walnut 8-day clock is one of 1936's gift hits. \$9.95



America's greatest gift buy! This smart little clock -- the ANITA --

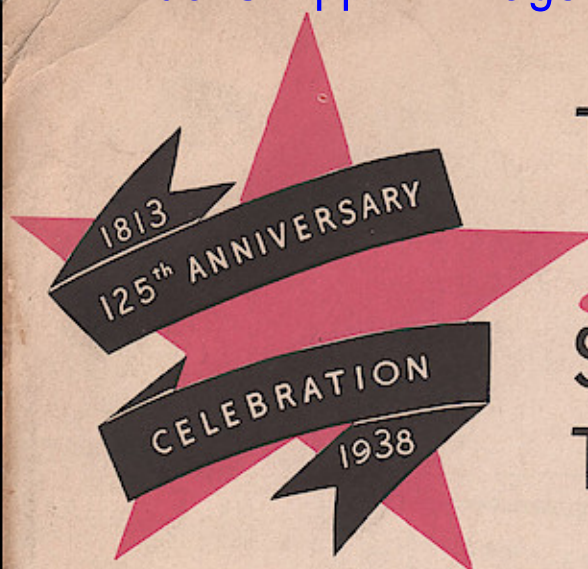
will go over big with anybody. You'll like its 12-sided walnut case with beautiful silvered dial. 3-day key-wound. Just \$4.95



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, \$30.00, 8-day key-wound, the NO. 116 CHIME, \$27.50.

DEALER NAME
and address

Mat No. 22 1 Column 3 inches



THESE *Distributors* STAND READY TO SERVE YOU

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A. Cohen & Sons Corp.
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720 Olive St.
729 Sansom St.
29 E. Madison St.
224 Clark Bldg.
213 W. Wisconsin Ave.
1010 Euclid Ave.
164 Third St.
13-17 S. Sixth St.
534 Broadway
University Bldg.
1113-1115 Walnut St.
Louderman Bldg.
Balt. St. at Hopkins Pl.
5 Plaza Way
153 E. Jefferson Ave.
Hippodrome Bldg.
209 Majestic Bldg.
150 Post St.
111 W. Commerce St.
317 Chestnut St.
6th & Market Sts.
104 W. Fayette St.
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504 Shops Bldg.
623 Broadway
15 Maiden Lane
Mann Building
Santa Fe Bldg.
236 N. Queen St.
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312 Chestnut St.
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121-123 N. 8th St.
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