

# WESTCLOX

- . . . Alarm Clocks*
- . . . Electric Clocks*
- . . . Pocket Watches*
- . . . Auto Clocks*



## *What Time Is It?*

WHAT question is asked more often than any other you can think of? "What time is it?" of course! For everything we do is measured by time. To be on time we have to ask it constantly, of ourselves or others.

A reliable alarm clock is one of those inanimate objects that seem to have life. How much service it gives—and how little it asks! There it stands, all through the night, like an alert, watchful sentinel patrolling the hours of darkness. In the morning you hear the voice of an obedient servant.

It's called an alarm clock, prosaically enough. It's made of metal. It's mechanical in operation. But we think of it as something that has life, a sort of companion and friend. For it contributes to our happiness, relieves us of responsibility, and shows interest in our welfare by seeing to it that we get up in the morning.

Time mechanism has been one of man's problems from cave-dwelling days. Everything about the evolution of timekeeping is fascinating. We have come through periods in which the crude rope clock, the sundial, the water clock, the hour glass, and other ancient devices were used. And now we have highly perfected timekeepers in the form of clocks and watches. Practical. And beautifully designed.

Exactly fifty years ago an earnest inventor, with a big idea but a very small capital, left his New England home and settled in Peru, Illinois. He succeeded in interesting a number of prominent citizens in his idea and a small company to manufacture clocks and watches was started.

One of the earliest models and the mainstay of production was the "America" alarm...one with a top bell. But along with this other clocks were made. A watch was added...a thick, heavy model, rather cumbersome to carry, but with the important knack of keeping time.

Then, in 1909, Big Ben was invented. That name is now a byword in millions of American homes and in distant homes in the far corners of the globe. Big Ben has consistently advertised since 1910...a quarter of a century.



# Windows App : Images To PDF Maker

Under the momentum of Big Ben and national advertising, the Western Clock Company grew and grew until it is now one of the largest clock companies in the world. Today several thousand people are employed in the making of Westclox products in this big factory.

Embodied in Westclox are the very latest features in clock making...developments that come about as the result of consumer investigations. We actually find out what people want. As an example of what we mean, Big Ben is today made two ways. With quiet tick and gentle alarm for the light sleeper, and with loud alarm that goes off with a shout, for the heavier sleeper. This is Big Ben *Chime Alarm*. Then there is Big Ben *Loud Alarm*, which makes a terrific outburst, for the extra heavy sleeper. These two clocks do the jobs for *all* kinds of sleepers, as extensive surveys prove. The controlled soft and loud alarm in Baby Ben and the "40 winks" feature in Siesta are other examples.

Westclox engineers are always adding new, proven features to increase the practical value of clocks and watches. We give unrelaxing effort to keeping Westclox styled right. Exhaustive study is given to the design angle and this acts as a safe-guard, keeping Westclox always a step ahead.

The Westclox family of timekeepers provides a selection that satisfies every consumer want...spring driven alarms from \$1.25 up, electric alarms from \$2.25 up...time clocks... wall clocks...and pocket watches. Included in the Westclox family are plain dials and luminous dials that you can use in the dark, and there are smart Handbag watches and desk clocks. A truly complete line.

You can't see all the parts you pay for when you're buying an alarm clock, because there are over 200 parts on the average. That's why you should ask for a "Westclox."

In the development of new models, quality and performance are always kept in mind. Every Westclox is tested and retested before it leaves the factory.

Every Westclox is guaranteed against defects in material and faulty workmanship. With proper care every Westclox will give you service for years. Any clock or watch that bears the Westclox trade mark may be bought with absolute confidence. For Westclox are as good as they look.



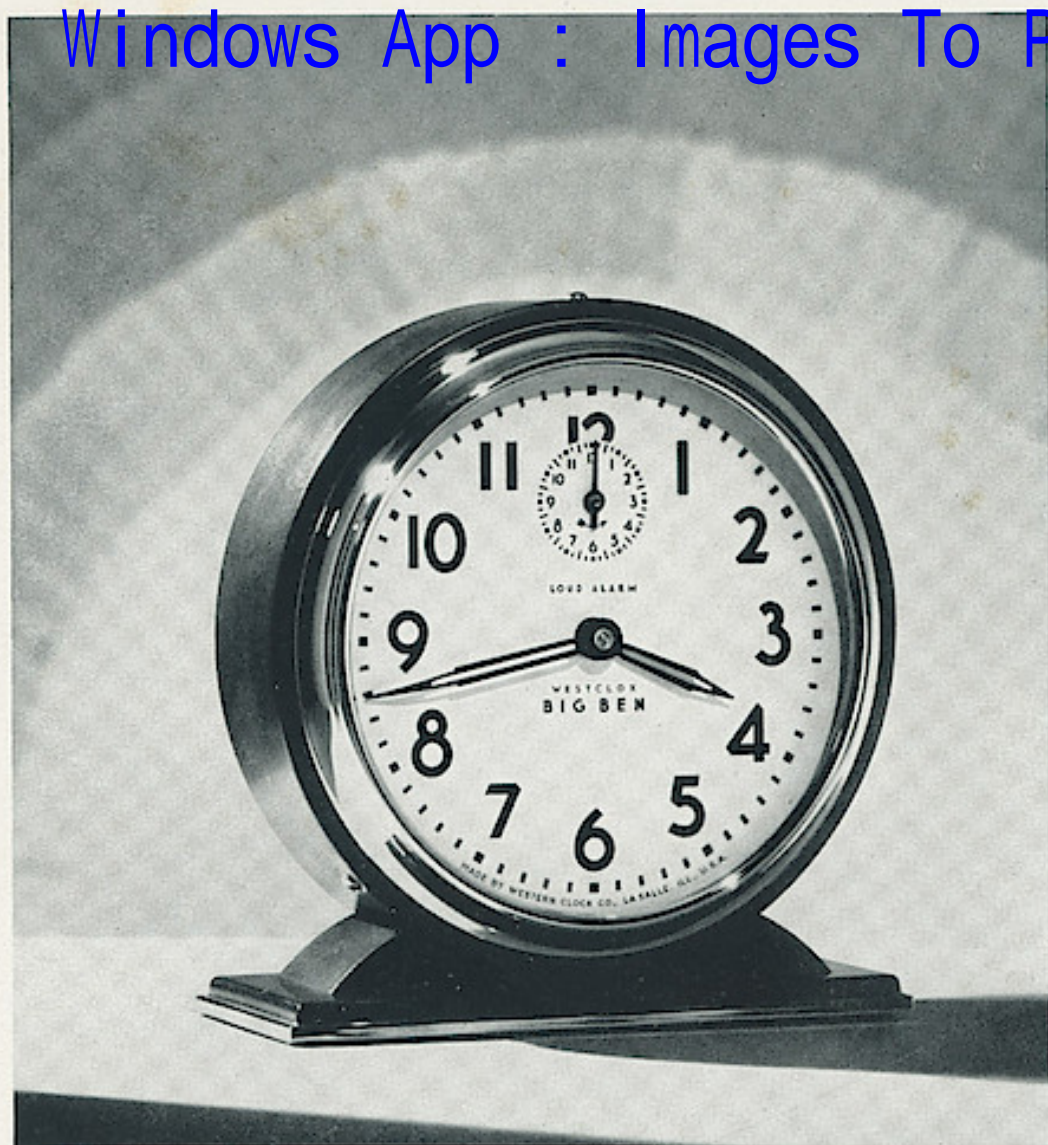
## BIG BEN *Chime Alarm*

The highest standard of alarm clock quality...and beautifully designed. The new Big Ben Chime Alarm embodies features that are almost human. He's the first polite alarm clock in history. His quiet tick permits restful sleep and his considerate, two-voice alarm rouses you gently...first he whispers...then he shouts.

There's another important feature...Big Ben Chime has a dust-proof case that protects the movement. Black with nickel trim or green and nickel. Felt cushioned underneath. Height, 5 1/4 inches. Retail \$3.50, luminous dial a dollar more.

*Black and Nickel Finish—Plain Dial No. 221, luminous No. 231  
Green and Nickel Finish—Plain Dial No. 224, luminous No. 234*



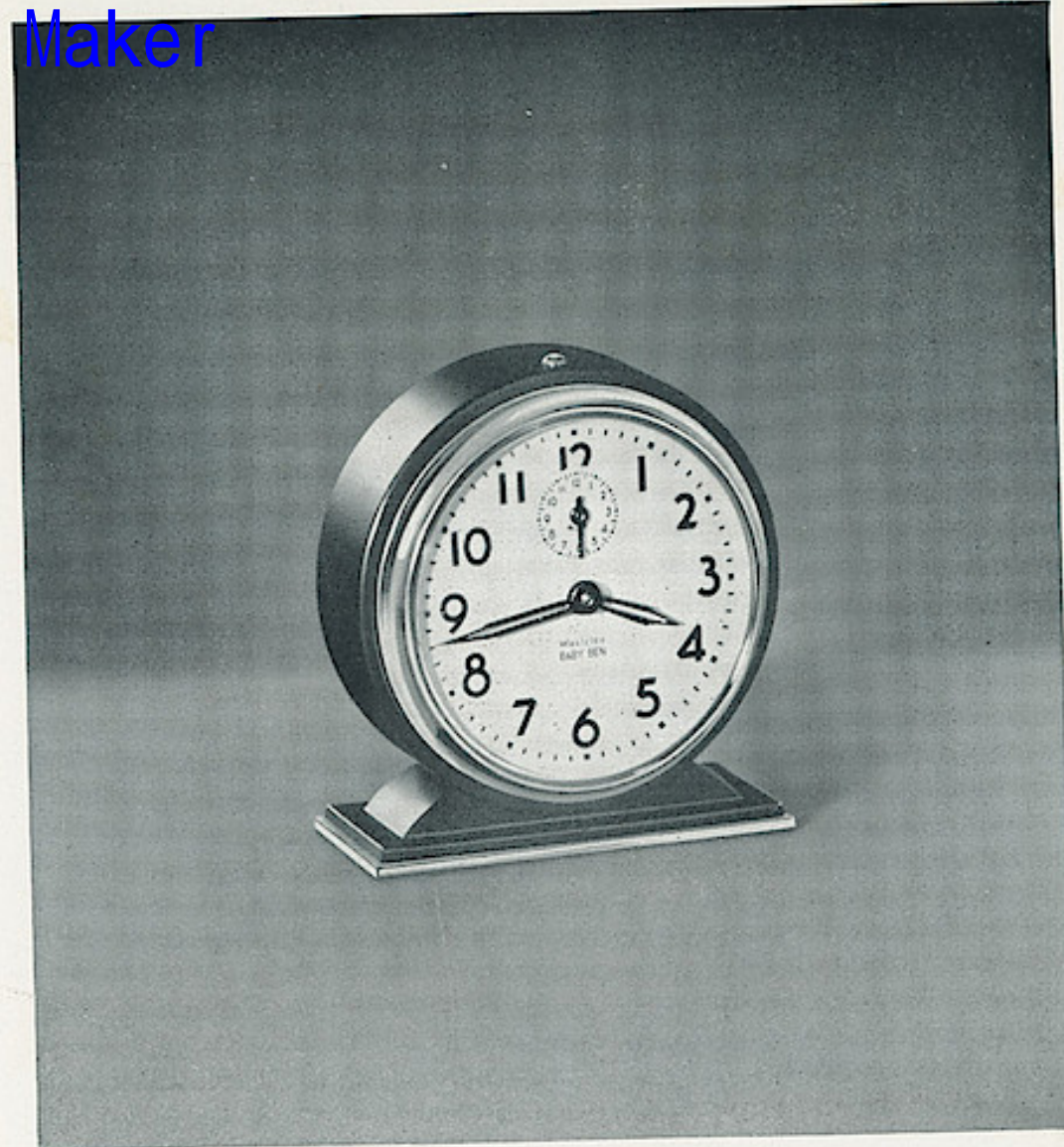


## BIG BEN *Loud Alarm*

The heavy sleeper's friend...sturdy old Big Ben...5¼ inches high...with the same timekeeping qualities...the same ruggedness that made him famous for 25 years...but restyled to meet today's requirements.

You are assured of that reliable, deep toned intermittent alarm, that same reliable, dust-proof movement, the same large, easy winding keys...and there's that old familiar feeling of bigness and strength about him. He's built on a substantial base but there's also a convenient hanger which swings down out of sight when not in use. Retail \$2.95, luminous dial a dollar more.

*Plain Dial No. 201; Luminous Dial No. 211*



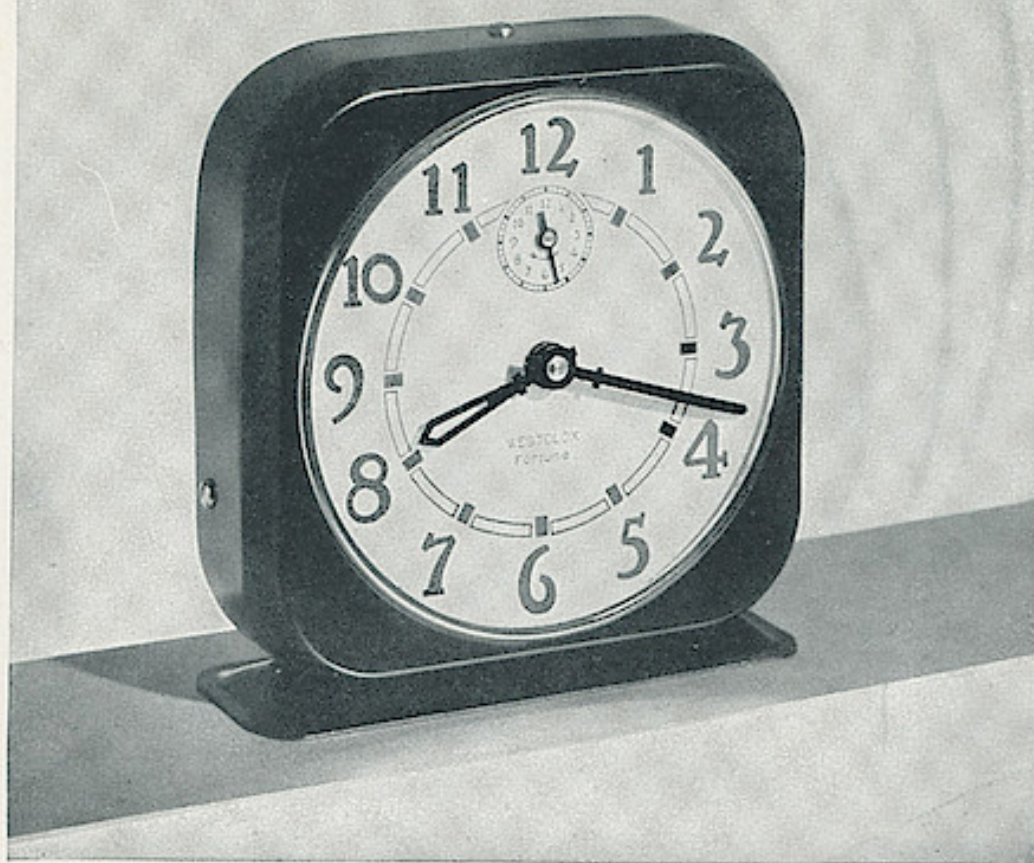
## BABY BEN

Baby Ben, America's favorite small alarm clock—a 3¼ inch miniature of the Big Ben design...and by far the smartest thing in the small clock market.

Baby Ben has a new type of alarm...a steady call that will ring loud or soft, just as you prefer. The tone of the alarm is controlled by a simple shift of a lever...and Baby Ben has the quiet tick feature, too. Convex glass...pierced hands...legible dial. Made in two finishes—black with nickel trim—also in ivory with gold color trim. Retail \$2.95, luminous dial a dollar more.

*Black and Nickel Finish—Plain Dial No. 321; luminous No. 331  
Ivory Finish and Gold Color Trim—Plain Dial No. 324; luminous No. 334*





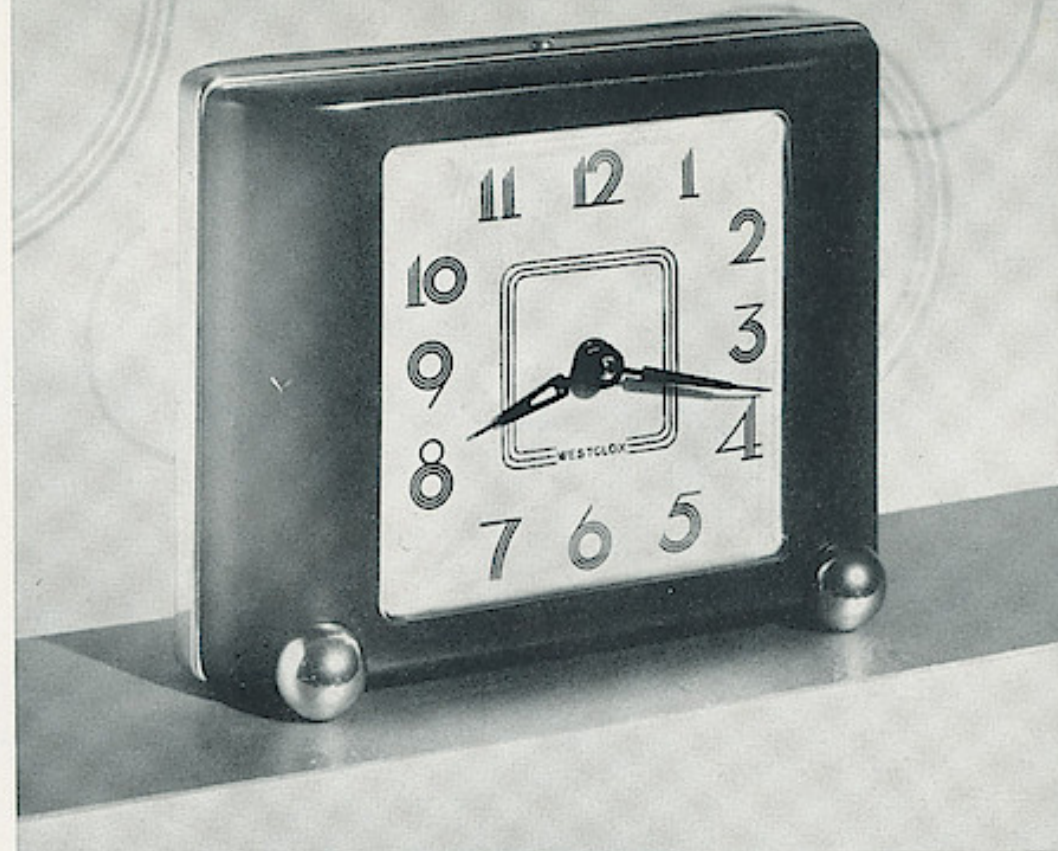
## FORTUNE

Nothing in its price field combines the quality and beauty of this dependable Westclox. It's an alarm clock, truly a fine example of modern design.

Fortune's square case stands on a substantial base...finished in black with nickel trim...a beautiful combination that appeals instantly. 24 hour movement with clear toned inner bell; convenient alarm shut off.

Fortune is 4½ inches high, has a convex glass, modern hands, decorative dial with clear, bold numerals that make a very attractive and legible combination. Retail \$1.45.

*Model No. 10*



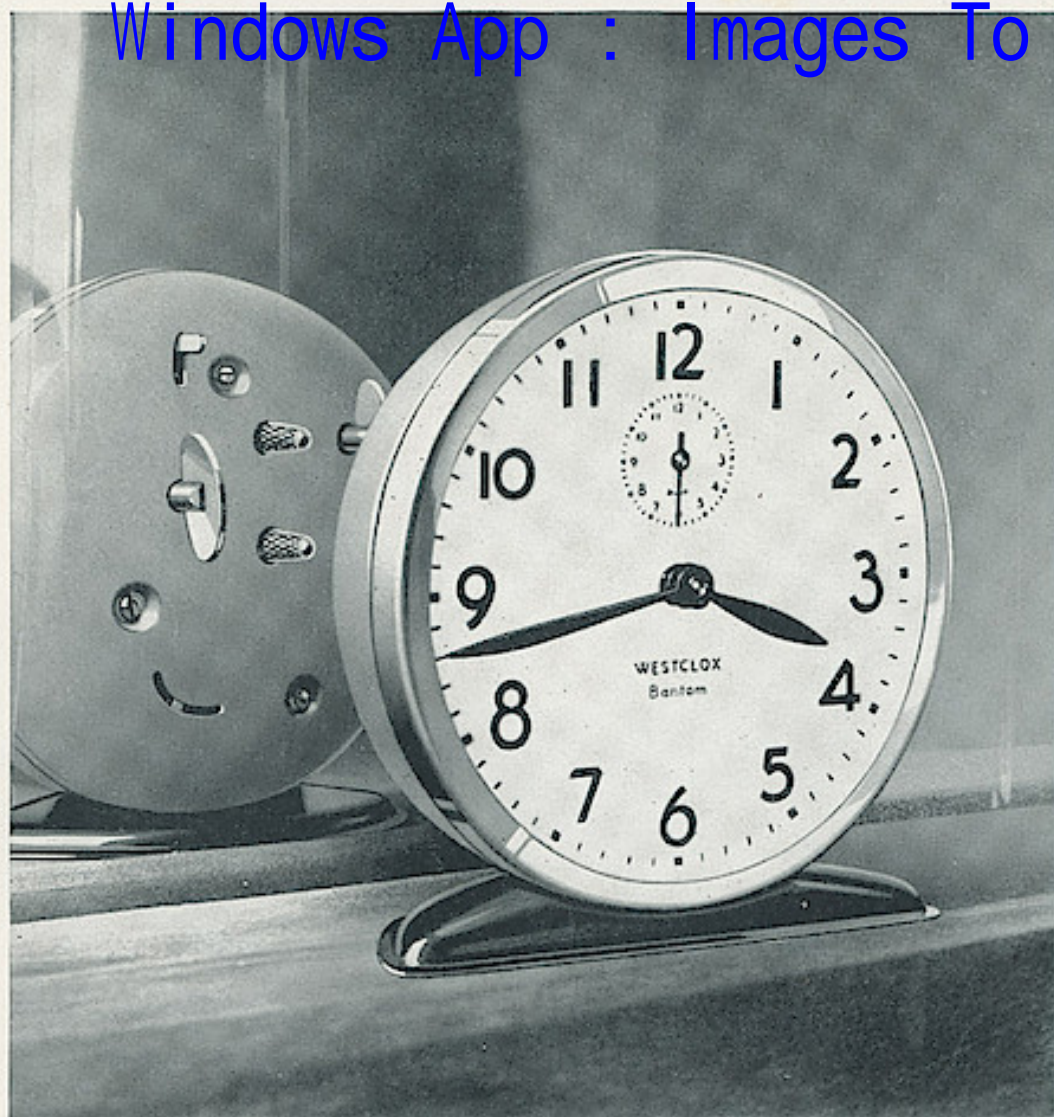
## SIESTA

Handsome, sturdy thin model...ultra modern and offering you something new in alarm clock performance. The ideal clock for anyone who likes that extra "forty winks" of sleep in the morning. The new Siesta gives you a brief warning, then ten minutes later calls again with a long, steady ring. A new way to be called, and a pleasant way, too.

Height, 4 inches. Black finish with nickel trim. Non-breakable convex crystal...attractive modernistic dial and hands...smart to the very last detail. One day movement. Convenient push-in alarm shut off. Retail \$2.95.

*Model No. 414*





## THE NEW BANTAM

A clever looking alarm clock that is delightfully different in design. The smoothly rounded back introduces a stream line effect in low priced clocks. Artistic half circle base... nickel bezel, convex glass... new, easy to grip winding keys and hand sets. Bold, easy-to-read numerals, clean cut hands. Height  $4\frac{3}{4}$  inches... dependable thirty hour movement... inner bell alarm with convenient lever shut-off.

Made in pleasing shade of green with black base, an attractive combination. Bantam is truly a modern clock in the low priced alarm clock field... retails \$1.25.

*Model No. 75*



## AMERICA

A sturdy, thin model alarm clock on a good looking base. A reliable timekeeper and a clock that looks well anywhere. Made in beautiful shade of green with gleaming nickel bezel. Carries a steady alarm of pleasing tone... rings on an inner bell. Conveniently located shut-off switch.

Refined hands and numerals, unusual in design, with a clear, open dial that is exceptionally legible. The alarm indicator is on the back of the clock and is easy to set.  $4\frac{1}{2}$  inches high. Made only in plain dial. A thoroughly reliable Westclox that will give very satisfactory service. Retails \$1.75.

*Model No. 21*





## BLACK KNIGHT (*Luminous*)

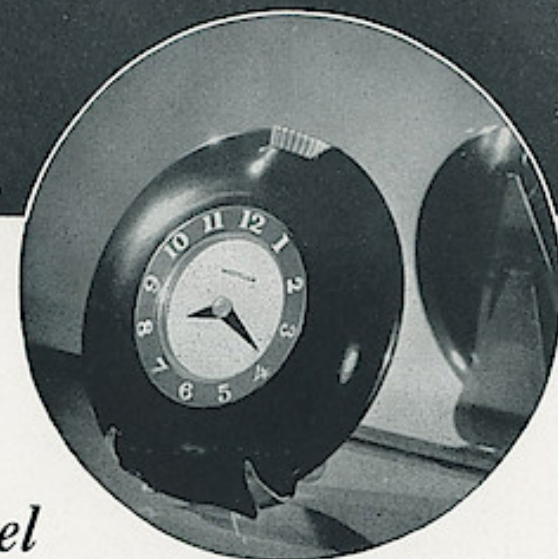
Like cat's eyes in the dark, Black Knight's glowing luminous hands and numerals, stand out against the black background and tell you clearly what time it is at any hour of the night...and it's exceptionally easy to read in daytime, too.

Black Knight...4½ inches high...thin and modern in design, is made in rich black with nickel trim. The clear toned, steady-alarm rings on an inside bell...alarm indicator on back. Convenient shut-off switch. Substantial die cast base, felt cushioned underneath to prevent marring of furniture. A moderately priced alarm with luminous dial—retails \$2.25.

Model No. 30



## Handbag Watch —with easel



The Westclox Handbag Watch...ultra modish...unique...and you see it emerging from smartest bags or perching on dressing tables in fine homes. Made in three colors...white, blue and black. Gold plated trimmings, white inlaid numerals, modernistic hands. A simple easel, supplied with each watch, converts it into an attractive clock for the boudoir or the desk. Ideal for gifts, prizes, etc. Retails \$2.95.

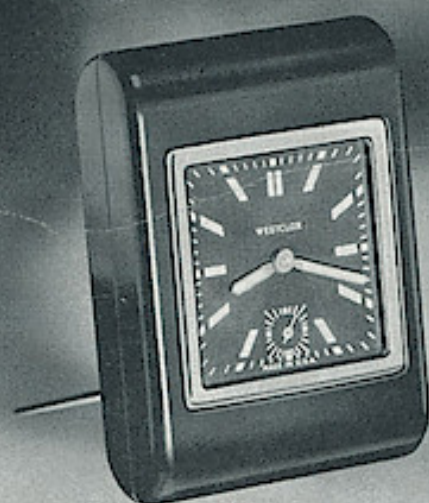
No. 645—Black

No. 646—White

No. 647—Blue



## Westclox Watches



### PICKWICK

#### *An All Purpose Clock*

A new member of the Westclox family of timekeepers. Pickwick, a beautifully designed small clock that sets a new fashion. An innovation in the popular priced field...black with nickel trim...three inches high, with modern luminous dial markings and a second hand...no alarm.

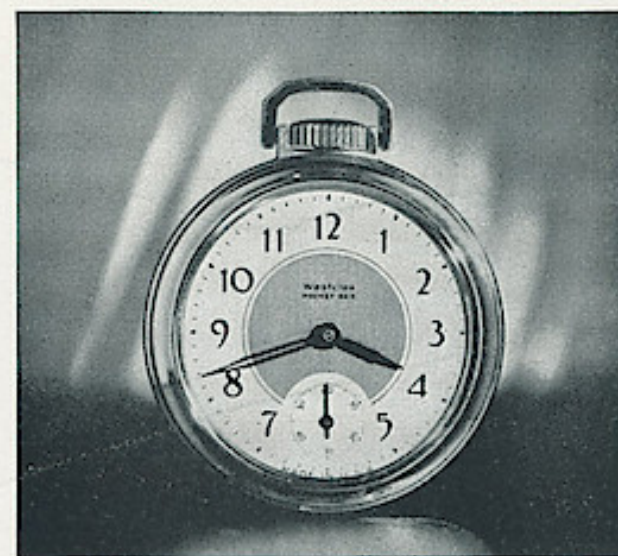
Pickwick has a broad range of uses. The back is hinged, to form a substantial easel, so the little clock is at home on the desk, radio, or dressing table...and it's just the right size for traveling, too. Unique...ultra modish, yet thoroughly practical. Ideal for gift purposes. Retails \$2.95.

*Model No. 660*

### POCKET BEN

Millions of satisfied users are carrying Pocket Ben, an exceptionally good timekeeper...a handsome watch that appeals to men and boys everywhere. Thin model with clear non-breakable crystal. Etched silver plated dial with rich two-tone effect...pierced hands...Rustless, non-magnetic hairspring. Retails \$1.50.

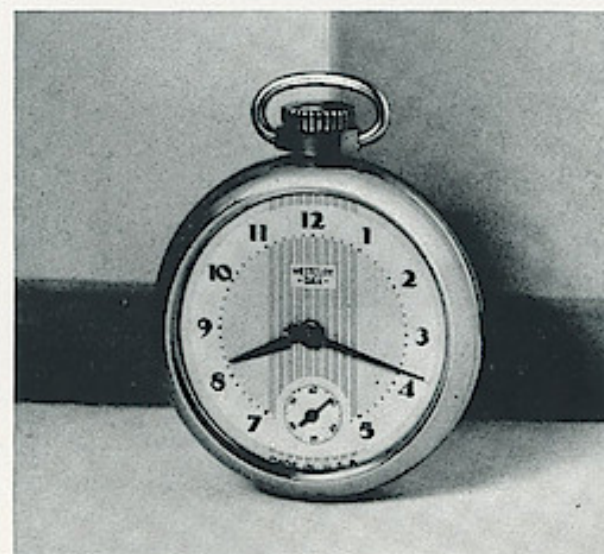
*Model No. 621*



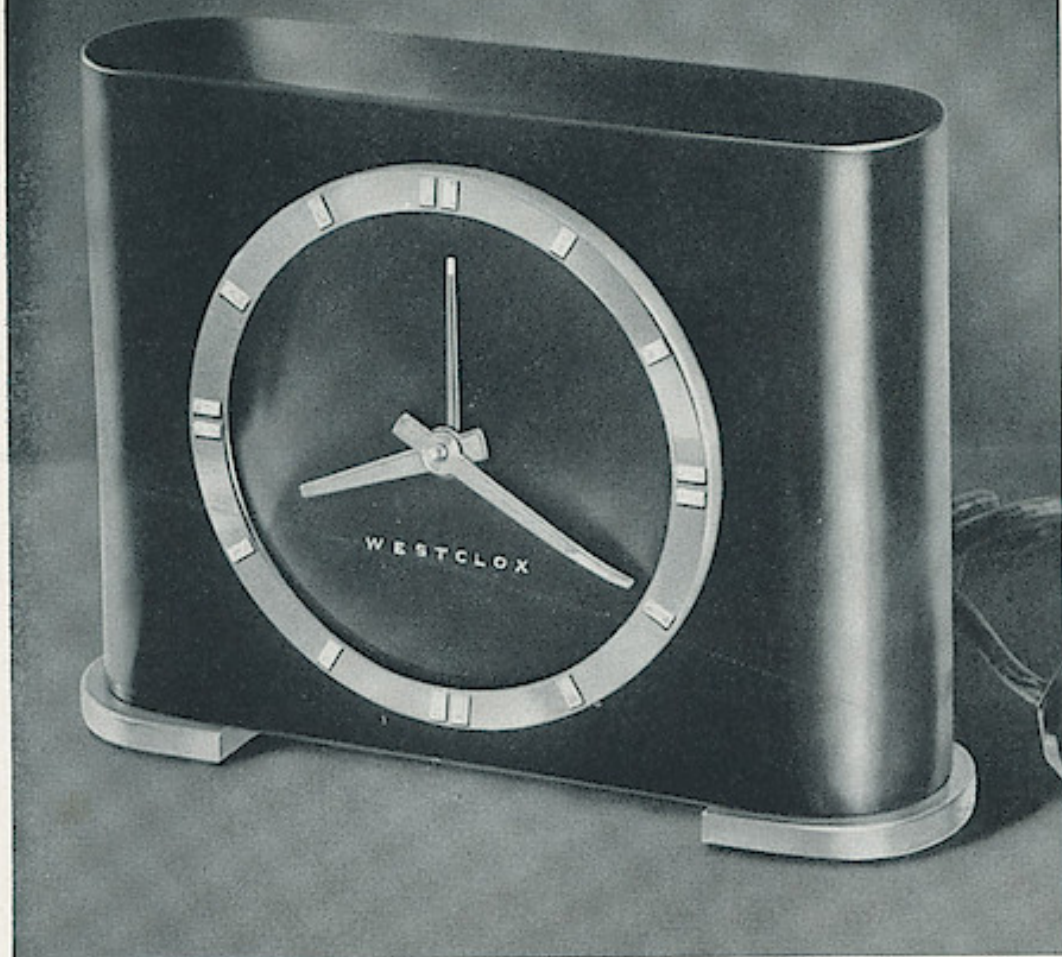
### DAX

Dax, like Pocket Ben, is a big seller; a serviceable, dependable watch for every day use...strictly modern in style...highly polished nickel case...decorative metal dial...tested and retested at factory—an outstanding value in the low-priced watch field. "Westclox" is on the dial. Retails \$1.25.

*Model No. 600*







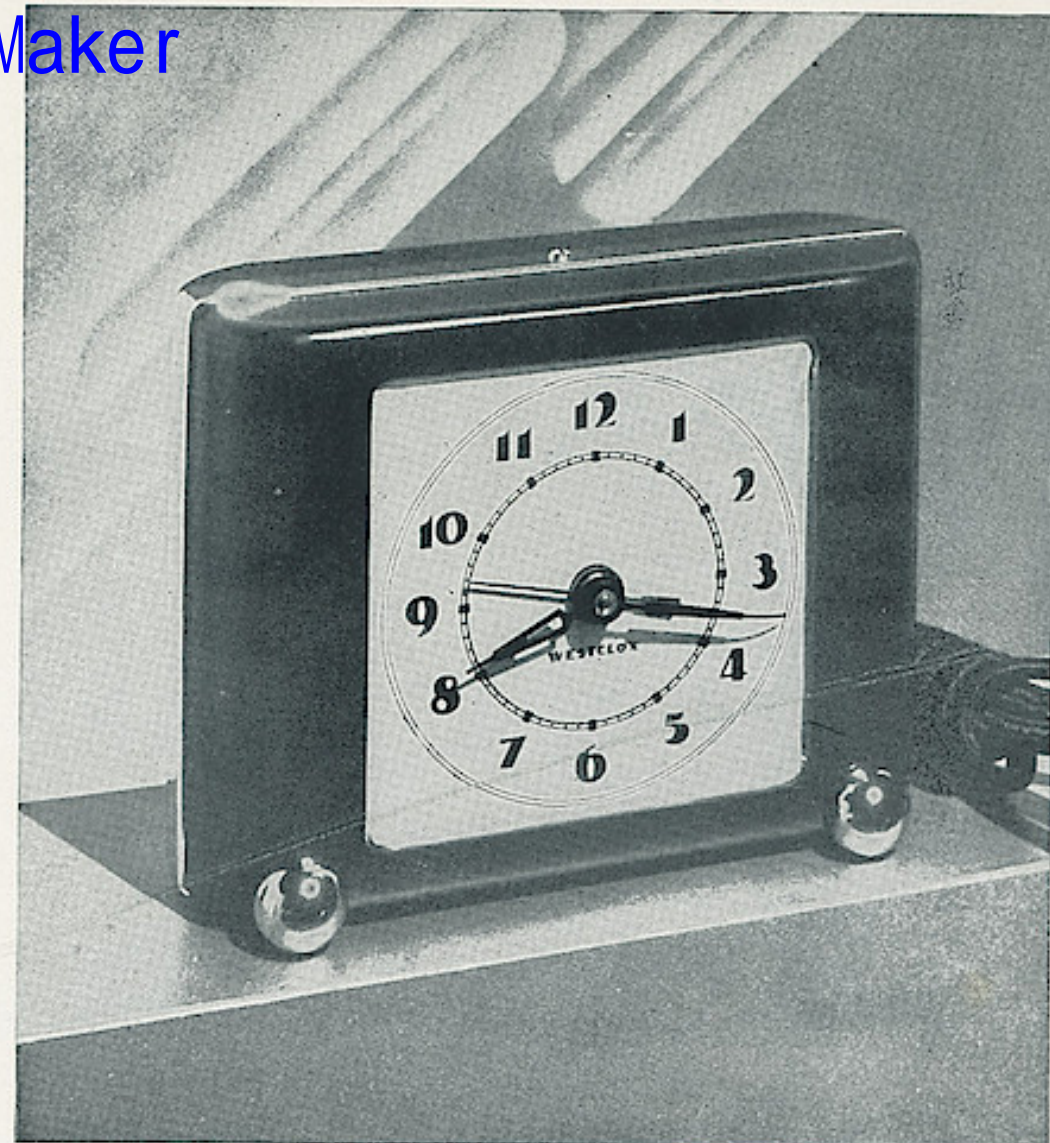
## BEN FRANKLIN

A handsome Westclox electric time clock...entirely new and original in design. Ben Franklin with its lustrous black composition case and gold colored trimmings is different.

The modern white index numeral markings are on a raised bezel...a very unique and practical combination. The white numerals are inlaid...the quarter hour is indicated by double markings which make the dial especially easy to read. Reliable synchronous, self-starting motor...low speed...which assures long life. And you'll appreciate it's quiet running too.

Distinctive in character, an electric clock suitable for any room in the house. Height 5¼ inches. Retail for \$5.95.

*Model No. 850*



## BEN BOLT *Electric Alarm*

A thin model Westclox electric alarm, dignified and simple—a beautiful clock. Modernistic dial, non-breakable convex crystal.

Manual starting motor, forward motion only...operates very economically. Steady bell alarm. Unique alarm indicator on back of clock. Approved cord. 4 inches high. Ben Bolt's fine design is suited for any room in the home. Made in black finish with nickel trim, retailing at \$2.95; the same model in luminous dial that you can read in the dark at a dollar more. Also made in ivory and gold colored finish with beautiful metal dial at \$3.45.

*Black and Nickel Finish—Plain Dial No. 828, luminous No. 835  
Ivory Finish—No. 829 (Plain Dial Only)*



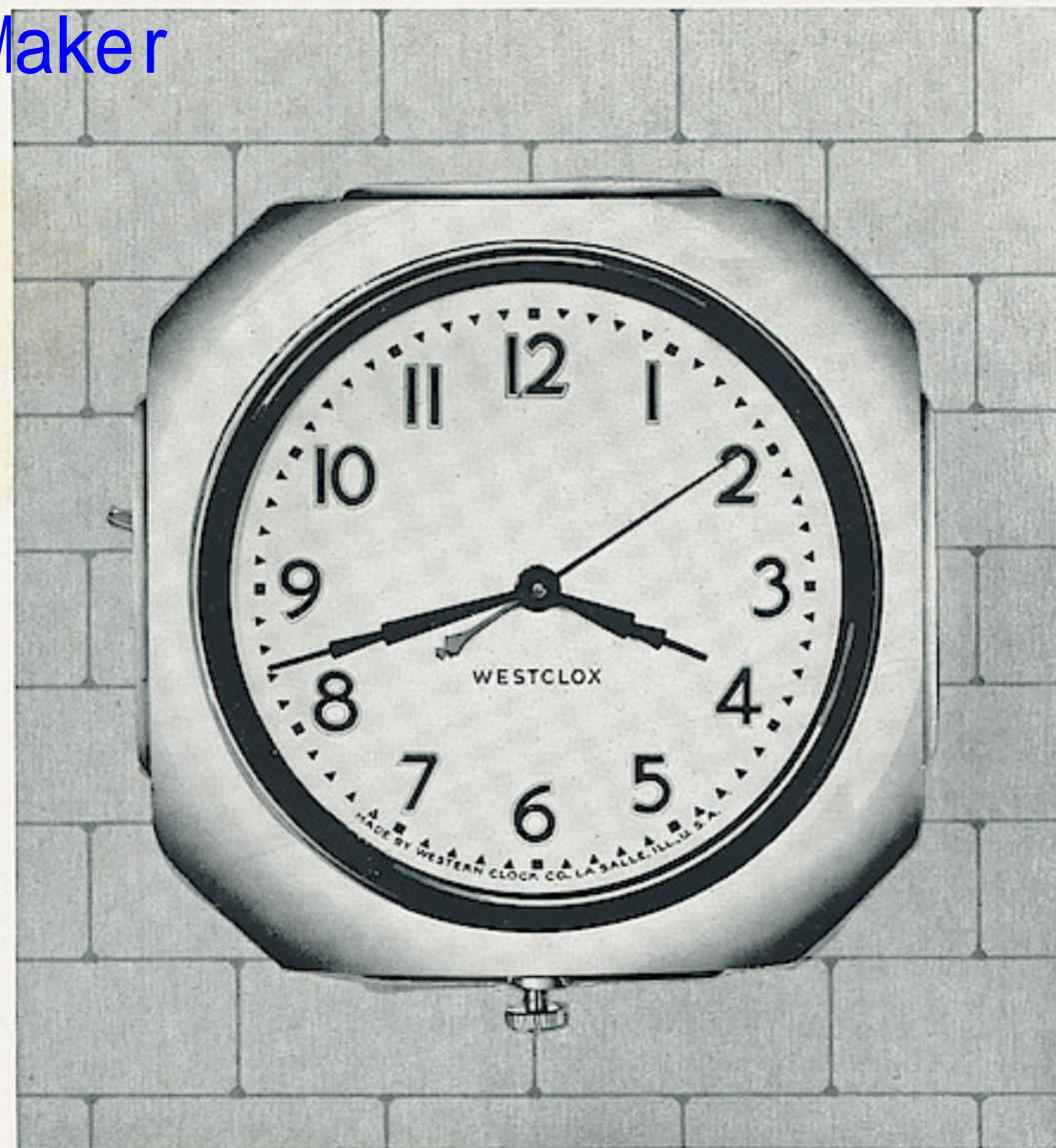


## AMERICA *Electric Alarm*

Reliable and good looking...an electric alarm in the low priced field...carries the family name "Westclox" on the dial, your assurance of satisfaction.

America Electric is smartly styled in black and nickel...4½ inches high...You'll find the dial easy-to-read. The motor is of the low speed type with simplified manual starting...movement rubber mounted. Convex glass. Steady alarm with convenient shut-off. The alarm indicator is located on the back. For the bedroom, for the radio, the desk...wherever reliable timekeeping is needed. Retail \$2.25.

*Model No. 812*



## ELECTRIC WALL CLOCK

A handsomely designed, thin model Wall Clock for the kitchen, the bathroom, the office, anywhere a reliable electric clock is needed. Durable composition case with lustrous finish. Simplified manual starting, forward motion only. Low speed motor...economical to operate.

6¾ inches square. Five-inch metal dial. Full sweep second hand. Convex glass. Conveniently located setting knob and starting lever, both easily accessible from the front. Standard, approved cord. Made in two attractive colors—ivory and also green. Retail \$3.50.

*Model No. 800—Ivory*

*Model No. 803—Green*



## Automobile Clocks

### *Spring Driven Models*

#### **PULL WIND MIRROR MODEL No. 763**



This clock is wound by merely pulling down the button. Three or four gentle pulls and the clock is completely wound. Convenient, simple, practical.

Fits most cars. Easily installed. Slips into the bracket in place of the mirror now

on car. Non-glare mirror, beveled edges.  $6\frac{1}{4}$  inches long. 30-hour movement. White hands and legible numerals. Not made in luminous. A reliable timekeeper with a dustproof movement that adds to the life of the clock. Retail for \$2.95.

#### **OVERHEAD OR DASH MODEL No. 720**

An Auto Clock that has appearance, convenience, reliability and popular price. Gray lacquer finish, embossed case. One day movement.  $1\frac{3}{4}$  inch dial. Fits any car, either above windshield or on the dash. Easily installed. Made only in plain dial. Retail \$1.95.



#### **MIRROR MODEL No. 761**

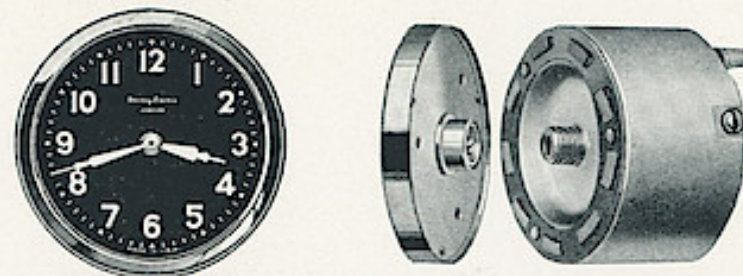


Compact and attractive. Dependable timepiece, and rear vision, non-glare mirror. Beveled to assure greatest visibility. Easily installed... for it slips into the bracket in place of mirror now on car. Can be used

on most cars. Mirror 7 inches long. One day movement. The white numerals and hands against the black background provide an attractive, easy-to-read dial. Non-luminous. Retail \$2.25.

## Automobile Clocks

### *Electric Model*



#### **Sterling Electric Dash Model No. E4-A**

Unusually simple to install... requires only a  $\frac{1}{2}$  inch hole for mounting. Black dial with white numerals. Retail \$8.75. Also made with legible luminous dial that retails for \$9.75.

**Sterling Models**—America's Finest Electric Automobile Clocks. Jeweled precision movement. Amount of current consumed by dash lamp in four hours will operate a Westclox Sterling Electric for a year. Sterling clocks are unaffected by temperature or rough roads... guaranteed by the makers of Big Ben.



Windows App : Images To PDF Maker