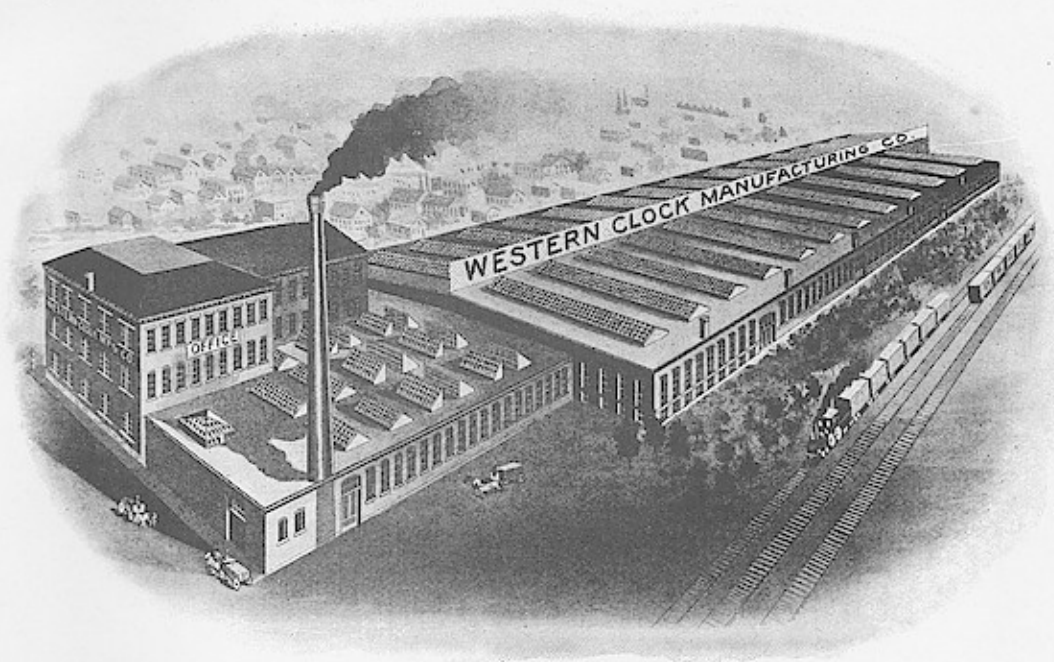


CAPACITY OVER
ONE MILLION ALARM CLOCKS
PER ANNUM



MANUFACTURING PLANT OF

The Western Clock Mfg. Company

LA SALLE, ILLINOIS, U. S. A.

THE LARGEST ALARM CLOCK FACTORY IN THE WORLD

1000 copies of this Catalog were reproduced and distributed to its members, to further the appreciation of American Craftsmanship and Industry, by the

AMERICAN CLOCK & WATCH MUSEUM, Inc.
Bristol, Connecticut

April 1966

Alarm Clocks
Our Specialty



WE desire to impress this on you fully and call your attention to the fact that we are furnishing the trade with guaranteed, reliable, low priced alarms.

Through constant efforts to produce the best clocks at the lowest price, we have been compelled to increase our capacity until it is now more than one million clocks per annum.

To the Trade

All clocks illustrated in this catalogue
are covered by

O U R G U A R A N T E E

*We will exchange or repair
free of charge any clock
found faulty or imperfect in
construction*

If you do not handle our clocks we
urge upon you the advisability of
adding them to your stock. Fair
treatment and prompt service are
assured to all our patrons.

*30-Hour Movements Used
in all Our Clocks*

RELIABLE AND ACCURATE

Untrue wheels an impossibility in our method of construction, giving the movement a regularity not usually found in alarm clocks. Pivots and pinion leaves are hard steel, wheels and plates hard brass, insuring little friction and long wear. Our escapement is the best used in any nickel clock. The result:

**SUPERIOR
CONSTRUCTION**

America Alarm



Our most popular clock. Sold by leading dealers everywhere.
Reliable in every respect. 4-inch dial, nickel plated
case, sunk back, alarm dial in front.

Cost .44

Price 53c Net
.50 + 48 cents

Box (50) = 65 lbs -
24 1/2 x 13 3/4 x 13 1/4

500.49 - 1000.48

*Made Especially for the
Jewelry Trade*

ROME ALARM

4-inch dial ; nickel plated brass case ;
alarm dial in front. The neatest
4-inch alarm on the market. Recom-
mended to dealers who do not wish
to handle the cheapest alarm clock.

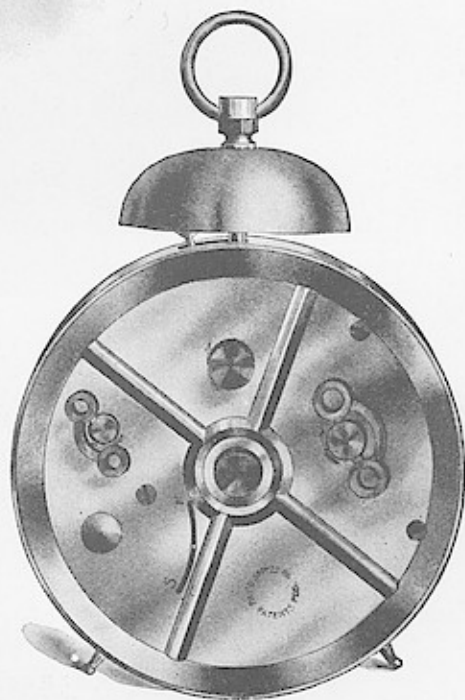
**CASE AND BACK MADE OF
ONE SEAMLESS STAMPING**



*Rome
Alarm*

.51 ← .50

*Back of
Rome
Alarm*



Price 54c Net

.48 .50

*Same as
America*

Enameled Alarm



Finished in bright colors, in hard, durable enamel, in three patterns, vine, daisy and heraldic. 4-inch dial, nickel plated sunk back, front sash and bell. A very attractive alarm clock.

46

Price 55c Net

52 + 50

Same as America

Long Alarm



The cheapest long alarm made. Will ring two minutes continuously.
4-inch dial; nickel plated case.

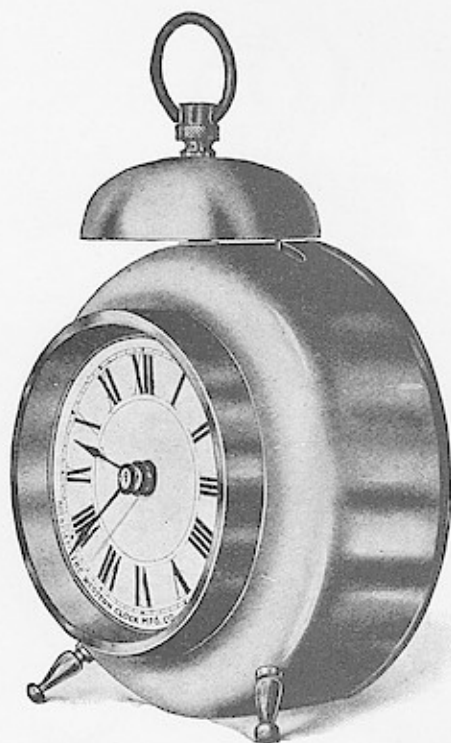
48 1/2

Price 58c Net

558 53

*Packed in wood Boxes
25 x 13 3/4 x 13 1/4*

La Reine Alarm



3-inch dial; 4-inch seamless brass case.
Sunk polished brass back.

48 1/2
49 1/2

Price, Nickel Plated, 58c ^{55c} Net 57 ✓
" Polished Brass, 59c ^{56c} + 50

La Sallita Time



The best small clock made for the price. 2-inch ivory finish dial;
gilt center; bevel plate glass.

45 Price, packed in tin box, 50c Net 48 + 48

White dial; gilt center; bevel plate glass.

44 Price, packed in paper box, 49c Net 47 + 47

F. W.



An attractive mantel piece. Extremely loud ring, very ornamental.

Gold decorations; 3-inch ivory finish dial; bevel plate
15 glass; polished brass back and bell.

Price 90c Net
90⁺.75

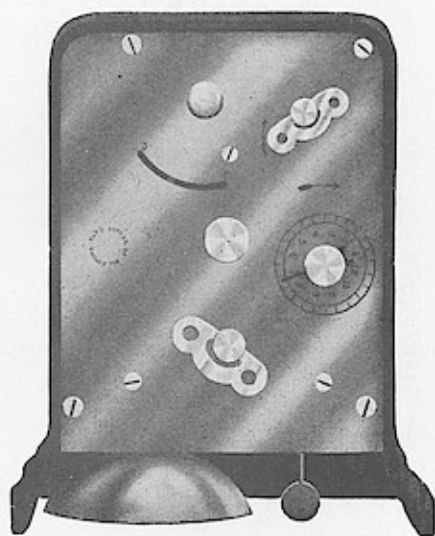
60 Gun metal finish; white dial; nickel plated back.

Price 75c Net
75⁺.65

60 Plain black; white dial; nickel plated back.

Price 65c Net
65⁺.65

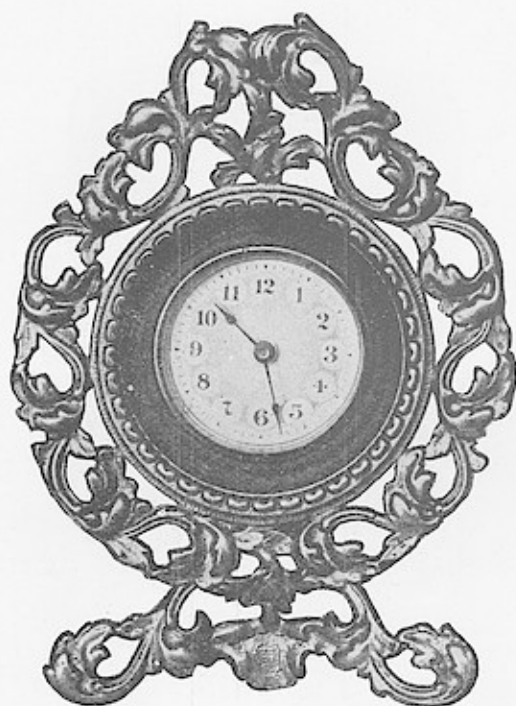
F. W.



BACK VIEW

A durable and substantial alarm clock. Practically dust proof
cast iron case.

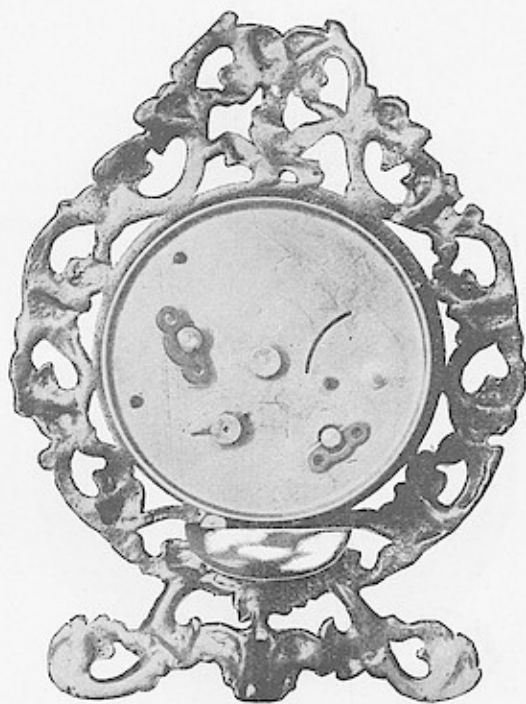
The Champion Alarm



Highly ornamental and unquestionably the most attractive time-alarm made at a low price. Gold lacquered with colored enamel ring around dial. Height, 9 inches; width, 6½ inches; 3-inch fancy dial; 30-hour movement.

63 Price, 75c Net 70
5w " Without Alarm, 62c " 58
58

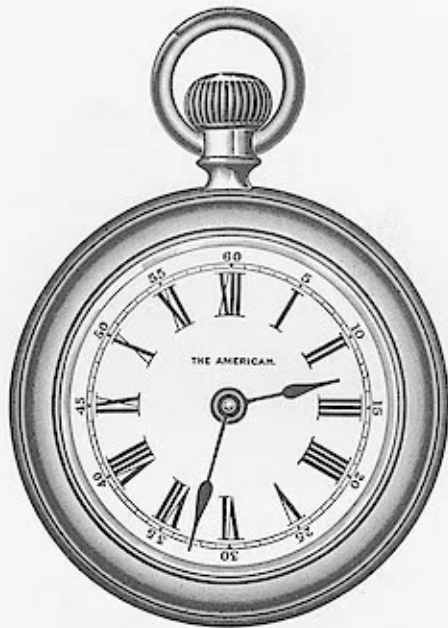
The Champion Alarm



BACK VIEW.

Bell being on the under side does not
show from the front.

Our "American" Watch



STEM WIND

The ideal low priced timekeeper. Brass case, nickel plated; snap bezel and back; absolutely guaranteed.

53 Price 65c Net 60⁶⁵⁺
100 @ .60 1000 @ .58

Our "American" Watch



BACK VIEW

Full 18 size; 30-hour movement; protected by double dust-proof cover; La Salle escapement.

Price 65c Net

Sylph



Ormolu gold plated.

Height, 8 inches; 2-inch ivory finish dial; gilt center;
bevel plate glass; 30-hour movement.

135

Price \$1.80 Net

1.80 + 16%

Louvre



Ormolu gold plated.

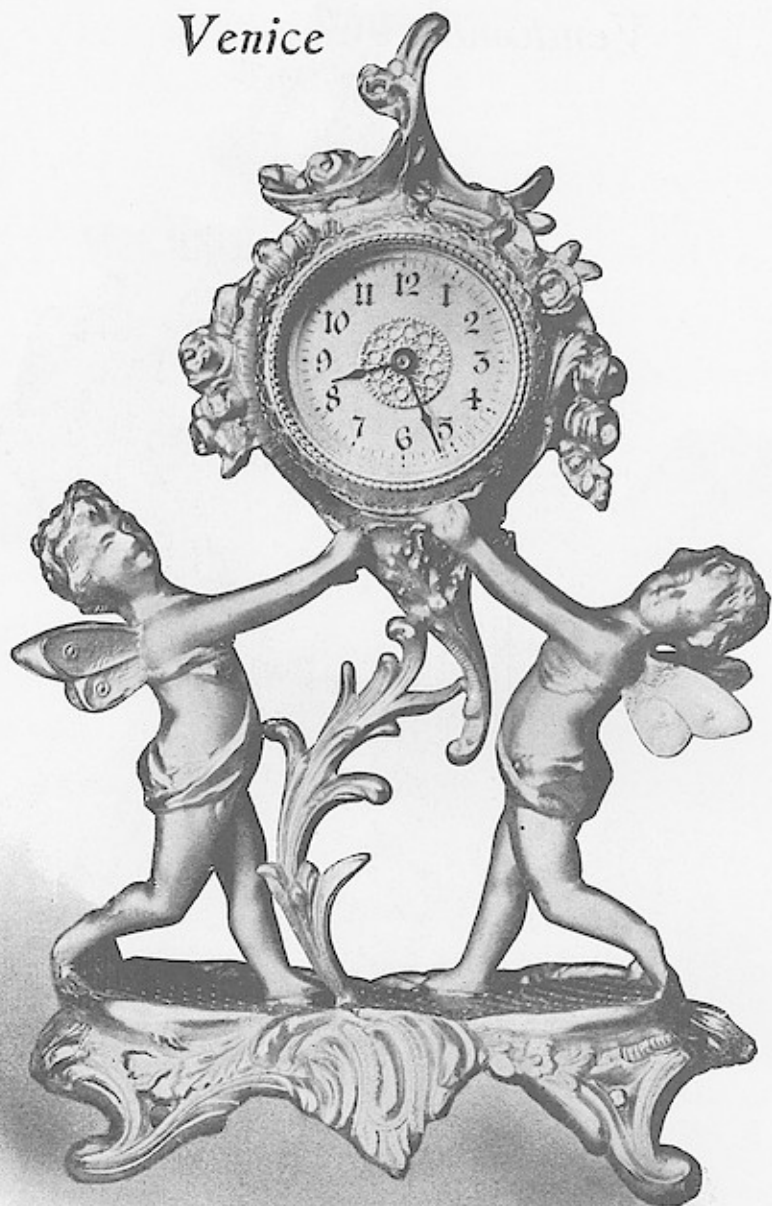
Height, 8 inches; 2-inch ivory finish dial; gilt center;
bevel plate glass; 30-hour movement.

Price \$1.50 Net

1.15

1.35 + 1.25

Venice



Ormolu gold plated.

Height, $9\frac{3}{4}$ inches; 2-inch ivory finish dial; gilt center; bevel plate glass; 30-hour movement.

Price \$2.25 Net

180

17.25 70

Vendome



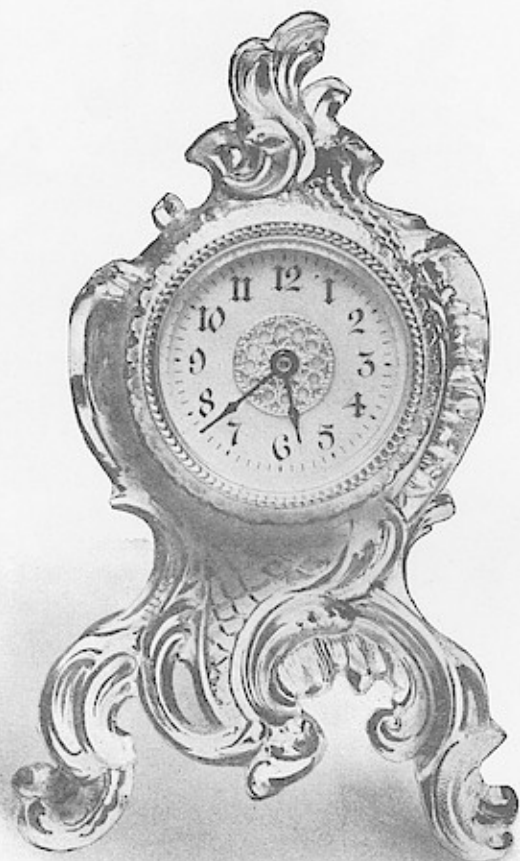
Ormolu gold plated.

Height, 10 $\frac{3}{8}$ inches; 2-inch ivory finish dial; gilt center;
bevel plate glass; 30-hour movement.

~~4.00~~ Price \$2.75 Net

2.75 - 2.50

Tourenne



Ormolu gold plated.

Height, 6½ inches; 2-inch ivory finish dial; gilt center;
bevel plate glass; 30-hour movement.

.85

Price \$1.10 Net

1.00 ← .95

Savoy



Ormolu gold plated.

Height, $7\frac{3}{8}$ inches; 2-inch ivory finish dial; gilt center; beveled plate glass; 30-hour movement.

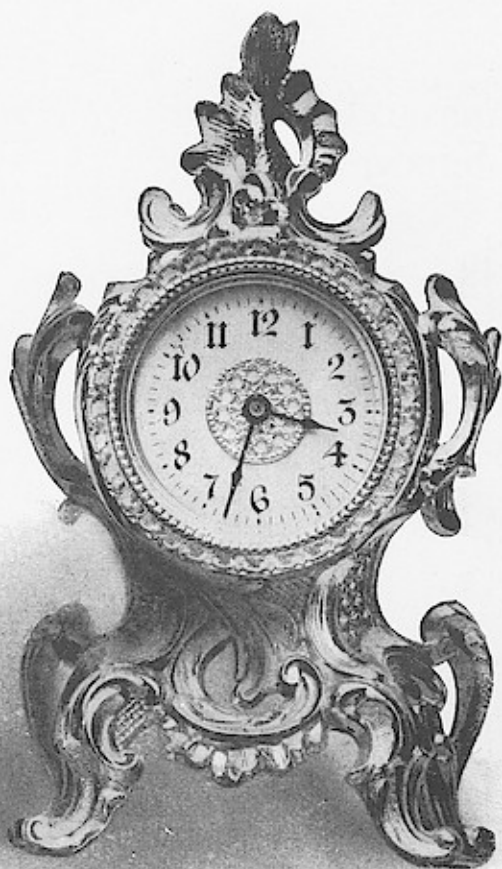
Our Leading Gold Clock.

The best value for the price of any gold clock on the market.

.95

Price \$1.20 Net

~~1.10~~ 1.00



Nice

Ormolu gold plated.

Height, 6½ inches.
2-inch ivory finish dial;
gilt center;
bevel plate glass;
30-hour movement.

85

Price \$1.10 Net

1.00 + .95

Toulon

24-kt. gold plate, lacquered;
fitted with 30-hour movement;
2-inch ivory finish dial;
height, 4½ inches.



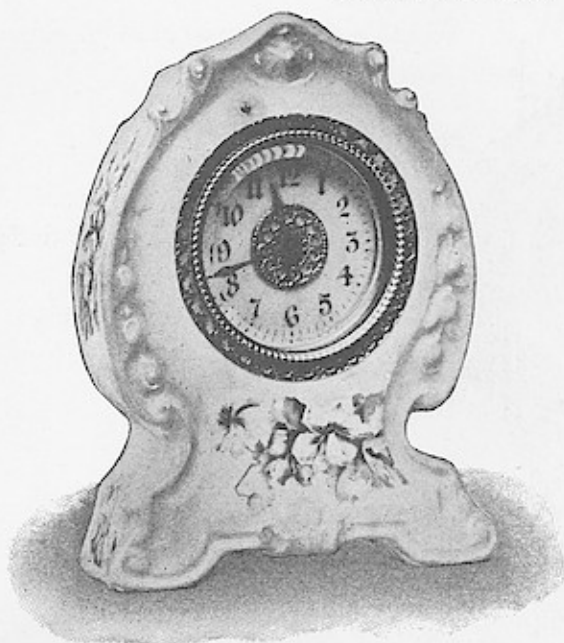
.70

Price 85c Net

.80 + .75

Porcelain Clocks

IMPORTED CASES



65

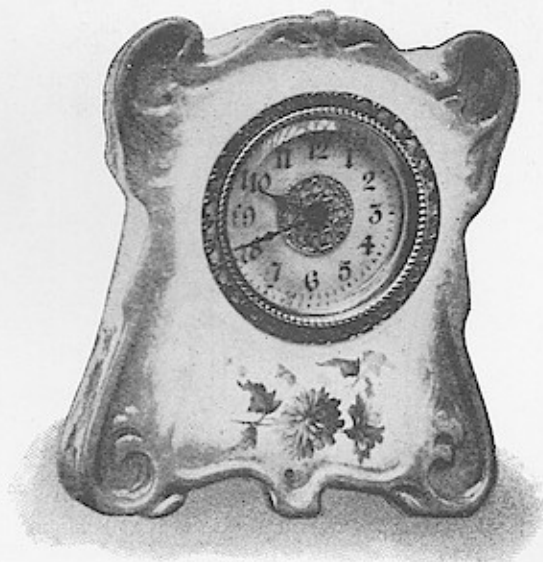
No. 8773

Blue shading.
Height, 5 1/4 inches.

70 + 65

No. 8759

Maroon shading.
Height, 5 1/4 inches.



30-hour movements; 2-inch ivory finish dial;
gilt center; bevel plate glass.

68

Price 80c Net

70 + 65

Porcelain Clocks

IMPORTED CASES



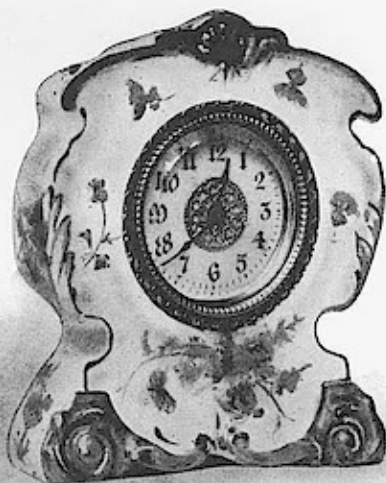
No. 8338

Green shading.
Height, 5 inches.

No. 8339

Maroon shading.
Height, 5 inches.

65
70 x 65



30-hour movements; 2-inch ivory finish dials;
gilt centers; bevel plate glass.

Price 80c Net

Porcelain Clock

IMPORTED CASE



65

70 ← 65

No. 8283

Blue shading; 30-hour movement; 2-inch ivory finish dial, gilt center; bevel plate glass; height, $5\frac{1}{4}$ inches.

Price 80c Net

High-Grade Clock Movements

Time and Alarm with 2, 3 and 4-inch Dials

Manufactured in several finishes.
The most reliable and low-priced
movements on the market.

The Western Clock Mfg Company



1902

La Salle, Ill., U. S. A.

EASTERN SELLING AGENTS
THE E. N. WELCH MFG. CO.
37 MAIDEN LANE, ROOMS 15, 16
NEW YORK CITY