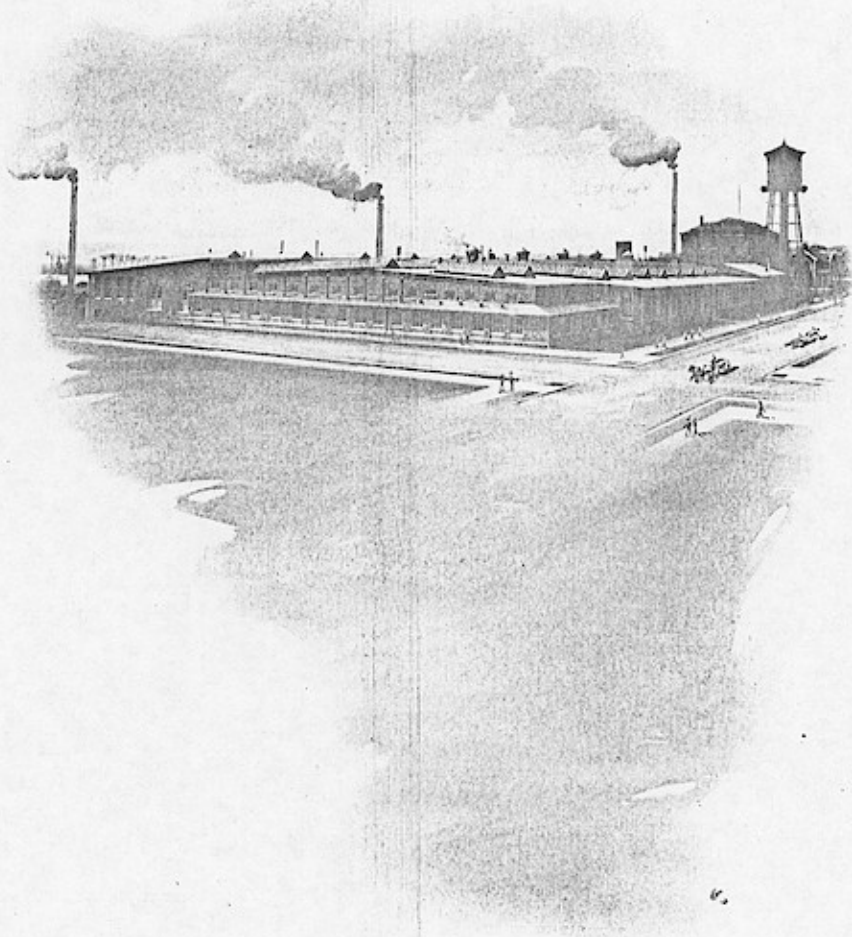




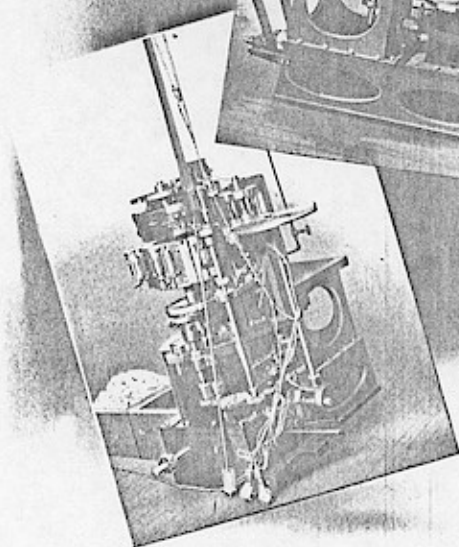
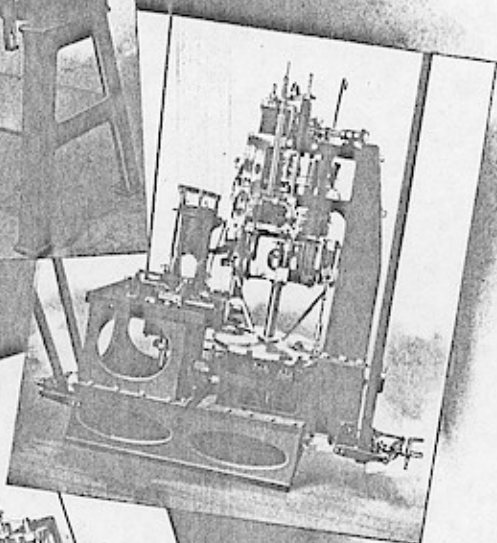
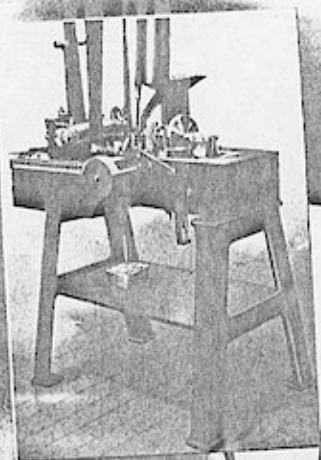
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THE plants of The Western Clock Manufacturing Company are located in the Twin Cities of La Salle and Peru, 100 miles southwest of Chicago at the junction point of the Lake Michigan Canal and the Illinois River, and on the Rock Island, Illinois Central, and Burlington Railroads.

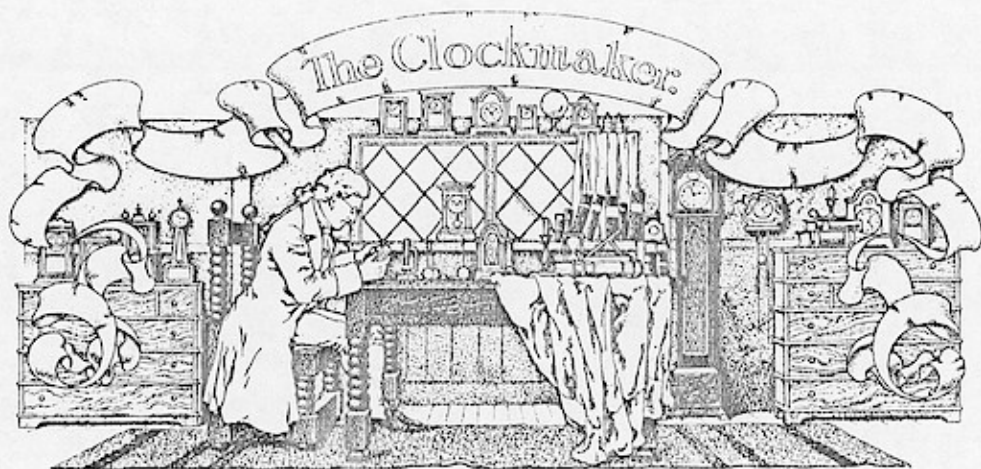
Situated at the head of the Illinois soft-coal district and in La Salle County, the fifth richest county in the United States for the value of its farm products, the Twin Cities number about 20,000 inhabitants, and include, besides the establishments of The Western Clock Manufacturing Company and two of the most important zinc mills in the country, several cement plants and some large agricultural implement factories.



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*Automatic Machinery Invented, Designed, and Built by
The Western Clock Manufacturing Company*



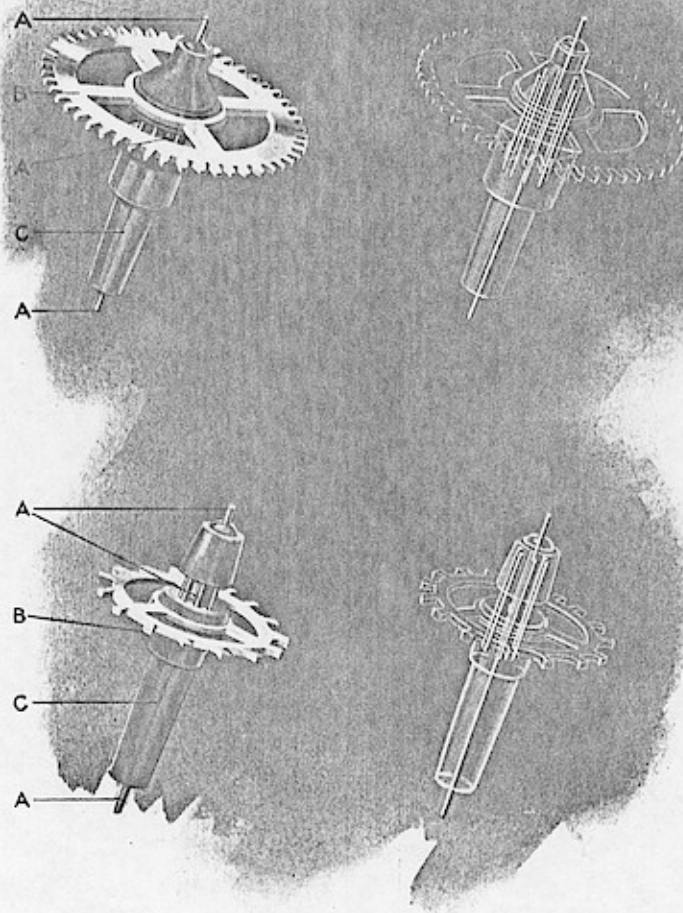
P R O G R E S S I V E R E A D



THE growth of the American Clock Industry during the last fifteen years has been little short of marvelous: slightly over four million dollars in 1890, the value of the total output had increased to nearly nine millions in 1905, and the returns for 1906 approached the ten-million mark. In this same lapse of time, every year, with the exception of the critical '93, set a new record, and the total production of the different clock companies is estimated today at over thirteen million clocks a year.

This remarkable success is due to the far-sighted policy of American manufacturers, which has been principally one of standardization and enormous outputs, decreased production cost and increased consumption.

In clocks, as in all other lines of goods, there are two classes of consumers—the millions and the millionaires. American manufacturers were quick to see what the foreign producer did not seem to perceive: that the millionaires are a negligible quantity as consumers, and that, not chronometers—not marvels of intricacy and originality were needed, but timepieces within the reach and want of all. One has still to go to Europe for chronometers or split-second timepieces, but in the production of ordinary clocks adapted to the needs and means of the millions, America produces results of remarkable excellence.



*Outside and Sectional View
Western Clock Fourth and Escape Wheels (magnified)
A Hard Steel B Hard Brass C Casting Alloy*

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I II III IIII V VI VII VIII IX X XI XII

It is in the manufacture of alarm and one-day clocks that these are the most noticeable, because in this field the quality of the product had always been subordinated to the market value, and the general feeling was one of "let good enough alone." In this particular branch of the clock industry no achievement compares with that of The Western Clock Manufacturing Company, which, coming into existence in 1886, has in twenty years forged to the front of American clock companies, and with their Western Clock Process revolutionized the accepted methods of clock manufacturing.

The Western Clock Manufacturing Company went one step farther in the problem of standardization than their predecessors. Their policy was one of highly specialized production, that of alarm and one-day lever clocks; and with practically two different articles only, known as the 4-inch and 2-inch movements, they have built up a yearly output of nearly two million clocks.

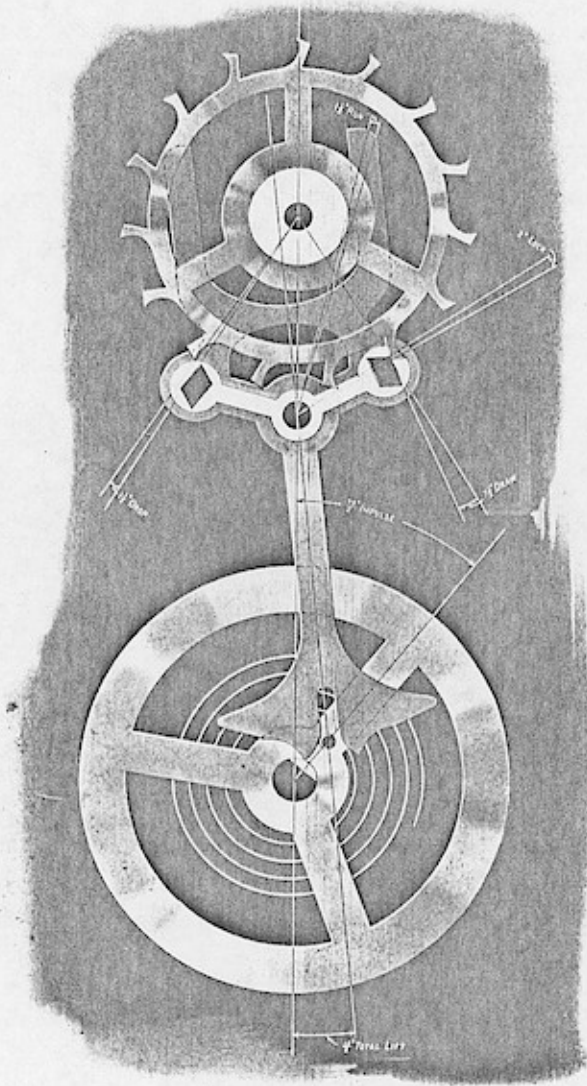
The aim of The Western Clock Manufacturing Company in entering the manufacture of alarms was to apply to nickel clocks features which were previously found only in high-priced timepieces, and prohibited in low-priced lever clocks by the high cost of production involved.

Instead of staking together the components of a clock part as was usually done—for instance, in a wheel, the pivot, the pinion, and the wheel itself—they planned to cast, or, so to speak, to cement these together with an alloy made of lead, tin, and antimony. This problem successfully solved, they endeavored to replace all the hand labor employed in the manufacture of the different parts, first by hand-power machines and later by automatic machines, one of which is illustrated on page four. This remarkable machine-tool, only one of the many invented, designed, and built by The Western Clock Manufacturing Company, casts together in one revolution a complete pinion wheel—the work of five different operations with the staking process.

The superiority is obvious. With the old method, the great number of operations and the large amount of hand work that entered into the making of a single part caused a certain percentage of defective work which only the closest inspection could eliminate. The Western Clock Process was

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I II III V VI VII VIII IX X XI XII



The Western Clock Hard Steel Pallet Escapement

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I II III IIII V VI VII VIII IX X XI XII

very simple, and the extreme fineness of the dies and moulds insured absolute accuracy in the operations its automatics performed.

There were, however, many other advantages to the Western Clock Process. In the manufacture of a clock wheel by the old method, a pinion had to be staked on a staff, then a wheel on this mounted pinion, and in these two operations such a pressure was exerted on the staff that a relatively thick wire had to be used for the latter. This wire being too thick to allow the movement to run freely, the extremities that come in contact with the plates had to be pivoted—*i. e.*, turned and polished—and to make this operation within a reasonable cost, soft or Bessemer steel was invariably used.

In the Western Clock Process the pivot, pinion, and wheel were joined together by an automatic casting operation in which no strain was exerted on the pivot, and it was therefore possible to use for the latter a piano wire of very hard steel and extreme thinness, so thin indeed (21-thousandths of an inch in diameter) that it need not be turned and so highly finished that it required no polishing.

These pivots being very thin, extremely hard and highly polished, generated no friction and absorbed no motive force; they demanded a less powerful mainspring, which reduced train wear to a minimum and increased clock life to a maximum.

But it was in the escapement—the heart of the clock—that the superiority of the Process was mostly in evidence. There again quality had been subordinated to production cost; the pallet escapement, generally found in accurate timepieces, had been early abandoned in one-day clocks on account of the extreme care and expense it involved and replaced by the pin lever escapement, a poor substitute at its best.

The Western Clock Manufacturing Company applied again their Casting Process; they produced a machine which eliminated human skill and defects—a tool so complete that in one operation it mounted on a brass lever two hard steel pallets at an angle of 23 degrees and a hard steel pivot 21-thousandths of an inch thin—so simple that the only human labor it required was

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I II III IIII V VI VII VIII IX X XI XII

that of feeding—so accurate that it has never been known to produce an untrue part!

This lever was coupled with a clubbed tooth escape wheel, to the cutting of which extreme care had been given, and the result was the production of a detached lever escapement with hardened and polished pallets at a nominal cost.

The “lock” and the “draw,” the “drop” and the “run,” which are clear power-loss, were reduced as much as is consistent with safety and freedom of action. The “lifting arc” was also made very small so as to further avoid any possible irregularity in the transmission of motive force.

The impulse given to the balance wheel was therefore unusually strong, and the initial energy of the motor (the mainspring) reached the regulator (the balance wheel) with an insignificant friction-loss and the utmost uniformity.

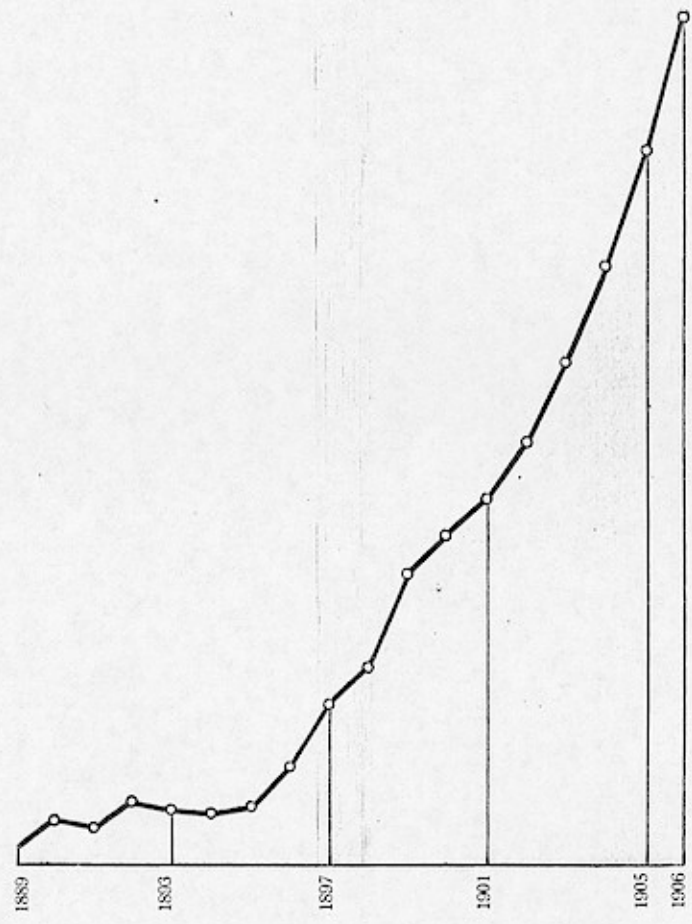
This escapement is identical with the Straight Line Lever Escapement found in the most accurate timepieces, with the exception of the roller, which in the Western Clock construction is replaced by a slot in the balance staff—a truly remarkable escapement in such an article.

The Western Clock Manufacturing Company had not only succeeded in producing a better alarm clock, but in the concentration that followed the experimental years, they reduced the production cost to such an extent that the AMERICA, the pioneer and leading exponent of the Western Clock Process, can be offered today for half the price that alarm clocks were sold at when The Western Clock Manufacturing Company entered the field.

Still the mechanical difficulties overcome by the Company were slight in comparison with the obstacles they encountered among the trade; the Western Clock Process was scoffed at and ridiculed—competitors jeered and sneered; then perceiving its importance, easily spread over the country a strong prejudice against “Lead Clocks,” as Western clocks had been dubbed from the alloy used in the process.

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I II III IIII V VI VII VIII IX X XI XII



Graphic Illustration of the Increase in the Annual Production of The Western Clock Manufacturing Company

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I II III IIII V VI VII VIII IX X XI XII

The Western Clock Manufacturing Company paid little heed: they kept on applying, improving, extending their methods. Their clock dials soon spoke the truth: slowly at first, and then by leaps and bounds, they saw their output increase from 50 clocks a day in 1886 to nearly 6,000 in 1907, their staff from 25 to 600, their factory from 2,000 square feet to over 80,000.

The story of The Western Clock Manufacturing Company is not only one of American industrial methods, but also typical of a few men whose ability and energy, faith and loyalty, insure permanent success in individuals and corporations.

—*Modern Clock Making.*



INSTRUCTIONS

ALARM clocks are invariably sold in case lots of fifty. We will not fill orders for smaller quantities, unless your jobber does not handle our goods.

Whenever a clock is made with or without alarm and order fails to mention style wanted, clocks will be shipped without alarm.

Always specify finish wanted when ordering: Ormolu Gold for clocks finished in mat gold with burnishing; Silver Gray for clocks finished in silver and oxidized; Pompeian Bronze for clocks finished in dark green with lighter green tracings; Viennese Bronze for clocks finished in brown with green vignettings.

If a clock is made in several finishes and order fails to state kind wanted, the Ormolu Gold Finish will be supplied.

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Compiled and Arranged by the
Department of Publiolty of the
Western Clock Mfg. Co.



Designed, Engraved and Printed by
Rogers & Company
Chicago and New York

681
24-23.

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THE
WESTERN CLOCK
MANUFACTURING
COMPANY



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The
WESTERN CLOCK
MANUFACTURING
COMPANY

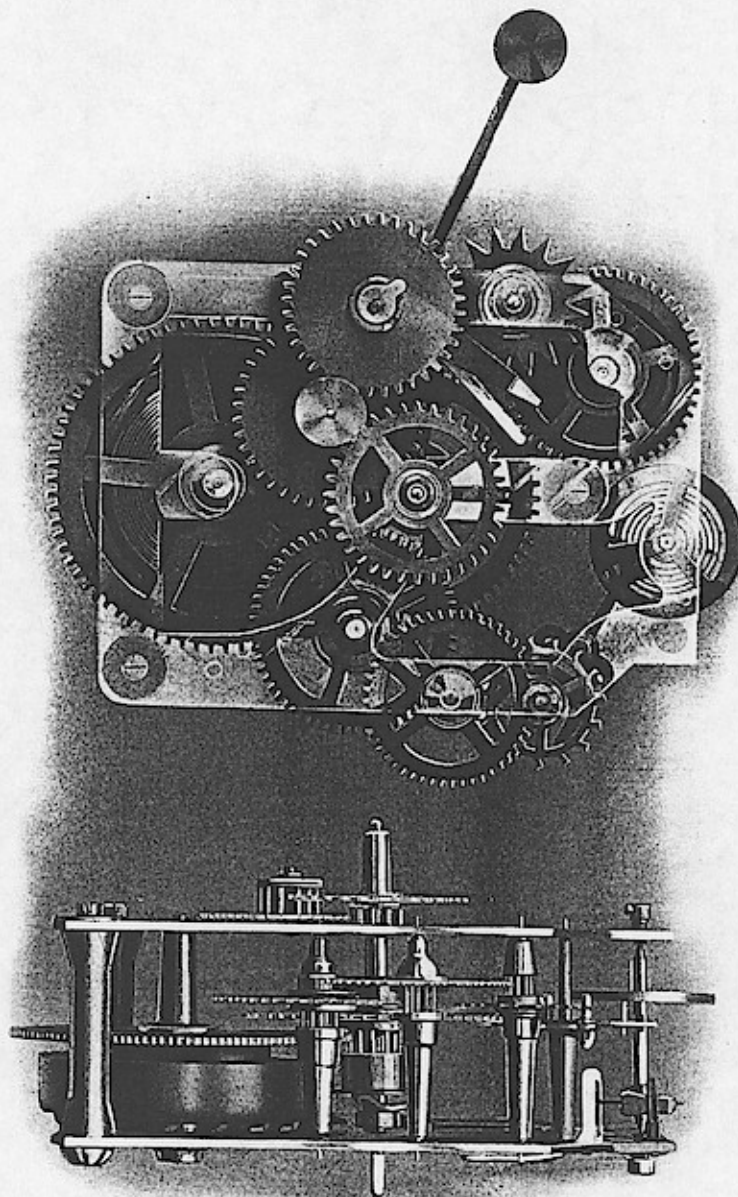


1906 - 1907

Main Office and Factory
LA SALLE ILLINOIS U.S.A.
NEW YORK CHICAGO
51 53 Maiden Lane 131 133 Wabash Ave

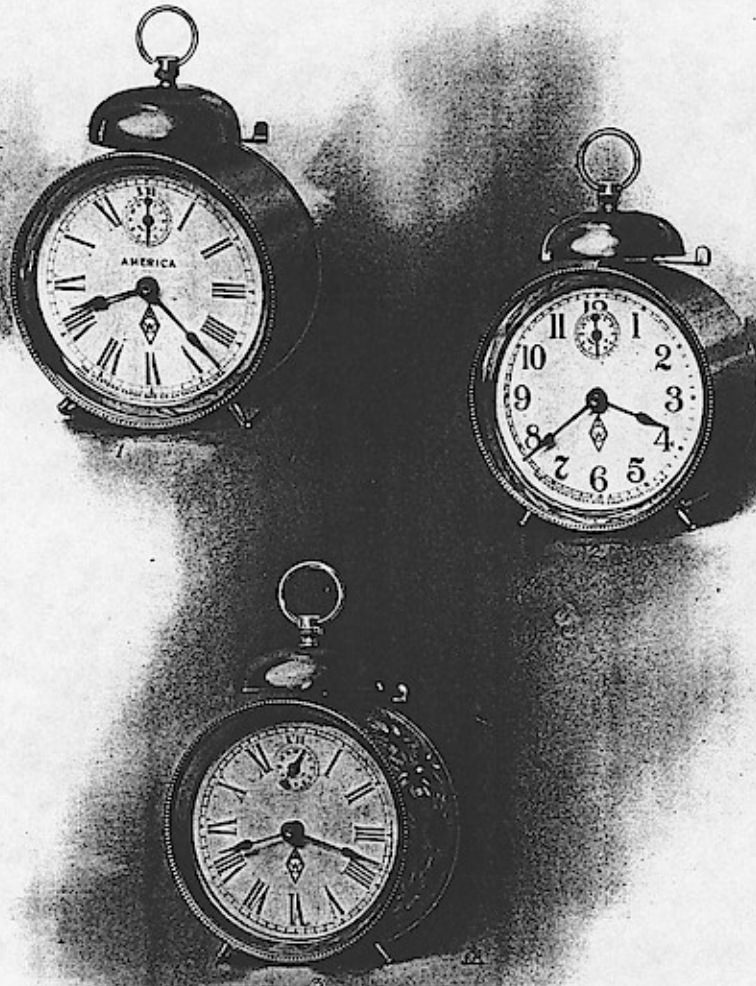
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The Western Clock 4-Inch Movement

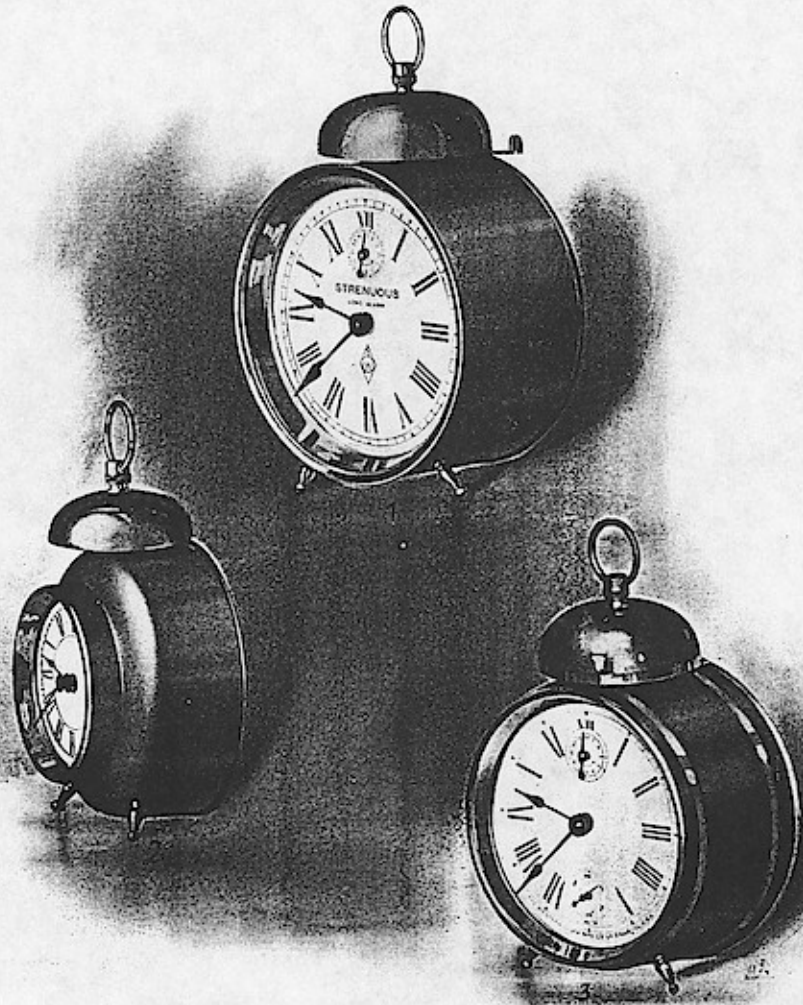
THE WESTERN CLOCK MFG. COMPANY



- | | | | |
|-------------------|----------------------|----------|-----------------------------------|
| 1 AMERICA ALARM | 4-Inch Dial | Shut-Off | Nickel Plated Case |
| 2 DAISY ALARM | 4-Inch Dial | Shut-Off | Enameled Case |
| 3 ROME ALARM | 4-Inch Dial | Shut-Off | Seamless Nickel Plated Brass Case |
| One-Day Movements | Self-Centered Wheels | | Western Friction-Less Pivots |

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THE WESTERN CLOCK MFG. COMPANY



- | | | |
|------------------------|--------------|---|
| 1 STRENUOUS LONG ALARM | 4½-Inch Dial | Nickel Plated Case, 5-Minute Ring, Shut-Off |
| 2 LA REINE ALARM | 3 -Inch Dial | Nickel Plated Brass Case |
| | 3 -Inch Dial | Polished Brass Case |
| 3 O. K. ALARM | 4½-Inch Dial | Nickel Plated Brass Case, Second Hand |

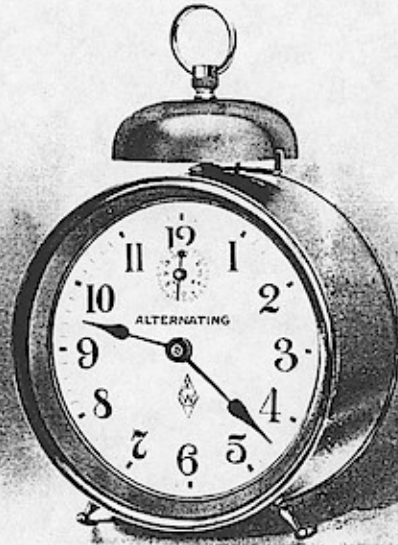
One-Day Movements

Self-Centered Wheels

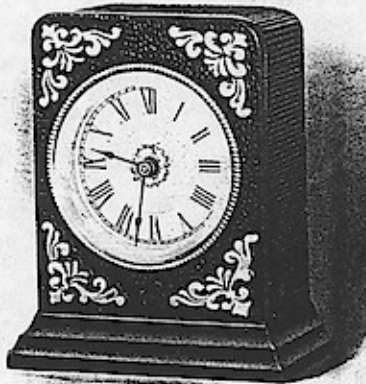
Western Friction-Less Pivots

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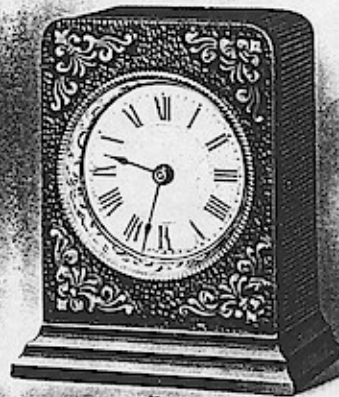
THE WESTERN CLOCK MFG. COMPANY



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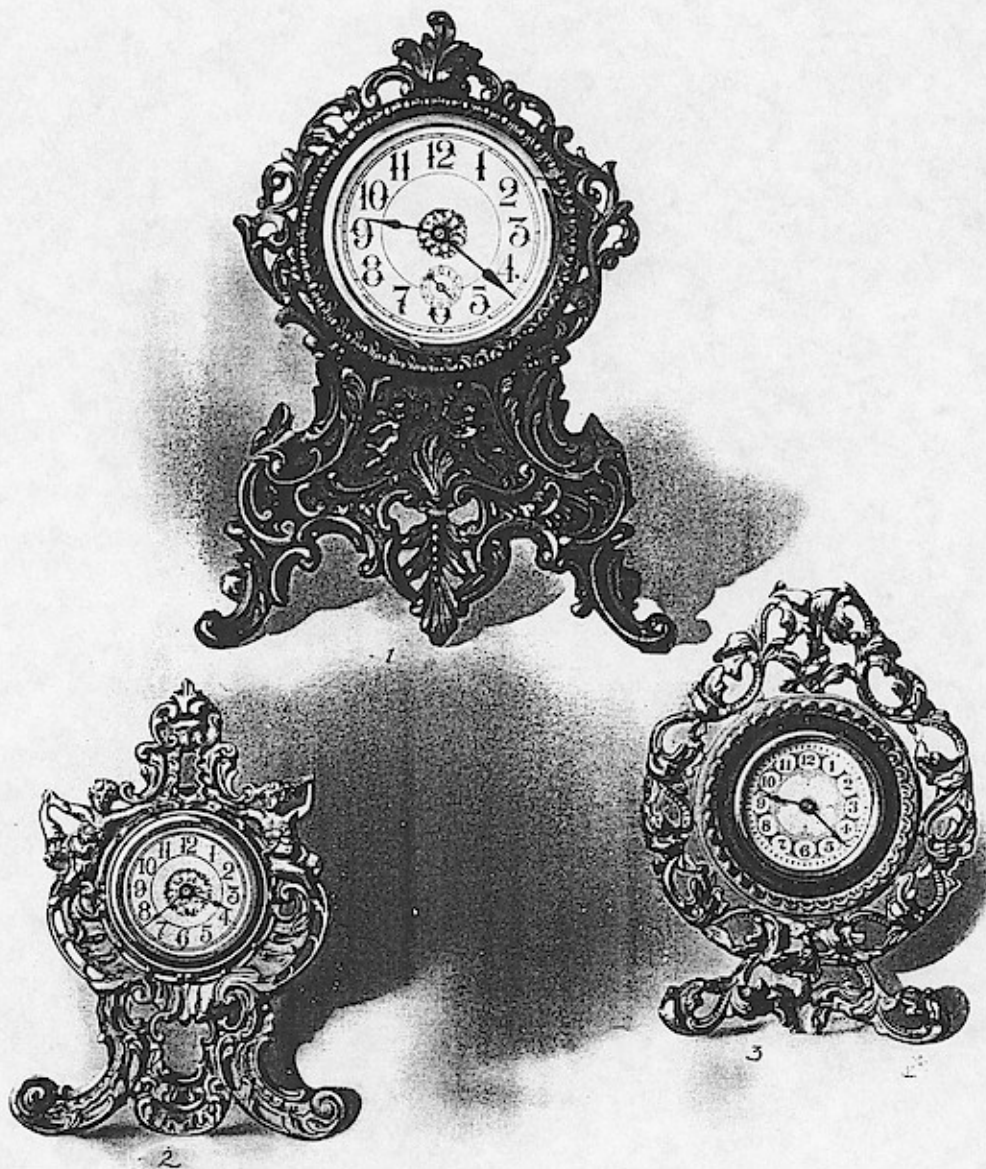


3

- | | | |
|---|-----------------------|---|
| 1 | ALTERNATING ALARM | Rings and stops alternately for 15 min. at intervals of 20 sec. 4½-Inch Dial Nickel Plated Case |
| 2 | F. W. GOLD ORN. ALARM | Ivory Dial, Polished Brass Back, Cast-Iron Case Long Loud Ring Height, 5 In. Weight, 2½ lbs. |
| 3 | F. W. BRONZE ALARM | Paper Dial, Nickel Plated Back, Cast-Iron Case Long Loud Ring Height, 5 In. Weight, 2½ lbs. |
| | One-Day Movements | Shut-Off Self-Centered Wheels Western Friction-Less Pivots |

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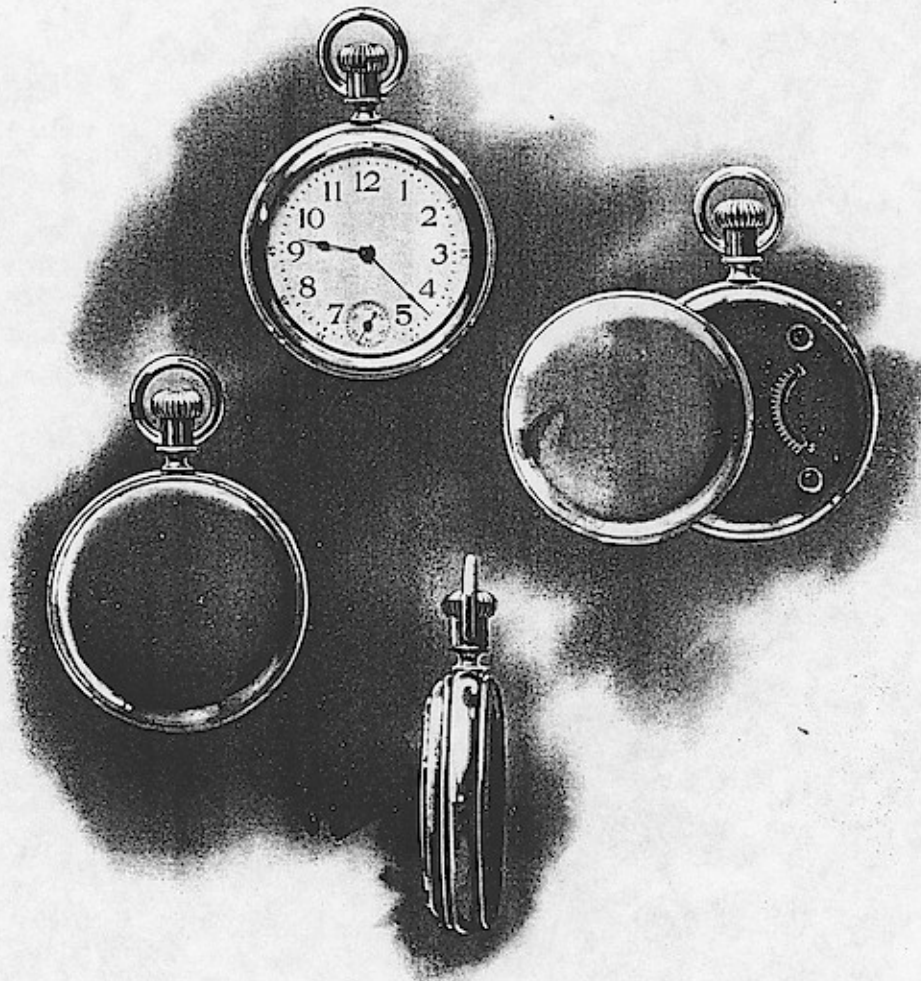
THE WESTERN CLOCK MFG. COMPANY



- | | | | |
|------------|-----------------------|---|------------|
| 1 VIGILANT | Height, 11 1/4 Inches | Long or Intermittent Alarm
Gilt Center, Shut-Off | Ivory Dial |
| 2 WINNER | Height, 9 Inches | With or without Alarm
Gilt Center | Ivory Dial |
| 3 CHAMPION | Height, 9 Inches | With or without Alarm | |

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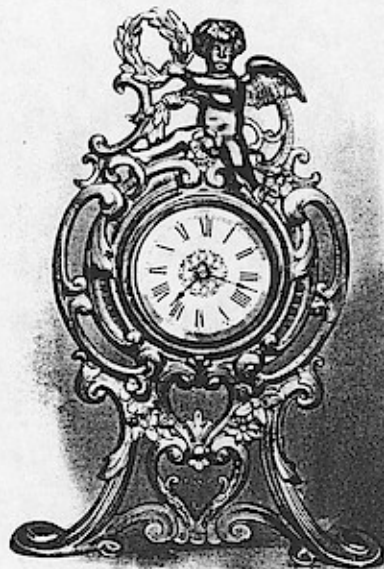
THE WESTERN CLOCK MFG. COMPANY



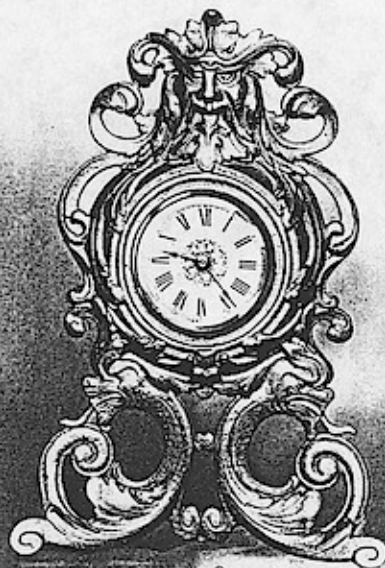
THE AMERICAN
Stem-Wind and Stem-Set Watch

16 Size	Weight, 3 oz.	Snap Back	Second Hand
Self-Centered Wheels	Double Dust-Proof Cover	Double Roller Escapement	Western Friction-Less Pivots

THE WESTERN CLOCK MFG. COMPANY



1



2



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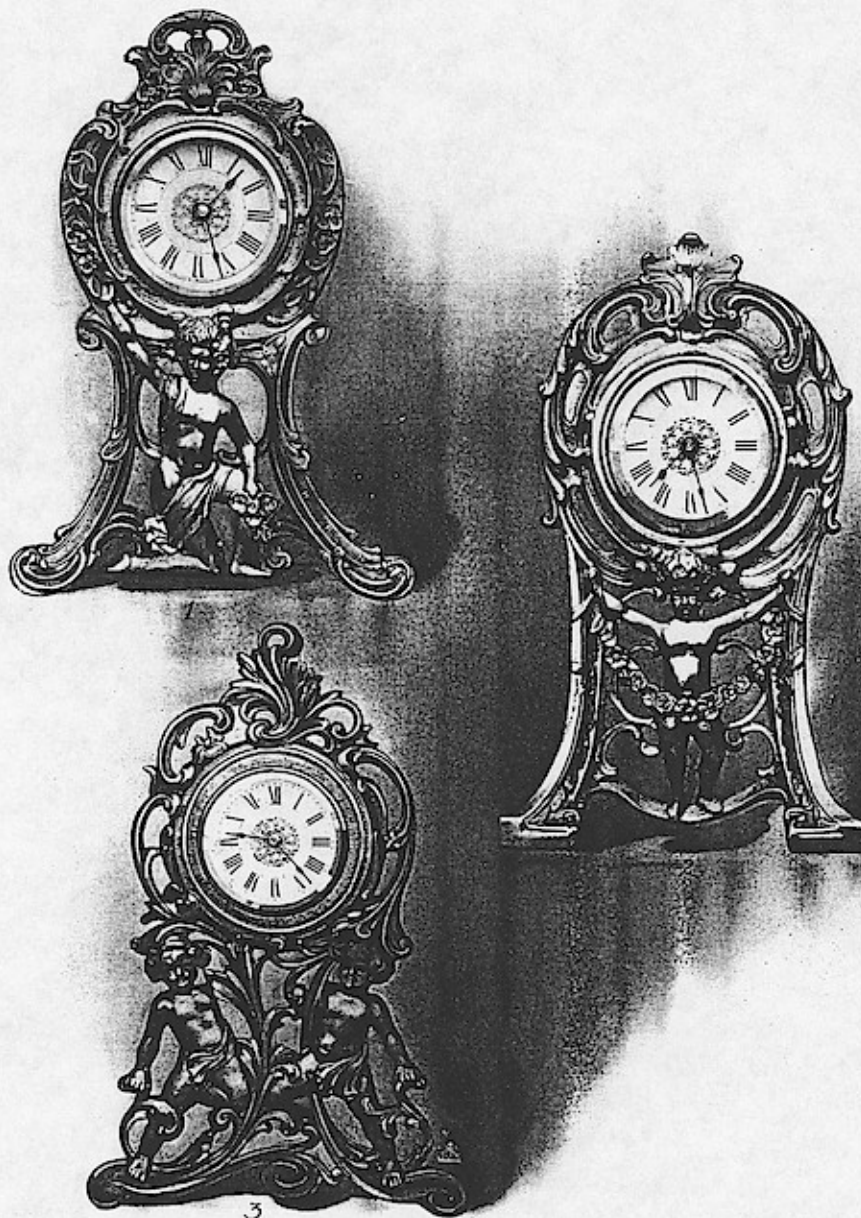
TRUMP SERIES

1 SUPERB	11 Inches High	Gold Plated	With or without Alarm
2 MAJESTIC	11 Inches High	Gold Plated	With or without Alarm
3 IMPERIAL	11 Inches High	Gold Plated	With or without Alarm

Cast-Iron Frames Three-Inch Roman or Arabic Ivorine Dials Beveled Crystals One-Day Movements
Self-Centered Wheels Western Friction-Less Pivots

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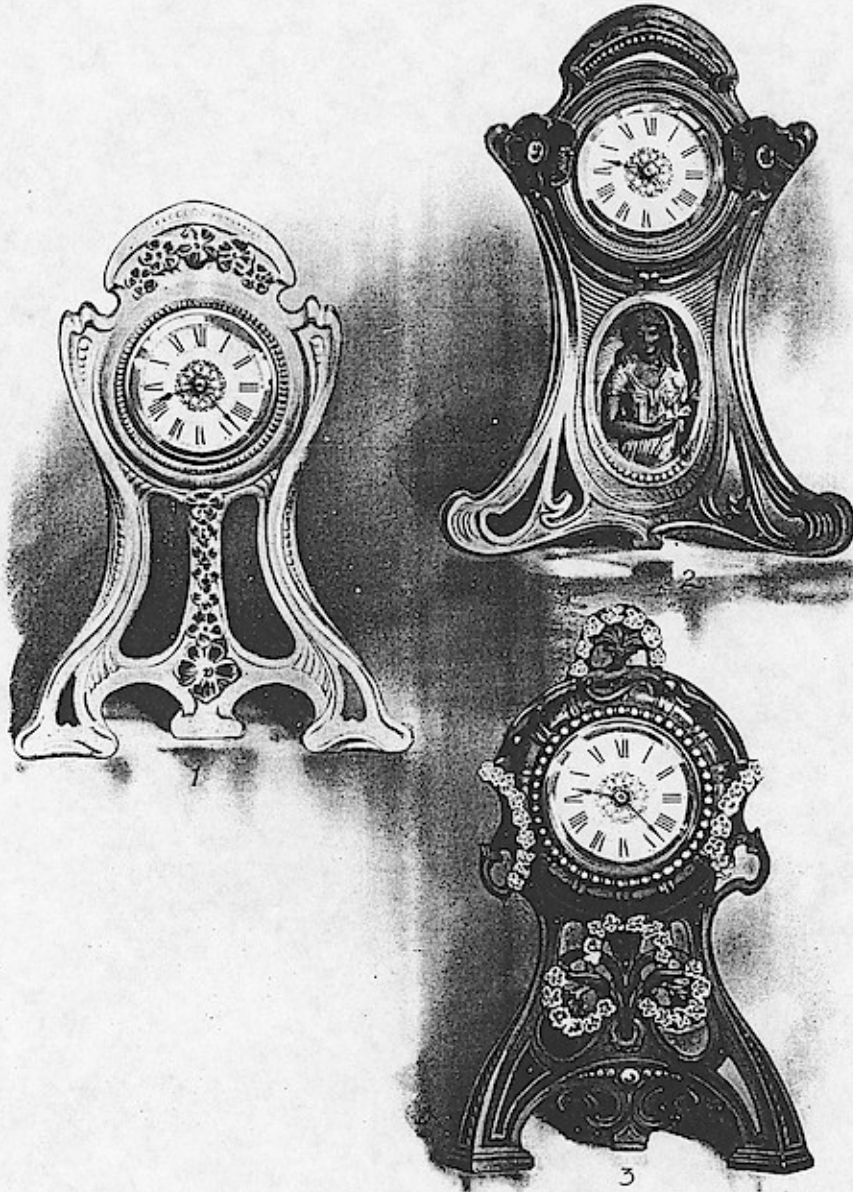
THE WESTERN CLOCK MFG. COMPANY



TRUMP SERIES

1 PREMIER	11 Inches High	Gold Plated	With or without Alarm	
2 PEERLESS	11 Inches High	Gold Plated	With or without Alarm	
3 ROYAL	11 Inches High	Gold Plated	With or without Alarm	
Cast-Iron Frames	Three-Inch Roman or Arabic	Ivory Dials	Beveled Crystals	One-Day Movements
	Self-Centered Wheels	Western Friction-Less	Pivots	

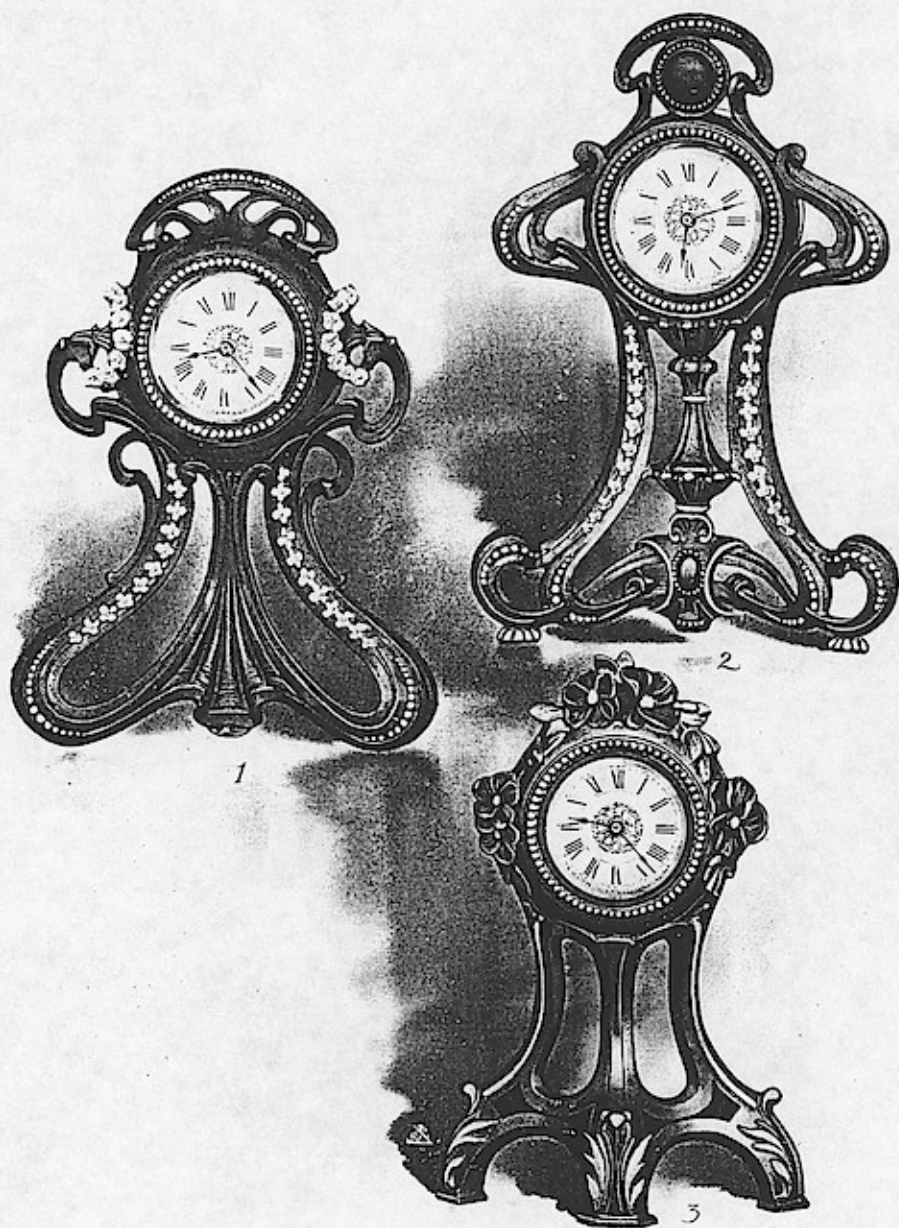
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ART SERIES

- | | | |
|-----------|---------------------------------|------------------|
| 1 No. 267 | Height, 10 Inches | Violet and Green |
| 2 No. 268 | Height, 10 $\frac{1}{2}$ Inches | Green and Brown |
| 3 No. 272 | Height, 10 $\frac{1}{4}$ Inches | Blue and Green |
- Hand-Decorated in Colors and Relieved in Gold Sold only in sets of six clocks assorted (see page 23)
Cast-Iron Frames Polished Brass Cases Three-Inch Roman or Arabic Ivorine Dials Beveled Crystals
One-Day Movements Western Friction-Less Pivots

THE WESTERN CLOCK MFG. COMPANY

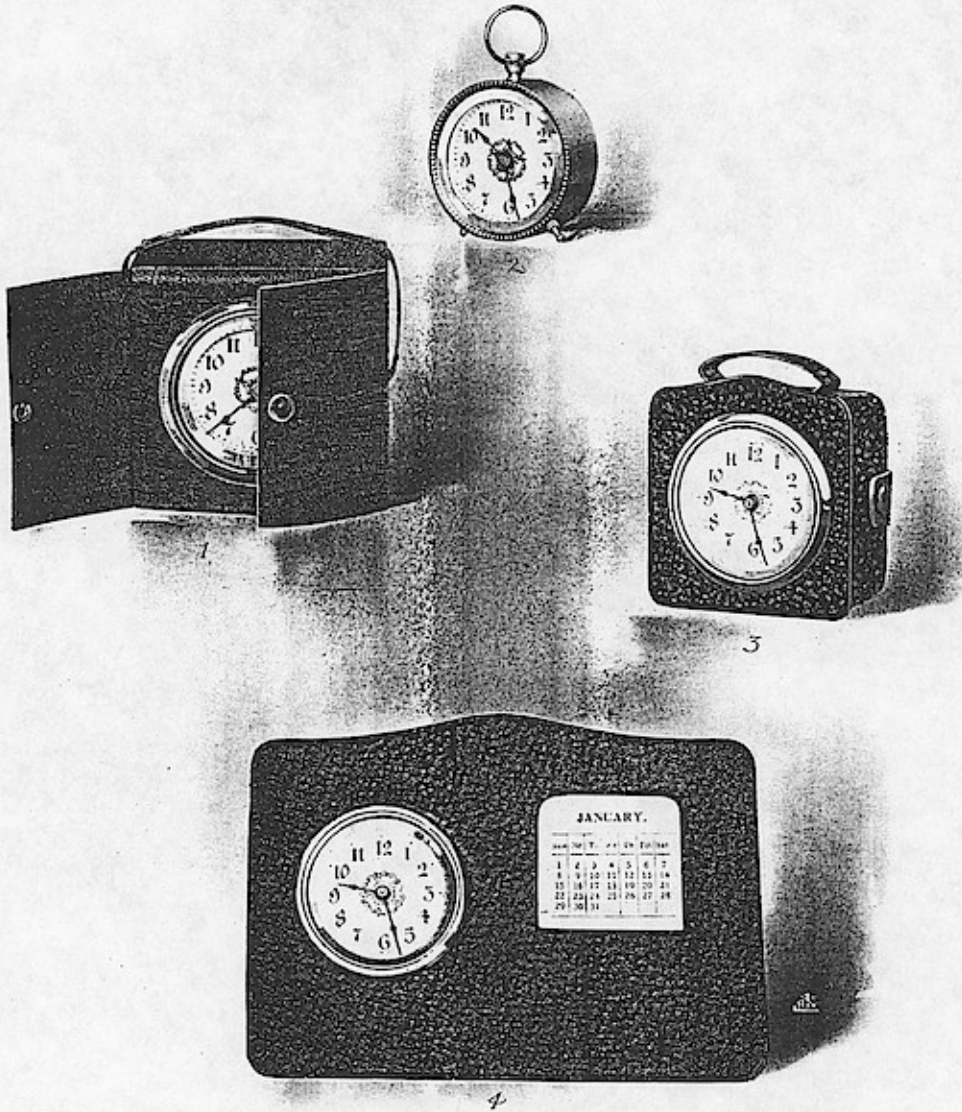


ART SERIES

- | | | |
|-----------|---------------------------------|----------------|
| 1 No. 271 | Height, 10 $\frac{1}{4}$ Inches | Blue and Green |
| 2 No. 269 | Height, 10 $\frac{3}{4}$ Inches | Blue and Brown |
| 3 No. 270 | Height, 10 $\frac{1}{4}$ Inches | Red and Green |
- Hand-Decorated in Colors and Relieved in Gold Sold only in sets of six clocks assorted (see page 22)
Metal Frames Polished Brass Cases Three-Inch Roman or Arabic Ivorine Dials Beveled Crystals
One-Day Movements Self-Centered Wheels Western Friction-Less Pivots

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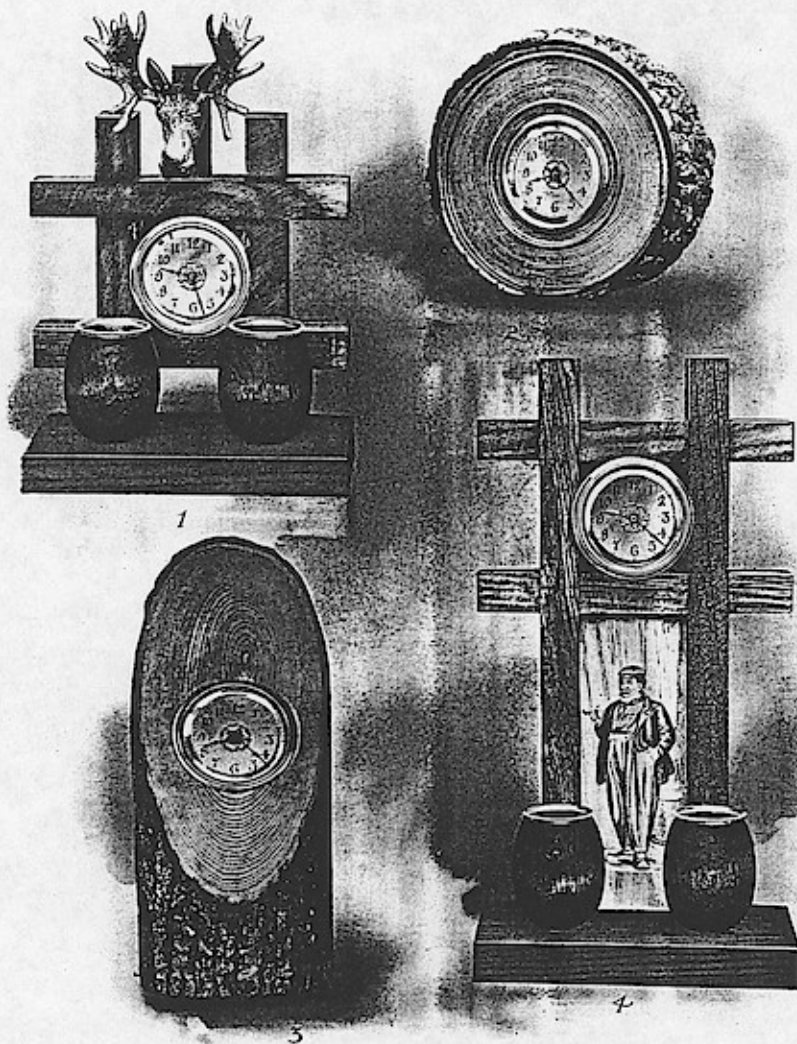
T H E W E S T E R N C L O C K M F G . C O M P A N Y



- | | | |
|-------------------------|---------------------------------------|-------------------|
| 1 TRAVELING CLOCK No. 2 | Leather Case, Morocco | Red or Black |
| 2 LA SALLITA | Nickel Plated Brass Case | Packed in Tin Box |
| 3 TRAVELING CLOCK No. 1 | Seal Leather Case | Red or Black |
| 4 CALENDAR | Seal Leather Case, Perpetual Calendar | Black |
- Two-Inch Ivorine Dials Beveled Crystals One-Day Movements Self-Centered Wheels
 Western Friction-Less Pivots

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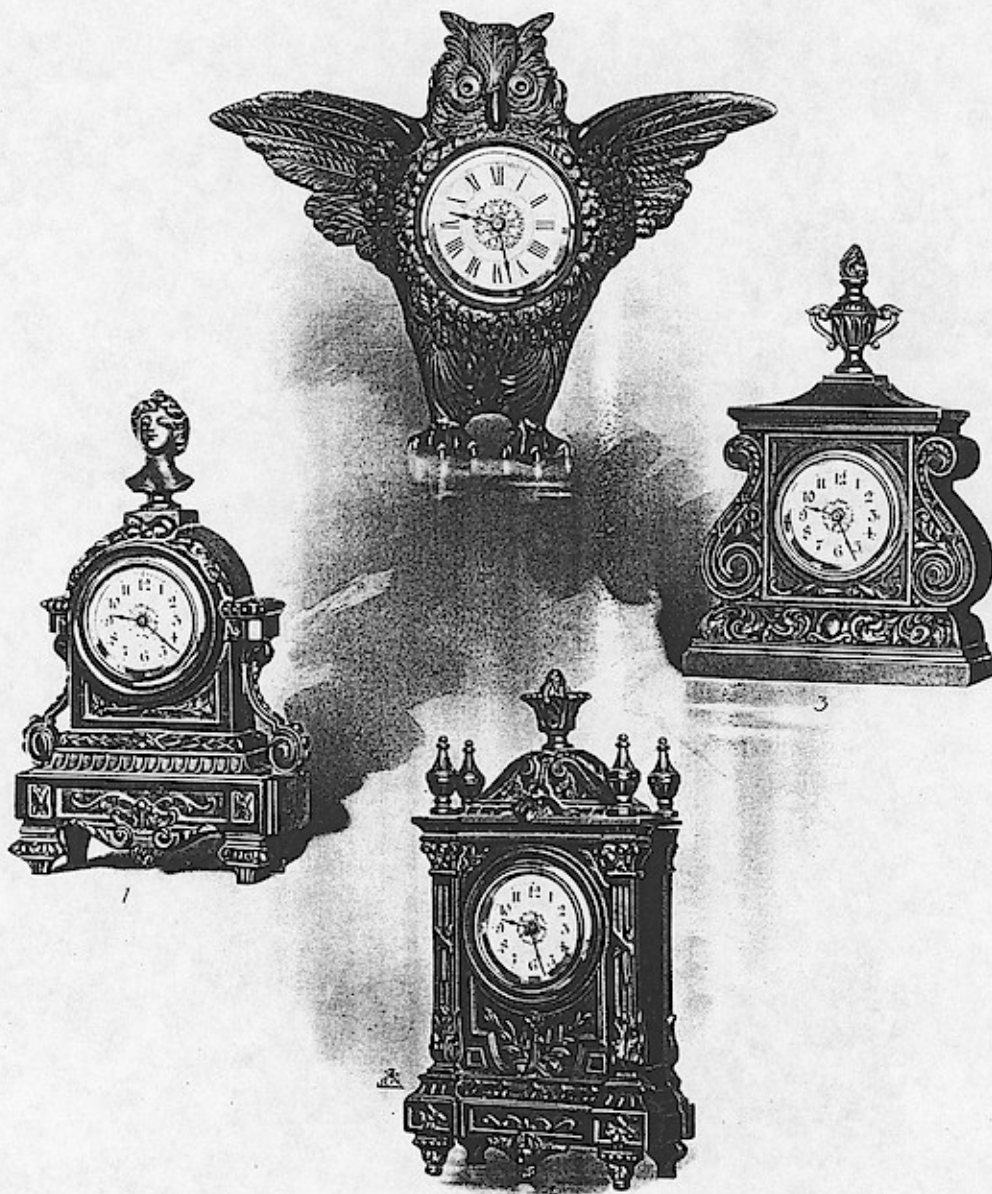
THE WESTERN CLOCK MFG. COMPANY



1	ELK	Height, 10 Inches	Mission Finish	Ash and Match Trays
2	BERKSHIRE	Height, 5 Inches	Ash Frame	Rustic Finish
3	CATSKILL	Height, 9 Inches	Ash Frame	Rustic Finish
4	DUTCH	Height, 12 Inches	Mission Finish	Ash and Match Trays
	Two-Inch Ivorine Dials	Beveled Crystals	One-Day Movements	Self-Centered Wheels
		Western Friction-Less Pivots		

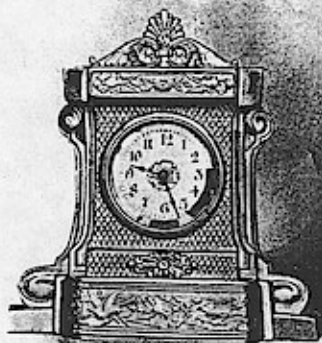
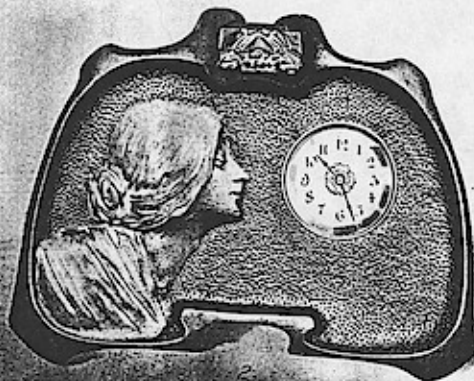
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1 WINDSOR	Height, 8 $\frac{1}{4}$ Inches	2-Inch Dial	Antique Bronze Finish
2 OWL	Height, 8 $\frac{1}{4}$ Inches	3-Inch Dial	Antique Bronze Finish
3 OXFORD	Height, 8 Inches	2-Inch Dial	Antique Bronze Finish
4 BALMORAL	Height, 9 $\frac{1}{4}$ Inches	2-Inch Dial	Antique Bronze Finish
Metal Frames	Ivory Dials	Beveled Crystals	One-Day Movements
		Western Friction-Less Pivots	Self-Centered Wheels

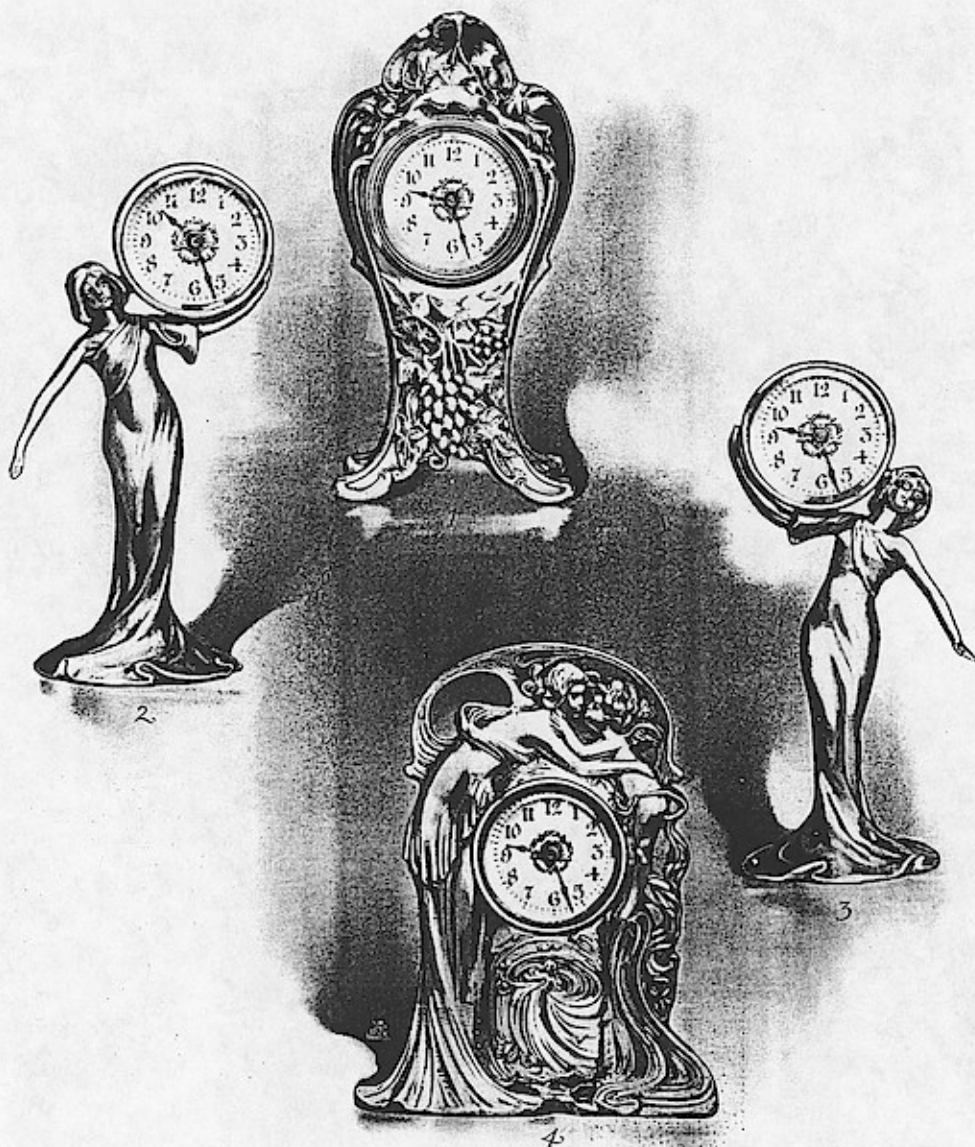
THE WESTERN CLOCK MFG. COMPANY



1	POTSDAM	Height, 10 $\frac{3}{4}$ Inches	2-Inch Dial	Antique Bronze Finish
2	TOSCA	Height, 6 $\frac{3}{4}$ Inches	2-Inch Dial	Antique Bronze Finish
3	CLARE	Height, 6 $\frac{1}{2}$ Inches	2-Inch Dial	Gold Plated
4	ORMOND	Height, 11 $\frac{1}{4}$ Inches	3-Inch Dial	Antique Bronze Finish
	Metal Frames	Ivoryine Dials	Beveled Crystals	One-Day Movements
			Western Friction-Less Pivots	Self-Centered Wheels

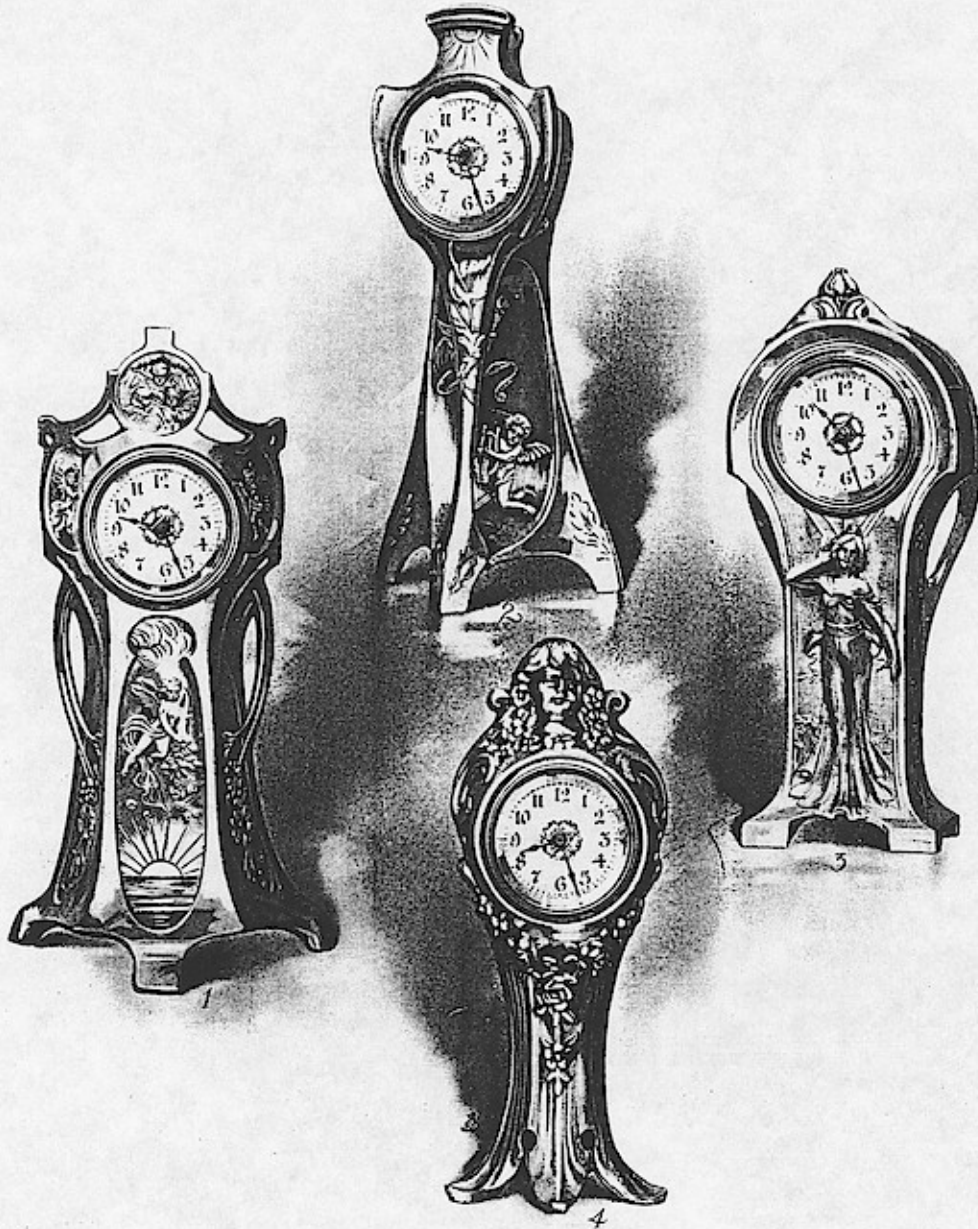
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THE WESTERN CLOCK MFG. COMPANY



- | | | |
|------------------------|--------------------------------|--------------------------------------|
| 1 VINE | Height, 6 $\frac{1}{4}$ Inches | Plated in Ormolu Gold or Silver Gray |
| 2 GLADYS | Height, 7 $\frac{1}{2}$ Inches | Plated in Ormolu Gold or Silver Gray |
| 3 IOLE | Height, 7 $\frac{1}{2}$ Inches | Plated in Ormolu Gold or Silver Gray |
| 4 NYMPH | Height, 6 $\frac{1}{2}$ Inches | Plated in Ormolu Gold or Silver Gray |
| Two-Inch Ivorine Dials | Beveled Crystals | One-Day Movements |
| | | Self-Centered Wheels |
| | | Western Friction-Less Pivots |

THE WESTERN CLOCK MFG. COMPANY

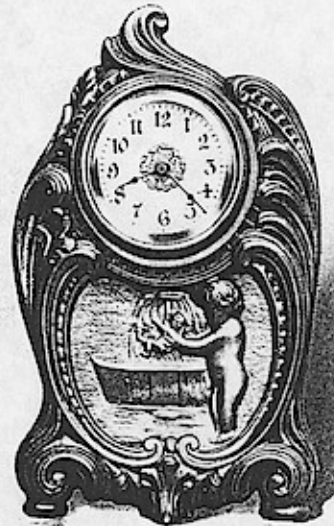


- | | | |
|-----------|-------------------|---|
| 1 CREMONA | Height, 9½ Inches | Plated in Ormolu Gold or Silver Gray |
| 2 STELVIO | Height, 8½ Inches | Plated in Gold, Silver, Viennese Bronze |
| 3 DORÉ | Height, 8½ Inches | Plated in Ormolu Gold |
| 4 VALOIS | Height, 8¼ Inches | Plated in Ormolu Gold or Silver Gray |
- Two-Inch Ivorine Dials Beveled Crystals One-Day Movements Self-Centered Wheels
 Western Friction-Less Pivots

THE WESTERN CLOCK MFG. COMPANY



1



2



3



4

FOUR SEASONS

1 SPRING

2 SUMMER

3 FALL

4 WINTER

Height, 6 $\frac{3}{4}$ Inches

Finished in Ormolu Gold, Viennese Bronze
or Pompeian Bronze

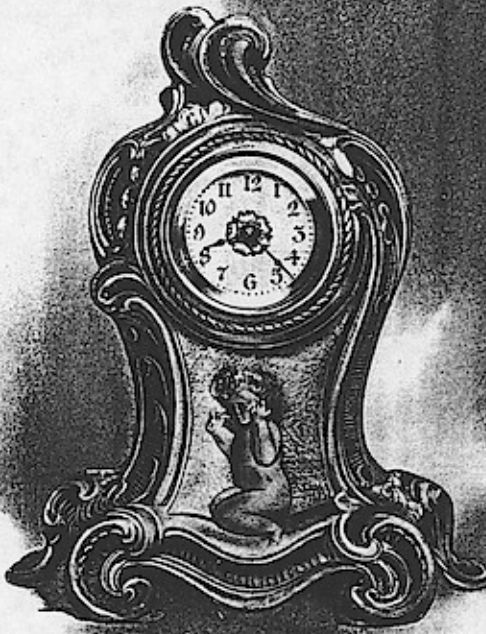
THE WESTERN CLOCK MFG. COMPANY



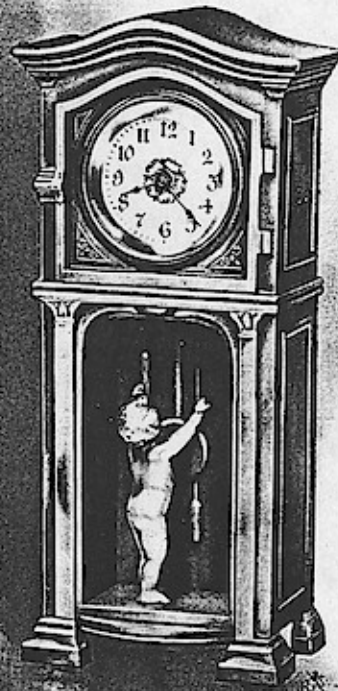
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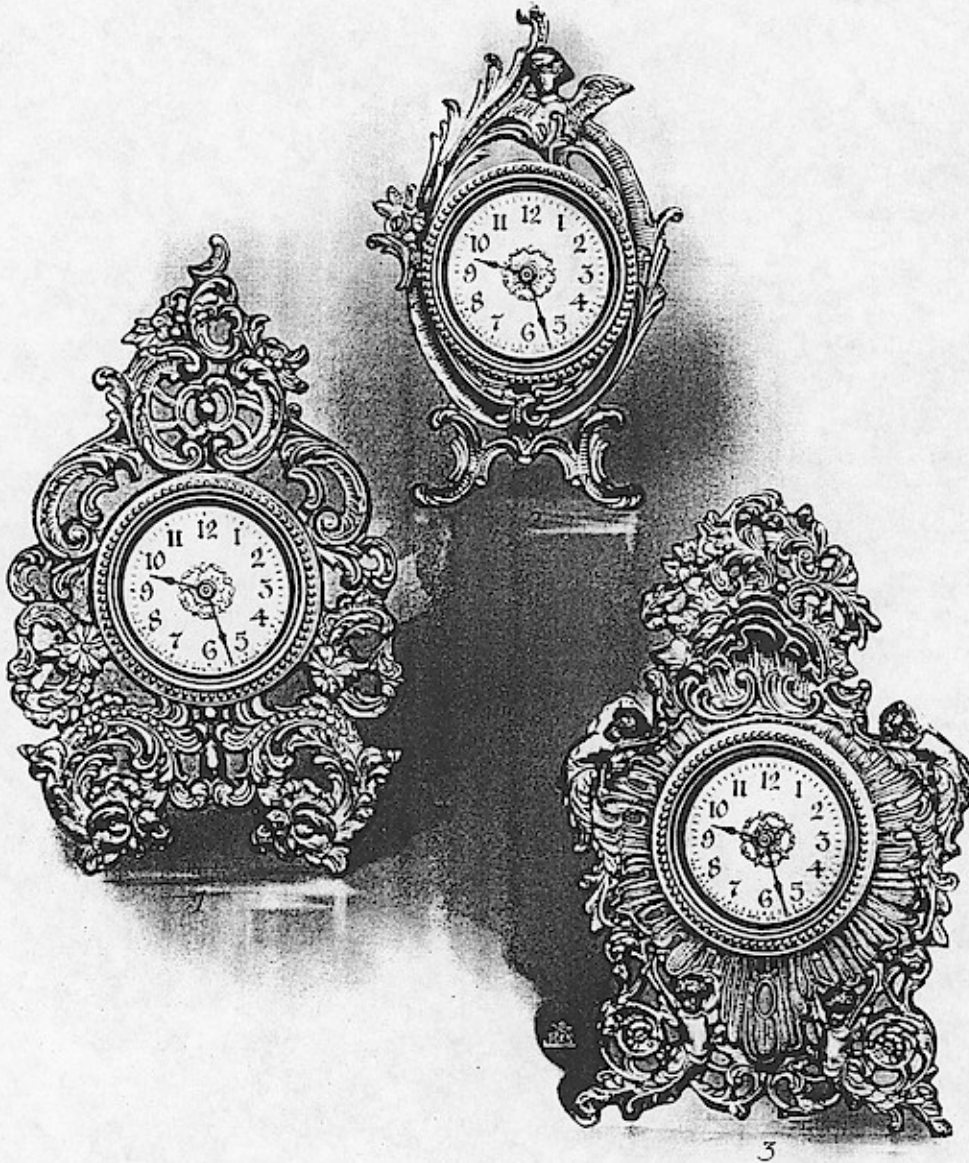
2



3



- | | | | |
|---------------|-------------------|------------------|--|
| 1-2 THE RAJAH | Height, 3 Inches | Length, 4 Inches | Finished in Ormolu Gold, Viennese or Pompeian Bronze |
| (Paperweight) | | | |
| 3 ANGELO | Height, 7¼ Inches | | Plated in Ormolu Gold |
| 4 PLYMOUTH | Height, 8½ Inches | | Plated in Ormolu Gold, Viennese or Pompeian Bronze |

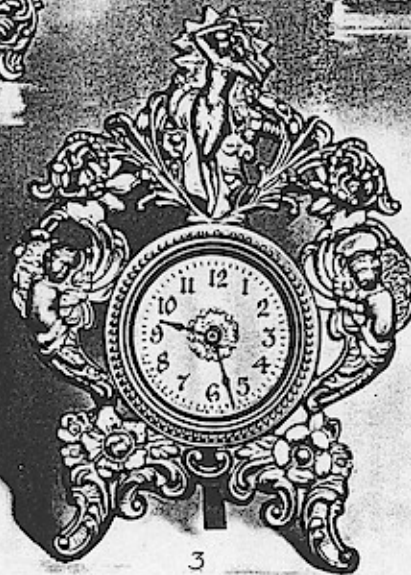
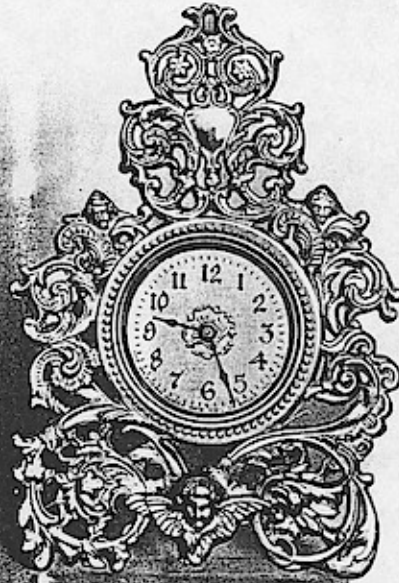


ITALIAN SERIES

1	REMO	Height, 7 Inches	Ormolu Gold Plated
2	SIENNA	Height, 5¼ Inches	Ormolu Gold Plated
3	PAVIA	Height, 6½ Inches	Ormolu Gold Plated

Two-Inch Ivorine Dials One-Day Movements Self-Centered Wheels Western Friction-Less Pivots

THE WESTERN CLOCK MFG. COMPANY

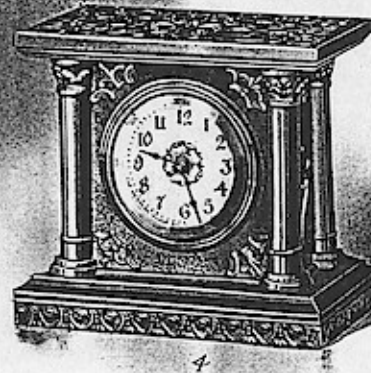


ITALIAN SERIES

1 PARMA	Height, 6 Inches	Ormolu Gold Plated
2 COMO	Height, 7 Inches	Ormolu Gold Plated
3 REGGIO	Height, 6½ Inches	Ormolu Gold Plated
Two-Inch Ivorine Dials One-Day Movements Self-Centered Wheels Western Friction-Less Pivots		

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1 NICE

2 CLERMONT

3 CALAIS

4 COLONIAL

Two-Inch Ivorine Dials

Height, 6½ Inches

Height, 8¾ Inches

Height, 8½ Inches

Height, 4½ Inches

Beveled Crystals One-Day Movements
Western Friction-Less Pivots

Ormolu Gold Plated

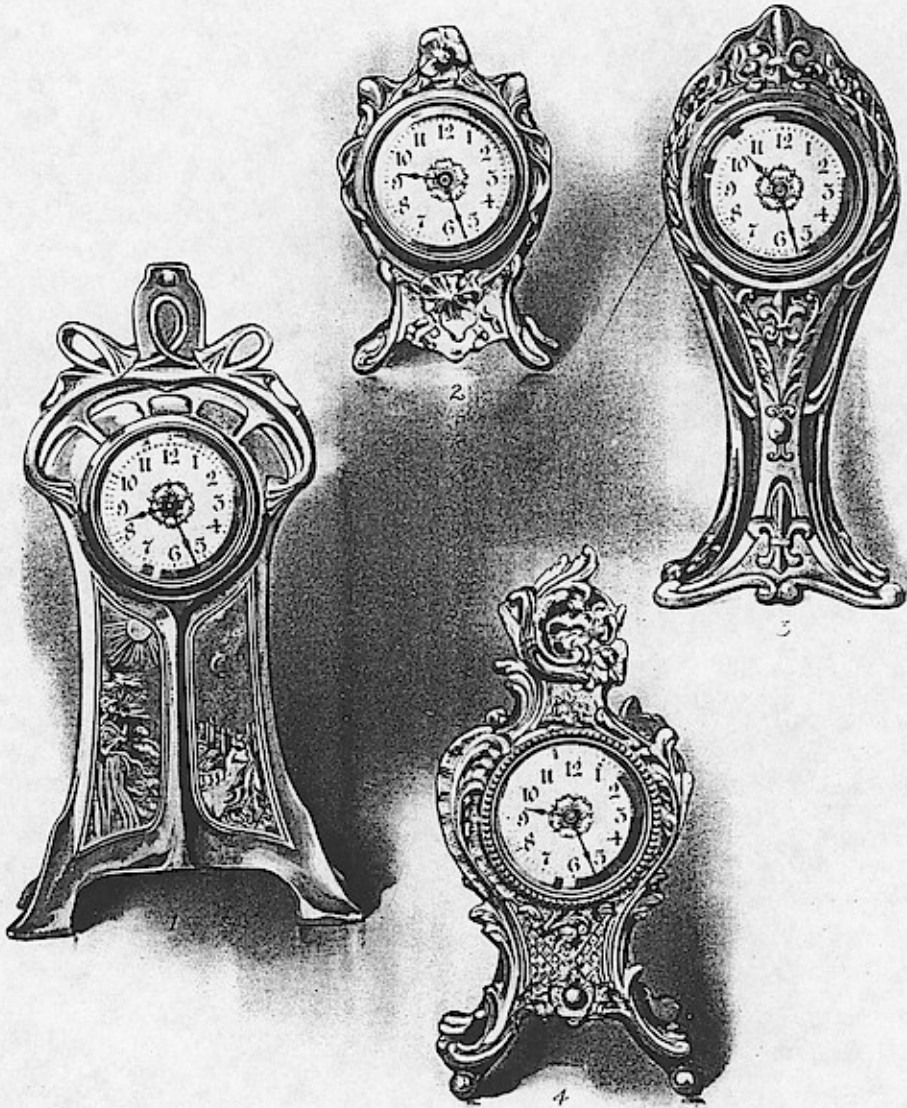
Ormolu Gold Plated

Ormolu Gold Plated

Ormolu Gold Plated

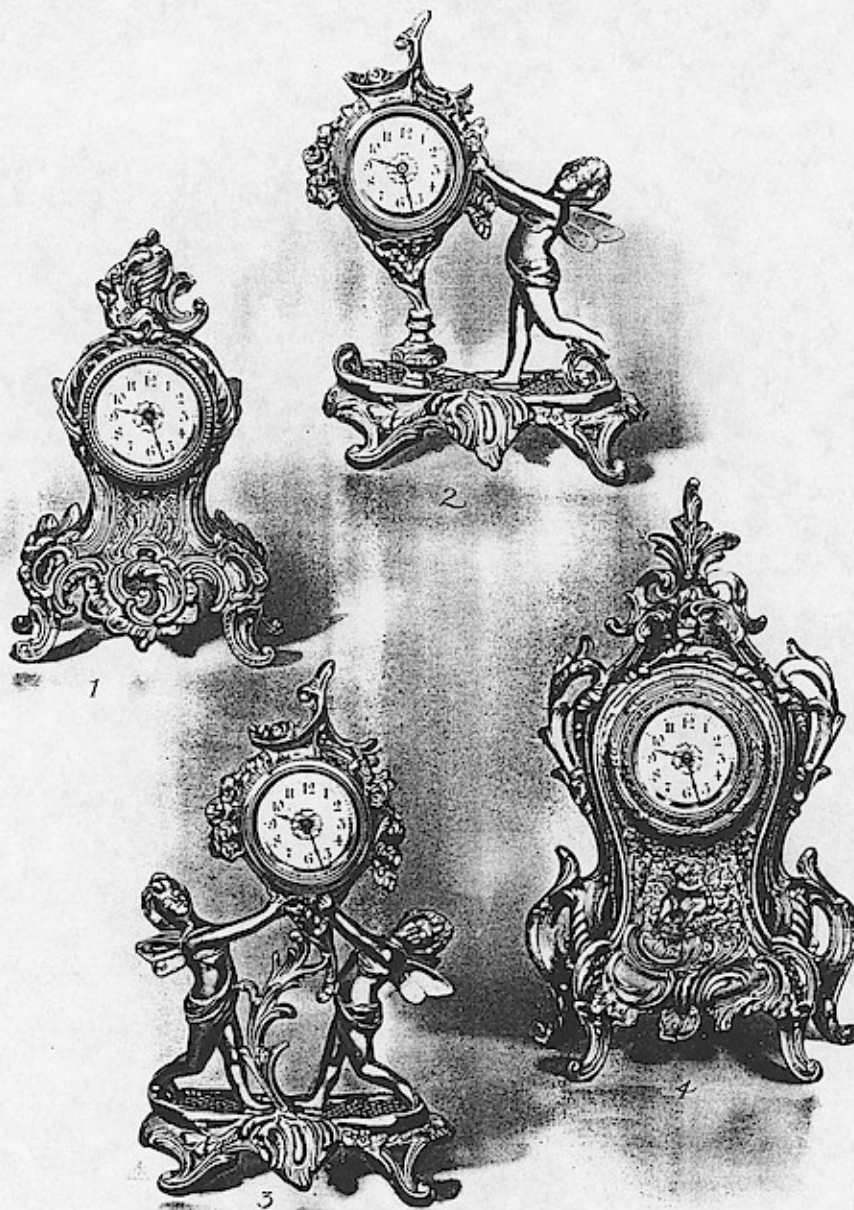
Self-Centered Wheels

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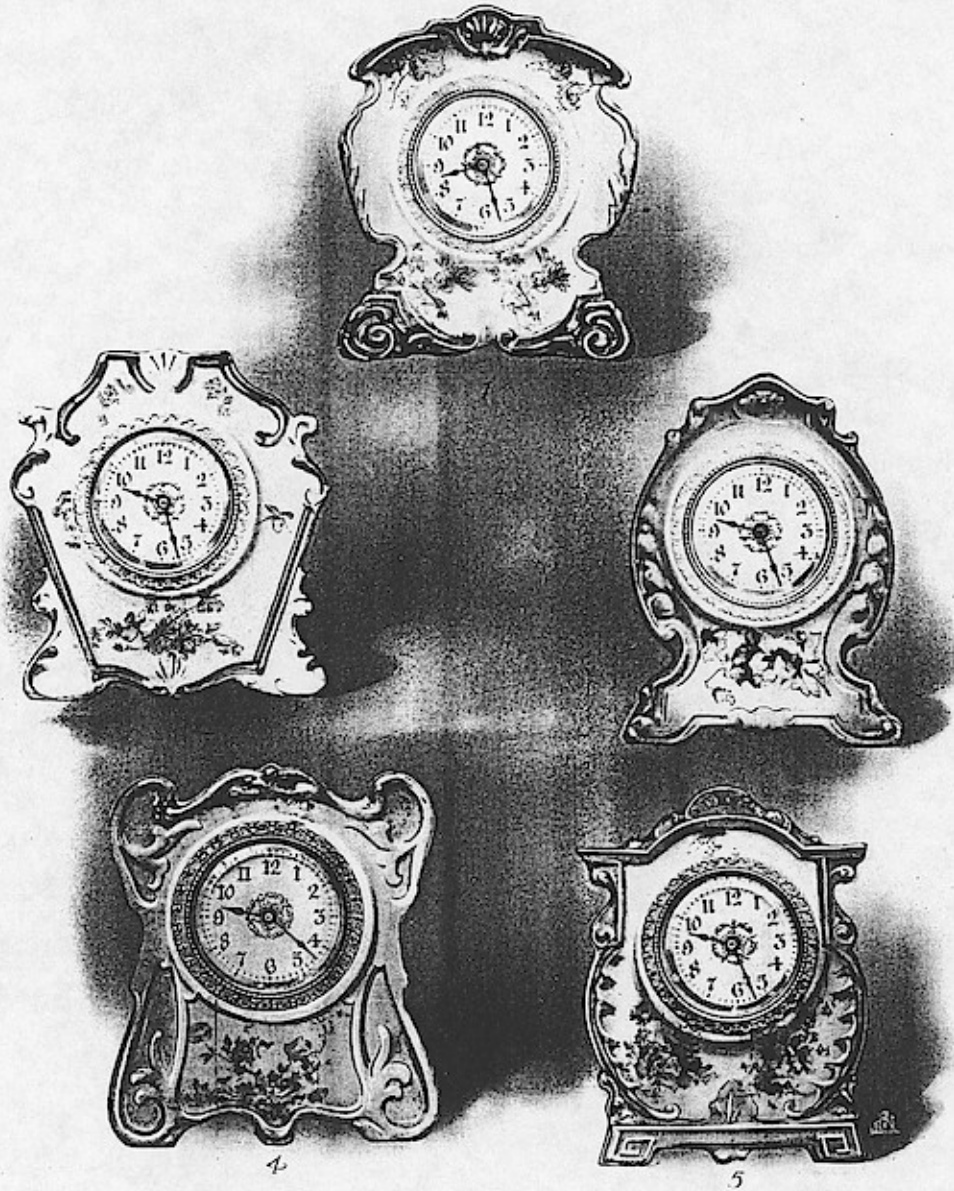
- | | | |
|------------------------|--------------------------------|--------------------------------------|
| 1 IDYLS | Height, 8 $\frac{1}{4}$ Inches | Ormolu Gold Plated |
| 2 PANSY | Height, 4 $\frac{1}{4}$ Inches | Plated in Ormolu Gold or Silver Gray |
| 3 BOURBON | Height, 8 Inches | Ormolu Gold Plated |
| 4 SAVOY | Height, 7 $\frac{3}{8}$ Inches | Ormolu Gold Plated |
| Two-Inch Ivorine Dials | Beveled Crystals | One-Day Movements |
| | | Self-Centered Wheels |
| | | Western Friction-Less Pivots |

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- | | | |
|------------------------|------------------------------|----------------------|
| 1 LOUVRE | Height, 8 Inches | Ormolu Gold Plated |
| 2 SYLPH | Height, 8 Inches | Ormolu Gold Plated |
| 3 VENICE | Height, 9 3/4 Inches | Ormolu Gold Plated |
| 4 VENDOME | Height, 10 7/8 Inches | Ormolu Gold Plated |
| Two-Inch Ivorine Dials | Beveled Crystals | One-Day Movements |
| | Western Friction-Less Pivots | Self-Centered Wheels |

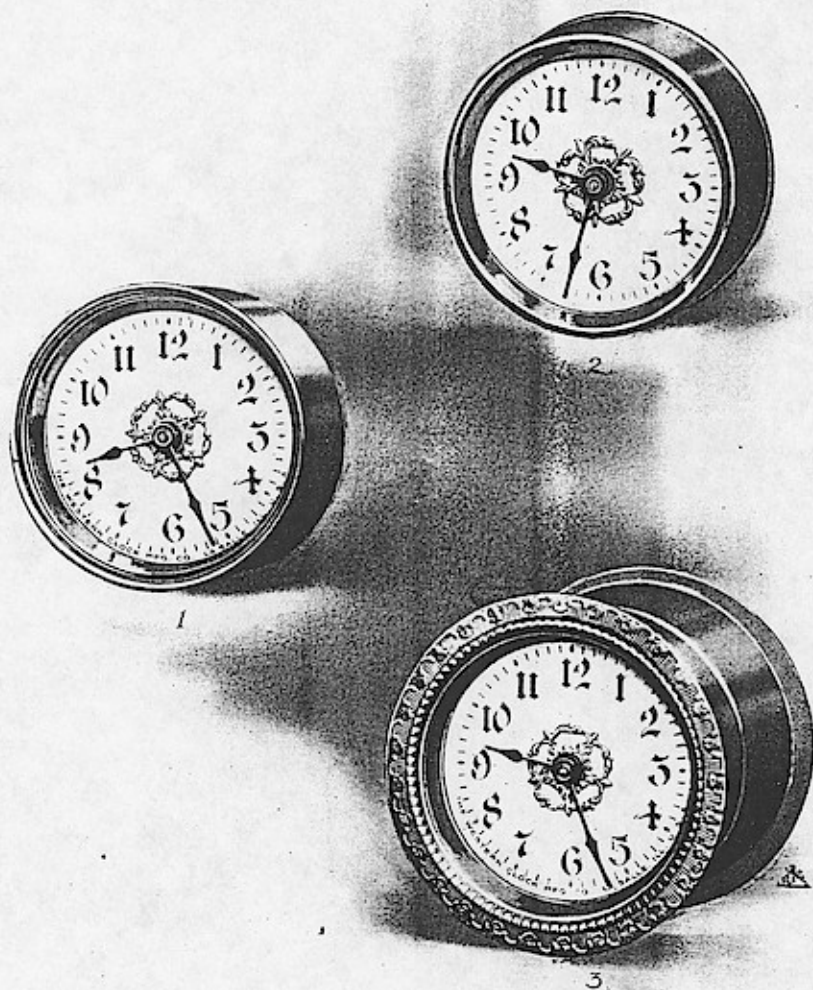
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- | | | | | |
|---|----------------|------------------|--------|---------------|
| 1 | PORCELAIN 8339 | Height, 5 Inches | Green | Gold Tracings |
| 2 | PORCELAIN 8338 | Height, 5 Inches | Maroon | Gold Tracings |
| 3 | PORCELAIN 8759 | Height, 5 Inches | Blue | Gold Tracings |
| 4 | PORCELAIN 8773 | Height, 5 Inches | Pink | Gold Tracings |
| 5 | PORCELAIN 8283 | Height, 5 Inches | Salmon | Gold Tracings |
- Two-Inch Ivorine Dials Beveled Crystals One-Day Movements Self-Centered Wheels
 Western Friction-Less Pivots

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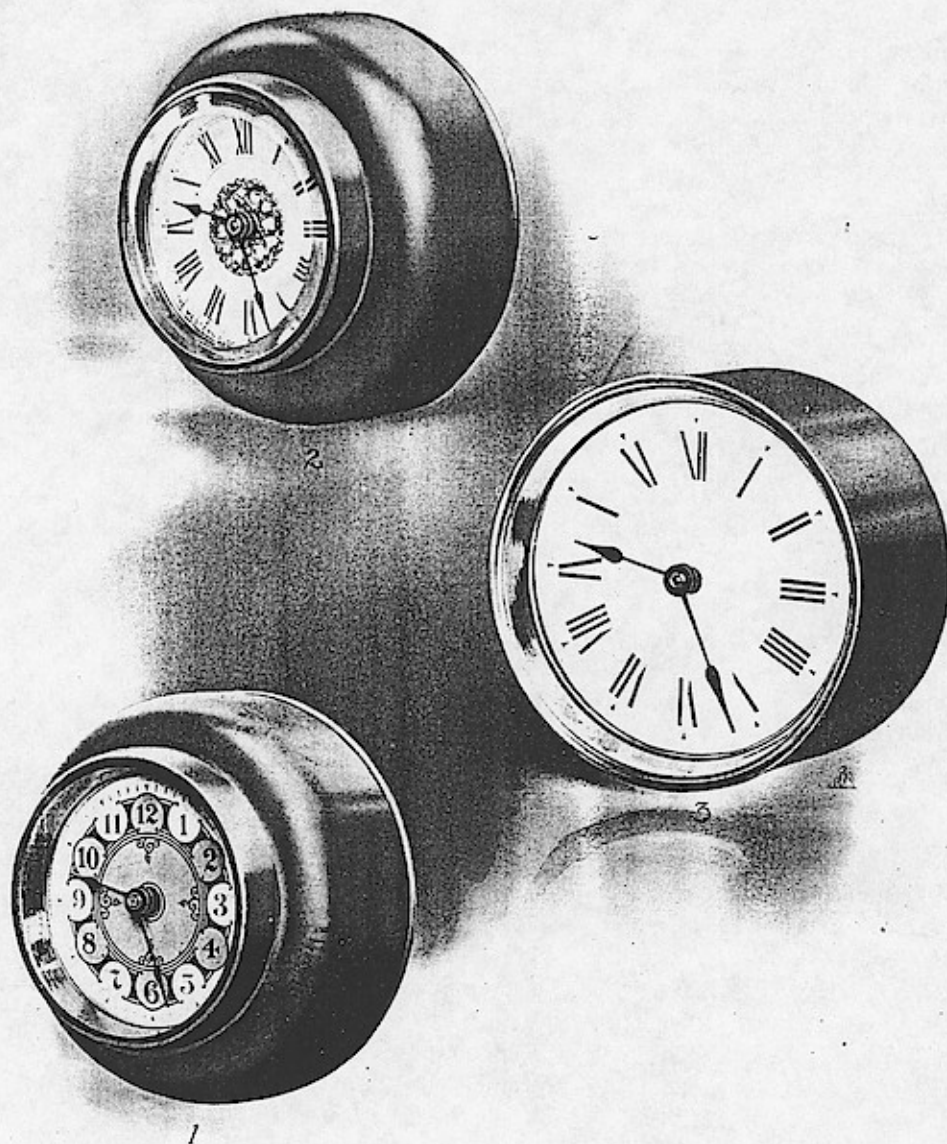
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- 1 "A" MOVEMENT To be inserted in case from the front
2 "C" MOVEMENT To be inserted in case from the back
3 "D" MOVEMENT Furnished with backs of different depths to hold movement in frames
- Two-Inch Ivorine Dials Beveled Crystals One-Day Movements Self-Centered Wheels
Western Friction-Less Pivots

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- | | | |
|----------------------|----------------------|------------------------------|
| 1 "B" MOVEMENT | 3-Inch Paper Dial, | 4-Inch Brass Lacquered Case |
| 2 "B" EXTRA MOVEMENT | 3-Inch Ivorine Dial | Beveled Crystal |
| 3 "F" MOVEMENT | 4-Inch Paper Dial | Seamless Brass Case |
| One-Day Movements | Sell-Centered Wheels | Western Friction-Less Pivots |

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T H E W E S T E R N C L O C K M F G . C O M P A N Y

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