

Westclox



320 Plain
330 Luminous

BABY BEN—Base Model

One-fourth the size of Big Ben. Nickel-plated. Felt cushioned. 32-hour. Detachable barrels. Gentle alarm, steady or repeat.

Plain Dial \$2.43
Luminous 3.13



220 Plain
230 Luminous

BIG BEN—Base Model

Height, 5 3/4 inches. Large, legible dial, back gong. Dust-proof, nickel-plated. Artistic base, felt cushioned. 32-hour. Steady and intermittent alarm, detachable spring barrels. Plain and luminous.

Plain Dial \$2.43
Luminous 3.13



Plain Dial \$2.26
Luminous 2.95

300 Plain
310 Luminous

BABY BEN—Leg Model

Height, 3 3/4 inches. Nickel-plated. 32-hour. Detachable barrels. Small clock with gentle ring... steady or repeat.



200 Plain
210 Luminous

BIG BEN—Leg Model

Known the world over. 7 inches tall, large, legible dial. Mellow-toned alarm rings on back gong. Dust-proof. Nickel-plated. 32-hour movement, detachable alarm and mainspring barrels, steady and intermittent alarm. Convenient shut-off.

Plain Dial \$2.26; Luminous \$2.95



120 Plain
130 Luminous

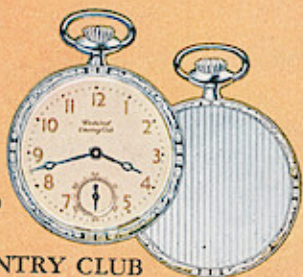
BEN HUR

4 1/2 inches high, nickel-plated. Back gong. 32-hour movement, detachable time barrel, steady alarm. Stands firm and solid. Felt cushioned underneath.

Plain Dial \$1.74; Luminous \$2.43

2 3/4% discount on orders for two dozen Westclox, one model or assorted, 5% discount on orders for six dozen Westclox. Clocks and watches, plain and luminous dials, may be assorted to obtain quantity discounts.

Westclox



640

COUNTRY CLUB

Chromium plated. Engraved back, embossed border. Silvered dial, etched gold numerals.

Each \$1.74

- 501 Blue
- 502 Green
- 503 Old Rose
- 504 Topaz
- 505 Walnut
- 506 Orchid



620 Plain
630 Luminous

POCKET BEN

Nickeled. 30-hour. Pull-out set. Silvered dial. Pierced hands. Rust-proof, non-magnetic hairspring. Extensively advertised.

Plain Dial \$1.04
Luminous 1.57



600

DAX

Sturdy, trustworthy. Finished in durable nickel. Lowest priced Westclox watch.

Each \$.76



TINY TIM

2½ inches high, dust-proof. 30-hour. No alarm. Etched metal dial. Made in 6 colors.

Each \$1.48



720 Plain
730 Luminous

AUTO CLOCK

Fits any car—easily installed. Dust-proof. Rich Butler nickel. 2-inch metal dial. 30-hour. Merely tilt on bracket to wind and set.

Plain Dial \$1.48
Luminous 2.08



521 Blue
522 Green
523 Old Rose

TOM THUMB

For dresser, school room, kitchen or office. 2½ inches high, 30-hour—no alarm.

Each \$1.04



100

SLEEP-METER

5 inches high, seamless nickel-plated case, novel roll front. 3½-inch dial, back gong, 32-hour movement, steady alarm. Detachable time barrel.

Each \$1.38



20 Plain
30 Luminous
41 Blue
42 Green
43 Red

AMERICA

6¼ inches high. Seamless case with pleasing roll front, 30-hour movement, steady alarm with convenient shut-off switch. Made in nickel, blue, green and red.

Plain Dial, Nickel & Colors \$1.04
Luminous, nickel only 1.57

2¼% discount on orders for two dozen Westclox, one model or assorted, 5% discount on orders for six dozen Westclox. Clocks and watches, plain and luminous dials, may be assorted to obtain quantity discounts.

Westclox

Big Ben and Baby Ben are sold under a positive two year guarantee . . . issued by the manufacturer.

The glow of all Westclox luminous dials guaranteed for life of the timepiece.



341 Plain
351 Luminous



346 Plain
356 Luminous



343 Plain
353 Luminous

BABY BEN—Base Model

A miniature of Big Ben . . . ideal for dresser or travel. $3\frac{1}{4}$ inches high. 32-hour movement. Gentle alarm, either steady or intermittent. Built on artistic base. Stands firm and solid. Felt cushioned underneath.

Plain Dial \$2.43
Luminous 3.13



342 Plain
352 Luminous

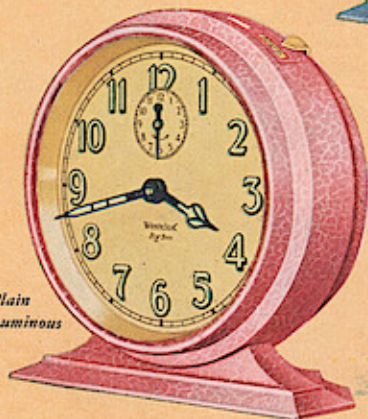


241 Plain
251 Luminous

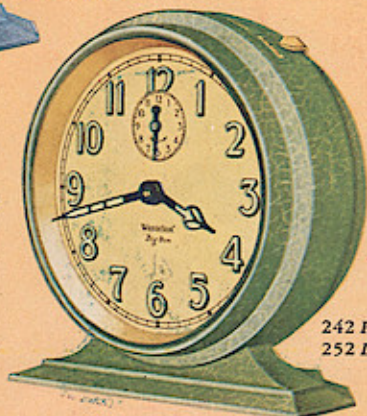
BIG BEN Base Model

Height, $5\frac{3}{4}$ inches. Dust-proof case. Non-tipping. Mellow-toned alarm rings on back gong. 32-hour. Large, legible dial, detachable spring barrels. Large, easy winding keys. Steady and repeat alarm. Felt cushioned underneath.

Plain Dial \$2.43
Luminous \$3.13



243 Plain
253 Luminous



242 Plain
252 Luminous

2 1/2% discount on orders for two dozen Westclox, one model or assorted, 5% discount on orders for six dozen Westclox. Clocks and watches, plain and luminous dials, may be assorted to obtain quantity discounts.

1%—10 days

Westclox



403

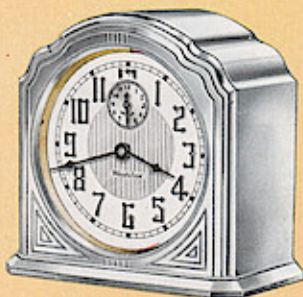
LA SALLE SERIES

Ultra modern alarms—distinctive beauty, styled with grace and simplicity. 3 1/8 inches high. Securely built in one-piece metal case. Butler nickel finish. Rich, etched metal dial. 30-hour. Steady ring. Felt cushioned. Two year guarantee.

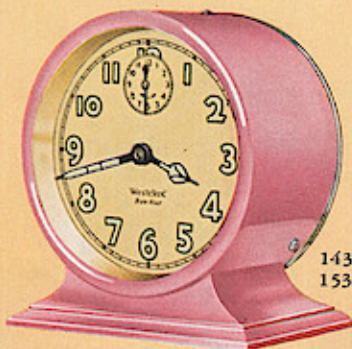


402

Each \$3.80



401



143 Plain
153 Luminous

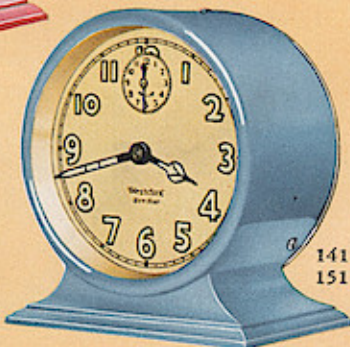
BEN HUR

4 1/2 inches high, 32-hour movement, detachable time barrel. Back gong, steady alarm. Built on artistic base, felt cushioned underneath. Made in three colors and in nickel. Plain and luminous.



142 Plain
152 Luminous

Plain Dial \$1.74
Luminous 2.43



141 Plain
151 Luminous

2 1/2% discount on orders for two dozen Westclox, one model or assorted, 5% discount on orders for six dozen Westclox. Clocks and watches, plain and luminous dials, may be assorted to obtain quantity discounts.

1%—10 days