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SETH THOMAS

MAKERS OF FINE CLOCKS
FOR MORE THAN A CENTURY

1813

—1935

CATALOG NO. 798S

ISSUED AUGUST 1935

SETH THOMAS CLOCKS

KEY-WOUND AND ELECTRIC

TO THE DEALER

Professional counsel on articles of the better kind that form a *permanent* part of homes, has long been considered a standard service by many Seth Thomas clock merchants.

Their stamp of endorsement identifies a finer skill of workmanship and quality of materials that, in clocks, have become synonymous with the time honored Seth Thomas name.

Now, Mr. and Mrs. Consumer seek the dealer's

expert advice on another important attribute—*STYLE*. In this series of Seth Thomas clocks there is a wider variety of sizes, fittings and styles—which form a proper basis for this service. Too, there are key-wound as well as synchronous electric clocks that enable him to satisfy *this* preference.

May we suggest that a place on the counter be reserved for this book? It will help to more firmly establish your store as Seth Thomas headquarters—for clocks that are *correct*.

Self-starting synchronous motors are standard equipment in all Seth Thomas Electric clocks. They are intended for use on regulated 60 cycle, 110-125 volt alternating current. Clocks for 50 cycle current also available on special order.

Electric clocks are approved by Underwriters' Laboratories. With the exception of the *President* for outside use, all are equipped with cords six feet in length.

Seth Thomas tower and other large "built to specification" synchronous electric and motor wound, weight driven clocks for outside use continue their leadership in that field. The cooperation of Seth Thomas dealers is solicited in notifying our Tower Clock Department of any proposed installations.

ALL DIAL SIZES GIVEN IN THIS CATALOG ARE THE DIAMETER OF THE MINUTE CIRCLES OR A SIMILAR MEASUREMENT TO THE OUTSIDE OF THE NUMERALS (OR HOUR MARKERS) WHICHEVER IS THE LARGER.

SETH THOMAS CLOCK COMPANY

"Makers of fine clocks for more than a century"

THOMASTON : : : : : CONNECTICUT



A VERY practical place
for this dependable Seth
Thomas.

(Clock shown is the "Dura"—
fully described on Page 10.)



*T*HE "THAMES" adds
richness and dignity to this
attractive setting.

(The "Thames" is fully described
on Page 5.)



SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

1813—Makers of fine clocks for more than a century—1935



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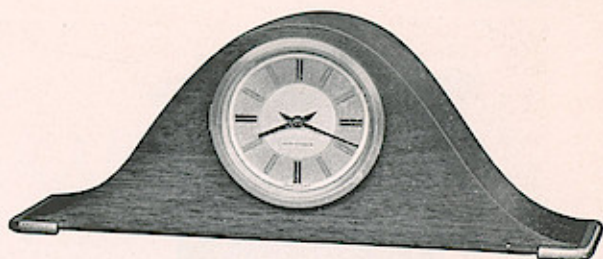
SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

1813—*Makers of fine clocks for more than a century*—1935

THE finer skill of Seth Thomas designers is visibly reflected in the series of cabinet clocks shown here and on the two following pages. Over a century of clockmaking experience insures the dependable mechanical performance of all clocks bearing the time-honored Seth Thomas name—whether key-wound or electric.

The beauty and simplicity of stream lines inspired the design for the Rex (Zephyr) illustrated at right. Very definitely up-to-date, it still retains that desirable attribute—*adaptability*—which has long characterized the tambour style.

All clocks in this group are of moderate size, and being suitable for cabinet, mantel, desk or occasional table, are frequently chosen as gifts.



REX \$24.95

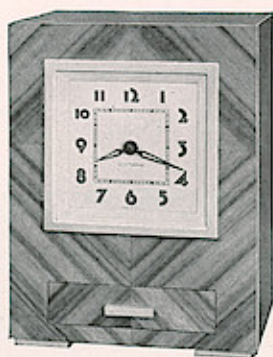
Electric Strike

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. $3\frac{7}{8}$ -inch silverplated dial with tinted outer ring to harmonize with black hour markers. Self-starting synchronous electric. Strikes hours and half hours. Height $6\frac{3}{4}$ inches. Depth 5 inches. Width $16\frac{1}{4}$ inches. Packed singly. Shipping weight 8 pounds.

ZEPHYR \$22.50

8-Day Strike

Same case except fitted with 8-day pendulum movement No. 120.



NO. 4E CENTURY \$22.50

Electric Strike

Walnut case with front and sides in diagonally matched Oriental veneer, finished in walnut. The drawer that pulls out just below the dial is handy for money, keys and other important but easily misplaced articles. Mat and $3\frac{1}{8}$ -inch square dial are silvered. Cast sash, drawer handle and feet are in brushed goldplate. Self-starting synchronous electric. Strikes hours and half hours. Height $8\frac{3}{4}$ inches. Depth $4\frac{1}{2}$ inches. Width $6\frac{1}{2}$ inches. Packed singly. Shipping weight 8 pounds.

NO. 4W CENTURY \$19.95

8-Day Strike

Same case fitted with 8-day pendulum movement No. 120.



NO. 3E CONSOLE \$22.50

Electric Strike

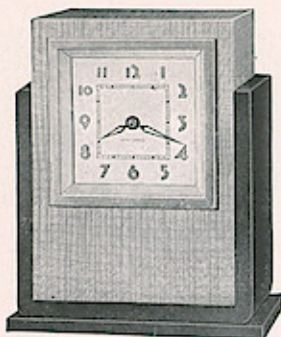
Front, sides and top are diagonally matched Oriental veneer, finished in walnut. Sash and metal feet are in brushed goldplate. Rectangular gold-plated dial— $3\frac{3}{4}$ inches long by $2\frac{3}{4}$ inches high—with rich brown numerals on background of harmonizing tint. Self-starting synchronous electric. Strikes hours and half hours. Height $6\frac{3}{4}$ inches. Depth $4\frac{1}{2}$ inches. Width $9\frac{1}{4}$ inches. Packed singly. Shipping weight 8 pounds.

NO. 3W CONSOLE \$19.95

8-Day Strike

Same case fitted with 8-day pendulum movement No. 120.

FINE-CABINET-CLOCKS



NO. 3E CENTURY \$22.50

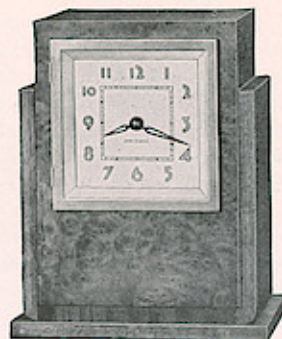
Electric Strike

Sides and base are in lustrous black with case in imported hare-wood veneer. $3\frac{1}{8}$ -inch square silver-plated dial and mat. Goldplated sash. Self-starting synchronous electric. Hour and half hour strike. Height $8\frac{3}{8}$ inches. Depth $4\frac{7}{8}$ inches. Width 7 inches. Packed singly. Shipping weight 8 pounds.

NO. 3W CENTURY \$19.95

8-Day Strike

Same case fitted with 8-day pendulum movement No. 120.



NO. 2E CENTURY \$22.50

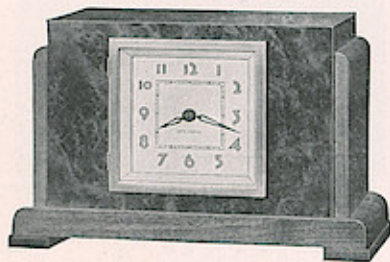
Electric Strike

Genuine walnut case with front panel of burled veneer. $3\frac{1}{8}$ -inch square silver-plated dial with mat to match. Goldplated sash. Self-starting synchronous electric. Hour and half hour strike. Height $8\frac{5}{16}$ inches. Depth $4\frac{7}{8}$ inches. Width 7 inches. Packed singly. Shipping weight 8 pounds.

NO. 2W CENTURY \$19.95

8-Day Strike

Same case fitted with 8-day pendulum movement No. 120.



NO. 1E CONSOLE \$22.50

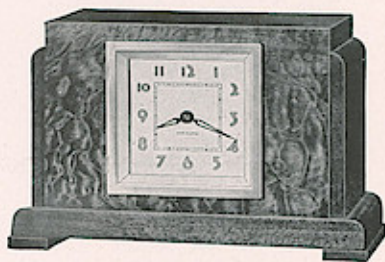
Electric Strike

Genuine walnut case with front panel of burled veneer. $3\frac{1}{8}$ -inch square silver-plated dial with mat to match. Goldplated sash. Feet in black. Self-starting synchronous electric. Hour and half hour strike. Height $6\frac{3}{4}$ inches. Depth $4\frac{3}{4}$ inches. Width $10\frac{1}{2}$ inches. Packed singly. Shipping weight 8 pounds.

NO. 1W CONSOLE \$19.95

8-Day Strike

Same case fitted with 8-day pendulum movement No. 120.



NO. 2E CONSOLE \$22.50

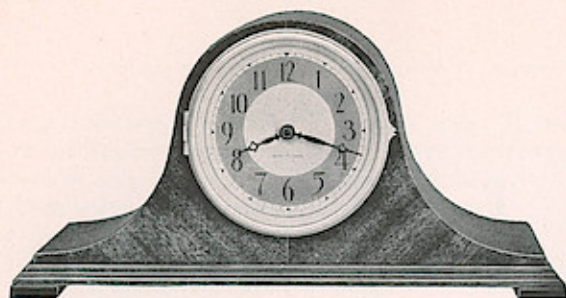
Electric Strike

Mahogany cabinet with front of quilted maple veneer finished in mahogany and with black feet. $3\frac{1}{8}$ -inch square silver-plated dial with mat to match. Goldplated sash. Self-starting synchronous electric. Hour and half hour strike. Height $6\frac{3}{4}$ inches. Depth $4\frac{3}{4}$ inches. Width $10\frac{1}{2}$ inches. Packed singly. Shipping weight 8 pounds.

NO. 2W CONSOLE \$19.95

8-Day Strike

Same case fitted with 8-day pendulum movement No. 120.



LIPTON \$21.50

Electric Strike

Mahogany case with veneered front diagonally matched in the center. $3\frac{7}{8}$ -inch silverplated dial with black numerals on tinted background. Sash is in brushed goldplate. Self-starting synchronous electric. Hour and half hour strike. Height $6\frac{5}{8}$ inches. Depth $4\frac{3}{4}$ inches. Width $13\frac{5}{8}$ inches. Packed singly. Shipping weight 8 pounds.

NO. 31 TAMBOUR \$18.95

8-Day Strike

Same case fitted with 8-day pendulum movement No. 120.



NANKING \$27.50

Electric Strike

A Chinese chippendale design in walnut with burlwood panels and metal top finial. $3\frac{7}{8}$ -inch silverplated dial with decorative design of top ornament reproduced in harmonizing tint. Self-starting synchronous electric. Strikes hours and half hours. Height 10 inches. Depth 5 inches. Width 7 inches. Packed singly. Shipping weight 8 pounds.

DUNBAR \$25.00

8-Day Strike

Same case fitted with 8-day pendulum movement No. 120.



THAMES \$27.50

8-Day Strike

A fine Old English design. Has mahogany case with front and side panels of burlwood. Goldplated handle. $3\frac{3}{4}$ -inch convex porcelain dial with small figures at five minute marks in red. 8-day pendulum movement No. 120. Strikes hours and half hours. Height (including handle) $9\frac{3}{4}$ inches. Depth $4\frac{1}{2}$ inches. Width $6\frac{3}{4}$ inches. Packed singly. Shipping weight 7 pounds.



NEWTON \$25.00

Electric Strike

Mahogany cabinet with recessed panels on front. $3\frac{7}{8}$ -inch silverplated Roman dial. Cast sash, goldplated and brushed. Self-starting synchronous electric. Strikes hours and half hours. Height $8\frac{3}{8}$ inches. Depth $4\frac{3}{4}$ inches. Width $6\frac{1}{4}$ inches. Packed singly. Shipping weight 7 pounds.

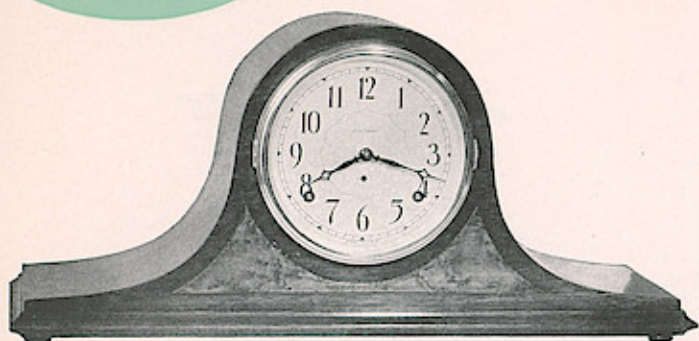
RANDOLPH \$22.50

8-Day Strike

Same case fitted with 8-day pendulum movement No. 120.

SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

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NO. 18 SENTINEL \$13.75

3-Day Chord Strike

Mahogany case with front panel of selected bird's-eye maple. Silvered metal dial with 5-inch minute circle and fully polished goldplated sash. 3-day pendulum movement No. 89. Hours and half hours are announced in a chord by two hammers striking double rods of gong simultaneously. Height 9 $\frac{1}{4}$ inches. Depth 6 inches. Width 20 inches. Packed singly. Shipping weight 11 pounds.

NO. 10 CYMBAL \$15.95

Quarter Hour Two-Toned Strike

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 in a chord.

THE BENNINGTON (Kingsbury) shown below reproduces in finish, decorative detail and in contour, one of the famous Eli Terry models. The Middleton (Sharon) is frequently referred to as a "steeple" clock. Because of their decorative value, both enhance the appearance of any room, but find their best setting and add an authoritative note to a decorative scheme which reflects an Early American influence.



MIDDLETON \$22.50

Electric Strike

Red mahogany finish on whitewood. Colonial decorative design in lower panel. 5-inch flowered antique type dial with Roman numerals. Self-starting synchronous electric. Hour and half hour strike. Height 14 $\frac{3}{8}$ inches. Depth 4 $\frac{3}{4}$ inches. Width 9 $\frac{1}{8}$ inches. Packed singly. Shipping weight 12 pounds.

SHARON \$20.00

3-Day Strike

Same case fitted with 3-day pendulum movement No. 89.



BENNINGTON \$35.00

Electric Strike

Red mahogany case. Mount Vernon panel in full color. Brushed brass top ornaments. 5-inch antique Roman dial with black and gold decorations. Self-starting synchronous electric. Hour and half hour strike. Height 17 inches. Depth 5 inches. Width 10 inches. Packed singly. Shipping weight 12 pounds.

KINGSBURY \$32.50

3-Day Strike

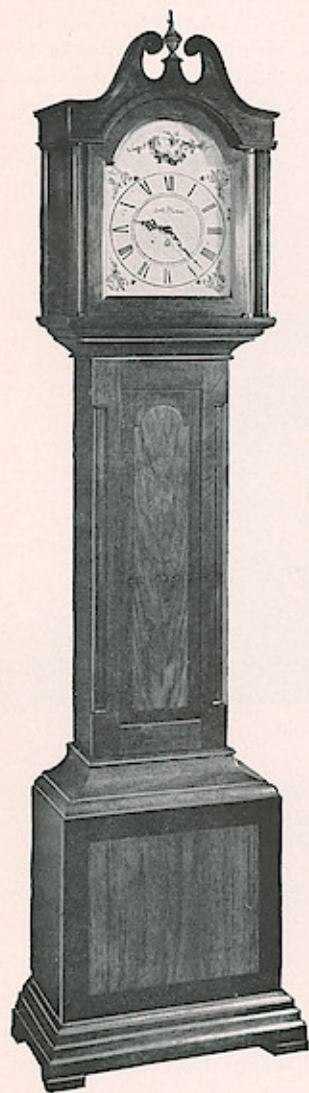
Same case fitted with 3-day pendulum movement No. 89.

SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

1813 — Makers of fine clocks for more than a century — 1935

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 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.



HALL CLOCK NO. 3E \$125.00

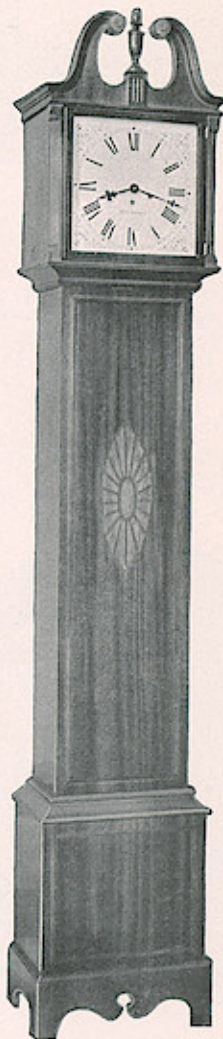
Electric Westminster Chime

Mahogany, 3-inch flowered antique type dial in ivory tint. Roman numerals. Self-starting synchronous electric. Quarter hour chime. Height 73 inches. Depth $9\frac{1}{2}$ inches. Width $17\frac{3}{4}$ inches. Packed singly. Shipping weight 100 pounds.

HALL CLOCK NO. 3W \$125.00

3-Day Westminster Chime

Same as Hall Clock No. 3E except fitted with 3-inch etched silver dial and highest grade spring pendulum chime movement No. 113.



HALL CLOCK NO. 4 \$85.00

3-Day Westminster Chime

Mahogany cabinet in rich dark brown with distinctive design in front panel. Silvered metal Roman dial with $3\frac{1}{2}$ -inch minute circle and corner decorations in black. Highest grade 3-day spring pendulum movement No. 113. Quarter hour chime. Height 72 inches. Depth $8\frac{3}{8}$ inches. Width $13\frac{1}{2}$ inches. Packed singly. Shipping weight 100 pounds.

SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

1813 — *Makers of fine clocks for more than a century* — 1935

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.

Chime 73 has often been referred to as the Presentation clock. Because it is so widely favored for that purpose, it will be furnished on request with a

silver plate to be used for inscribing the giver's message. The plate used for the front of the clock measures $\frac{3}{4}$ inches high by $3\frac{1}{2}$ inches long and for the back of the clock a plate $1\frac{1}{4}$ inches by $3\frac{1}{2}$ inches is supplied.

All Seth Thomas synchronous electric chimes are equipped 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.



ROXBURY **\$37.50**

Electric Westminster Chime

American Walnut with burlled paneled front. $4\frac{7}{8}$ -inch silver-plated dial having applied raised bronze numerals. Self-starting synchronous electric. Quarter hour chime. Height $9\frac{1}{2}$ inches. Depth $6\frac{1}{8}$ inches. Width $20\frac{3}{8}$ inches. Packed singly. Shipping weight 13 pounds.

CHIME 52 **\$35.00**

8-Day Westminster Chime

Same case except fitted with 8-day pendulum movement No. 124.



WESTBURY **\$42.50**

Electric Westminster Chime

Mahogany with genuine marquetry inlay in front panel. $4\frac{7}{8}$ -inch silver-plated dial having applied raised bronze numerals. Goldplated sash. Self-starting synchronous electric. Quarter hour chime. Height $10\frac{1}{2}$ inches. Depth $5\frac{3}{4}$ inches. Width $8\frac{3}{8}$ inches. Packed singly. Shipping weight 10 pounds.

CHIME 53 **\$40.00**

8-Day Westminster Chime

Same case except fitted with 8-day pendulum movement No. 124.



FALSURY \$32.50

Electric Westminster Chime

Walnut case with front in diagonally matched Oriental veneer, finished in walnut. $4\frac{1}{8}$ -inch square silverplated dial. Goldplated sash. Self-starting synchronous electric. Quarter hour chime. Height $10\frac{1}{2}$ inches. Depth $6\frac{1}{4}$ inches. Width $3\frac{3}{4}$ inches. Packed singly. Shipping weight 14 pounds.

NO. 57 CHIME \$30.00

3-Day Westminster Chime

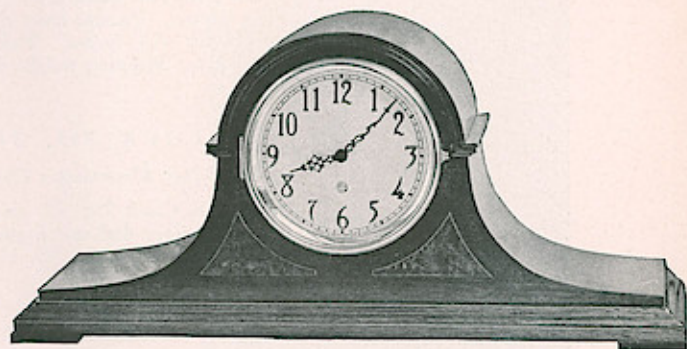
Same case except fitted with 3-day pendulum movement No. 124.



CHIME 73 \$100.00

3-Day Westminster Chime

Mahogany with grill work on sides. Dial has polished goldplated background with pierced, hand engraved overlay in dull goldplate. Dial ring is silverplated with numerals and minute circle etched in black. Diameter of minute circle $5\frac{3}{4}$ inches. Silverplated mat. Highest grade quarter hour chime movement No. 113. Height $13\frac{7}{8}$ inches. Depth $7\frac{1}{2}$ inches. Width $10\frac{3}{4}$ inches. Packed singly. Shipping weight 32 pounds.



ROXBURY \$37.50

Electric Westminster Chime

American Walnut with burlled paneled front. $4\frac{7}{8}$ -inch silverplated dial having applied raised bronze numerals. Self-starting synchronous electric. Quarter hour chime. Height $9\frac{1}{2}$ inches. Depth $6\frac{1}{8}$ inches. Width $20\frac{3}{8}$ inches. Packed singly. Shipping weight 13 pounds.

CHIME 52 \$35.00

3-Day Westminster Chime

Same case except fitted with 3-day pendulum movement No. 124.

SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

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silver plate to be used for inscribing the giver's message. The plate used for the front of the clock measures $\frac{3}{4}$ inches high by $3\frac{1}{2}$ inches long and for the back of the clock a plate $1\frac{1}{4}$ inches by $3\frac{1}{2}$ inches is supplied.

All Seth Thomas synchronous electric chimes are equipped 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.



MEDBURY **\$27.50**
Electric Westminster Chime

Mahogany case with contrasting panel of genuine bird's-eye maple on front. Silvered metal dial with 5-inch minute circle and polished goldplated sash. Self-starting synchronous electric. Quarter hour chime. Height $9\frac{1}{4}$ inches. Depth 6 inches. Width 20 inches. Packed singly. Shipping weight 13 pounds.

CHIME 56 **\$24.75**
8-Day Westminster Chime

Same case except fitted with 8-day pendulum movement No. 124.

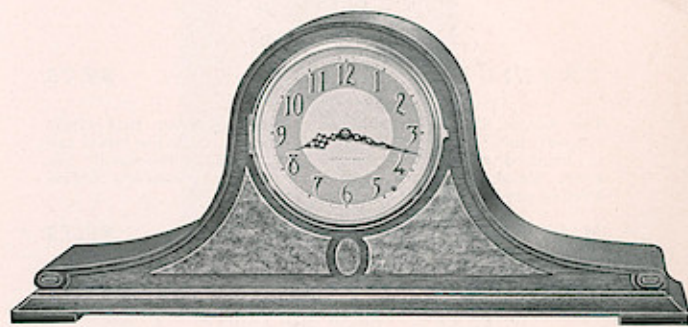


WESTBURY **\$42.50**
Electric Westminster Chime

Mahogany with genuine marquetry inlay in front panel. $4\frac{7}{8}$ -inch silverplated dial having applied raised bronze numerals. Goldplated sash. Self-starting synchronous electric. Quarter hour chime. Height $10\frac{1}{2}$ inches. Depth $5\frac{3}{4}$ inches. Width $8\frac{3}{8}$ inches. Packed singly. Shipping weight 10 pounds.

CHIME 53 **\$40.00**
8-Day Westminster Chime

Same case except fitted with 8-day pendulum movement No. 124.

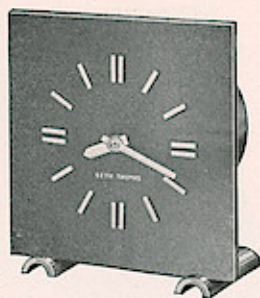


LUBBURY **\$32.50**
Electric Westminster Chime

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. $4\frac{7}{8}$ -inch dial is silvered and the raised bronze numerals are applied to background of harmonizing tint. Self-starting synchronous electric. Quarter hour chime. Height $9\frac{5}{8}$ inches. Depth $6\frac{1}{4}$ inches. Width 21 inches. Packed singly. Shipping weight 13 pounds.

NO. 60 CHIME **\$30.00**
8-Day Westminster Chime

Same case except fitted with 8-day pendulum movement No. 124.



PHOENIX *Electric Time* \$12.50

The 3½-inch exposed dial of 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. Self-starting synchronous electric. Height 5¼ inches. Depth 2¾ inches. Width 5 inches. Packed singly. Shipping weight 4 pounds.

BALTIC *8-Day Time* \$12.50

Same case except fitted with 8-day double spring movement No. 5100.



TWILIGHT *8-Day Time* \$9.75

The 4-inch dial is durable blue Catalin. Base, half circle support, hands of novel design and stars to mark the hours are in brushed silverplate. 8-day double spring movement No. 5100. Height 5½ inches. Depth 2¾ inches. Width 4¾ inches. Packed singly. Shipping weight 2 pounds.

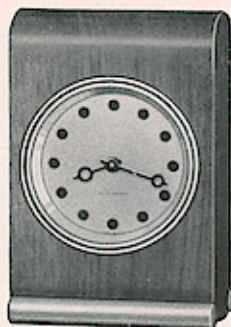
MATIN *8-Day Time* \$9.75

Same as "Twilight" except dial is of light ivory Catalin and metal parts are in brushed goldplate.



DU BARRY *8-Day Time* \$6.95

The 2¾-inch dial ring in gun-metal finish sets up a striking contrast with case in delicate shade of light ivory. Numerals also in ivory provide excellent legibility. Dial is exposed while hands of novel design are protected by convex glass. Eight-day movement No. 5100. Height 3¾ inches. Depth 1½ inches. Width 4¾ inches. Packed singly. Shipping weight 2 pounds.



DELTA NO. 1 *8-Day Time* \$7.95

Solid walnut case with sash and metal feet in brushed goldplate. 2-inch silvered metal dial with hour markers in gun-metal finish. 8-day double spring movement No. 5100. Height 5 inches. Depth 1¾ inches. Width 3¼ inches. Packed singly. Shipping weight 2 pounds.

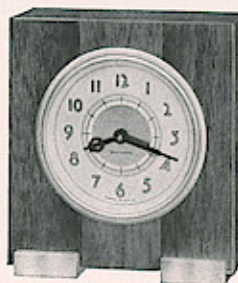
DELTA NO. 3 *8-Day Time* \$7.95

Same as Delta No. 1 except dial has black Arabic numerals in place of modern characters.



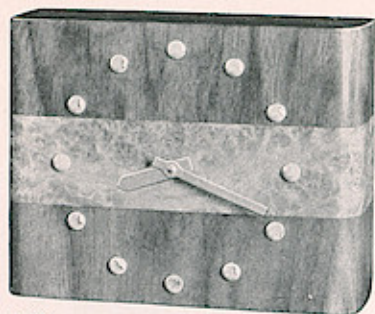
DURA *8-Day Time* \$5.95

A Doric design in mahogany with front of quilted maple veneer finished in harmonizing shade. Base and sash are in brushed goldplate. 2-inch etched silverplated dial with shading around numerals and decorative design in center. 8-day double spring movement No. 5100. Height 5 inches. Depth 1¾ inches. Width 4¼ inches. Packed singly. Shipping weight 2 pounds.



JANET *8-Day Time* \$4.95

Light mahogany with walnut center insert in slightly darker shade. 2-inch etched silverplated dial with black numerals and distinctive center decoration in polished silver. Metal feet and sash are in brushed goldplate. 8-day double spring movement No. 5100. Height 4¾ inches. Depth 1½ inches. Width 3¾ inches. Packed singly. Shipping weight 2 pounds.



DELRAY *8-Day Time* **\$5.95**

Walnut case with contrasting band of burl walnut extending across the front and sides. Hour markers of modern character are silver-plated, 3/8-inch dial. 8-day double spring movement No. 5100. Height 4 inches. Depth 1 3/4 inches. Width 5 3/4 inches. Packed singly. Shipping weight 2 pounds.



LUNAR *8-Day Time* **\$12.50**

Case is a hollow brass ball finished in gun-metal with brushed silver stripe around the largest circumference. Glass in front opening is convex and extends lines of case to form a complete sphere. Base is solid brass finished in gun-metal. Keys are concealed. The front half of the case contains the movement and is fastened to back by bayonet lock. Can be easily removed by twisting slightly to the left. The regulator, winding and setting keys are then readily accessible. 2-inch silvered metal dial has silvered numerals against black background. 8-day double spring movement No. 5100. Height 4 inches. Depth 3 1/2 inches. Width 3 1/2 inches. Packed singly. Shipping weight 3 pounds.

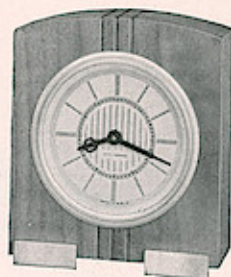


SUNSET *Electric Time* **\$15.00**

The careful blending of metals has been employed to give this clock a bright modern character. The 4-inch exposed dial is copper-plated and polished. Base, raised hour markers and hands of novel design are polished brass. Self-starting synchronous electric. Height 5 3/4 inches. Depth 3 3/4 inches. Width 5 inches. Packed singly. Shipping weight 5 pounds.

SUNGLOW *8-Day Time* **\$15.00**

Same case except fitted with 8-day double spring movement No. 5100.

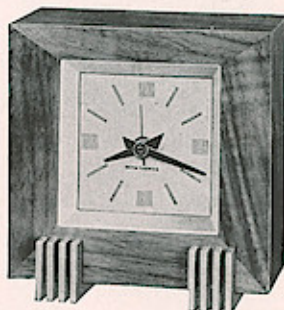


NO. 1 VERNA (Illustrated) **\$4.95**
Walnut
8-Day Time

Solid walnut case with three vertical flutings extending up the front and over the top. Sash and metal feet are in brushed goldplate. 2-inch etched silver dial with hour indicators in black and center decorative design in polished silver. 8-day double spring movement No. 5100. Height 4 1/4 inches. Depth 1 1/2 inches. Width 3 3/4 inches. Packed singly. Shipping weight 2 pounds.

NO. 2 VERNA **\$4.95**
Mahogany
8-Day Time

Same as No. 1 except case is in solid mahogany.



DICKSON **\$7.95**

- No. 1 Walnut and Gold (Illustrated)
 No. 2 Black and Silver
 No. 3 Ivory and Gun-metal
Electric Time

Available in three striking color combinations: No. 1, solid walnut case with sash and fluted metal feet in brushed goldplate; No. 2, satin black case with silver-plated decorations; No. 3, light ivory with sash and feet in contrasting gun-metal. All have deep beveled mats in silver and 2 1/4-inch square silver dials with modern hour markers in black. Self-starting synchronous electric. Height 4 1/2 inches. Depth 2 1/4 inches. Width 4 1/2 inches. Packed singly. Shipping weight 3 pounds.

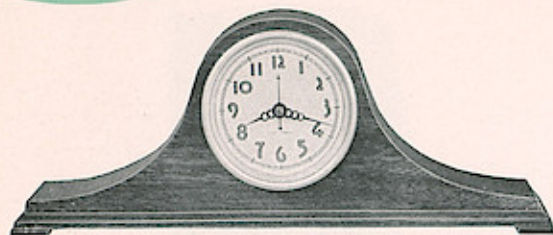
DELPARK **\$7.95**

- No. 1 Walnut and Gold
 No. 2 Black and Silver
 No. 3 Ivory and Gun-metal
8-Day Time

Same case fitted with 8-day double spring movement No. 5100.

SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

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TALSON \$9.75

Electric Time

Solid mahogany case. 3 1/8-inch cream enameled dial with numerals in dark brown. Goldplated sash. Self-starting synchronous electric. Height 5 5/8 inches. Depth 2 3/4 inches. Width 14 inches. Packed singly. Shipping weight 4 pounds.

DELART \$9.75

8-Day Time

Same case except fitted with 8-day double spring movement No. 5100.



GIBSON \$10.00

Electric Time

Mahogany case with paneled front having rosette in center. 3 1/8-inch silverplated Roman dial. Goldplated sash and mat. Self-starting synchronous electric. Height 6 1/4 inches. Depth 2 3/4 inches. Width 5 1/2 inches. Packed singly. Shipping weight 4 pounds.

DELROD \$10.00

8-Day Time

Same case except fitted with 8-day double spring movement No. 5100.



ECHO \$9.95

(Illustrated Left)

Electric Alarm

Mahogany with paneled front. 3 1/2-inch silverplated dial with radio-type alarm set feature. Gun-metal sash—gilt mat. Self-starting synchronous electric with loud clear alarm. Height 6 1/4 inches. Depth 2 3/4 inches. Width 6 inches. Packed singly. Shipping weight 4 pounds.



PRIMROSE \$7.75

8-Day Time

An early American clock finished in popular "Honey-tone" shade of maple. Has mirror in lower front panel. Square Roman dial in ivory with flowered corner decorations. Diameter of minute circle 3 5/8 inches. 8-day double spring movement No. 5100. Height 8 1/4 inches. Depth 2 3/8 inches. Width 6 1/4 inches. Packed singly. Shipping weight 3 pounds.



JUDSON \$12.95

Electric Time

Mahogany with metal side ornaments and feet in brushed goldplate. 3 1/8-inch cream enameled dial with numerals in dark brown. Self-starting synchronous electric. Height 5 3/8 inches. Depth 2 3/4 inches. Width 13 3/4 inches. Packed singly. Shipping weight 4 pounds.

DELKIRK \$12.95

8-Day Time

Same case except fitted with 8-day double spring movement No. 5100.

SETH THOMAS Banjo Clocks have long been the choice of interior decorators because of their correct design and well-balanced appearance. The use of mahogany in the construction of the cases, genuine decalcomania transfers for panels, and durable metal dials insure their permanent attractive appearance.

The Duffield (Boston) copies in design and decorative detail a famous Willard clock and is generally regarded as the aristocrat of fine Banjos.

MANSFIELD \$18.95

(Illustrated Right)

Electric Time

Mahogany case with George Washington-Mount Vernon panels in full color. Polished brass ornaments, 3 1/8-inch silverplated Roman dial. Self-starting synchronous electric. Height 23 inches. Depth 2 3/4 inches. Width 6 3/8 inches. Packed singly. Shipping weight 7 pounds.

DELAWARE \$18.95*8-Day Time*

Same case except fitted with 8-day double spring movement No. 5100.

**DUFFIELD***Electric Time*

\$40.00

Mahogany with Boston Tea Party panels in full color. 4 3/4-inch silverplated dial with Roman numerals. Self-starting synchronous electric. Height 30 1/4 inches. Depth 3 3/4 inches. Width 8 7/8 inches. Packed singly. Shipping weight 12 pounds.

BOSTON*8-Day Time*

\$50.00

Same case except fitted with 8-day fine lever seven-jeweled movement No. 112.

**BROOKFIELD***Electric Strike*

\$35.00

Mahogany case with marine panels in full color. Top and side ornaments in polished brass. 4 3/4-inch silverplated dial. Self-starting synchronous electric. Hour and half hour strike. Height 28 3/4 inches. Depth 3 3/4 inches. Width 9 3/4 inches. Packed singly. Shipping weight 12 pounds.

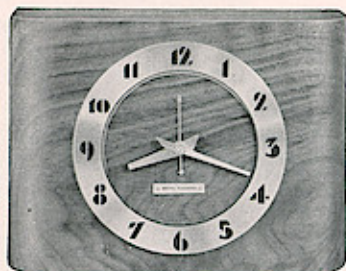
**CRANDALL***8-Day Strike*

\$25.00

Mahogany case with George Washington-Mount Vernon panels in full color. Polished brass ornaments. 4 3/4-inch silverplated dial. 8-day pendulum strike movement No. 120. Height 29 inches. Depth 3 3/4 inches. Width 9 3/4 inches. Packed singly. Shipping weight 12 pounds.

SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

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RODSON \$9.95
For mantel, cabinet or wall use
Electric Time

Can be used as a mantel, cabinet or hanging wall clock. Ideally suited for narrow mantel. Solid walnut case. Black numerals of the 5½-inch silvered metal dial are exposed, while silvered hands are protected by convex glass. Self-starting synchronous electric. Height 6⅝ inches. Depth 3 inches. Width 9 inches. Packed singly. Shipping weight 5 pounds.

DELOS \$9.95
8-Day Time

Same case except fitted with 8-day double spring movement No. 5100.



PRISTEEN \$6.95
For mantel, bracket or wall
Electric Time

Presents a particularly clean-cut appearance and is ideal for either bathroom or kitchen. The case is whitewood finished in satin black and the sash is nickel plated—fully polished. 4-inch dial is white enameled with numerals in black. Self-starting synchronous electric. 6 inches square. Depth 2¾ inches. Packed singly. Shipping weight 4 pounds.

SAVANT \$6.95
8-Day Time

Same case except fitted with 8-day double spring movement No. 5100.



RECORDER \$5.95
No. 1 Ivory case with Green base
No. 2 White case with Black base
Electric Time

Durable wood case finished in two attractive color combinations. 5-inch white enameled dial and convex glass. Self-starting synchronous electric. Diameter 8⅝ inches. Depth 2¾ inches. Packed singly. Shipping weight 5 pounds.

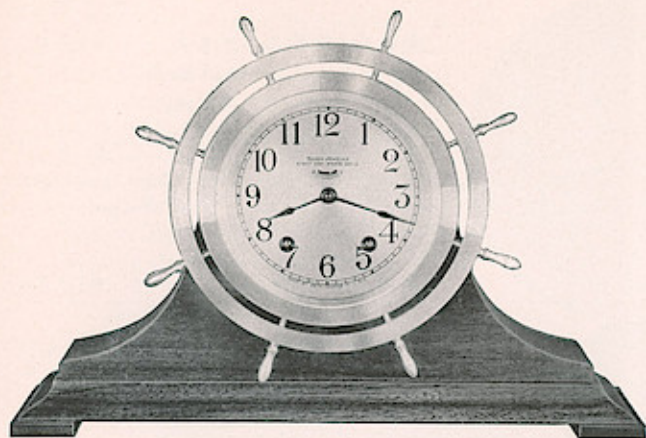
PRECISE \$5.95
(Ivory or Green)
8-Day Time

Same as Recorder except without base. Fitted with 8-day double spring lever movement No. 5100. Available in green or ivory. Diameter 7¾ inches. Depth 2¼ inches. Packed singly. Shipping weight 4 pounds.



SONANT (Wall Clock) \$20.00
8-Day Strike

Walnut case with imported Tamo wood veneer front and attractive top and bottom moldings. 3¾-inch convex porcelain dial with Roman numerals and small figures at five minute marks in red. 8-day pendulum movement No. 120. Hour and half hour strike. Height 10 inches. Depth 4½ inches. Width 6¾ inches. Packed singly. Shipping weight 8 pounds.

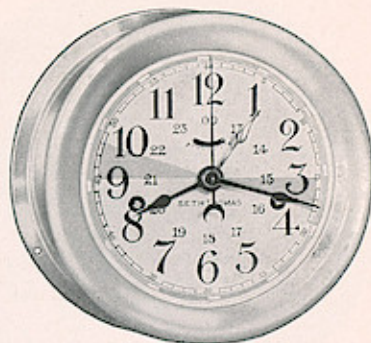


NO. 2 MAYFLOWER \$70.00

Hinged Bezel

8-Day Ship's Bell Strike

Genuine ship's bell clock with wheel bezel mounted on base of solid mahogany. Fitted with 7-jeweled fine lever ship's bell strike movement No. 115. Cast brass head—fully polished. 3 $\frac{3}{8}$ -inch silvered metal dial. Height 9 inches. Width 13 inches. Packed singly. Shipping weight 14 pounds.

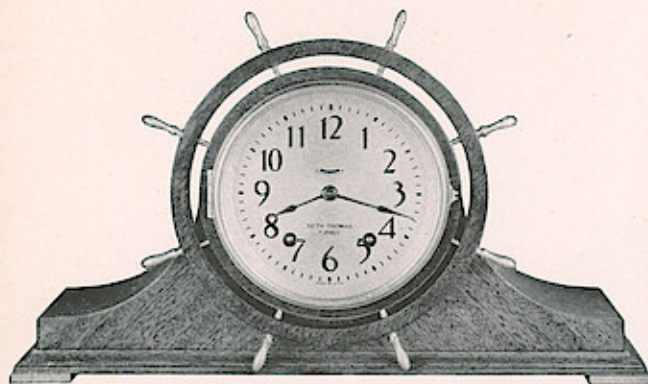


GUARDIAN \$22.50

For Radio Room Use

8-Day Time with Sweep Seconds Hand

For use in radio rooms and complies with current requirements of Federal Communications Commission in accuracy, design and construction. Spun brass case fully polished—back flange is drilled for attaching clock to wall. Hinged bezel. 5-inch silvered metal dial with black numerals. Just inside numerals 1 to 12 appear 13 to 00, which permits direct reading of Greenwich time. The two 3-minute segments are red to indicate silent periods and broken outer circle serves as pattern in sending 4-second alarm signal. The minute and one hour hand are black to indicate Greenwich time. Another hour hand is silvered to tell ship's time. This can be reset without interference with Greenwich time reading. Clock also has sweep seconds hand. Fitted with double spring lever time movement No. 10. Diameter 7 inches. Packed singly. Shipping weight 7 pounds.



HELMSMAN \$50.00

8-Day Ship's Bell Strike

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 3 $\frac{7}{8}$ -inch silverplated dial. Fitted with 8-day fine lever 7-jeweled movement No. 115. Strikes the ship's bells. Height 8 $\frac{1}{4}$ inches. Width 13 $\frac{1}{2}$ inches. Packed singly. Shipping weight 11 pounds.



GLOUCESTER \$35.00

8-Day Time—7-Jeweled Movement

Fully polished cast brass head with screw bezel mounted on streamline base of genuine mahogany. 3 $\frac{3}{8}$ -inch etched silvered metal dial. Fitted with 7-jeweled fine lever time movement No. 112. Height 6 $\frac{7}{8}$ inches. Width 16 $\frac{1}{2}$ inches. Packed singly. Shipping weight 9 pounds.

SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

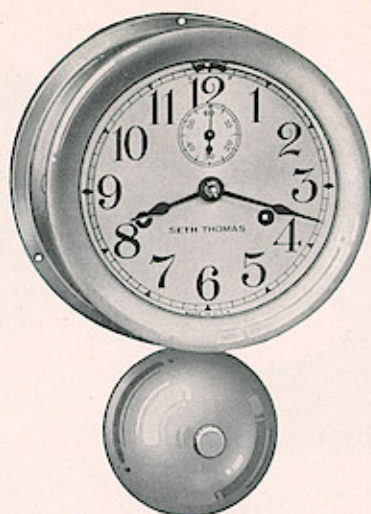
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MONITOR \$18.50

(Illustrated Right)

1-Day Ship's Bell Strike

Brass or nickel plated case. Flanged front and back. Hinged bezel. 5-inch silver-plated dial. 1-day ship's bell strike movement No. 7. Height 10½ inches. Width 7 inches. Packed singly. Shipping weight 7 pounds.



ENGINE LEVER \$15.00

(Illustrated Below)

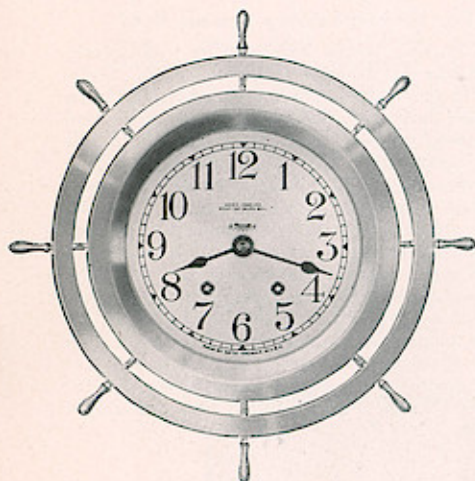
8-Day Time

Brass or nickel plated case. Flanged front and back. Hinged bezel. 5-inch silver-plated dial. Fitted with 8-day movement No. 10. Diameter 7 inches. Packed singly. Shipping weight 7 pounds.

MERRIMAC \$18.50

1-Day Ship's Bell Strike

Same as Engine Lever except fitted with 1-day ship's bell strike movement No. 7.



FINE MARINE CLOCKS

Wheel Bezel

(Illustrated Above)

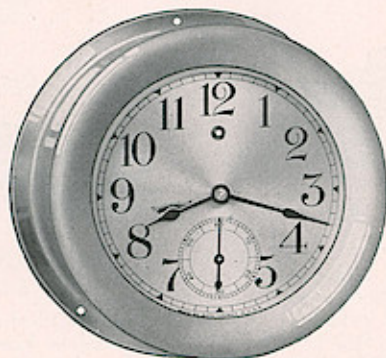
Polished cast brass case with back flange drilled for screws to attach to wall. Screw type gasketed bezel. Etched silver-plated dial. 7-jeweled fine lever movement. Packed singly.

8-Day Ship's Bell Strike

	Dial Size	Movement No.	Diameter	Retail	Shipping Weight
No. 44 Wheel	3¾"	115	8¼"	\$55.00	12 lbs.
No. 66 Wheel	5"	115	10¾"	62.50	16 lbs.

8-Day Time Only

	Dial Size	Movement No.	Diameter	Retail	Shipping Weight
No. 4 Wheel	3¾"	112	8¼"	\$45.00	12 lbs.
No. 6 Wheel	5½"	117	10¾"	52.50	16 lbs.



FINE MARINE CLOCKS

Plain Bezel

(Illustrated Left)

Fully polished cast brass case with back flange drilled for screws to attach to wall. Screw type gasketed bezel. Etched silver-plated dial. 7-jeweled fine lever movement. Packed singly.

8-Day Ship's Bell Strike

	Dial Size	Movement No.	Diameter	Retail	Shipping Weight
No. 44	3¾"	115	5¾"	\$50.00	9 lbs.
No. 66	5"	115	7¾"	57.50	12 lbs.

8-Day Time Only

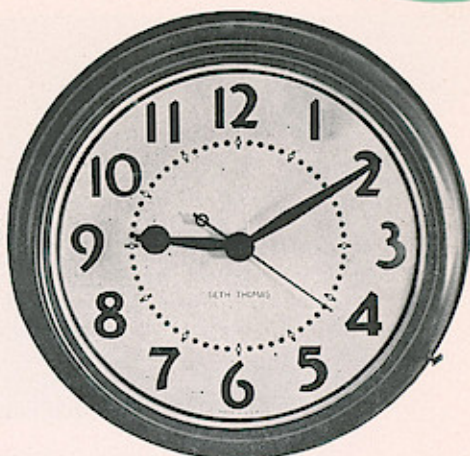
	Dial Size	Movement No.	Diameter	Retail	Shipping Weight
No. 3	3¾"	112	4¾"	\$30.00	7 lbs.
No. 4	3¾"	112	5¾"	40.00	8 lbs.
No. 6	5½"	117	7¾"	47.50	10 lbs.
*No. 80	7½"	117	10¾"	75.00	17 lbs.

*Hinged bezel—not gasketed

SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

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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 *Assembly* illustrated on Page 18 strikes a new note in business clock design. It is finished in a rich shade of medium light mahogany that blends perfectly with the majority of popular color schemes.



PRESIDENT (Inside Use) **\$17.50**
Electric Time

The sturdy metal case is durably finished in a choice of dull black or dark bronze. Has 12½-inch dial—convex glass and convenient resetting knob. Self-starting synchronous electric. Diameter 18 inches. *In ordering specify finish desired.* Packed singly. Shipping weight 18 pounds.

PRESIDENT (Outside Use) **\$18.50**
Electric Time

Dull black only. Case is moisture-proof and has conduit connector at top with short length No. 18, Type SJ, rubber covered duplex leads for splicing. Packed singly. Shipping weight 19 pounds.



DEPUTY **\$20.00**
Electric Time

Mahogany finish on gumwood or quartered oak. 10½-inch dial. Self-starting synchronous electric. Diameter 16½ inches. Packed singly. Shipping weight 15 pounds.

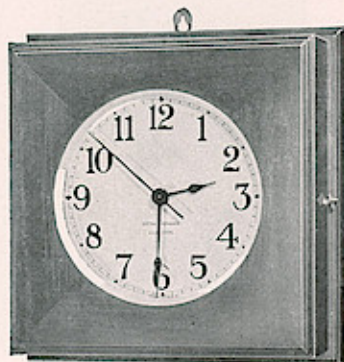
PRINCIPAL **\$17.50**
8-Day Time

Same case except fitted with 8-day pendulum movement No. 41.



SENATE **\$17.50**
Electric Time

Mahogany finish on birch or quartered oak. 12½-inch dial. Self-starting synchronous electric. Height 16¼ inches. Width 16¼ inches. Packed singly. Shipping weight 18 pounds.



EXECUTIVE **\$12.50**
Electric Time

Mahogany or walnut finish on gumwood. 6-inch dial. Self-starting synchronous electric. Height 10½ inches. Width 10½ inches. Packed singly. Shipping weight 8 pounds.

CHAIRMAN **\$15.00**
8-Day Time

Same case except fitted with 8-day pendulum movement No. 41.

SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

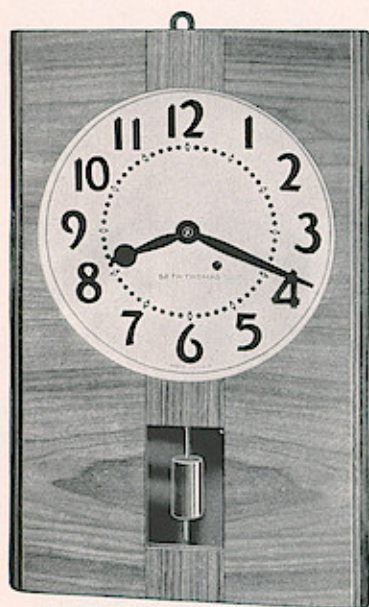
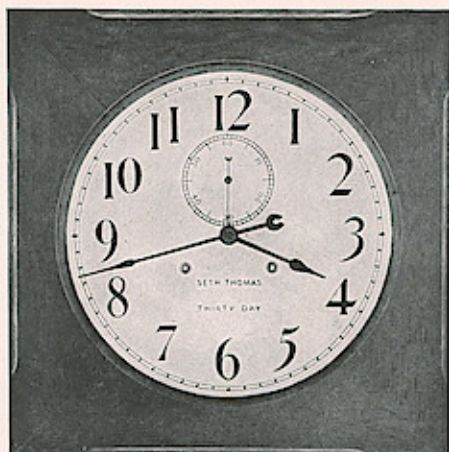
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HUDSON

\$25.00

30-Day Time

Mahogany or quartered oak. 12 $\frac{5}{8}$ -inch dial. 30-day pendulum time movement No. 36 with Graham dead beat escapement. Height 18 $\frac{3}{4}$ inches. Width 18 $\frac{3}{4}$ inches. Packed singly. Shipping weight 32 pounds.



ASSEMBLY

\$16.00

8-Day Time

Light mahogany finished case with veneered front. Note center inlay with grains of wood running vertically. 10-inch white enameled dial with five minute markers in red. 8-day time movement No. 41 with visible pendulum. Height 22 $\frac{1}{4}$ inches. Width 14 inches. Packed singly. Shipping weight 19 pounds.



12-IN. DROP OCTAGON

\$17.50

8-Day Time

Mahogany finish on gumwood or quartered oak. Dial has 10 $\frac{1}{2}$ -minute circle. 8-day pendulum time movement No. 41. Height 23 $\frac{3}{4}$ inches. Width 16 inches. Packed singly. Shipping weight 25 pounds.

10-IN. DROP OCTAGON

\$15.00

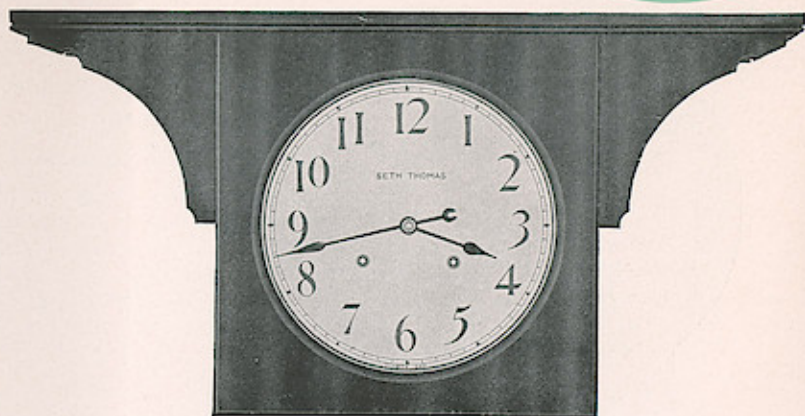
8-Day Time

Same as 12-inch Drop Octagon except fitted with dial having 9-inch minute circle. Height 21 $\frac{1}{2}$ inches. Width 14 inches.

SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

1813 — *Makers of fine clocks for more than a century* — 1935

Double dial clocks are now available with a choice of synchronous electric or 30-day double spring key-wound movements. They have legible 14-inch dials and are particularly suitable for the center of very large rooms or, with the ceiling bracket inverted, for mounting on top of partitions of double rooms.



30-DAY DOUBLE DIAL CLOCK \$55.00

With Ceiling Bracket

Mahogany or quartered oak. Fitted with substantial 30-day time double spring movement No. 36. 12½-inch dials. Clock can be supplied with bracket inverted for mounting on partitions. *Specify type in ordering.* Ceiling bracket length overall 38 inches. Packed singly. Shipping weight 85 pounds.

ELECTRIC DOUBLE DIAL CLOCK \$55.00

With Ceiling Bracket

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



30-DAY DOUBLE DIAL CLOCK \$50.00

(Illustrated Left)

With Wall Bracket

Mahogany or quartered oak. Fitted with substantial 30-day time double spring movement No. 36. 12½-inch dials. Over-all measurement with wall bracket 30 inches. Bracket designed to extend clock outward from wall or post. Packed singly. Shipping weight 65 pounds.

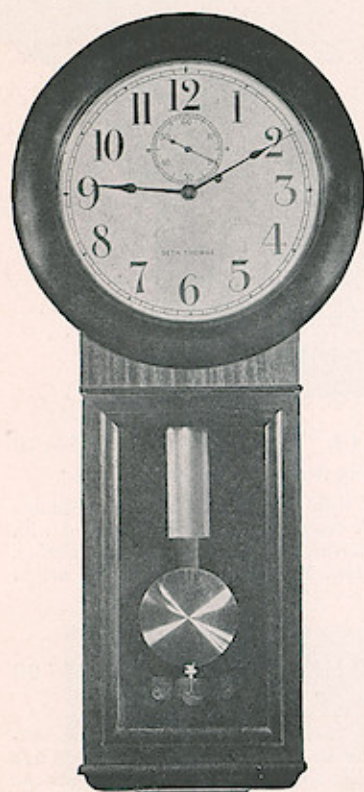
ELECTRIC DOUBLE DIAL CLOCK \$50.00

With Wall Bracket

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

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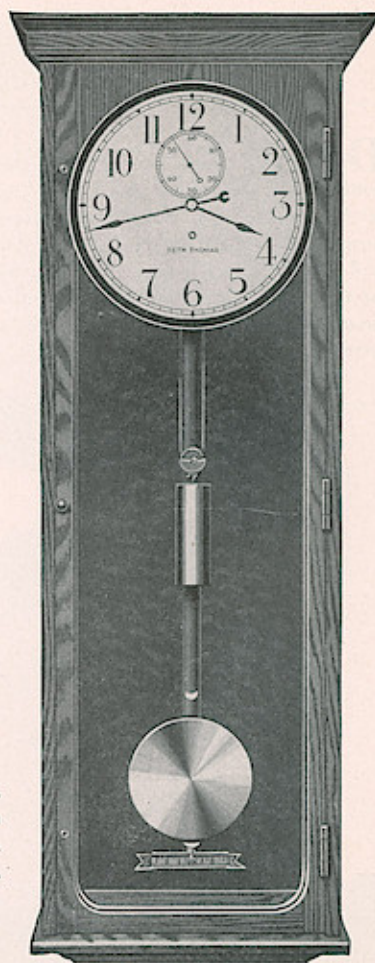


NO. 2 REGULATOR \$50.00

(Illustrated Left)

3-Day Weight Time

Mahogany or quartered oak veneer. 10½-inch dial. 3-day weight time movement No. 77A (80 beats per minute). Height 36½ inches. Width 15¾ inches. Packed singly. Shipping weight 45 pounds.



NO. 70 REGULATOR \$150.00

(Illustrated Right)

3-Day Weight Time

Mahogany or quartered oak. 12¾-inch dial. 3-day weight time movement No. 68 with beat adjuster (60 beats per minute). Height 56 inches. Width 20 inches. Packed singly. Shipping weight 170 pounds.

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