

Seth Thomas Clock Company

ESTABLISHED 1813

Thomaston, Connecticut



March 10, 1936

Have you completed
YOUR inventory—
of 1936 opportunities?

The demand for the "better things of life" will continue this year. Where is the man who would care to admit that needs pent up since 1930 have been satisfied with just one brisk season's business?

Let's jot down on the asset side of the ledger for 1936—improved economic conditions. Optimism and consumer buying are here again and more dollars will come out of retirement. All serve as a basis for a vast new market for the quality merchandise that YOU offer. The wedding gift market will be stimulated and there is much buying for personal use—NOW.

Another positive factor is this group of fine new Seth Thomas Clocks being introduced at this time. They make our offering even more nearly complete than ever before. It places the Seth Thomas clock merchant in a position where he can satisfy EVERY taste and need. There are both keywound clocks and those with slow speed self-starting synchronous electric movements in the conventional as well as modern cabinets. Prices start at \$4.95!

Again—Our national advertising and promotional programs which proved so successful and effective last year will be continued with increased momentum through 1936. The clocks presented herewith are featured in our Spring advertisements starting with March issues.

We invite you to join with Seth Thomas in making 1936 an even greater Clock Year. The opportunity is here and your continued, aggressive support will assure success.

Very truly yours,

SETH THOMAS CLOCK COMPANY

General Sales Manager

J. N. Van Deventer
GMV

PRESENTING

NEW

SPRING

MODELS

IN

SETH

THOMAS

CLOCKS



SALES HELPS

1

SETH THOMAS WINDOW TRANSFER SIGN



Use it to identify your store or clock department as headquarters for Seth Thomas Clocks and Service

2

NEWSPAPER MATS of the following new clocks have been prepared:

DU BARRY
VOGUE
RUTLAND
DUPLEX
MYRNA

These together with mats of many patterns previously introduced are yours for the asking.

TEAR OFF
HERE →

THE RIGHT HAND PAGE IS A SUPPLEMENT TO CATALOG 798.

Please insert it in your book.

3

A NEW SETH THOMAS WINDOW DISPLAY SUGGESTION

THIS ATTRACTIVE THREE PIECE BACKGROUND WILL BE SENT UPON REQUEST TO SETH THOMAS DEALERS WHO STOCK A SUITABLE ASSORTMENT TO COMPLETE THE DISPLAY. MANY OF THE PATTERNS ILLUSTRATED ARE BEING FEATURED IN OUR NATIONAL ADVERTISING THIS SPRING.



DESK, BOUDOIR and MARINE CLOCKS

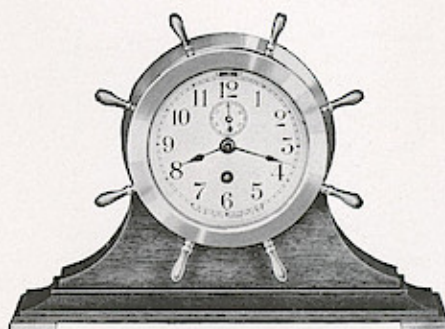
SETH
THOMAS



DU BARRY \$6.95

- No. 1 Ivory and Gun-metal
(Illustrated)
No. 2 Black and Gold
No. 3 Red and Gun-metal
8-Day Time

Has durable wood case lacquered in a choice of rich colors. No. 1 has light ivory case with 27/8-inch exposed dial ring finished in gun-metal and having numerals etched in silver. Gun-metal hands are protected by glass. No. 2 is black with metal parts in polished goldplate. Numerals etched in black. No. 3 is Chinese red with parts in gun-metal. 8-day double spring movement No. 5100. Height 3 3/8 inches. Depth 1 1/2 inches. Width 4 7/8 inches. Packed singly. Shipping weight 2 pounds.



CLIPPER \$35.00

8-Day—7-Jeweled Movement
Time Only

A genuine marine clock in ideal size for cabinet, mantel or desk. Has polished cast brass head with screw type wheel bezel. Mahogany base with polished brass feet. 3 3/8-inch etched silverplated dial. 7-jeweled fine lever movement No. 112—time only. Height 7 inches. Depth 2 1/4 inches. Width 9 3/8 inches. Packed singly. Shipping weight 9 pounds.



RUTLAND \$9.95

Electric Time

The Rutland reflects the true character and charm of nearly a century ago. Durable whitewood case finished in popular "russet tone" maple with mirror in front panel. 3 1/8-inch ivory tinted dial—black Roman numerals. Self-starting synchronous electric. Height 8 inches. Depth 2 3/4 inches. Width 6 inches. Packed singly. Shipping weight 5 pounds.

WINDSOR \$9.95

8-Day Time

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



DUPLEX \$6.95

8-Day Time

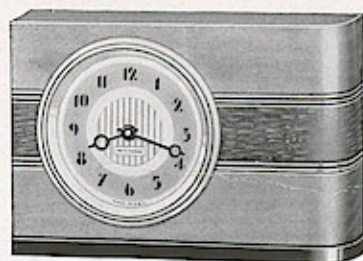
Aptly called the "Duplex" because it performs two important functions on the desk at home or office. Besides telling the time, it has a convenient holder for the elusive pen or pencil on the front of the case. Walnut case. Exposed 2 7/8-inch etched dial ring is in brushed goldplate with numerals etched in black. Recessed dial center, also in black, and goldplated hands are protected by convex glass. 8-day double spring movement No. 5100. Height 4 1/4 inches. Depth 2 3/8 inches. Width 3 1/2 inches. Shipping weight 2 pounds.



VOGUE \$5.95

8-Day Time

The graceful contour of this little clock is enhanced by the eccentric position of the dial. Walnut case. Exposed 2 7/8-inch etched dial ring is in brushed goldplate with numerals etched in black. Recessed dial center, also in black, and goldplated hands are protected by convex glass. 8-day double spring movement No. 5100. Height 3 1/8 inches. Depth 1 1/2 inches. Width 4 inches. Packed singly. Shipping weight 2 pounds.



MYRNA \$4.95

8-Day Time

A clock of unusual individuality. Top and bottom are whitewood finished in "russet tone" maple and the center insert is genuine walnut in a darker contrasting shade. The base is black. 2-inch etched silverplated dial. 8-day double spring movement No. 5100. Height 3 1/2 inches. Depth 1 1/2 inches. Width 5 3/8 inches. Packed singly. Shipping weight 2 pounds.

SETH THOMAS CLOCK COMPANY, THOMASTON, CONN.

1813—Makers of fine clocks for more than a century—1936

NO. 4E HALL CLOCK \$85.00

Electric Westminster Chime

Mahogany cabinet with distinctive design on front panel. Ivory enameled dial with black Roman numerals and colored flower decorations in the corners. Diameter of minute circle $8\frac{1}{2}$ inches. Self-starting synchronous electric. Quarter-hour chime. Height 72 inches. Depth $8\frac{3}{8}$ inches. Width 13 inches. Packed singly. Shipping weight 100 pounds.

NO. 4W HALL CLOCK \$85.00

8-Day Westminster Chime

Same case fitted with 8-day pendulum movement No. 113.

PRISTEEN \$6.95

For mantel, bracket or wall

No. 1 Satin Black and Nickel
(Illustrated)

No. 2 Light Ivory and Nickel

Electric Time

The case is whitewood durably finished in lacquer. Sash is die cast and is in fully polished nickel plate. Has 4-inch white dial with numerals in black. Self-starting synchronous electric. 6 inches square. Depth $2\frac{3}{4}$ inches. Packed singly. Shipping weight 4 pounds.



SAVANT \$6.95

No. 1 Satin Black and Nickel
No. 2 Light Ivory and Nickel

8-Day Time

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

COUNCIL \$12.50

(Wall Clock)

Electric Time

"Up-to-the-minute" in appearance as well as in accuracy. 7-inch ivory tinted dial having the modern black hour markers with Arabic numerals inset in red and with red minute circle. Black hour and minute hands—red seconds hand. Walnut case with sloping sides. Reset knob at bottom of case. Self-starting synchronous electric. $9\frac{3}{4}$ inches square. Depth 3 inches. Packed singly. Shipping weight 7 pounds.

