

Western Clock Company Limited



Westclox
REGISTERED CAN. PAT. OFF.

Peterborough
ONTARIO - CANADA

March 9th 1936

Mr. A. A. Morrison,
St. Peters, N.S.

Dear Sir:

All agreements are contingent upon occurrences beyond our control. Quotations subject to change without notice.

In answer to your letter of March 4th we are sending you catalogue page illustrating the latest Westclox models manufactured in Peterborough, also list of trade prices.

Westclox are carried in stock by the leading hardware and jewelry wholesalers in your vicinity who are in a position to give you prompt service. We are attaching list of wholesalers in Nova Scotia and New Brunswick.

You will note for a quantity of 72 or more Westclox assorted that you are entitled to a 5% discount. If your wholesaler is not in a position to supply you with a complete assortment of selling helps we will be glad to send them direct from Peterborough if you will advise us to do so.

We thank you for your inquiry and hope you will call on us if we can be of any further assistance.

Yours truly,
WESTERN CLOCK COMPANY Limited

O.A.DeGraw
MJ

O.A. DeGraw
Sales Manager

NEWS!

BIG

BEN

NOW MADE

2

WAYS...

BIG BEN

Loud Alarm



A clock for the *extra* heavy sleeper—his *extra loud* alarm wakes you with a bang—a worthy successor to the original Big Ben leg model. Restyled and improved. The same intermittent alarm, the same reliable dust-proof movement, the same large, easy winding keys that characterized the former leg model . . . and there's that old familiar feeling of bigness and strength about him. Although built on a base, there's a convenient hanger on the back which swings down out of sight when not in use. Guaranteed for one year.

Plain Dial \$3.50—Luminous Dial \$4.75

Two Modern Alarm Clocks which

BIG BEN

Chime Alarm



The first polite alarm clock in history. His warning call is ideal for the light sleeper . . . his more insistent call gets the heavy sleeper up. *"First he whispers then he shouts"*. And his quiet tick lets you sleep peacefully. Restyled in 1935 . . . beautifully designed for any room in the home. Dust-proof. Graceful, pierced hands on a legible dial with modern numerals. Felt cushioned underneath. Big Ben Chime Alarm is made in two finishes . . . black with nickel trim . . . and in an ivory and gold color combination. Guaranteed for one year.

Plain Dial \$3.95—Luminous \$5.25

cover the needs of every kind of sleeper!

Here's why Big Ben is made **Two Ways** ..

Sleepers scientifically divide into three classes—

- 1** *Light* sleepers who wake easily.
- 2** *Heavy* sleepers who need a stronger call.
- 3** *Extra heavy* sleepers who need an *extra* loud alarm.

To meet the requirements of *all three*, Westclox has these two improved models—

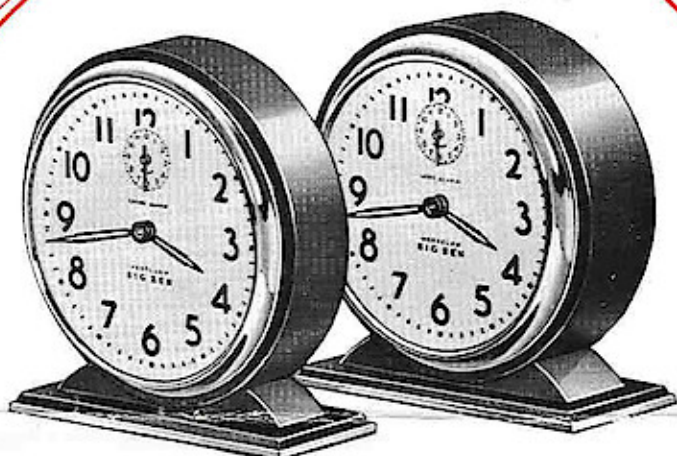
BIG BEN Chime Alarm with two voices for light and heavy sleepers.

BIG BEN Loud Alarm for *extra heavy* sleepers.

..and here's why you should **PUSH BIG BEN**

- 1** The Big Ben Chime Alarm and Big Ben Loud Alarm completely cover the needs of every kind of sleeper . . . light . . . heavy or *extra heavy*.
- 2** Thoroughly reliable. His dependability . . . known the world over . . . makes satisfied customers.
- 3** Gives you more profit per sale.
- 4** He is the only alarm clock which has for years been consistently advertised nationally without interruption.
- 5** He is the best known alarm clock . . . with a ready acceptance which makes it possible for you to trade customers up to this profitable item.
- 6** Styled by one of the country's foremost designers . . . his smart good looks appeal to everyone.
- 7** Well made in every detail—precision built with the most exacting skill. Every Big Ben must pass rigid tests before leaving the factory. Guaranteed for one year.
- 8** He is priced right—gives customers the highest quality for their money and meets today's demand for exceptional value.

WESTCLOX



BIG BEN Chime Alarm and Loud Alarm

Big Ben Chime Alarm has amazing new features that make him almost human.

This Big Ben has a two voiced alarm.

First, there's a series of gentle chime calls, and if this doesn't wake you, there's a loud, steady call in reserve. Another feature . . . his tick is as quiet as a watch. A new model throughout . . . beautifully styled . . . 5 1/4 inches high, felt cushioned underneath. Graceful pierced hands, legible dial. Convenient, quick

acting alarm shut-off. Made in two finishes

—black with nickel trim, and in ivory and gold color combination. Plain dial.

\$3.95. Luminous dial, \$5.25 . . . In addition to the Big Ben Chime Alarm

there is now Big Ben for the extra heavy sleeper. 5 1/4 inches

high, dustproof case, intermittent alarm, large, easy winding keys and reliable movement. Convenient hanger on the back swings down out of sight when not in use. Plain dial, \$3.50. Luminous dial \$4.75.

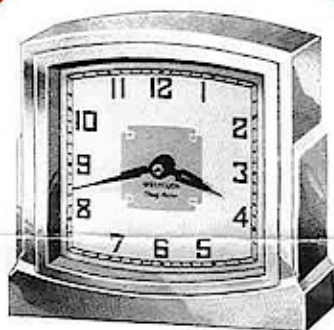


TIDE

A smart new one-day alarm, strictly up to the minute in design, popular in price. Suitable for any room in the home. 4 1/4 inches high . . . supported by a back foot rest. Lacquered metal case, rich black finish with nickel trim. Dependable movement, steady alarm. Attractive dial. \$2.50.

BABY BEN

3 1/4 inches high. Felt cushioned underneath. Pierced hands, convex glass. Baby Ben has a tick as quiet as watch. And a new steady alarm, with loud or soft control attachment. Made in two finishes —black with nickel trim and in ivory and gold color combination. Plain dial, \$3.50. Luminous dial, \$4.75.



SLEEPMETER

A very attractive clock of modern design and Westclox quality workmanship. Concealed bell. Die cast case, two tone metal dial, beautiful butler finish suitable for living room, office or bedroom \$2.95.





POCKET BEN

An exceptionally fine timekeeper. Non-magnetic rustless hair-spring, pierced hands, non-breakable crystal. Pull out set. Etched silver plated dial with two tone effect. Each watch in a beautiful display box. Plain dial \$1.75. Luminous dial \$2.50.

DAX

A serviceable, dependable watch suited to every day use, indoors and out. Built to meet today's requirements for style and quality in the low priced field. Clean cut hands, artistic numerals. Two-toned metal dial. Pull-out set. Highly polished case \$1.25.



SPHINX

A square alarm on a base . . . beautifully styled. 4½ inches high, lacquer finish with brownish metallic lustre, nickel trim. Convex glass, modern hands, bold numerals and an inner minute circle. One day movement. The alarm rings on an inner bell of clear tone. Top alarm shut-off \$1.75.



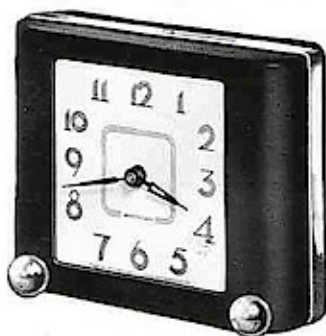
BLACK KNIGHT

4½ inches high, thin model, beautifully styled in lacquer finish with nickel trim. Modern base. Refined luminous numerals and hands . . . easy to read in darkness or daylight. 32-hour movement. Clear toned steady alarm rings on inside bell. Convenient top shut-off. \$2.50.



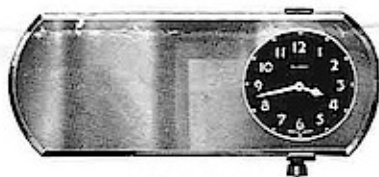
AMERICA

This graceful leg model with steady alarm and black and nickel finish offers dependable Westclox quality at the price of only \$1.45.



SIESTA

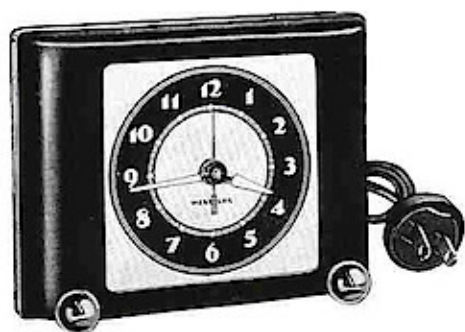
Handsome, sturdy, thin model . . . ultra modern . . . in black with nickel trim. 4 inches high. Modernistic dial, non-breakable, convex crystal. One day movement, and an entirely new kind of alarm. Siesta gives a brief warning, then rings again 10 minutes later. Convenient push-in alarm shut-off. \$3.50.



PULL WIND

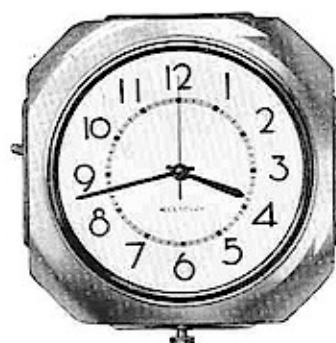
MIRROR AUTO CLOCK

This clock is wound by merely pulling down the button. Three or four gentle pulls and the clock is completely wound . . . the very latest type of Auto Clock. Convenient, simple, practical. Easily installed. Slips into the bracket in place of mirror now on car. Non-glare mirror beveled edges. 6¼ inches long. 30-hour movement. White hands and legible numerals. Not made in luminous. A reliable timekeeper with a dustproof movement that adds to the life of the clock. \$3.45.



BEN BOLT *Electric Alarm*

A thin model electric alarm clock, expressing dignified simplicity. 4 inches high. Rich black with nickel trim. Modernistic dial, non-breakable crystal. Manual starting motor, forward motion only. Inside bell. Convenient shut-off. Unique alarm indicator is on back of clock. Approved cord. Made in luminous dial only. \$4.75.

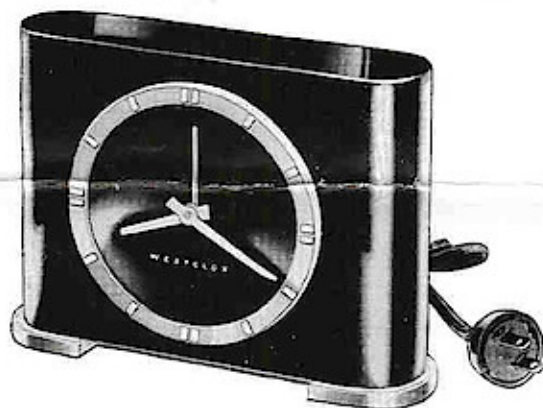
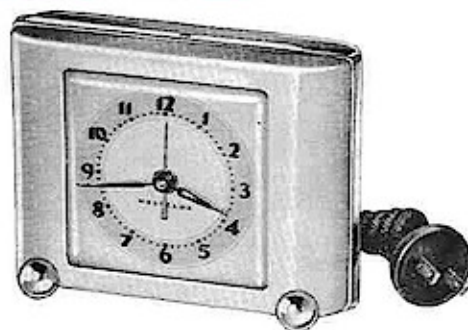


ELECTRIC WALL CLOCK

Die Cast metal case, lustrous surface. Simplified manual starting. Low speed motor. 6 $\frac{3}{4}$ inches in height and width. Five inch metal dial. Convex glass. Conveniently located setting and starting lever. Made in two finishes—Ivory and Green. Standard approved gray cord. \$3.95.

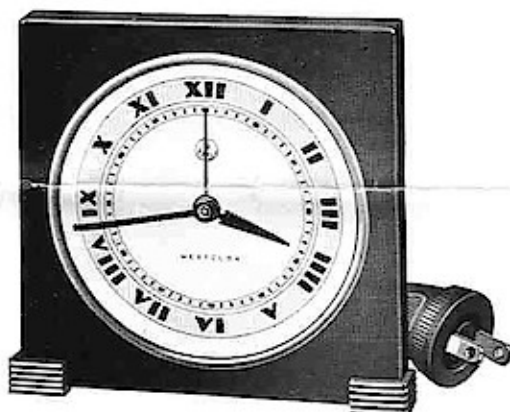
BEN BOLT *Ivory*

In addition to the black and nickel model, Ben Bolt is also made in ivory finish with gold colored trim. Distinctive metal dial with brushed gold colored numeral band, black numerals and modern hands. Plain dial only. \$4.50.



BEN-HUR

A handsome Westclox electric time clock . . . entirely new in design. Height 5 $\frac{1}{4}$ inches. Lustrous black composition case and gold colored trimmings. The modern white index numeral markings are on the raised bezel. Numerals are inlaid. Manual starting motor. \$6.50.



COUNTRY CLUB

A new popular priced electric alarm. Exceptionally pleasing design. Lacquered metal case, black finish with nickel trim. 4 $\frac{3}{4}$ inches high . . . supported by back foot rest. Attractive dial, new window type alarm indicator. Low speed motor, simplified manual starting. Movement rubber mounted. Steady alarm. Approved cord. \$3.50.

WESTCLOX



PICKWICK

A small clock without alarm, 3 inches high. Beautifully designed. Modern luminous dial. Equipped with second hand. The hinged back opens to form an easel, enabling you to set it up on the desk, radio or dressing table. Ideal size for traveling. Made in three finishes; black with nickel trim and green and ivory with gold color trim.



HANDBAG WATCH

Unique, ultra modish, yet thoroughly practical. Modernistic hands point to inlaid numerals and are easily legible. Conveniently tucks into any handbag. This watch has a dual use, for an ingenious little easel quickly transforms it into a clock for the boudoir. Comes in three finishes—black, white and red, all with gold plated trimmings. Easel packed with each watch.

All the clocks and watches illustrated in this folder are made in Canada, with the exception of Pickwick and Handbag Watch shown above, which are imported.

**WESTERN CLOCK
COMPANY LIMITED**

PETERBOROUGH - ONTARIO



Here is a display piece that brings results when placed on your counter or in your window. It tells the main selling features of the remarkable Pocket Ben Watch. Holds six watches. Lithographed in red, gold and black. A real watch merchandiser.



This silent salesman pays over and over again for the small space it occupies on your counter or in your window. Lithographed in red, gold and black. Holds six Dax Watches. A tried and proven merchandiser that will increase your Dax Watch sales.

Both the above displays shipped complete with watches from wholesaler's stock.