

Westclox



Actual Size

221 Plain
231 Luminous**BIG BEN—Chime Alarm**

A BIG Ben with amazing new features that make him almost human... the first polite alarm clock in history.

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 new feature... his

quiet movement permits you to sleep peacefully, for you don't hear him tick.

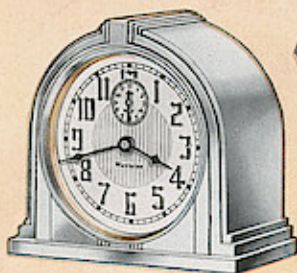
A new model throughout... beautifully styled... thinner and slightly smaller... a fine example of modern design in lustrous black and nickel. Graceful, pierced hands, legible dial. Guaranteed two years.

Plain dial \$3.50; Luminous \$4.50

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Model 401—Combination of conservative and modern mode. 3-1/8 inches high. Base 3 1/4 by 1 3/4 inches.



Model 402—Distinctive beauty, suggestive of the Gothic. 3-1/8 inches high. Base 3 1/4 by 1-5/8 inches.

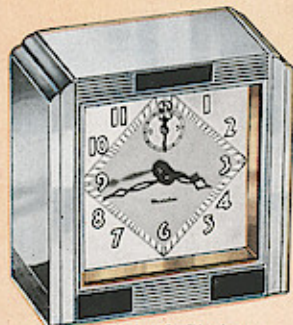


Model 403—Hexangular outline, ultra-modernistic. 3-1/8 inches high. Base 2 3/4 by 1-9/16 inches.

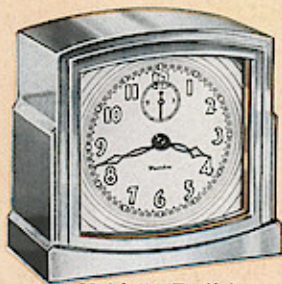
No. 401, 402, 403 Each \$4.00
No. 404, 405, 406 Each \$5.00

LA SALLE SERIES

Ultra modern alarms, typifying the newest trends in design. Each of these models has a one-piece metal case . . . rich, satin-like Butler finish . . . felt cushions underneath. 30-hour movement, attractively etched silvered metal dial. Concealed mellow-toned, back gong alarm. Convenient shut-off.



Model 405—Black enamel accents the beauty of Butler finish. Height 3-1/16 inches. Luminous dial.

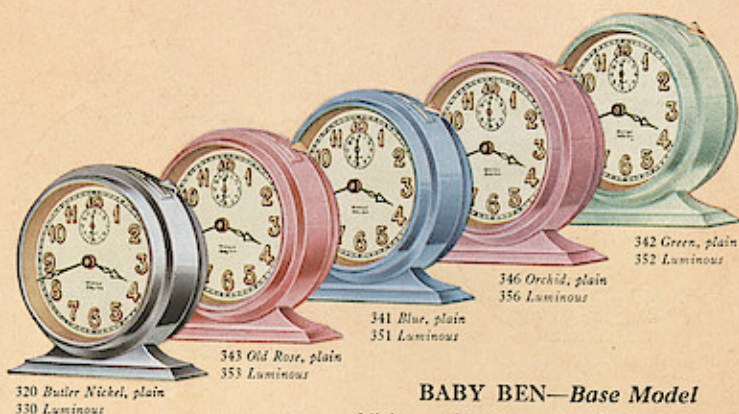


Model 404—Typifying the newest trends in design. 3-3/16 inches high. Luminous dial.



Model 406—Design in gold and black contrasts with Butler finish. Height 3-1/16 inches. Luminous.

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320 Butler Nickel, plain
330 Luminous

343 Old Rose, plain
353 Luminous

341 Blue, plain
351 Luminous

346 Orchid, plain
356 Luminous

342 Green, plain
352 Luminous

BIG BEN—Base Model

Made in same shades, except orchid. Plain and luminous.

220 Butler Nickel plain 242 Green, plain
230 Luminous 252 Luminous
241 Blue, plain 243 Old Rose, plain
251 Luminous 253 Luminous

Plain Dial \$3.50; Luminous \$4.50

BABY BEN—Base Model

Miniature of Big Ben... ideal for dresser or travel. 3 3/8 inches high... 32 hour. Small clock with light tick and gentle alarm... steady or repeat... artistic base, felt cushioned... embossed numerals. Made in Butler nickel and beautiful pearl-toned finishes in old rose, blue, orchid and green... plain and luminous.

Plain Dial \$3.50; Luminous \$4.50



120 Nickel, plain
150 Luminous

BEN HUR

4 5/8 inches high, 32-hour movement, detachable time barrel. Back gong, steady alarm. Artistic base, felt cushioned. Made in nickel and three colors—blue, green and red.

141 Blue, plain 142 Green, plain 143 Red, plain

Plain dial, Nickel & Colors \$2.50
Luminous 3.50



200

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.

Each \$3.25

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100

SLEEP-METER

5 inches high, seamless nickel-plated case, novel roll front. $3\frac{1}{2}$ inch dial, back gong, 32-hour movement, steady alarm. Detachable time barrel.

Each \$2.00



20 Nickel, plain
41 Blue
42 Green
43 Red

AMERICA

$6\frac{1}{4}$ 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.

Each \$1.50



72

BANTAM

Sturdy, dependable, $4\frac{1}{2}$ inches high, seamless case, 30-hour. Modified, steady alarm, convenient shut-off. Made only in green. Low priced clock paying you full profit.

Each \$1.00



\$21 Blue
\$22 Green
\$23 Old Rose

TOM THUMB

For dresser, school room, kitchen or office. $2\text{-}3/16$ inches high, 30-hour. No alarm.

Each \$1.50



640

COUNTRY CLUB

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

Each \$2.50



620 Plain
630 Luminous

POCKET BEN

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

Plain dial \$1.50; Luminous \$2.25



600

DAX

Sturdy, trustworthy. Finished in durable nickel. Low priced watch, paying full profit.

Each \$1.00