

**THE
WESTERN
CLOCK
MFG.
CO.**

La Salle, Ill.
·U·S·A·

1904

EASTERN OFFICE AND SALESROOMS
51-53 Maiden Lane New York City

The Western Clock Manufacturing Company

La Salle, Ill., U. S. A.

Telephone, Long Distance
Main 118



1904

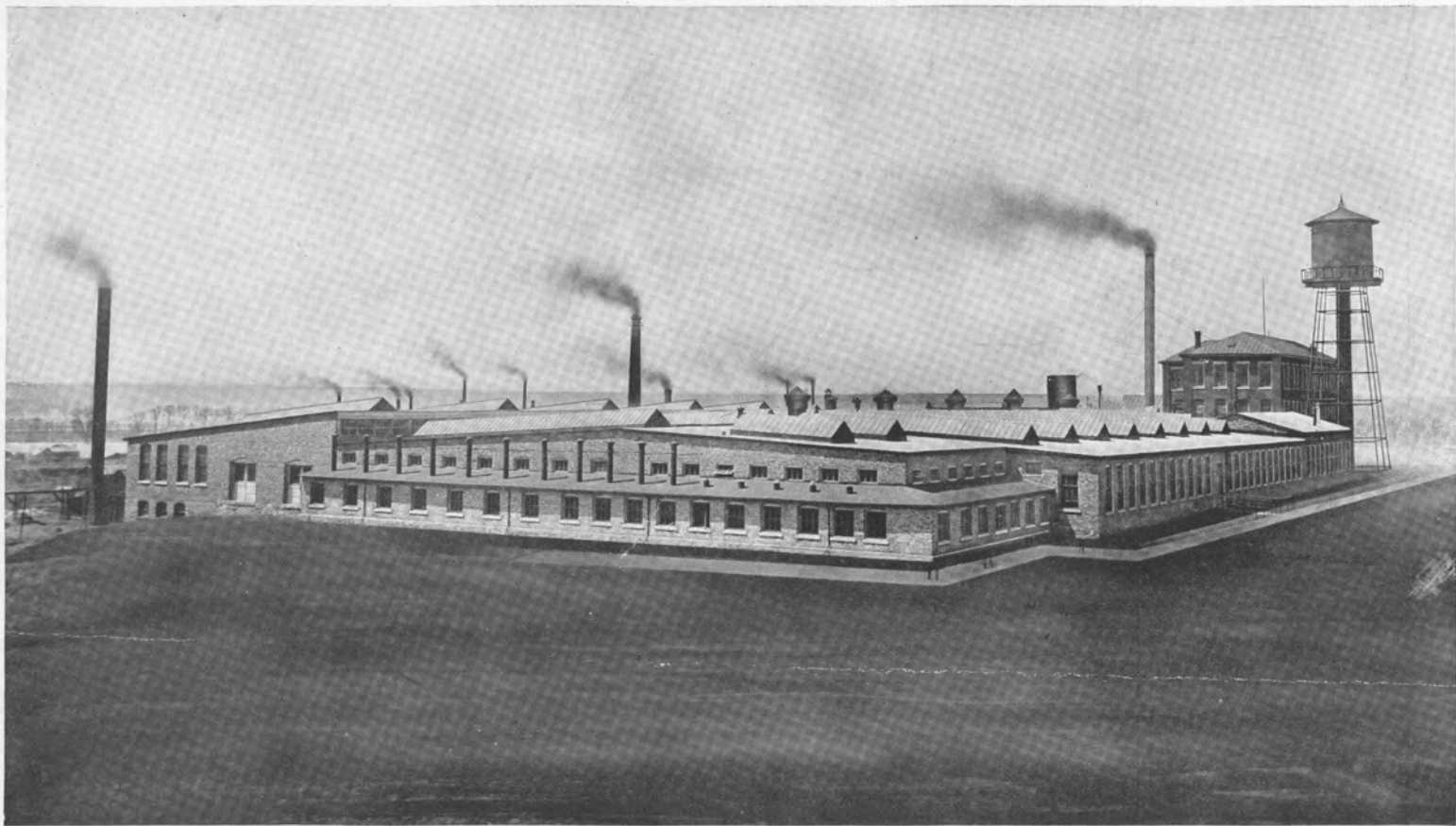
EASTERN OFFICE AND SALESROOMS

51-53 Maiden Lane, New York City

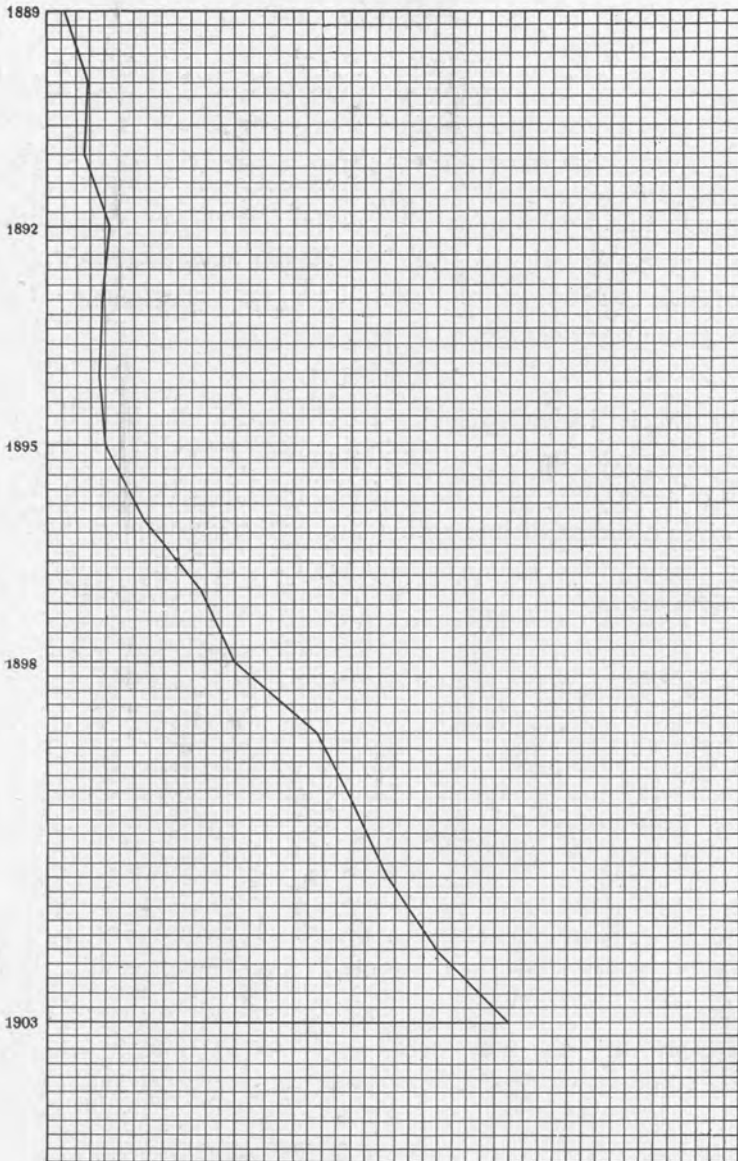
Telephone, Long Distance 4090 John

CABLE ADDRESS

Westclock, New York



THE WESTERN CLOCK MFG. CO., GENERAL OFFICE AND FACTORY, LA SALLE, ILL., U. S. A.



ANNUAL PRODUCTION GRAPHICALLY SHOWN

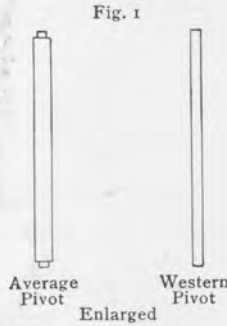


TO THE TRADE

OUR former construction talks have met with such success in the trade that we have decided to republish them in this edition of our catalogue. We shall be glad to answer any question regarding our movements, and upon request will mail samples of parts for examination without any charge.

MATERIAL

Our wheels, instead of being staked, are firmly held in position and in proper relation to pivots and pinions by a casting. The metal used in this operation is an alloy of antimony, lead and tin; the antimony gives it the requisite hardness, while the tin supplies the flowing quality needed to take the exact shape of the mould.



This construction enables us to use as pivots very hard piano wire of extreme thinness; as these pivots are of much smaller diameter than those in other movements (Fig. 1), the friction in the train and on the plates and the resistance offered by the clogging of oil and dust are all greatly reduced.



The resistance being smaller, less pressure has to be exerted on the train; a main spring of the size of B is sufficient to set and keep



in motion a movement constructed as above, while the spring A of the average thickness, width and length found in other movements is indispensable with other processes. With the thinner and more elastic spring B, the risks of breakage are smaller, the unwinding is more regular, the wear on the train insignificant and no energy being wasted on overcoming a superfluous resistance, the timekeeping of our clocks is far superior to that of any other 32-hour movement.

CASTING OF THE PINIONS AND WHEELS

The pinion leaves and pivot wires both run through a machine in which the pinion leaves and pivots are cut to their proper length by an automatic device and then joined together by a casting.



Escape Wheel Pinion.

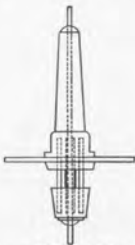


Fourth Wheel Pinion.

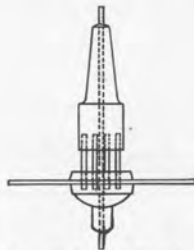


Third Wheel Pinion.

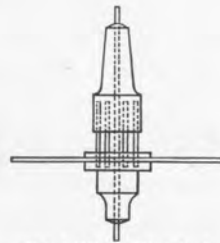
A brass wheel is then placed on the pinion in such a manner that the pivot will go through its exact center, where the casting will hold it in position. On that account untrue wheels are an impossibility with our clocks.



Escape Wheel Finished



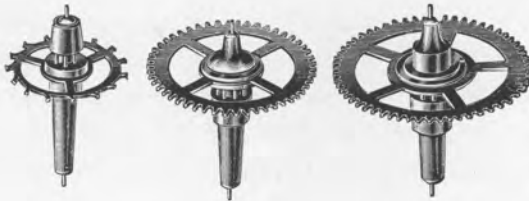
Fourth Wheel Finished



Third Wheel Finished

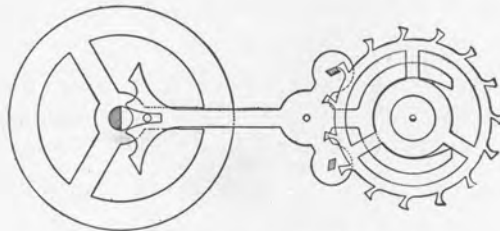


We have lately perfected automatic casting machines which will perform in the same length of time the work of four of the old model hand power contrivances. (See page No. 44.)



ESCAPEMENT

Our escapement is conceded by watchmakers to be the best in any nickel clock. This is partly due to the small extent of the rubbing surfaces—the piano wire being used as pivot in the lever—and partly to the polished steel pallets of the latter. The proper lightness and remarkable fineness of the clubbed tooth escape wheel, to the cutting of which extreme care is given, the high grade of the balance staff and hair spring also account for its excellence.



Straight Line Clubbed Tooth Escapement
15,000 Beats Per Hour

To sum up, with a minimum amount of friction and absolutely true wheels, we obtain a motion not to be equaled by any other process. Owing to the precision of construction, the quality of



material, the excellence of workmanship and the accuracy of the escapement, our movements are preferred by expert watchmakers and handled by all the leading jobbers.

A WORD AS TO PRICES

We do not wish to pose as manufacturers of *cheap clocks* in the generally accepted definition of that term, but we do desire to call attention to the fact that we produce what is unquestionably the lowest priced line of good, reliable American Clocks on the market. This we are enabled to do because we restrict ourselves to the production of the staple and rapid sellers of our line, instead of expending our energies on a large list of slow moving styles. This means concentration of force with consequent minimum cost of production, enabling us to make lower prices than those of other manufacturers—a point to remember.



THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



"AMERICA" ALARM



Our Most Popular Clock.

4-inch nickel plated case. Barreled springs. Lantern pinions.
Straight line lever escapement.
15,000 beats per hour.

55c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



“DAISY” ALARM



Untarnishable hard durable enamel. Daisy decoration.
4-inch dial.
Quick beat.

57c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS

“ROME” ALARM



Furnished with Arabic dial only.
This dial will be used on no other clock of our manufacture.
Quick beat.

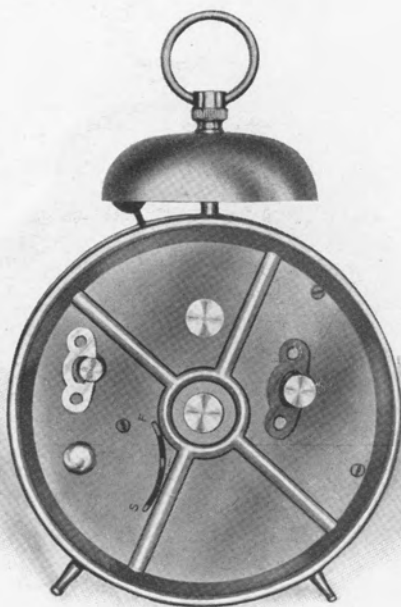
58c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



“ROME” ALARM



BACK VIEW

Seamless 4-inch brass case.
Nickel plated.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



“LA REINE” ALARM



Seamless, 4-inch brass case.
3-inch dial.
Movement removable from the back, held friction tight.
Quick beat. Nickel plated.

60c.

Brass polished.

61c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



"O. K." ALARM



The Best Finished and Most Accurate Alarm in the Market.

4½-inch seamless brass case, nickel plated. Sunk brass back. Alarm dial in front.
Second hand. Quick beat.
Movement removable from back.

Made Specially for the Jewelry Trade.

65c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



“STRENUOUS” LONG ALARM



Will Ring Five Minutes Continuously.

4½-inch nickel plated case.

Quick beat.

Can be shut off at will.

75c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



“CHAMPION” ALARM



Gold lacquered; 9 inches high. 3-inch dial. Movement removable from the back.
Quick beat.

Champion Alarm.

80c.

Champion Time.

65c.

FOR SALE AT ALL JOBBERS.



"F. W." ALARM



FRONT VIEW.

Long and Extremely Loud Ring.

Plain black; white dial; nickel plated back.

75c.

Gun metal finish; white dial; nickel plated back.

80c.

Gold decorations; 3-inch ivory finish dial.
Bevel plate glass; polished brass back.

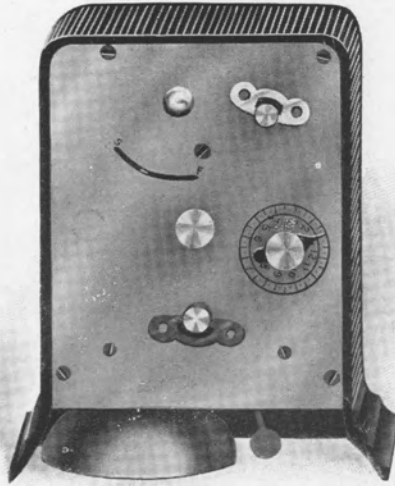
95c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



"F. W." ALARM



BACK VIEW.

A Durable and Substantial Alarm.

Practically dust proof, cast iron case, heavy brass bell; movement removable from the back.

Height, 5 inches. Width, 4½ inches.

Quick beat.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



IMPERIAL



Gold plated case, 10 $\frac{3}{4}$ inches high. 3-inch ivory finish dial.
Gilt center. Bevel plate glass.

Time only

85c.

With Alarm

95c.

Gold plated case, Time only

90c.

With Alarm

\$1.00.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



"LA SALLITA" TIME



A Remarkably Accurate Small Clock.

Seamless brass case; nickel plated. Bevel plate glass.
Barreled spring; quick beat; right angle lever escapement.
2-inch ivory finish dial; packed in tin box.

58c.

2-inch white dial; packed in cardboard box.

57c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



"THE AMERICAN" STEM-WIND WATCH



18 size. Nickel plated case. 32-hour movement. Snap bezel and back.
New thin model.

70c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



COLONIAL



A New Departure in Gilt Clocks.
A Small and Chaste Design on Strictly Colonial Lines.

Ormolu gold plated.
Height $4\frac{1}{8}$ inches. 2-inch ivory finish dial.
Bevel plate glass. Gilt center.

\$1.60.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



LOUVRE



Ormolu gold plated.
Height 8 inches. 2-inch ivory finish dial.
Bevel plate glass. Gilt center.

\$1.60.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



CLERMONT



Ormolu gold plated.
Height $8\frac{3}{4}$ inches. 2-inch ivory finish dial.
Bevel plate glass. Gilt center.

\$2.25.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



SYLPH



Ormolu gold plated. Height 8 inches. 2-inch ivory finish dial.
Bevel plate glass. Gilt center.

\$2.15.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



PANSY



Ormolu gold plate and silver gray finish.
Height $4\frac{3}{4}$ inches. 2-inch ivory finish dial.
Bevel plate glass. Gilt center.

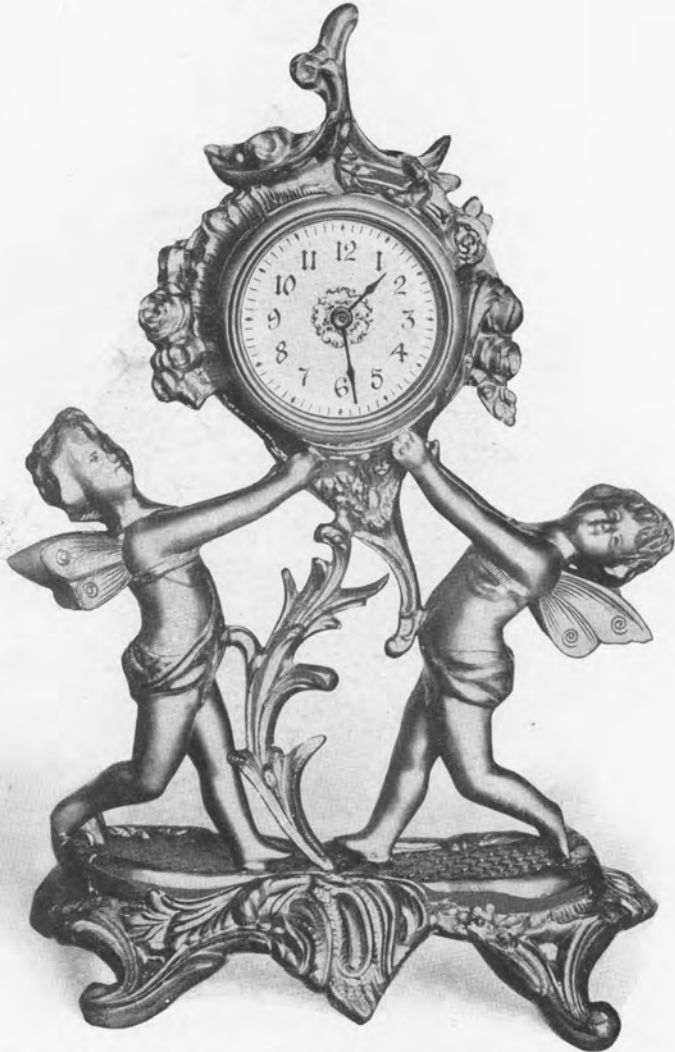
\$1.10.
(Both Finishes.)

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



VENICE



Ormolu gold plated. Height 9 $\frac{3}{4}$ inches. 2-inch ivory finish dial.
Bevel plate glass. Gilt center.

\$2.75.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



GEM



Ormolu gold plated.
Height 5½ inches. 2-inch ivory finish dial.
Bevel plate glass. Gilt center.

90c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



VENDOME



Ormolu gold plated. Height 10 $\frac{7}{8}$ inches. 2-inch ivory finish dial
Bevel plate glass. Gilt center.

\$3.00.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



CORSO



Ormolu gold plated.
Height 7 $\frac{3}{8}$ inches. 2-inch ivory finish dial.
Bevel plate glass. Gilt center.

\$2.15.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE

ILLINOIS



VERSAILLES



Ormolu gold plated.
Height $4\frac{3}{4}$ inches. 2-inch ivory finish dial.
Gilt center.

80c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



PORCELAIN No. 8773

(Bonn Case, Germany.)



Maroon shading.
Height $5\frac{1}{4}$ inches. 2-inch ivory finish dial.
Bevel plate glass. Gilt center.

85c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



PORCELAIN CLOCKS

(Bonn Cases, Germany.)



No. 8759

Blue

No. 8283

Blue



2-inch ivory finish dial. Bevel plate glass. Height $5\frac{1}{4}$ inches.
Gilt center.

85c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



PORCELAIN CLOCKS

(Bonn Cases, Germany.)



No. 8338

Green

No. 8339

Maroon



2-inch ivory finish dial. Bevel plate glass Height 5 inches.
Gilt center.

85c.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



No. 2120. TRAVELING CLOCK



Leather case. Assorted colors.
2-inch ivory finish dial. Gilt center. Bevel plate glass.
Height $3\frac{1}{8}$ inches.

\$1.10.

FOR SALE AT ALL JOBBERS.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



No. 2160



A Neat Clock for the Desk, with Perpetual Calendar.
Furnished in Black and Red Seal Leather.

Size $5\frac{3}{8}$ by $7\frac{1}{2}$ inches.
2-inch ivory finish dial. Gilt center. Bevel plate glass.

\$1.25.

FOR SALE AT ALL JOBBERS.



STYLE "A"

Seamless brass case, lacquered.
2-inch ivory finish dial. Gilt center.
Bevel plate glass.

Inserted from the front.



STYLE "C"

Seamless brass case, lacquered.
2-inch ivory finish dial. Gilt center.
Bevel plate glass.

Inserted from the back.

Can be furnished with easel foot.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



STYLE "D"

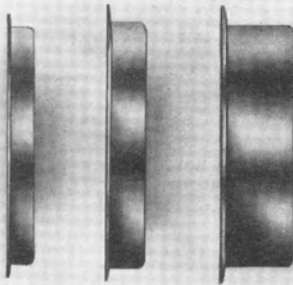


Seamless brass case, lacquered.
2-inch ivory finish dial, gilt center. Bevel plate glass. Inserted from the front.
Furnished with backs to hold movements in frame.

No. 1

No. 3

No. 5

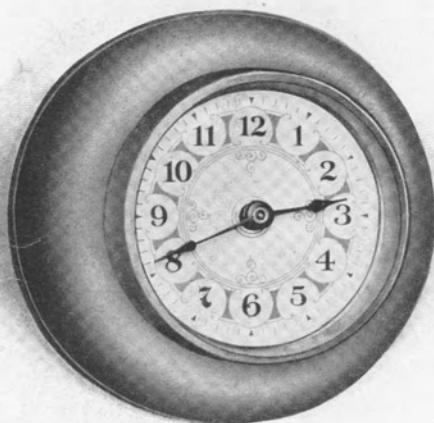


Backs for style "D" movements.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



STYLE "B"



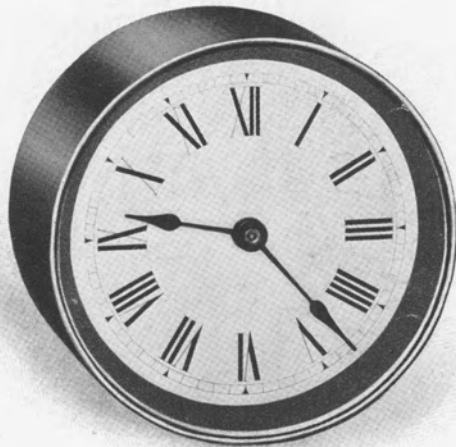
4-inch brass lacquered case. 3-inch fancy dial.

Also with ivory finish dial, gilt center and bevel plate glass.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



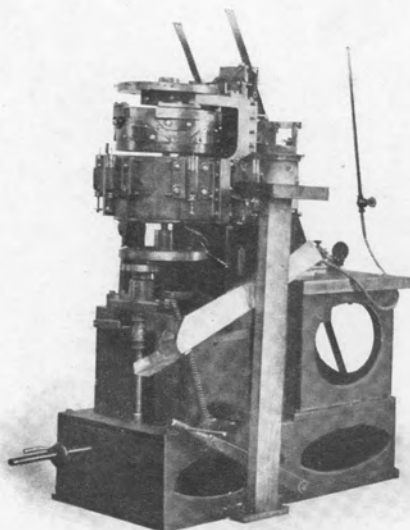
STYLE "F"



4-inch seamless brass case. Inserted from the front.

Nickel plated or polished brass finish.

THE WESTERN CLOCK MANUFACTURING COMPANY
LA SALLE ILLINOIS



IMPROVED CASTING MACHINES.

