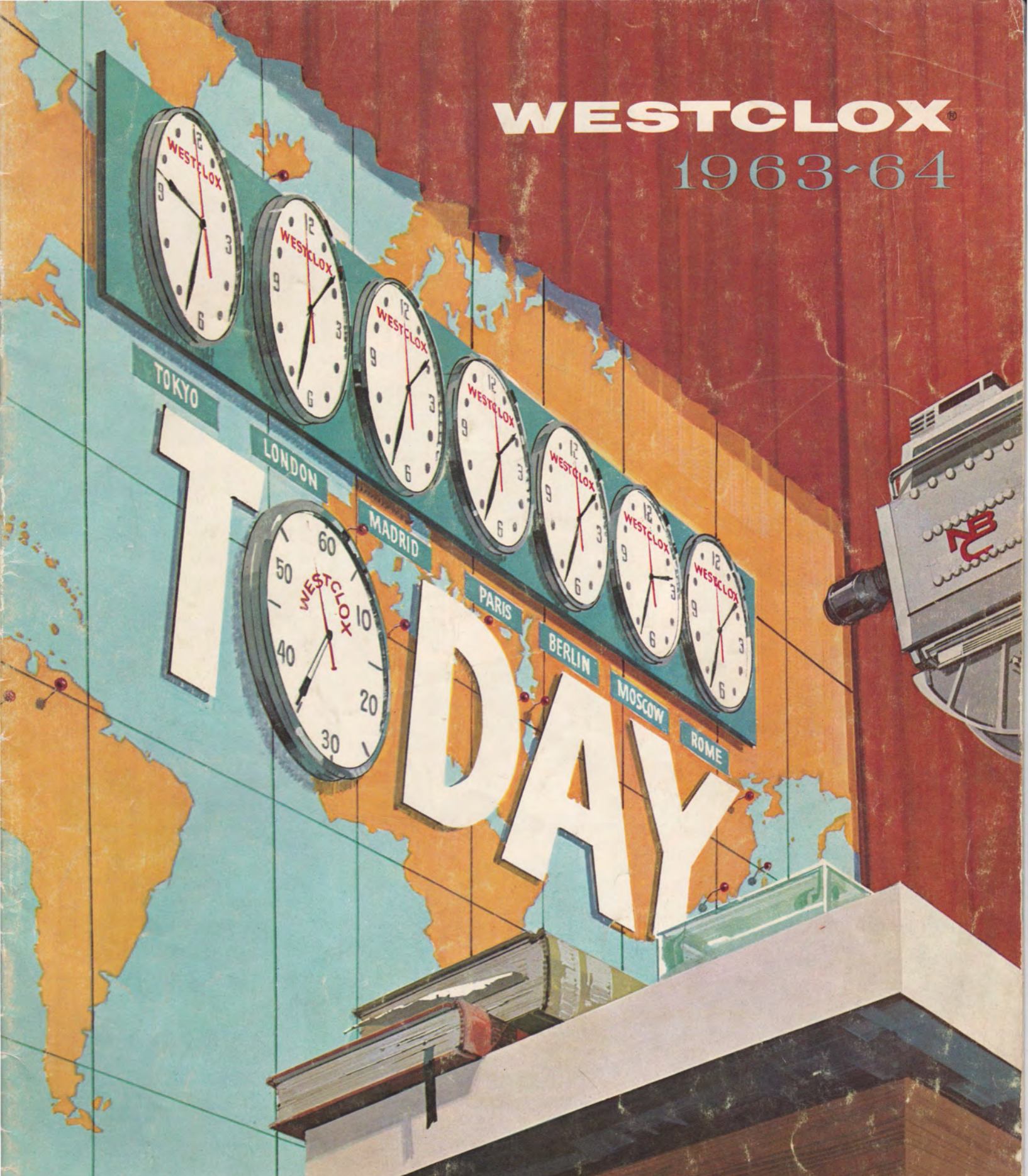


WESTCLOX[®]
1963-64



Sports Afield

SIX FACT-FILLED ARTICLES TELL YOU HOW TO CATCH FISH EARLY THIS SEASON

Esquire
THE MAGAZINE FOR MEN



Better Homes

THE NEW YORKER

House & Garden



LOOK



McCall's





NEW TRAVELMATE—Genuine leather case is only 1¼" high when closed. Polished brass fittings and bezel. Convenient side shut-off alarm. Raised numerals on silver plated dial. 3" high.
 No. 44072 Tan Luminous.....\$8.98 (E1282)
 No. 44074 Red Luminous.....\$8.98 (E1282)
 No. 44076 Black Luminous.....\$8.98 (E1282)



NEW MONACO—Rich ribbed satin gold color case accented by polished brass trim. Front cover swings beneath case to become easel base. Shatterproof crystal, dependable bell alarm, luminous:
 No. 44090 Gold color.....\$12.95 (E1684)

(Available after Oct. 1)



TRAVETTE—Only 3" square. Genuine leather case closes to compact 1¼" height. Raised numerals; shatterproof crystal. Convenient side shut-off alarm.
 No. 44020 Tan Luminous.....\$6.98 (E996)
 No. 44022 Red Luminous.....\$6.98 (E996)
 No. 44024 Brown Luminous....\$6.98 (E996)



Vacation...Business...School...
 Be on time with
WESTCLOX Travel Alarms



NEW TRAVALETTE FLEUR—Silver brushed case with embossed floral top design. Sunburst gold color dial. Luminous.
 No. 44244 Brushed Silver \$14.95 (E1944)

(Available after Oct. 1)



NEW TRAVETTE D'or—Elegant gold color case with Florentine finish. Sunburst gold color dial. Luminous.
 No. 44216 Gold color...\$14.95 (E1944)

(Available after Oct. 1)



TRAVETTE DELUXE—Genuine cowhide case is only 1" high when closed. Polished brass fittings and bezel. Convenient side shut-off alarm. Raised numerals. Shatterproof crystal.
 No. 44016 Tan Luminous.....\$9.98 (E1362)
 No. 44018 Red Luminous.....\$9.98 (E1362)
 No. 44040 Black Luminous...\$9.98 (E1362)
 No. 44142 Kelly Green Luminous. (Available after Oct. 1).....\$9.98 (E1362)



TRAVETTE II—Genuine leather snap case, convenient side shut-off alarm. Choice of black or white luminous dials. Protective gold color trim, sweep alarm indicator. One key winds both time and alarm.
 No. 44054 Red (Black Luminous) \$7.98 (E1138)

No. 44056 Red (White Luminous) \$7.98 (E1138)
 No. 44058 Tan (Black Luminous) \$7.98 (E1138)
 No. 44060 Tan (White Luminous) \$7.98 (E1138)



TRAVALARM—Sliding shutter front. Easel back. Closes like a clam for traveling. Non-breakable case. Shatterproof crystal. Bell alarm. 3½" high.

- No. 42002 Black Luminous... \$7.98 (E1138)
- No. 42004 Ivory Luminous... \$7.98 (E1138)
- No. 42006 Danube Blue Luminous \$7.98 (E1138)
- No. 42008 Seafoam Green Luminous \$7.98 (E1138)

TRAVALARM DELUXE—Duo-larm starts with soft, steady call, changes to clear bell tone. Gold or silver color case highlighted by harmonizing trim and raised numerals. Sliding shutter front, easel back. Non-breakable case. 3¼" high.

- No. 44026 Ivory/Gold Color Luminous \$10.95 (E1494)
- No. 44028 Gray/Silver Color Luminous \$10.95 (E1494)

TOURALARM —Case features rich pebble grain finish. Bell alarm with convenient side shut-off. Raised numerals. Shatterproof crystal; sweep alarm indicator.

- No. 44100 Red Luminous..... \$5.98 (E854)
- No. 44102 Tan Luminous..... \$5.98 (E854)



TRAVALETTE—Exclusive design with convenient side shut-off alarm. Genuine cowhide case is only 1" high when closed. Raised numerals.

- No. 44044 Blue Mist Luminous \$10.95 (E1494)
- No. 44048 Pearl White Luminous \$10.95 (E1494)
- No. 44050 Lipstick Red Luminous \$10.95 (E1494)
- No. 44082 Burnt Orange Luminous (Available after Oct. 1) \$10.95 (E1494)



6-PACK TRAVEL CLOCK DISPLAY No. 19065—Eye-catching sales builder with a continental flair. Assembles quickly, stands 28" high. Free display contains:
 2—No. 44100 Red Touralarm
 2—No. 44102 Tan Touralarm
 1—No. 44056 Red Travette II
 1—No. 44060 Tan Travette II
 No. 19065 Assortment Consumer Price..... \$39.88 (E5692)



9½" wide
 24" high
 9½" deep

12-PACK ILLUMINATED TRAVEL CLOCK DISPLAY No. 19067—Contains:
 2—No. 42002 Black Travalarm
 2—No. 42004 Ivory Travalarm
 1—No. 44016 Tan Travette Deluxe
 1—No. 44018 Red Travette Deluxe
 1—No. 44020 Tan Travette
 1—No. 44022 Red Travette
 1—No. 44024 Brown Travette
 1—No. 44028 Gray/Silver Color Travalarm Deluxe
 1—No. 44048 Pearl White Travalette
 1—No. 44050 Lipstick Red Travalette
 1—Illuminated FREE display
 No. 19067 Assortment Consumer Price..... \$105.67 (E14746)

MARKETING FACTS:
 No. 19067
 Less than one sq. ft. of area. Turnover 4 to 5 times.
 Estimated profit per sq. ft. per year \$143.73

All featuring a shatterproof crystal...sweep alarm indicator...and a single key to wind both time and alarm



BIG BEN—World's most famous alarm. Quiet, dependable performance for restful sleep. Adjustable loud-soft alarm. Solid brass trim and keys. Metal case. Cushioned base. 4 $\frac{7}{8}$ " high.

- No. 10001 Black Plain.....\$7.98 (E1138)
- No. 10003 White Plain.....\$7.98 (E1138)
- No. 10002 Black Luminous.....\$8.98 (E1282)
- No. 10004 White Luminous.....\$8.98 (E1282)



BABY BEN—Adjustable loud-soft alarm. Quiet, dependable performance for restful sleep. Cushioned base. Solid brass trim and keys. 3 $\frac{3}{8}$ " high.

- No. 11001 Black Plain.....\$7.98 (E1138)
- No. 11003 White Plain.....\$7.98 (E1138)
- No. 11002 Black Luminous.....\$8.98 (E1282)
- No. 11004 White Luminous.....\$8.98 (E1282)
- No. 11006 Pink Luminous.....\$8.98 (E1282)



BIG BEN DELUXE—Golden spun dial. Quiet, dependable performance for restful sleep. Adjustable loud-soft alarm. Solid brass trim and keys. Cushioned base. 4 $\frac{7}{8}$ " high.

- No. 10010 Bronze Luminous.....\$9.98 (E1362)



BABY BEN DELUXE—Cushioned base. Quiet, dependable performance for restful sleep. Metal case. Adjustable loud-soft alarm. 3 3/8" high.

- No. 11036 Brushed Silver Color Case, Luminous..... \$9.98 (E1362)
- No. 11018 White (Florentine Silver) Case, Luminous..... \$9.98 (E1362)
- No. 11014 Solid Brass Case, Luminous..... \$9.98 (E1362)



HUSTLER—Streamlined case. Easy-to-read full luminous dial. 4 1/2" high.

- No. 15036 Ivory Luminous..... \$3.98 (E570)
- No. 15038 Pink Luminous..... \$3.98 (E570)



CREST—Beautifully designed. Convenient top bar alarm shut-off. 3 3/4" high.

- No. 12029 Ivory Plain..... \$4.98 (E710)
- No. 12031 Pink Plain..... \$4.98 (E710)
- No. 12030 Ivory Luminous..... \$5.98 (E854)
- No. 12032 Pink Luminous..... \$5.98 (E854)



FAWN—All metal case with bright brass trim. Bell alarm. Center sweep alarm indicator. 3 3/4" high.

- No. 12025 Ivory Plain..... \$3.98 (E570)
- No. 12027 Pink Plain..... \$3.98 (E570)
- No. 12026 Ivory Luminous..... \$4.98 (E710)
- No. 12028 Pink Luminous..... \$4.98 (E710)



AMERICA—Easy-to-read full luminous dial. All metal case with satin finish gold color trim. Convenient top alarm shut-off. 4 1/2" high.

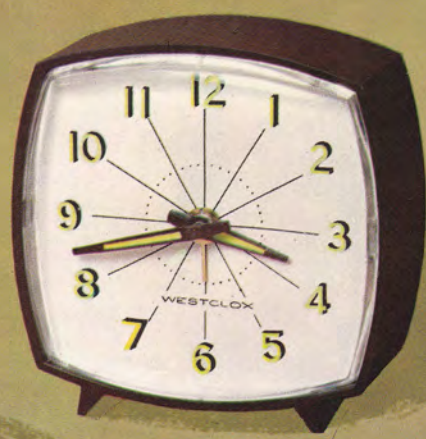
- No. 15040 Ivory Luminous..... \$4.98 (E710)
- No. 15042 Pink Luminous..... \$4.98 (E710)

SPUR—Heavily coated full luminous dial and hands are easily read at night. Metal case. Bell alarm. 4 3/8" high.

- No. 15032 Black Luminous..... \$4.98 (E710)
- No. 15034 Ivory Luminous..... \$4.98 (E710)



WESTCLOX
KEYWOUND ALARM CLOCKS



CHIPPER—Smartly styled. Bell alarm. 3" high.
 No. 12037 Ivory Plain.....\$2.98 (E426)
 No. 12039 Mint Green Plain.....\$2.98 (E426)
 No. 12038 Brown Luminous.....\$3.98 (E570)

BINGO—Low priced dependability. Large numerals are easy-to-read. 4½" high.
 No. 15055 Ivory Plain.....\$2.98 (E426)
 No. 15056 Ivory Luminous.....\$3.98 (E570)



ASSORTMENT No. 19071—Eye-catching blister pack display. Designed for fast turnover in key traffic areas. Requires less than one square foot of counter space. Contains:
 2—No. 15555 Bingo Ivory Plain
 2—No. 15556 Bingo Ivory Luminous
 2—No. 15536 Hustler Ivory Luminous
 2—No. 12525 Fawn Ivory Plain
 2—No. 15534 Spur Ivory Luminous
 1—No. 15532 Spur Black Plain
 1—No. 12529 Crest Ivory Plain
 No. 19071 Asst. Consumer Price \$49.76 (E7112)

14¼" wide
 32½" high
 7¾" deep

BEST SELLER ASSORTMENT No. 19070
 —Sets up easily, sure to score high with impulse buyers. Contains:
 1—No. 15032 Spur Black Luminous
 1—No. 12025 Fawn Ivory Plain
 1—No. 12031 Crest Pink Plain
 1—No. 12038 Chipper Brown Luminous
 1—No. 15055 Bingo Ivory Plain
 1—No. 15056 Bingo Ivory Luminous
 No. 19070 Asst. Consumer Price \$24.88 (E3556)

14¼" wide
 27" high
 7½" deep

MARKETING FACTS:
No. 19071
 Less than ¼ sq. ft. of area. Turnover 5-6 times.
 Estimated profit per sq. ft. per year **\$78.10**



MARKETING FACTS:
No. 19070
 Less than ¼ sq. ft. of area. Turnover 5-6 times.
 Estimated profit per sq. ft. per year **\$39.05**

All-time leaders in lasting quality and rich styling



ASPEN—Superb styling features raised gold color numerals. Shatterproof crystal. Sweep second hand. Luminous.

- No. 20090 Antique White.....\$7.98 (E1048)
- No. 20092 Beige.....\$7.98 (E1048)
- No. 20094 Seaspray Green...\$7.98 (E1048)
- No. 20096 Black.....\$7.98 (E1048)



BABY BEN ELECTRIC alarm. Compact. Metal case, cushioned base. Dependable. Shatterproof crystal. Sweep second hand and alarm indicator. 3¼" high.

- No. 20016 Beige Luminous...\$8.98 (E1180)
- No. 20018 Pink Luminous...\$8.98 (E1180)



BIG BEN ELECTRIC alarm. All metal case, cushioned base. Dependable. Shatterproof crystal. Sweep second hand and alarm indicator. 4⅞" high.

- No. 20006 Bronze Luminous..\$8.98 (E1180)
- No. 20008 White Luminous...\$8.98 (E1180)



BIG BEN DELUXE ELECTRIC alarm. All metal case, cushioned base. Dependable. Shatterproof crystal. Sweep second hand and alarm indicator. 4⅞" high.

- No. 20010 Golden Spun Dial, Luminous \$9.98 (E1312)



COLT—Low-priced. High impact case offers 5-year guarantee against breakage. Full numeral dial. Sweep second hand and alarm indicator. 3¼" high.

- No. 20081 Antique White, Plain \$4.98 (E686)
- No. 20082 Pink Luminous.....\$5.98 (E786)



DUNBAR—Handsome wood grain finish with beautifully designed new parquet luminous dial. Shatterproof crystal, sweep second hand.

- No. 20118 Wood Finish Luminous \$6.98 (E918)



TIDE—Full numeral dial, sweep second hand, sweep alarm indicator. Shatterproof crystal. 3¼" high.

- No. 20087 Antique White, Plain. \$3.98 (E548)
- No. 20088 Antique White, Luminous \$4.98 (E686)

ELECTRIC ALARM CLOCKS



NEW AWARD II ELECTRIC ALARM—Traditional styling. Hand-rubbed wood grain finish. Cushioned base. 4½" high.

- No. 21040 Walnut Luminous. \$14.95 (E1890)
- No. 21042 Mahogany Luminous \$14.95 (E1890)



SHERATON—Electric alarm. Traditional scroll work dial design. Brass finish bezel and feet. Sweep alarm indicator. 4½" high.

- No. 21019 Maple Finish Plain. \$9.98 (E1312)
- No. 21021 Solid Mahogany (light finish) Plain.....\$9.98 (E1312)
- No. 21022 Solid Mahogany (dark finish) Luminous.....\$10.95 (E1384)



WOODBRIAR—Hand-rubbed wood grain finish blends readily with most decors. Sweep second hand, sweep alarm indicator. 3¾" high.

- No. 21029 Plain.....\$8.98 (E1180)
- No. 21030 Luminous.....\$9.98 (E1312)



12" wide
15" high



DUNBAR—Modern design has classic appeal, enduring quality. Sweep second hand, shatter-proof crystal, easy-to-read dial.

- No. 20113 Antique White.....\$4.98 (E686)
- No. 20115 Sandalwood.....\$4.98 (E686)
- No. 20114 Antique White Luminous \$5.98 (E786)

DUNBAR 8-PACK ASSORTMENT No. 29016

—Revolving display contains:

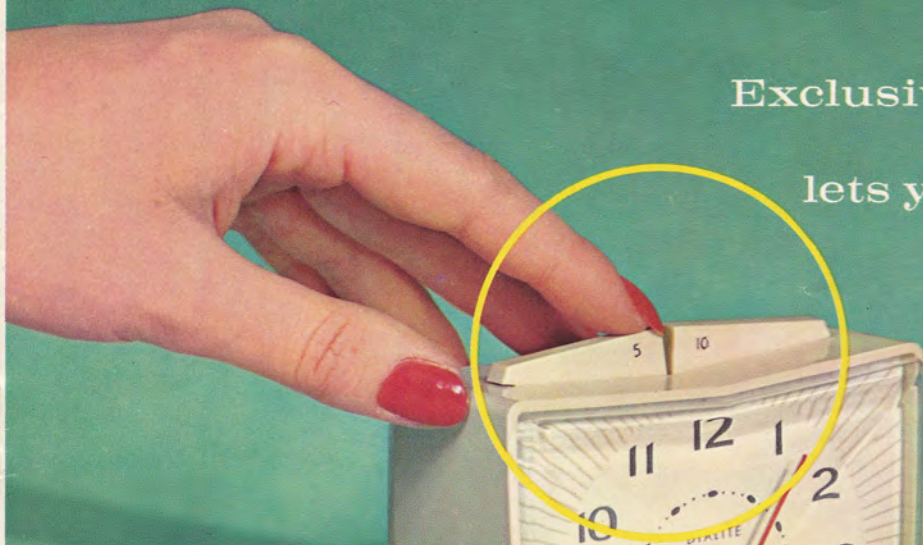
- 1—No. 20113 Antique White
- 1—No. 20115 Sandalwood
- 1—No. 20114 Antique White Luminous
- 1—No. 20118 Wood Finish Luminous
- 1—No. 20122 Jonquil Yellow Drowse Luminous
- 1—No. 20124 Green Drowse Luminous
- 1—No. 20128 Wood Finish Drowse Luminous
- 1—No. 20134 Robin's Egg Blue Dialite Drowse

No. 29016 8-Pack Assortment Consumer Price....\$52.84 (E6658)

MARKETING FACTS:

No. 29016
One sq. ft. of area. Turnover 4-5 times.
Estimated profit per sq. ft. per year **\$87.98**

Exclusive "DROWSE" feature...
wakes you gently...
lets you select 5 or 10 minutes
extra sleep...
then wakes you again!



DROWSE—Alarm with exclusive sleep-selector. Wakes you gently, lets you choose 5 or 10 minutes extra sleep, then wakes you again. 3 3/4" high.

- No. 20101 Buckskin Beige Plain.....\$5.98 (E786)
- No. 20102 Antique White Luminous.....\$6.98 (E918)



DUNBAR DROWSE—Hand-rubbed wood grain finish. Famous Westclox Drowse feature wakes you, lets you select 5 or 10 minutes extra sleep, and then wakes you again. Allows leisurely rested arisings; prevents oversleep.

- No. 20128 Wood Finish Luminous.....\$7.98 (E1048)



DUNBAR DROWSE—Famous Westclox Drowse feature wakes you, lets you select 5 or 10 minutes extra sleep, and then wakes you again. Allows leisurely rested arisings; prevents oversleep.

- No. 20122 Jonquil Yellow Luminous.....\$6.98 (E918)
- No. 20124 Green Luminous.....\$6.98 (E918)



DROWSE ASSORTMENT

No. 29007—Colorful easy to set up display. Contains:

- 1—No. 20101 Buckskin Beige
- 3—No. 20102 Antique White
- No. 29007 Drowse Asst. Consumer Price \$26.92 (E3540)



13" wide
14" high
6" deep

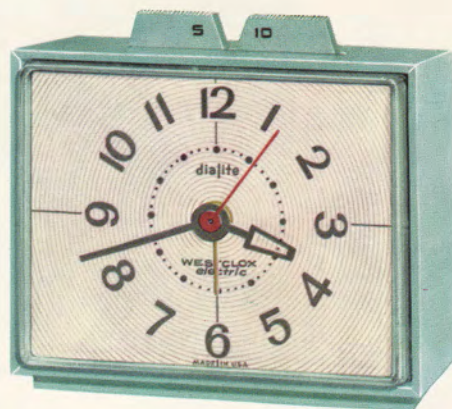
WESTCLOX

ELECTRIC ALARM CLOCKS

DIALITE...softly lighted dial
assures full **NITE-VUE**



DIALITE DROWSE—Dial glow assures clear NITE-VUE. Exclusive sleep selector for 5 or 10 minutes extra sleep.
No. 20106 Antique White
\$7.98 (E1048)



DUNBAR DROWSE DIALITE—Electric alarm wakes you, lets you choose 5 or 10 minutes extra sleep, then wakes you again. Exclusive dial is not just luminous; it is gently lighted for clear NITE-VUE.
No. 20134 Robin's Egg Blue.....\$7.98 (E1048)
No. 20136 Green.....\$7.98 (E1048)



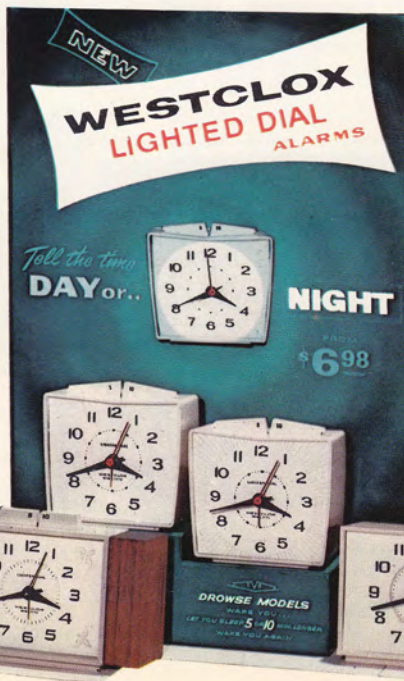
DIALITE DUNBAR—Dial glow assures clear NITE-VUE. Sweep second hand, shatterproof crystal.
No. 20076 Antique White.....\$6.98 (E918)



DIALITE DROWSEWOOD—Dial glow assures clear NITE-VUE. Exclusive Drowse feature lets you select 5 or 10 minutes extra sleep. Solid walnut side panels.
No. 21038 Walnut.....\$12.95 (E1636)

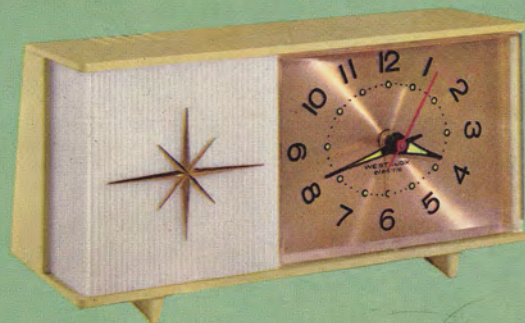
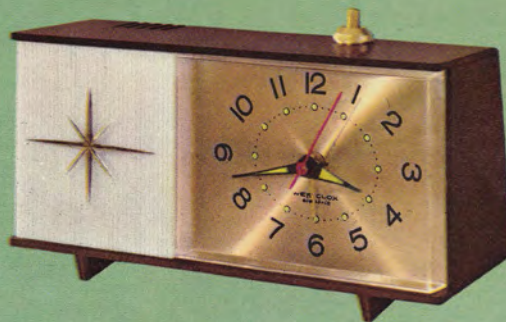
DIALITE DISPLAY ASSORTMENTS No. 29010 and No. 29011

- No. 29010 Asst. Contains:
2—No. 20076 Dialite Dunbar
2—No. 20106 Dialite Drowse
No. 29010 Asst. Consumer Price.....\$29.92 (E3932)
- No. 29011 Asst. Contains:
1—No. 21038 Dialite Drowsewood
2—No. 20106 Dialite Drowse
1—No. 20076 Dialite Dunbar
No. 29011 Asst. Consumer Price.....\$38.59 (E4650)



"MOONBEAM"

...the silent alarm with exclusive flashing light



MOONBEAM—Silent alarm with exclusive flashing light. Wake up pleasantly, easily, surely . . . without disturbing others. Audible alarm follows flashing light, assures rising on time. Ideal for the hard of hearing.

- No. 20024 Antique White Luminous \$11.95 (E1510)
- No. 20028 Brown Luminous. \$11.95 (E1510)
- No. 20030 Yellow Luminous. \$11.95 (E1510)

MOONBEAM NITE-LITE—Exclusive Westclox nite-lite feature added to famous Moonbeam Electric alarm. Convenient push-button switch turns on steady nite-lite when needed—Moonbeam flashing light alarm operates independently, is followed by an audible alarm. Assures easy risings anytime.

- No. 20022 Antique White, Luminous \$12.95 (E1636)
- No. 20020 Brown Luminous. \$12.95 (E1636)

MOONBEAM ASSORTMENT No. 29018—FREE flashing light display gains attention, sparks sales. Easy to set up. Contains:

- 1—No. 20020 Brown (Nite-lite)
- 1—No. 20024 Antique White
- 1—No. 20030 Yellow
- No. 29018 Moonbeam Assortment Consumer Price. . \$36.85 (E4656)



NEW Custom II Illuminated Time Center

- A complete clock department for your store in minimum floor space
- Unique locking top unit for watches, travel clocks, Baby Bens, etc.
- Attention-getting electric sign illuminates entire display
- Convenient electrical outlet for testing clocks
- Handy on-off master switch
- New motorized revolving unit increases display area, attracts attention with action
- Top selection, fast selling, nationally advertised Westclox merchandise
- Makes your store time headquarters
- Storage compartment for back-up stock

Comes to You Assembled

No. 19057 CUSTOM II—36"
 Consumer Price.....\$603.24 (E90342)
 (Free Bens to Offset Cost of Fixture)

Deluxe Time Center also available includes same features as Custom II except the revolving display unit. Attractive electric sign illuminates entire display.

- No. 19060 30" wide
- No. 19061 36" wide
- Consumer Price \$356.90 (E 55690)
- (Free Bens to Offset Cost of Fixture)



MARKETING FACTS:
 No. 19057
 Total floor area 4½ sq. ft. Turnover 4-5 times.
 Estimated profit per sq. ft. per year \$151.53

CUSTOM II
 36" Wide
 63" High
 18" Deep



11 7/8" wide
16 3/8" high
12" deep



LOOKOUT TIMER ASSORTMENT No. 19018—Eye-catching display card sets up easily, holds 4 assorted timers for maximum sales appeal. Contains:

- 2—No. 50005 Copper
- 1—No. 50001 Red
- 1—No. 50003 White

No. 19018 Asst. Consumer Price.....\$19.92 (E2800)

LOOKOUT TIMER—A single ring marks accurate time for everything from meals to meetings . . . perfect for outdoor cook-outs. Exclusive graduated dial design permits easy, short interval time settings from one minute to one hour. Metal case mounts on wall or stands alone. 3 1/2" high.

- No. 50001 Red.....\$4.98 (E700)
- No. 50003 White.....\$4.98 (E700)
- No. 50005 Copper.....\$4.98 (E700)

MONITOR—Flush mounting commercial wall clock. Modern metal case. Ultra-thin. Easy-to-read dial. Self starting with current interruption signal. Convenient bottom hand-set. Sweep second hand.

- No. 25101 12" Diam. Desert Tan.....\$13.95 (E1762)
- No. 25103 12" Diam. Chrome.....\$15.95 (E2016)
- No. 25111 8" Diam. Desert Tan.....\$11.95 (E1510)
- No. 25113 8" Diam. Chrome.....\$13.95 (E1762)
- No. 25115 8" Diam. Brass.....\$13.95 (E1762)
- No. 25121 10" Desert Tan Square.....\$13.95 (E1762)



Revolving Clock Display stops traffic...builds sales!

Multi-purpose permanent display. Use it to present wall clock-occasional clock combination or feature wall clocks only. Decorative wall panels match any decor. Six shelves for occasional clock display. Rich hardwood finish. Ready-to-use.

REVOLVING COUNTER DISPLAY No. 29025—12 clocks, 11 at Dealer Cost Plus One (No. 25023) at Consumer Price, entitle you to FREE Display. Contains:

- 1—No. 20006 Big Ben, Bronze
- 1—No. 20022 Moonbeam Nite-Lite
- 1—No. 20094 Aspen, Seaspray Green
- 1—No. 20106 Dialite Drowse
- 1—No. 20118 Dunbar, Wood Finish
- 1—No. 21029 Woodbriar
- 1—No. 25011 Tambourine, Nutmeg
- 1—No. 25017 Manor, White
- 1—No. 25027 Spice, Chrome
- 1—No. 25043 Sonnet, Yellow
- 1—No. 25069 Wallmate, Pink
- 1—No. 25023 Manor, Wood Finish

No. 29025 Asst. Consumer Price.....\$95.73 (E12520)

MARKETING FACTS:

No. 29025

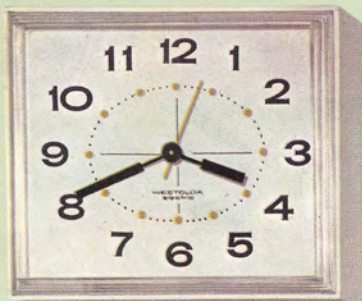
Less than one sq. ft. of area. Turnover 4 to 5 times.

Estimated profit per sq. ft. per year \$149.09

12 1/4" wide
37" high



**All-Purpose Wall Clocks for
brightening any room motif**



NEW NILE—Modern design. Mounts flush to wall or stands alone. Convenient front hand set knob. 5½ x 6½".

- No. 25161 White.....\$5.98 (E786)
- No. 25163 Sandalwood.....\$5.98 (E786)
- No. 25165 Red.....\$5.98 (E786)



SONNET—Distinctive feminine design with easy-to-read numerals. Flush mounting. Front set. Sweep second hand. 6½" high.

- No. 25041 White.....\$5.98 (E786)
- No. 25043 Yellow.....\$5.98 (E786)
- No. 25047 Wood Finish.....\$6.98 (E918)



TAMBOURINE—Wrap-around crystal. Large numerals are easy-to-read. Flush mounting. Front hand set; sweep second hand. 8" diameter.

- No. 25007 White.....\$8.98 (E1180)
- No. 25011 Nutmeg.....\$8.98 (E1180)
- No. 25013 Charcoal.....\$8.98 (E1180)



WALLTONE—Mounts flush or stands alone. Glare-proof easy-to-read dial. Front hand-set. Sweep second hand. 5" high.

- No. 25051 White.....\$4.98 (E686)
- No. 25053 Yellow.....\$4.98 (E686)
- No. 25057 Red.....\$4.98 (E686)



SPICE—Modern distinctive metal case. Flush mounting, front hand set. Sweep second hand. 6" diameter.

- No. 25027 Chrome.....\$6.98 (E918)
- No. 25029 Copper.....\$6.98 (E918)
- No. 25033 White.....\$5.98 (E786)



WALLMATE—Unique tile design. Hidden cord. Sweep second hand. 6" square.

- No. 25063 White.....\$4.98 (E686)
- No. 25067 Sandalwood.....\$4.98 (E686)
- No. 25069 Pink.....\$4.98 (E686)



MANOR—Rich hand-rubbed wood grain finish. Tilt-down easy-to-read, glarefree dial. Mounts flush. Front hand set; sweep second hand. 6¼" high.

- No. 25017 White.....\$6.98 (E918)
- No. 25023 Wood Finish.....\$7.98 (E1048)

NEW ELECTRIC WALL CLOCK ASSORTMENT NO. 29031

—Traffic-stopping display sets up easily, contains 5 completely new electric wall clocks:

- 1—No. 25161 Nile White
- 1—No. 25163 Nile Sandalwood
- 1—No. 25013 Tambourine Charcoal
- 1—No. 25141 Tile White W/Brown Decor.
- 1—No. 25057 Walltone Red

No. 29031 Asst. Consumer Price
\$32.87 (E4352)

17¾" wide
22¾" high
8¼" deep



NEW Electric and All NEW Cordless Transistorized Battery Clocks...

with **ISOTRONIC ACCURACY**

- Fully TRANSISTORIZED
- Operates Accurately Up to One Year on One Standard Flashlight Battery
 - Jeweled Balance
- Revolutionary New Design Eliminates Battery Corrosion or Leakage
 - Eliminates Winding Noise
- Creates No Radio Interference



NEW SHADOW BOX—Rich spun metal dial. Black matte finish case, contrasting silver color trim. 10 3/4" x 12".

- No. 26057 Electric.....\$14.95 (E1890)
- No. 46029 Battery.....\$19.95 (E2394)

NEW STANTON CORDLESS BATTERY OR ELECTRIC—Highly adaptable designs blend readily with any setting. Metal case. Mounts flush to wall. New Westclox fully transistorized battery movement features ISOTRONIC ACCURACY. 9" diameter.

- No. 25141 Tile White w/Brown Decor. Electric.....\$6.95 (E914)
- No. 25143 Golden Maple Electric.....\$6.95 (E914)
- No. 25145 Pink Electric.....\$6.95 (E914)
- No. 46043 Golden Maple Battery.....\$9.95 (E1334)
- No. 46045 Pink Battery.....\$9.95 (E1334)
- No. 46037 Tile White w/Blue Decor. Battery.....\$9.95 (E1334)
- No. 46039 Tile White w/Brown Decor. Battery.....\$9.95 (E1334)
- No. 46033 Charcoal Battery.....\$10.95 (E1412)
- No. 46031 Wedgewood Battery.....\$10.95 (E1412)



17 3/8" wide
22 3/4" high
8 3/4" deep

NEW STANTON ASSORTMENT No. 59001—Smart counter display sets up easily, holds four new Stanton battery wall clocks. Contains:

- 1—No. 46033 Charcoal
- 1—No. 46043 Golden Maple
- 1—No. 46037 Tile White w/Blue Decor.
- 1—No. 46031 Wedgewood

No. 59001 Asst. Consumer Price.....\$41.80 (E5492)



NEW AWARD II CORDLESS BATTERY—Rich occasional clock with traditional styling. Hand-rubbed wood grain finish. Cushioned base. 4½" high.

- No. 47003 Walnut Battery Occasional.....\$19.95 (E2394)
- No. 47005 Mahogany Battery Occasional.....\$19.95 (E2394)



MEREDITH—Cordless battery wall clock. Walnut finished solid hardwood case. Beautiful white leather textured dial, embossed sculptured corner designs. Raised numerals. 12" square.

- No. 46021 Walnut Battery.....\$27.95 (E3354)



WAKEFIELD—Cordless battery wall clock. Early American inspired design. Solid maple case and finials in nutmeg finish. Polished gold color bezel. Black traditional hands and dial. 22½" high.

- No. 46023 Solid Maple Battery.....\$34.50 (E4140)



Fit any Decor
WESTCLOX
 ELECTRIC
 AND
 CORDLESS
 TRANSFORMER BATTERY
 CLOCKS
 WITH
WESTCLOX
 ISOTRONIC
 ACCURACY

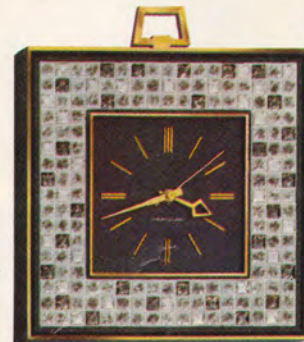
16" wide
 15½" high
 6" deep



NEW AWARD II ASSORTMENT No. 29030—Unusual display highlights modern styling, contains:

- 1—No. 21040 Walnut Electric Alarm (Luminous)
- 1—No. 21042 Mahogany Electric Alarm (Luminous)
- 1—No. 47003 Walnut Battery
- 1—No. 47005 Mahogany Battery

No. 29030 Asst. Consumer Price.....\$69.80 (E8568)



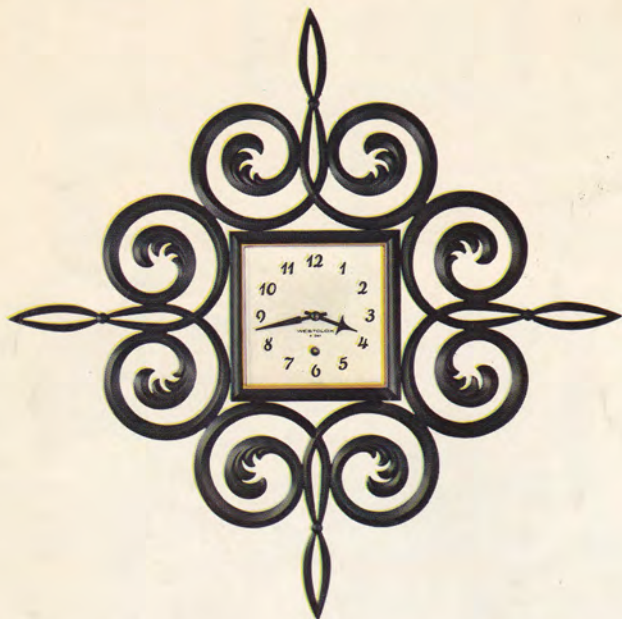
VARIETY MOSAIC—Cordless battery or electric wall clock with mosaic pattern of genuine hand set ceramic tile. Embossed hour markers on rich black dial. Black case with brilliant gold color trim. Front hand set; mounts flush to wall or stands alone. 9" square.

- No. 26055 Mosaic Electric.....\$12.95 (E1636)
- No. 46019 Mosaic Battery.....\$17.95 (E2286)



VARIETY—Cordless battery wall clock. Distinct black case with satin center dial. Full Roman numerals on rich, black pebble grain finish. Mounts flush to wall or stands alone. 9" square.

- No. 46017 Black Battery.....\$14.95 (E1928)



SCROLL—8-day wall clock. Rich black sculptured design complements any decor. Convenient front-wind. 22" from tip to tip.
 No. 48007 Black 8-day.....\$16.95 (E2160)



GRANBY—8-day wall clock. Convenient front-wind. Contrasting black and brass metal spokes harmonize with most decorating schemes. Brass finish dial. 26" diameter.
 No. 48001 Wrought Iron—8-day.....\$19.95 (E2540)



EMBERS—8-day or cordless battery wall clock. A masterpiece in elegant golden spun dial design framed in rich mahogany finish. Convenient front wind. 19" from tip to tip.
 No. 48009 Mahogany 8-day.....\$29.95 (E3814)
 No. 46001 Mahogany Battery.....\$34.50 (E4394)



VARIETY—Electric wall clock. Easy-to-read dial, mounts flush to wall or stands alone. 9" square.
 No. 26051 Black Electric.....\$9.98 (E1312)
 No. 26053 Brown Electric.....\$9.98 (E1312)



FRILL—Electric wall clock. Graceful petal design. Flush mounting. Metal case; front hand set. Sweep second hand. 12" diameter.
 No. 26045 Brass Electric (Roman Numerals).....\$10.95 (E1384)
 No. 26047 Copper Electric.....\$10.95 (E1384)
 No. 26049 Wrought Iron Electric.....\$9.98 (E1312)

America's favorite Pocket Watch...
at popular prices...for active people...at work or play



POCKET BEN—"The champion of pocket watches" for rugged, long-lasting dependability. Shock resistant, anti-magnetic. Easy-to-read luminous dial, polished nickel colored case. Small second hand.
No. 40002 Luminous.....\$4.95 (E692)



POCKET BEN SWEEP—"The champion of pocket watches" for rugged, long-lasting dependability. Shock resistant, anti-magnetic case. Dial features rich, embossed diamond-polished numerals. Full sweep second hand.
No. 40004 Luminous.....\$5.95 (E832)



5 3/8" wide
11 3/8" high

POCKET BEN ASSORTMENT No. 39004—Features "the champion of pocket watches." Luminous dial, shock resistant, anti-magnetic. Contains:
4—No. 40002 (Small second hand)
2—No. 40004 (Sweep second hand)
No. 39004 Pocket Ben Assortment
Consumer Price..\$31.70 (E4432)



SCOTTY POCKET WATCH—Dependable, thrift-priced watch. Shock resistant, anti-magnetic. Nickel color case, small second hand.
No. 40005 Luminous.....\$3.95 (E554)

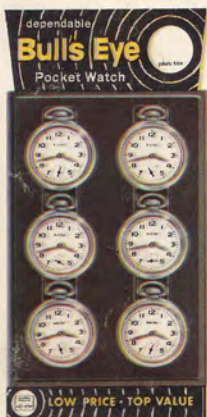


5 3/8" wide
11 3/8" high

SCOTTY ASSORTMENT No. 39036—Dependable, thrift-priced watch. Shock resistant, anti-magnetic. Contains:
4—No. 40005 Plain
2—No. 40006 Luminous
No. 39036 Scotty Assortment
Consumer Price..\$25.70 (E3600)



SCOTTY BLACK DIAL POCKET WATCH—Same dependable features as Scotty Plain, plus full luminous numerals and hands on black dial for 24-hour use.
No. 40006 Luminous.....\$4.95 (E692)



5 3/8" wide
11 3/8" high

BULL'S EYE ASSORTMENT No. 39001—Top value, low price. Shock resistant, anti-magnetic. Contains:
6—No. 40009
No. 39001 Bull's Eye Assortment
Consumer Price..\$19.50 (E2772)



BULL'S EYE POCKET WATCH—Low priced value. Shock resistant, anti-magnetic. Nickel color case. Small second hand.
No. 40009.....\$3.25 (E462)

POCKET WATCH ASSORTMENT No. 39500—Compact, smartly styled blister pack display contains:

- 3—No. 40502 Luminous
- 3—No. 40504 Luminous
- 3—No. 40505 Plain
- 3—No. 40506 Luminous

No. 39500 Asst.
Consumer Price
\$59.40 (E8310)

7 3/8" wide
18 1/4" high
5" deep



MARKETING FACTS:
No. 39500
About 1/4 sq. ft. of area. Turnover 5-6 times.
Estimated profit per sq. ft. per year \$98.18

NEW precision jeweled Watches
by **WESTCLOX**



MODEL No. 33501
Silver background dial with stylish grid pattern on dial. Chrome plated case. Black cowhide strap.
No. 33501—\$9.95 (E1326)



MODEL No. 33502
Black luminous dial. Waterproof*. Sweep second hand. Black cobra strap.
No. 33502—\$13.95 (E1860)



MODEL No. 33617
Silver background dial with black numerals. Chrome plated solid brass case. Black calf grain leather strap.
No. 33617—\$9.95 (E1326)



MODEL No. 33619
Circular brushed silver dial with black numerals and markers. Chrome plated solid brass case. Sweep second hand. Black saddle leather strap.
No. 33619—\$11.95 (E1594)



MODEL No. 33621
Circular brushed silver dial with raised polished numerals and markers. Chrome plated brass case. Waterproof*. Sweep second hand. Black buffalo calf strap.
No. 33621—\$15.95 (E2126)



MODEL No. 33623
Circular brushed silver dial with raised polished numerals and markers. Waterproof*. Sweep second hand. Brown tritone buffalo calf strap.
No. 33623—\$15.95 (E2126)



MODEL No. 33624
Handsome chrome plated case with stainless steel back. Waterproof*. Sweep second hand. 24-hour luminous dial. Black Somali kid strap.
No. 33624—\$14.95 (E1994)



MODEL No. 33626
Handsome chrome plated case with stainless steel back. Waterproof*. Sweep second hand. 24-hour luminous dial. Stainless steel expansion band.
No. 33626—\$15.95 (E2126)



MODEL No. 33627
Gold color cut markers on engine turned antique silver color background. Ivy French saddlebag strap.
No. 33627—\$17.95 (E2394)



MODEL No. 33629
Gold color cut markers on engine turned antique silver color background. Expansion band.
No. 33629—\$18.95 (E2526)



MODEL No. 33630
Raised polished numerals and markers on circular spun silver background. Waterproof*. Luminous. Sweep second hand. Full-padded black puma kid strap.
No. 33630—\$17.95 (E2394)

Mark of Quality



MODEL No. 33503
 Raised numerals and black markers on Florentine texture silver background. Waterproof*. Sweep second hand. Ivy French saddlebag strap.
No. 33503—
\$17.95 (E2394)

MODEL No. 33505
 Raised polished numerals and markers on brushed silver finish background. Waterproof*. Sweep second hand. Black Holland suede strap.
No. 33505—
\$16.95 (E2260)

MODEL No. 33506
 Raised markers on circular spun silver background. Sweep second hand. Luminous. Black Holland suede strap.
No. 33506—
\$17.95 (E2394)



No. 39050 PERMANENT WATCH CASE—
 Illuminated. Features eye-catching prism, rich ebony wood finish. Pilferproof. Doors open from rear. FREE display contains sixteen new Westclox Wrist Watches.

25 3/4" wide
 18" high
 5" deep



MODEL No. 33631
 Raised polished numerals and faceted hour markers on sunburst silver background. Waterproof*. Sweep second hand. Full-padded olive buffalo calf strap.
No. 33631—
\$17.95 (E2394)

MODEL No. 33633
 Raised polished numerals and faceted hour markers on sunburst silver background. Waterproof*. Sweep second hand. Florentine expansion band.
No. 33633—
\$18.95 (E2526)

NO. 39050 CONTAINS:

QUANTITY	MODEL	PRICE	QUANTITY	MODEL	PRICE
1	33617	\$ 9.95	1	33630	\$17.95
1	33619	11.95	1	33631	17.95
1	33621	15.95	1	33633	18.95
1	33623	15.95	1	33501	9.95
1	33624	14.95	1	33502	13.95
1	33626	15.95	1	33503	17.95
1	33627	17.95	1	33505	16.95
1	33629	18.95	1	33506	17.95
Illuminated Display FREE					

No. 39050 Assortment Consumer Price..... \$253.20 (E33760)

MARKETING FACTS:

No. 39050
 Less than one sq. ft. of area.
 Turnover 4 to 5 times.
 Estimated profit per sq. ft. per year **\$379.80**

* Stays waterproof and dustproof as long as crystal, crown, and back are intact.

Consumer prices plus Federal Tax.

Eye-catching Point-of-purchase
Displays to **HELP YOU SELL!**



No. 29025



No. 39004



No. 39001



No. 39036



No. 39500



No. 19057



No. 19065



No. 29031



No. 59001



No. 19067



No. 29030



No. 29016



No. 39050



No. 19071



No. 19070



No. 29018



No. 29011



No. 29007



No. 19018

WESTCLOX®

MAKERS OF BIG BEN • WORLD'S LARGEST MANUFACTURER OF TIMEPIECES • LA SALLE-PERU, ILLINOIS