

## DIAMOND RINGS

## HALLMARK

## Diamond Weights



A carat consists of one hundred units commonly called points or hundredths of a carat. For example, the No. 5808HR diamond is described as a 75/100 carat diamond or 75 points.

## Hallmark Diamond Quality

The diamonds used in Hallmark Rings are all fine, blue-white stones, accurately cut and checked carefully for purity.

All center diamonds used in Hallmark Diamond Rings are full cut with 58 facets. The majority of the side diamonds are single cut with 11 facets. However some of the side diamonds are also cut with 58 facets.

## Ring Size

Be sure to include size of ring on each order

For proper way to measure finger, see Section 22—Page 92-CC.

Each		Each	Each	Each	Each	Each	Each	
±6501H R-A	X67D50	\$ 168.75	±6527H R-A	X378D00	\$ 945.00	±6553H R-A	X11D85	\$ 35.50
±6502H R-A	X79D85	199.50	±6528H R-A	X472D00	1180.00	±6554H R-A	X227D50	568.75
±6503H R-A	X110D00	275.00	±6529H R-A	X595D00	1487.50	±6555H R-A	X290D00	725.00
±6504H R-A	X133D75	334.00	±6530H R-A	X785D00	1962.50	±6556H R-A	X350D00	875.00
±6505H R-A	X184D00	460.00	±6531H R-A	X46D75	116.85	±6557H R-A	X493D50	1233.75
±6506H R-A	X222D50	556.25	±6532H R-A	X35D65	89.00	±6558H R-A	X835D00	2087.50
±6507H R-A	X239D00	597.50	±6533H R-A	X58D75	146.75	±6559H R-A	X131D00	327.50
±6508H R-A	X297D00	742.50	±6534H R-A	X77D50	193.75	±6560H R-A	X210D00	525.00
±6509H R-A	X495D00	1237.50	±6535H R-A	X96D00	240.00	±6561H R-A	X300D00	750.00
±6510H R-A	X565D00	1412.50	±6536H R-A	X112D75	281.75	±6562H R-A	X345D00	862.50
±6511H R-A	X50D00	125.00	±6537H R-A	X141D50	353.75	±6563H R-A	X440D00	1100.00
±6512H R-A	X41D00	102.50	±6538H R-A	X188D00	470.00	±6564H R-A	X512D00	1280.00
±6513H R-A	X63D50	158.75	±6539H R-A	X237D00	592.50	±6565H R-A	X612D00	1530.00
±6514H R-A	X85D50	213.75	±6540H R-A	X317D50	793.75	±6566H R-A	X869D00	2172.50
±6515H R-A	X99D50	248.75	±6541H R-A	X500D00	1250.00	±6567H R-A	X1515D00	3675.00
±6516H R-A	X123D25	308.00	±6542H R-A	X4D25	12.75	±6568H R-A	X107D00	267.50
±6517H R-A	X147D50	368.75	±6543H R-A	X5D95	17.85	±6569H R-A	X133D00	332.50
±6518H R-A	X198D00	495.00	±6544H R-A	X31D00	77.50	±6570H R-A	X160D00	400.00
±6519H R-A	X321D00	802.50	±6545H R-A	X52D50	131.25	±6571H R-A	X198D00	495.00
±6520H R-A	X511D00	1277.50	±6546H R-A	X67D50	168.75	±6572H R-A	X260D00	650.00
±6521H R-A	X29D85	74.50	±6547H R-A	X94D50	236.25	±6573H R-A	X314D00	785.00
±6522H R-A	X124D00	310.00	±6548H R-A	X121D00	302.50	±6574H R-A	X492D00	1230.00
±6523H R-A	X160D00	400.00	±6549H R-A	X166D00	415.00	±6575H R-A	X84D00	210.00
±6524H R-A	X175D00	437.50	±6550H R-A	X220D00	550.00	±6576H R-A	X89D50	223.75
±6525H R-A	X238D00	595.00	±6551H R-A	X280D00	700.00	±6577H R-A	X106D50	266.25
±6526H R-A	X312D00	780.00	±6552H R-A	X469D00	1172.50	±6578H R-A	X128D50	321.25

(Continued on Page 92)

## DIAMOND RINGS

## HALLMARK

(Continued)

Each		Each		Each		Each		Each	
†6579H R-A	X142D00	8355.00	†6630H R-A	X54D50	\$ 136.25	†6682H R-A	X79D50	\$ 198.75	
†6580H R-A	X172D50	431.25	†6631H R-A	X65D00	162.50	†6683H R-A	X138D00	345.00	
†6581H R-A	X216D75	541.75	†6632H R-A	X81D50	203.75	†6684H R-A	X249D00	622.50	
†6582H R-A	X244D50	611.00	†6633H R-A	X100D00	250.00	†6685H R-A	X155D30	387.50	
†6583H R-A	X354D50	886.00	†6634H R-A	X127D50	318.75	†6686H R-A	X215D00	537.50	
†6584H R-A	X562D50	1406.00	†6635H R-A	X177D50	443.75	†6687H R-A	X98D50	246.25	
†6585H R-A	X1040D00	2600.00	†6636H R-A	X223D00	557.50	†6688H R-A	X155D50	388.75	
†6586H R-A	X28D00	84.00	†6637H R-A	X289D00	722.50	†6689H R-A	X224D00	500.00	
†6587H R-A	X159D75	309.00	†6638H R-A	X445D00	1112.50	†6690H R-A	X336D50	841.25	
†6588H R-A	X192D50	481.00	†6639H R-A	X36D50	91.25	†6691H R-A	X529D00	1322.50	
†6589H R-A	X243D50	608.75	†6640H R-A	X91D50	228.75	†6692H R-A	X785D00	1962.50	
†6590H R-A	X298D50	746.00	†6641H R-A	X124D50	311.25	†6693H R-A	X66D50	166.25	
†6591H R-A	X379D50	948.75	†6642H R-A	X151D50	378.75	†6694H R-A	X88D00	220.00	
†6592H R-A	X437D50	1093.75	†6643H R-A	X185D00	462.50	†6695H R-A	X123D50	308.75	
†6593H R-A	X612D50	1531.00	†6644H R-A	X254D00	635.00	†6696H R-A	X179D00	447.50	
†6594H R-A	X862D00	2155.00	†6645H R-A	X293D00	732.50	†6697H R-A	X244D50	611.25	
†6595H R-A	X52D50	131.25	†6646H R-A	X390D00	975.00	†6698H R-A	X45D85	114.50	
†6596H R-A	X96D00	240.00	†6647H R-A	X462D00	1155.00	†6699H R-A	X69D85	174.50	
†6597H R-A	X125D00	312.50	†6648H R-A	X589D00	1472.50	†6700H R-A	X122D50	306.25	
†6598H R-A	X168D00	420.00	†6649H R-A	X87D75	219.25	†6701H R-A	X150D00	375.00	
†6599H R-A	X252D00	630.00	†6650H R-A	X96D85	242.00	†6702H R-A	X209D00	522.50	
†6600H R-A	X289D00	722.50	†6651H R-A	X124D00	310.00	†6703H R-A	X253D00	647.50	
†6601H R-A	X374D00	935.00	†6652H R-A	X150D00	375.00	†6704H R-A	X49D95	124.75	
†6602H R-A	X508D00	1270.00	†6653H R-A	X219D50	548.75	†6705H R-A	X65D75	164.35	
†6603H R-A	X840D00	2100.00	†6654H R-A	X244D50	611.00	†6706H R-A	X85D00	212.50	
†6604H R-A	X70D00	175.00	†6655H R-A	X315D03	787.50	†6707H R-A	X116D50	291.25	
†6605H R-A	X74D00	185.00	†6656H R-A	X393D00	982.50	†6708H R-A	X135D00	337.50	
†6606H R-A	X85D50	213.75	†6657H R-A	X485D00	1212.50	†6709H R-A	X199D50	498.75	
†6607H R-A	X116D00	290.00	†6658H R-A	X775D00	1937.50	†6710H R-A	X322D00	805.00	
†6608H R-A	X142D00	355.00	†6659H R-A	X54D50	136.25	†6711H R-A	X507D50	1268.75	
†6609H R-A	X171D25	428.00	†6660H R-A	X35D50	88.75	†6712H R-A	X11D50	34.50	
†6610H R-A	X199D50	498.75	†6661H R-A	X59D50	148.75	†6713H R-A	X16D95	50.85	
†6611H R-A	X278D00	695.00	†6662H R-A	X79D00	197.50	†6714H R-A	X47D25	118.00	
†6612H R-A	X347D50	898.75	†6663H R-A	X105D00	262.50	†6715H R-A	X72D00	180.00	
†6613H R-A	X478D00	1195.00	†6664H R-A	X128D50	321.25	†6716H R-A	X85D00	212.50	
†6614H R-A	X598D00	1495.00	†6665H R-A	X188D00	470.00	†6717H R-A	X102D00	255.00	
†6615H R-A	X56D50	141.25	†6666H R-A	X234D50	586.25	†6718H R-A	X126D50	316.25	
†6616H R-A	X138D00	345.00	†6667H R-A	X318D00	795.00	†6719H R-A	X149D50	373.75	
†6617H R-A	X176D00	440.00	†6668H R-A	X500D00	1250.00	†6720H R-A	X172D50	431.25	
†6618H R-A	X204D00	510.00	†6669H R-A	X4D75	14.25	†6721H R-A	X220D00	550.00	
†6619H R-A	X269D00	672.50	†6670H R-A	X9D85	29.50	†6722H R-A	X24D85	62.00	
†6620H R-A	X336D00	840.00	†6671H R-A	X78D00	195.00	†6723H R-A	X64D85	162.00	
†6621H R-A	X392D00	980.00	†6672H R-A	X110D00	275.00	†6724H R-A	X75D00	187.50	
†6622H R-A	X462D00	1155.00	†6673H R-A	X126D00	315.00	†6725H R-A	X87D50	218.75	
†6623H R-A	X585D00	1462.50	†6674H R-A	X145D00	362.50	†6726H R-A	X116D50	291.25	
†6624H R-A	X820D00	2050.00	†6675H R-A	X174D00	435.00	†6727H R-A	X137D50	343.75	
†6625H R-A	X89D00	222.50	†6676H R-A	X232D00	580.00	†6728H R-A	X182D50	456.25	
†6626H R-A	X120D00	300.00	†6677H R-A	X298D00	745.00	†6729H R-A	X237D00	592.50	
†6627H R-A	X170D00	425.00	†6678H R-A	X368D00	920.00	†6730H R-A	X327D00	817.50	
†6628H R-A	X229D50	573.75	†6679H R-A	X450D00	1125.00	†6731H R-A	X520D00	1300.00	
†6629H R-A	X308D00	770.00	†6680H R-A	X580D00	1450.00	†6732H R-A	X39D75	99.35	
			†6681H R-A	X57D50	143.75				

NOTE—Drop Shipments—Where drop shipments are made for customers, postage and insurance costs are added—minimum X1D00 per package.

Items marked † not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., Chicago, Ill.



# Hallmark

EXCLUSIVELY OURS IN AMERICA

our very finest

## Star of Glory AAA-1 Quality DIAMONDS

AAA1 is the ultimate selection of an exclusive grading process used by Hallmark alone.

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**LIFE**

### Check All these Plus Features of Star of Glory AAA1 Diamonds

- Free from flaws that might mar its beauty
- Fine, white brilliance
- Dazzling white clarity
- All center diamonds perfectly cut with 58 facets.
- Correctly shaped to display natural beauty of the splendid diamonds.
- Electronically weighed for absolute accuracy.
- Special settings make diamonds appear larger.
- Hand-polished by experts to bring out full beauty.

finer,  
whiter,  
brilliant  
brighter

MORE QUALITY... BETTER VALUE... LOWER PRICES

satisfaction guaranteed or money refunded



interlocking

Star Glow engagement ring. Fish-tail design. Star of Glory center diamond, 4 side diamonds. 14K white or yellow gold. Total weights listed below.

	Retail
6501HR6750	.20 ct. \$ 168.75
6502HR7985	.25 ct. \$ 199.50
6503HR11000	.33 ct. \$ 275.00
6504HR13375	.40 ct. \$ 334.00
6505HR18400	.50 ct. \$ 460.00
6506HR22250	.55 ct. \$ 556.25
6507HR23900	.62 ct. \$ 597.50
6508HR29700	.75 ct. \$ 742.50
6509HR49500	1.00 ct. \$1237.50
6510HR56500	1.10 ct. \$1412.50

Matching interlocking wedding ring set with 7 dazzling diamonds.

6511HR5000	.14 ct. \$ 125.00
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### AAA1 Quality

AAA1 represents our own fiery white diamond quality. Each ring is an exceptional value, priced to give utmost beauty at greatest savings.



interlocking

Heart's Devotion engagement ring. Star of Glory center diamond and 4 side diamonds. 14K yellow or white gold. Total weights listed below are guaranteed accurate.

	Retail
6512HR4100	.10 ct. \$ 102.50
6513HR6350	.20 ct. \$ 158.75
6514HR8550	.25 ct. \$ 213.75
6515HR9950	.30 ct. \$ 248.75
6516HR12325	.35 ct. \$ 308.00
6517HR14750	.42 ct. \$ 368.75
6518HR19800	.50 ct. \$ 495.00
6519HR32100	.75 ct. \$ 802.50
6520HR51100	1.00 ct. \$1277.50

Matching interlocking wedding ring set with six blazing diamonds.

6521HR2985	.06 ct. \$ 74.50
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Retail Prices Include Federal Excise Tax; dealer's prices do not.

Emerald Cut Star of Glory diamond engagement ring... now with true interlock feature. Two side baguette diamonds. 14K white gold ring. Total weights listed.

	Retail
6522HR12400	.35 ct. \$ 310.00
6523HR16000	.45 ct. \$ 400.00
6524HR17500	.50 ct. \$ 437.50
6525HR23800	.60 ct. \$ 595.00
6526HR31200	.75 ct. \$ 780.00
6527HR37800	.85 ct. \$ 945.00
6528HR47200	1.00 ct. \$1180.00
6529HR59500	1.20 ct. \$1487.50
6530HR78500	1.30 ct. \$1962.50

Truly interlocking wedding ring with 2 baguettes. 14K white gold.

6531HR4675	.10 ct. \$ 116.85
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Our Sincerity engagement ring set with solitaire Star of Glory diamond. 14K yellow or white gold.

	Retail
6532HR3565	.12 ct. \$ 89.00
6533HR5875	.20 ct. \$ 146.75
6534HR7750	.25 ct. \$ 193.75
6535HR9600	.30 ct. \$ 240.00
6536HR11275	.35 ct. \$ 281.75
6537HR14150	.42 ct. \$ 353.75
6538HR18800	.50 ct. \$ 470.00
6539HR23700	.62 ct. \$ 592.50
6540HR31750	.75 ct. \$ 793.75
6541HR50000	1.00 ct. \$1250.00

Lady's matching wedding ring.

6542HR425	Retail \$12.75
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Man's matching wedding ring.

6543HR595	Retail \$17.85
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### Notarized Appraisal

Each Hallmark diamond ring is accompanied by a notarized insurance appraisal, showing weight, grade and color of diamonds and the quality of ring mounting.

### Hallmark Safeguards Your Investment

Your investment in Hallmark diamonds is protected in these very important ways: (A) Your money is refunded if you are not satisfied for any reason. (B) Notarized Insurance Appraisal tells you exactly what you are buying. (C) Trade-in protection assures full market value of center stone at time of trade. (D) Possessors of Hallmark diamond rings may return them to us at any time for free inspection, cleaning, polishing and tightening without any charge whatsoever. (E) Nationally known, reputable manufacturer guarantees the quality and workmanship of each ring.

### TRADE-IN PROTECTION

Any Star of Glory center diamond will be accepted, at any future time, as a trade-in on a higher priced diamond ring, allowing the then currently listed price, less taxes.

Each ring is beautifully gift boxed

Love's Delight, AAA1 quality solitaire engagement ring. Sculptured 14K white or yellow gold.

	Retail
6544HR3100	1/10 ct. \$ 77.50
6545HR5250	1/5 ct. \$ 131.25
6546HR6750	1/4 ct. \$ 168.75
6547HR9450	1/3 ct. \$ 236.25
6548HR12100	2/8 ct. \$ 302.50
6549HR16600	1/2 ct. \$ 415.00
6550HR22000	5/8 ct. \$ 550.00
6551HR28000	3/4 ct. \$ 700.00
6552HR46900	1 ct. \$1172.50

Bride's matching wedding ring. 14K white or yellow gold.

6553HR1185	Retail \$35.50
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Fraction weight sizes in the above ring may range as follows: 1/10 ct., from .08 to .10 ct.; 1/5 ct., from .17 to .20 ct.; 1/4 ct., from .23 to .25 ct.; 1/3 ct., from .30 to .33 ct.; 2/8 ct., from .36 to .38 ct.; 1/2 ct., from .45 to .50 ct.; 5/8 ct., from .60 to .63 ct.; 3/4 ct., from .70 to .75 ct.; 1.00 ct., from .95 to 1.00 ct.



# Hallmark

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**LIFE**

AAA1 is the ultimate selection of an exclusive grading process used by Hallmark alone.

## Star of Glory AAA-1 Quality

EXCLUSIVELY OURS IN AMERICA

### PLATINUM SERIES



A



B



C



E



G

**A** Love's Honor: Splendid emerald cut Star of Glory diamond magnificently set in platinum engagement ring. 2 tapered baguette side diamonds. Not interlocking. Guaranteed total weights.

		Retail
6554HR22750	.30 ct.	\$ 368.75
6555HR29000	.62 ct.	\$ 728.00
6556HR35000	.75 ct.	\$ 875.00
6557HR49350	1.00 ct.	\$1333.75
6558HR63500	1.50 ct.	\$2087.50

**B** Love's Integrity: Exquisite wedding ring lavishly crafted of gleaming platinum. Set with 3 dazzling baguette Star of Glory diamonds, total weight .25 ct. Not interlocking. Designed to match engagement rings "A" and "C" or any baguette style engagement ring. 6559HR13100. Retail \$327.50

**C** Beauty Supreme: Impressive platinum engagement ring set with a gorgeous Star of Glory diamond. 2 matching tapered baguette side diamonds. Total weights listed below are guaranteed accurate.

		Retail
6160HR21000	.50 ct.	\$ 325.00
6361HR30000	.65 ct.	\$ 750.00
6362HR34500	.75 ct.	\$ 862.50
6363HR44000	.90 ct.	\$1100.00
6364HR51200	1.00 ct.	\$1280.00
6365HR61200	1.15 ct.	\$1520.00
6366HR86900	1.50 ct.	\$2172.50
6367HR151500	2.00 ct.	\$3675.00

**E** Life of Love platinum engagement ring of stunning sculptured styling. Fiery Star of Glory diamond set with 2 side diamonds. Total weights listed below.

		Retail
6568HR10700	.25 ct.	\$ 267.50
6569HR13300	.33 ct.	\$ 332.50
6570HR16000	.40 ct.	\$ 400.00
6571HR19800	.50 ct.	\$ 495.00
6572HR26600	.65 ct.	\$ 650.00
6573HR31400	.75 ct.	\$ 785.00
6574HR49200	1.00 ct.	\$1230.00

Matching platinum wedding ring set with five diamonds. Interlocking.

6575HR8400	.20 ct.	\$ 210.00
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**G** Love's Rapture: Superb solitaire Star of Glory diamond set in an engagement ring of luxurious platinum. Hand-polished. Not interlocking.

		Retail
6576HR8950	.20 ct.	\$ 223.75
6577HR10650	.25 ct.	\$ 266.25
6578HR12850	.30 ct.	\$ 321.25
6579HR14200	.35 ct.	\$ 355.00
6580HR17250	.42 ct.	\$ 431.25
6581HR21675	.50 ct.	\$ 471.75
6582HR24450	.55 ct.	\$ 511.00
6583HR25450	.75 ct.	\$ 886.00
6584HR26250	1.00 ct.	\$1406.00
6585HR104000	1.50 ct.	\$2600.00

Matching platinum wedding ring. 6586HR2800. Retail \$34.00

Retail Prices Include Federal Excise Tax; dealer's prices do not.

finer... whiter... brilliant, brighter...



Interlocking

#### New... Interlocking Marquise Diamond Ring

Marquise cut Star of Glory center diamond and 2 large baguette side diamonds. 14K white gold. Total weights.

		Retail
6587HR15975	.35 ct.	\$ 399.00
6588HR19250	.43 ct.	\$ 481.00
6589HR24350	.50 ct.	\$ 608.75
6590HR29850	.60 ct.	\$ 746.00
6591HR37950	.75 ct.	\$ 948.75
6592HR43750	.85 ct.	\$1093.75
6593HR61250	1.05 ct.	\$1533.00
6594HR86200	1.35 ct.	\$2155.00

Matching interlocking wedding ring. 2 baguette diamonds. 14K white gold. 6595HR3250. 10 ct. \$ 131.25



Interlocking

**Love's Exaltation:** Engagement ring set with a lovely Star of Glory center diamond and 2 large side diamonds. Choice of 14K yellow or white gold. Guaranteed accurate total weights listed below.

		Retail
6596HR9600	.30 ct.	\$ 240.00
6597HR12500	.40 ct.	\$ 312.50
6598HR16800	.50 ct.	\$ 420.00
6599HR25300	.65 ct.	\$ 630.00
6600HR28900	.75 ct.	\$ 722.50
6601HR37400	.87 ct.	\$ 935.00
6602HR50800	1.10 ct.	\$1270.00
6603HR84000	1.50 ct.	\$2100.00

Matching interlocking wedding ring set with four large, brilliant Star of Glory diamonds.

6604HR7000	.25 ct.	\$ 175.00
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Interlocking

**Star Hair:** Stunning contrast of large round Star of Glory center diamond with 2 baguette side diamonds. 14K white gold engagement ring. Total weights.

		Retail
6605HR7400	.20 ct.	\$ 185.00
6606HR8500	.25 ct.	\$ 213.75
6607HR11600	.35 ct.	\$ 290.00
6608HR14200	.43 ct.	\$ 355.00
6609HR17125	.50 ct.	\$ 428.00
6610HR19950	.55 ct.	\$ 498.75
6611HR27800	.75 ct.	\$ 695.00
6612HR34750	.82 ct.	\$ 868.75
6613HR47800	1.00 ct.	\$1195.00
6614HR59800	1.20 ct.	\$1495.00

Matching interlocking wedding ring set with 3 baguette diamonds. 6615HR5650. 15 ct. \$ 141.25



Rings won't twist or separate on finger. Less wear on rings.



Rings lock neatly together. Diamonds are always on top.

1-800-1-LOVE-1

## GIFT RINGS AND FRATERNAL JEWELRY

## HALLMARK

Each	Each	Each	Each
‡-1500GR-A X16D75.....	\$ 45.00	‡-1549GR-A X25D25.....	\$ 67.50
‡-1501GR-A X19D50.....	57.50	‡-1550GR-A X22D50.....	65.00
‡-1502GR-A X32C85.....	90.00	‡-1551GR-A X30D50.....	87.50
‡-1503GR-A X14D75.....	40.00	‡-1552GR-A X43D50.....	120.00
‡-1504GR-A X17D75.....	50.00	‡-1553GR-A X88D75.....	250.00
‡-1505GR-A X28D00.....	77.50	‡-1554GR-A X93D00.....	260.00
‡-1506GR-A X13D75.....	38.00	‡-1555GR-A X50D00.....	150.00
‡-1507GR-A X27D00.....	75.00	‡-1556GR-A X23D00.....	65.00
‡-1508GR-A X37D00.....	90.00	‡-1557GR-A X13D25.....	40.00
‡-1509GR-A X67D50.....	185.00	‡-1558GR-A X15D25.....	42.50
‡-1510GR-A X50D00.....	140.00	‡-1559GR-A X22D50.....	62.50
‡-1511GR-A X11D50.....	33.00	‡-1560GR-A X31D50.....	85.00
‡-1512GR-A X22D25.....	65.00	‡-1561GR-A X47D00.....	130.00
‡-1513GR-A X12D95.....	37.50	‡-1562GR-A X75D25.....	210.00
‡-1514GR-A X8D15.....	22.50	‡-1563GR-A X22D35.....	62.50
‡-1515GR-A X11D50.....	30.00	‡-1564GR-A X35D00.....	95.00
‡-1516GR-A X23D45.....	62.50	‡-1565GR-A X24D25.....	67.50
‡-1517GR-A X35D00.....	95.00	‡-1566GR-A X36D75.....	100.00
‡-1518GR-A X22D00.....	65.00	‡-1567GR-A X31D50.....	85.00
‡-1519GR-A X9D35.....	25.00	‡-1568GR-A X47D00.....	130.00
‡-1520GR-A X22D50.....	60.00	‡-1569GR-A X75D25.....	210.00
‡-1521GR-A X35D35.....	100.00	‡-1570GR-A X23D00.....	67.50
‡-1522GR-A X32D65.....	82.00	‡-1571GR-A X36D00.....	100.00
‡-1523GR-A X15D25.....	42.00	‡-1572GR-A X47D75.....	135.00
‡-1524GR-A X12D25.....	35.00	‡-1573GR-A X93D00.....	260.00
‡-1525GR-A X17D25.....	42.50	‡-1574GR-A X24D50.....	67.50
‡-1526GR-A X11D25.....	32.00	‡-1575GR-A X15D00.....	42.50
‡-1527GR-A X10D00.....	28.75	‡-1576GR-A X20D00.....	57.50
‡-1528GR-A X13D50.....	37.50	‡-1577GR-A X20D00.....	57.50
‡-1529GR-A X10D00.....	27.75	‡-1578GR-A X23D00.....	65.00
‡-1530GR-A X9D25.....	27.50	‡-1579GR-A X28D50.....	80.00
‡-1531GR-A X7D35.....	20.00	‡-1580GR-A X36D75.....	100.00
‡-1532GR-A X16D10.....	45.00	‡-1581GR-A X47D25.....	135.00
‡-1533GR-A X16D10.....	45.00	‡-1582GR-A X91D00.....	250.00
‡-1534GR-A X22D00.....	60.00	‡-1583GR-A X123D00.....	390.00
‡-1535GR-A X26D75.....	77.50	‡-1584GR-A X23D75.....	67.75
‡-1536GR-A X35D75.....	100.00	‡-1585GR-A X219D00.....	675.00
‡-1537GR-A X14D75.....	40.00	‡-1586GR-A X345D00.....	995.00
‡-1538GR-A X14D75.....	40.00	‡-1587GR-A X535D00.....	1550.00
‡-1539GR-A X15D50.....	42.50	‡-1588GR-A X22D50.....	65.00
‡-1540GR-A X28D25.....	77.50	‡-1589GR-A X30D50.....	87.50
‡-1541GR-A X31D85.....	87.50	‡-1590GR-A X43D50.....	120.00
‡-1542GR-A X47D25.....	130.00	‡-1591GR-A X88D75.....	250.00
‡-1543GR-A X60D75.....	165.00	‡-1592GR-A X19D00.....	50.00
‡-1544GR-A X21D25.....	60.00	‡-1593GR-A X24D50.....	65.00
‡-1545GR-A X24D75.....	70.00	‡-1594GR-A X46D50.....	115.00
‡-1546GR-A X34D25.....	95.00	‡-1595GR-A X22D20.....	67.50
‡-1547GR-A X52D50.....	145.00		
‡-1548GR-A X25D25.....	67.50		

NOTE—Drop Shipments—Where drop shipments are made for customers, postage and insurance costs are added—minimum X1D00 per package.

Be sure to include size of ring on each order.

For proper way to measure finger, see Section 22—on back of Page 94-AA.

Items marked ‡ not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., Chicago, Ill.



**Tailored elegance.** Fiery genuine diamond set in genuine navette shaped black onyx. Choice of 10K yellow or white gold.

Retail  
 1500GR1675 .03 ct. \$45.00  
 1501GR1950 .05 ct. \$57.50  
 1502GR3285 .10 ct. \$90.00

**Classic design!** Genuine diamond sparkles in center of genuine jet black onyx square. 10K yellow gold ring of delightful design.

Retail  
 1503GR1475 .02 ct. \$40.00  
 1504GR1775 .04 ct. \$50.00  
 1505GR2800 .08 ct. \$77.50

**Charming style.** Synthetic birthstone set with 2 genuine diamonds or zircons in a harmony of brilliance. 10K yellow gold ring. Please specify birthstone.

Retail  
 1506GR1375 zircons \$38.00  
 1507GR2700 .08 dia. \$75.00

**Delightful cocktail ring.** Three diamonds, total wt., 10 ct. enhance beauty of 3 synthetic rubies, garnets, blue sapphires or emeralds. 10K white gold.

1508GR3700 . . . . . Retail \$90.00

**Celestial beauty.** Six genuine diamonds (total weight, .12 ct.) combine with a "Linde" blue star sapphire. Fluted trim adds to its loveliness. 14K white gold.

1509GR6750 . . . . . Retail \$185.00



**Eastern Star**

Fiery splendor of a genuine diamond surrounded by delicate rosette engraved hearts of white gold. Synthetic colored stones. 10K yellow gold ring.  
 1516GR2345 . . . . . Retail \$62.50



**Eastern Star**

Six genuine diamonds ablaze in an authentic Eastern Star emblem ring add their brilliance to the synthetic colored stones. 10K white gold ring.  
 1517GR3500 . . . . . Retail \$95.00



**Hallmark** ADVERTISED IN **LIFE**

**GENUINE and SYNTHETIC STONES**

**BIRTHSTONE RINGS • FRATERNAL RINGS**

**Gift Rings**

Your Full Satisfaction

*Guaranteed*

or your money refunded!

The soft iridescence of a fine cultured pearl glorified by a tapered collar of yellow gold. Two white zircons add a contrast. 10K yellow gold ring.  
 1515GR1150 . . . . . Retail \$30.00



**Prices Do Not Include Federal Tax**



"LINDE" star sapphire



**Dainty, petite, gorgeous.** Two large diamonds sparkle beside a luxurious "Linde" blue sapphire with a clearly defined star. 14K white gold ring.

1510GR5000 . . . . . Retail \$140.00

**Two genuine diamonds or 2 zircons set with a square synthetic birthstone of your choice.** 10K yellow gold ring.

Retail  
 1511GR1150 zircons \$33.00  
 1512GR2225 .06 dia. \$65.00

**Two synthetic birthstones set in an embrace of artfully carved 10K yellow gold.** State choice of multi-faceted birthstones. A petite ring of dainty style.

1513GR1295 . . . . . Retail \$37.50

**Graceful delight for milady's hand!** Unusual tailored design in 10K yellow gold sets off the beauty of a faceted synthetic birthstone of your choice.

1514GR815 . . . . . Retail \$22.50

**Choose Your Birthstone from this Authentic Chart**



January Synthetic Garnet	February Synthetic Amethyst	March Synthetic Aquamarine	April Synthetic White Sapphire	May Fossil Emerald	June Synthetic Alexandrite	July Synthetic Ruby	August Synthetic Peridot	September Synthetic Blue Sapphire	October Synthetic Rose Zircon	November Synthetic Topaz	December Synthetic Blue Zircon
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Two genuine diamonds and synthetic birthstone create a charming effect in this ring of sculptured 10K yellow gold. Adds beauty to the hand.

1518GR2200 Retail \$45.00



Truly different and unusual ring with intricate side detail displays the beauty of a faceted synthetic birthstone. Superbly styled. 10K yellow gold mounting.

1519GR935 Retail \$28.00



A specially cut, faceted synthetic birthstone and four large diamonds in an elegant ring of solid 10K yellow gold. Specify birthstone choice, finger size.

1520GR2250 Retail \$60.00



Two glowing cultured pearls and 6 genuine diamonds united in a ring of dazzling beauty. 10K yellow gold ring with engraved white gold trim.

1521GR3335 Retail \$100.00

PLEASE SPECIFY RING SIZE AND BIRTHSTONE DESIRED WHEN ORDERING

Prices Do Not include Federal Tax

# Hallmark

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## Superlative RINGS OF BEAUTY

Solid 10K and 14K Gold

### Lovely Zircon

#### Bridal Set

Highly styled engagement ring. Full carat zircon center with 2 side zircons. 14K white or yellow gold ring.

1523GR1525 Retail \$42.00

Matching wedding ring with 5 zircons hand set in 14K white or yellow gold.

1524GR1225 Retail \$35.00

"Princess" cluster ring set with brilliant white zircons. Designed to look like cocktail ring costing much more. Richly carved 10K white gold ring.

1525GR1725 Retail \$42.50



Brilliance of a large cultured pearl contrasts with the brilliance of 6 genuine diamonds in a magnificently styled ring of solid 10K white gold.

1522GR3265 Retail \$82.00

### Rings For Teen-Agers

"Teenage" boys' initial ring. Choice of initial set in genuine jet black onyx. Richly carved 10K yellow gold ring.

1526GR1125 Retail \$32.00

#### Please specify initial desired

Boy's "Teenage" synthetic birthstone set in a neatly tailored ring of heavy 10K yellow gold. Specify birthstone.

1527GR1000 Retail \$28.75



Sweet 'n petite. Twin synthetic birthstones set on each side of a row of 7 flashing zircons. Polished 10K yellow gold ring. Specify birthstones.

1528GR1350 Ret. \$37.50



For Miss Teen. Beautiful faceted synthetic birthstone of her choice set in a swirl of four fiery zircons. Hand-polished ring is 10K yellow gold.

1529GR1000 Ret. \$27.75



A classic for the little Miss. Beautiful synthetic birthstone set with two white zircons in a gleaming ring of hand-polished solid 10K yellow gold.

1530GR925 Ret. \$27.50



For the girl who prefers the unusual! Fancy design ring of 10K yellow gold display a faceted synthetic birthstone. Specify birthstone.

1531GR735 Ret. \$20.00

#### How to Measure Ring Size

If you don't know your ring size, cut a strip of stiff paper as shown—wider at one end. Slide a comfortable fitting ring down over the narrow end as far as it will go without forcing or bending the paper. Draw a line where it stops on both sides of the ring and send the strip to us. If you do not have a ring, wrap a narrow strip of paper snugly around your finger. Cut the paper so that the ends meet. Send us the paper when ordering your ring. Or send for free ring size measuring cards without cost.







D



E

**Lady Regality.** Platinum engagement ring set with a blazing Star of Glory center diamond, 4 side diamonds. Guaranteed total weights.

	Retail
6616HR13800	.35 ct. \$ 343.00
6617HR17400	.45 ct. \$ 440.00
6618HR20400	.52 ct. \$ 510.00
6619HR26900	.82 ct. \$ 673.50
6620HR33600	.75 ct. \$ 840.00
6631HR39200	.83 ct. \$ 980.00
6623HR46200	1.00 ct. \$1155.00
6623HR38500	1.10 ct. \$1462.50
6634HR43000	1.30 ct. \$2050.00

Bride's matching platinum wedding ring set with seven fiery diamonds.

6623HR8900 .21 ct. \$ 222.50

**Love's Promise.** Time-honored fishtail setting beautifully crafted in luxurious platinum. Five large matched Star of Glory diamonds. Total weights.

	Retail
6626HR12000	.25 ct. \$ 300.00
6627HR17000	.50 ct. \$ 425.00
6628HR22950	.75 ct. \$ 573.75
6629HR30800	1.00 ct. \$ 770.00

### Hallmark's Free Lifetime Service

As long as you own your Hallmark ring you are entitled to the following **FREE** service: inspection and service at any time, as often as you like; cleaning and polishing of both stones and mounting; insured return without any cost for postage or handling.



Interlocking



Interlocking

**Love's Tribute!** Graceful engagement ring set with brilliant Star of Glory center diamond, 4 side diamonds. 14K yellow or white gold. Guaranteed accurate total weights.

	Retail
6630HR5450	.15 ct. \$ 136.25
6631HR6500	.20 ct. \$ 162.50
6632HR8150	.25 ct. \$ 203.75
6633HR10000	.30 ct. \$ 250.00
6634HR12750	.35 ct. \$ 318.75
6635HR17750	.50 ct. \$ 443.75
6636HR22300	.55 ct. \$ 537.50
6637HR28900	.70 ct. \$ 722.50
6638HR44500	.90 ct. \$1112.50

Matching interlocking wedding ring. 6 diamonds. Yellow or white gold.

6639HR3630 .09 ct. \$ 91.25

**Love's Blessing!** Engagement ring with round center Star of Glory diamond, 2 tapered baguette side diamonds. 14K white gold mounting. Accurate total weights.

	Retail
6640HR9150	.25 ct. \$ 226.75
6641HR13430	.35 ct. \$ 311.25
6642HR15130	.42 ct. \$ 378.75
6643HR18500	.50 ct. \$ 462.50
6644HR25400	.60 ct. \$ 635.00
6645HR29300	.75 ct. \$ 732.50
6646HR39000	.87 ct. \$ 975.00
6647HR46200	1.00 ct. \$1155.00
6648HR58900	1.20 ct. \$1472.50

Matching interlocking wedding ring with three radiant baguette Star of Glory diamonds.

6649HR8775 .18 ct. \$ 219.25

Retail Prices Include Federal Excise Tax; dealer's prices do not.

# Hallmark

EXCLUSIVELY OURS IN AMERICA

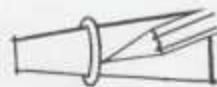
## Star of Glory AAA-1 Quality DIAMONDS

AAA1 is the ultimate selection of an exclusive grading process used by Hallmark alone.



diamonds at low cost!

ADVERTISED IN  
**LIFE**



### How to Measure Ring Size

If you don't know your ring size, cut a strip of stiff paper as shown—wider at one end. Slide a comfortable fitting ring down over the narrow end as far as it will go without forcing or bending the paper. Draw a line where it stops on both sides of the ring and send the strip to us. If you do not have a ring, wrap a narrow strip of paper snugly around your finger. Cut the paper so that the ends meet. Send us the paper when ordering your ring. Or send for free ring size measuring cards without cost.



Interlocking

**Love's Favor!** Emerald cut Star of Glory center diamond and two tapered baguette side diamonds. Lovely 14K white gold ring. Total weights.

	Retail
6650HR9685	.25 ct. \$ 242.00
6651HR12400	.33 ct. \$ 310.00
6652HR15000	.40 ct. \$ 375.00
6653HR21950	.50 ct. \$ 548.75
6654HR24450	.60 ct. \$ 611.00
6655HR31300	.75 ct. \$ 787.50
6656HR39300	.90 ct. \$ 982.50
6657HR48500	1.00 ct. \$1212.50
6658HR77500	1.50 ct. \$1937.50

Matching interlocking wedding ring. 3 blazing baguette diamonds.

6659HR3450 . Retail \$136.25



Interlocking

**Love's Consent!** Stunning solitaire Star of Glory diamond set in engagement ring of 14K yellow or white gold.

	Retail
6660HR2550	.10 ct. \$ 88.75
6661HR5950	.20 ct. \$ 148.75
6662HR7900	.25 ct. \$ 197.50
6663HR10500	.33 ct. \$ 262.50
6664HR12850	.40 ct. \$ 321.25
6665HR18800	.50 ct. \$ 470.00
6666HR22450	.60 ct. \$ 586.25
6667HR31800	.75 ct. \$ 795.00
6668HR50000	1.00 ct. \$1250.00

Matching bride's wedding ring. 6669HR475 . Retail \$14.25  
Matching groom's wedding ring. 6670HR985 . Retail \$29.50



**Star Superb!** Fishtail design engagement ring with a beautiful Star of Glory center diamond, 4 large side diamonds. 14K white or yellow gold. Guaranteed total weights.

	Retail
6671HR7800	.25 ct. \$ 195.00
6672HR11000	.35 ct. \$ 275.00
6673HR12600	.40 ct. \$ 315.00
6674HR14500	.45 ct. \$ 362.50
6675HR17400	.52 ct. \$ 435.00
6676HR22200	.62 ct. \$ 580.00
6677HR29800	.73 ct. \$ 745.00
6678HR36800	.85 ct. \$ 920.00
6679HR45000	1.00 ct. \$1125.00
6680HR58000	1.15 ct. \$1450.00

Matching fishtail wedding ring, interlocking. 6 diamonds, 14K white or yellow gold.

6681HR3750 .18 ct. \$ 143.75



# Hallmark

our  
very  
finest

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**LIFE**

EXCLUSIVELY OURS IN AMERICA

## Star of Glory AAA-1 Quality

### DIAMONDS

AAA1 is the ultimate selection of an exclusive grading process used by Hallmark alone.



**Sir Cavalier:** Distinguished elegance for the successful man! Blazing Star of Glory diamond in a massively styled ring. Your choice of Style "A" or of style "B". Both available either in 14K white or in 14K yellow gold. Please state choice of style, color.

		Retail
6687HR9850	.28 ct.	\$ 246.25
6688HR15550	.40 ct.	\$ 388.75
6689HR23400	.53 ct.	\$ 560.00
6690HR33650	.73 ct.	\$ 841.25
6691HR52900	1.00 ct.	\$1322.50
6692HR78500	1.33 ct.	\$1962.50

**"Princess"** glamorous cocktail ring set with 15 brilliant diamonds. 14K yellow or white gold. Total weights.

		Retail
6682HR7950	.25 ct.	\$ 198.75
6683HR13800	.30 ct.	\$ 345.00
6684HR24900	1.00 ct.	\$ 622.50

**Mlle. de Paris.** Magnificent fancy ring styled with 15 dazzling Star of Glory diamonds. Carved and engraved 14K white gold ring. Total weights listed.

		Retail
6685HR15500	.52 ct.	\$ 387.50
6686HR21500	.73 ct.	\$ 537.50

**Love's Inspiration:** A wedding ring as precious as the love it signifies. 5 large matched Star of Glory diamonds. 14K white or yellow gold. Guaranteed accurate total weights listed below.

		Retail
6693HR6650	.25 ct.	\$ 166.25
6694HR8800	.33 ct.	\$ 220.00
6695HR12350	.50 ct.	\$ 308.75
6696HR17900	.75 ct.	\$ 447.50
6697HR24450	1.00 ct.	\$ 611.25

**• MORE QUALITY  
• BETTER VALUE  
• LOWER PRICES**

Retail Prices include Federal Excise Tax, Dealer's Costs do not.

\*If rings do not meet with your approval for any reason within 30 days of receipt.

finer,  
whiter,  
brilliant  
brighter

**satisfaction guaranteed  
or money refunded\***



**H Love's Duette:** Delightful splendor in an elegant wedding ring. 12 Star of Glory diamonds set in 2 rows of fiery radiance. Your choice of 14K white or yellow gold. Total weights listed.

		Retail
6698HR4585	.12 ct.	\$ 114.50
6699HR6985	.25 ct.	\$ 174.50
6700HR12350	.30 ct.	\$ 306.25

**J Yours Forever:** Wide style wedding ring set with 3 rows of diamonds. Six large baguettes and 14 sparkling round diamonds. 14K white or yellow gold. Guaranteed total weights listed.

		Retail
6701HR15000	.45 ct.	\$ 375.00
6702HR20900	.65 ct.	\$ 522.50

As above, 10% iridium platinum.

6703HR25900	.65 ct.	\$ 447.50
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**Simplicity.** Star of Glory diamond solitaire engagement ring. 14K yellow gold with contrasting white gold trim.

		Retail
6704HR4995	.15 ct.	\$ 124.75
6705HR6575	.20 ct.	\$ 164.35
6706HR8500	.25 ct.	\$ 212.50
6707HR11650	.33 ct.	\$ 291.25
6708HR13500	.38 ct.	\$ 337.50
6709HR19950	.50 ct.	\$ 498.75
6710HR23200	.75 ct.	\$ 805.00
6711HR50750	1.00 ct.	\$1268.75

**Bride's matching interlocking wedding ring.** 14K gold.

6712HR1150 ..... Retail \$34.50

**Groom's matching wedding ring.**  
6713HR1695 ..... Retail \$50.85

**Prudent Heart:** Romantic design engagement ring with beaded hearts. Star of Glory center diamond, 2 matching side diamonds. 14K white or yellow gold. Guaranteed total weights listed below.

		Retail
6714HR4725	.12 ct.	\$ 118.00
6715HR7200	.20 ct.	\$ 180.00
6716HR8500	.25 ct.	\$ 212.50
6717HR10200	.30 ct.	\$ 255.00
6718HR12650	.35 ct.	\$ 316.25
6719HR14950	.40 ct.	\$ 373.75
6720HR17350	.45 ct.	\$ 431.25
6721HR22000	.52 ct.	\$ 550.00

**Bride's interlocking wedding ring.** 4 diamonds. 14K white or yellow gold.  
6722HR2485 ..... \$ 62.00

**Love's Merit:** Supremely graceful engagement ring of 14K white or yellow gold. Star of Glory center diamond and 6 side diamonds. Total weights.

		Retail
6723HR6485	.13 ct.	\$ 162.00
6724HR7300	.20 ct.	\$ 187.50
6725HR8750	.25 ct.	\$ 218.75
6726HR11650	.33 ct.	\$ 291.25
6727HR13750	.40 ct.	\$ 343.75
6728HR18250	.50 ct.	\$ 456.25
6729HR23700	.55 ct.	\$ 392.50
6730HR32700	.75 ct.	\$ 817.50
6731HR52000	1.00 ct.	\$1300.00

**Matching interlocking wedding ring.** 7 diamonds. Choice of 14K white or yellow gold.  
6732HR3975 ..... \$ 99.35

## GIFT RINGS AND FRATERNAL JEWELRY

## HALLMARK

Each		Each	Each		Each
±1600GR-A	X23D95	\$ 71.85	±1650GR-A	X23D85	\$ 71.50
±1601GR-A	X16D75	50.25	±1651GR-A	X33D75	101.25
±1602GR-A	X11D35	34.00	±1652GR-A	X50D95	152.85
±1603GR-A	X7D35	22.00	±1653GR-A	X15D95	47.85
±1604GR-A	X48D95	146.85	±1654GR-A	X15D95	47.85
±1605GR-A	X16D50	49.00	±1655GR-A	X22D95	68.85
±1606GR-A	X19D35	58.00	±1656GR-A	X20D75	62.25
±1607GR-A	X32D50	97.50	±1657GR-A	X25D50	76.50
±1608GR-A	X9D25	27.75	±1658GR-A	X33D95	101.85
±1609GR-A	X11D25	33.75	±1659GR-A	X14D50	43.50
±1610GR-A	X21D95	65.85	±1660GR-A	X14D50	43.50
±1611GR-A	X33D95	101.85	±1661GR-A	X21D50	64.50
±1612GR-A	X22D95	68.85	±1662GR-A	X22D95	68.85
±1613GR-A	X34D45	103.25	±1663GR-A	X26D25	78.75
±1614GR-A	X22D25	60.75	±1664GR-A	X38D50	115.50
±1615GR-A	X9D95	29.85	±1665GR-A	X213D75	641.25
±1616GR-A	X20D75	62.25	±1666GR-A	X344D50	1033.50
±1617GR-A	X8D35	25.00	±1667GR-A	X530D00	1500.00
±1618GR-A	X17D75	53.25	±1668GR-A	X35D25	105.75
±1619GR-A	X13D75	41.25	±1669GR-A	X45D50	136.50
±1620GR-A	X13D75	41.25	±1670GR-A	X89D75	269.25
±1621GR-A	X13D75	41.25	±1671GR-A	X119D95	359.85
±1622GR-A	X14D85	44.50	±1672GR-A	X20D95	62.85
±1623GR-A	X11D85	35.50	±1673GR-A	X22D20	66.60
±1624GR-A	X12D50	37.50	±1674GR-A	X18D50	55.50
±1625GR-A	X9D75	29.25	±1675GR-A	X23D50	70.50
±1626GR-A	X32D25	96.75	±1676GR-A	X45D25	135.75
±1627GR-A	X35D25	105.75	±1677GR-A	X36D00	108.00
±1628GR-A	X10D75	32.25	±1678GR-A	X47D25	141.75
±1629GR-A	X9D95	29.85	±1679GR-A	X92D75	278.25
±1630GR-A	X8D35	25.00	±1680GR-A	X22D95	68.85
±1631GR-A	X13D35	40.00	±1681GR-A	X18D50	55.50
±1632GR-A	X7D25	21.75	±1682GR-A	X18D50	55.50
±1633GR-A	X10D50	31.50	±1683GR-A	X16D50	49.50
±1634GR-A	X21D95	65.85	±1684GR-A	X22D35	67.00
±1635GR-A	X29D95	89.85	±1685GR-A	X34D25	102.75
±1636GR-A	X42D95	128.85	±1686GR-A	X23D95	71.85
±1637GR-A	X87D95	263.85	±1687GR-A	X36D35	109.00
±1638GR-A	X13D25	39.75	±1688GR-A	X22D95	68.85
±1639GR-A	X14D75	44.25	±1689GR-A	X26D25	78.75
±1640GR-A	X15D50	46.50	±1690GR-A	X38D50	115.50
±1641GR-A	X91D00	273.00	±1691GR-A	X20D35	61.00
±1642GR-A	X49D95	149.35	±1692GR-A	X23D95	71.85
±1643GR-A	X21D95	65.85	±1693GR-A	X17D25	51.75
±1644GR-A	X26D95	80.85	±1694GR-A	X24D25	72.75
±1645GR-A	X35D25	105.75	±1695GR-A	X21D95	65.85
±1646GR-A	X15D25	45.75	±1696GR-A	X29D95	80.85
±1647GR-A	X22D25	66.75	±1697GR-A	X42D95	128.85
±1648GR-A	X15D35	46.00	±1698GR-A	X87D95	263.85
±1649GR-A	X20D75	62.25			

NOTE—Drop Shipments—Where drop shipments are made for customers, postage and insurance costs are added—minimum X1D00 per package.

Be sure to include size of ring on each order.

For proper way to measure finger, see Section 22—Page 92-CC.

Items marked ± not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., Chicago, Ill.





Rich blue LINDE star sapphire with clearly defined star enhanced by a brilliant genuine diamond. 10K white gold mounting. Matches pendant shown at right.

1600GR2293 Retail \$71.85

Pendant to match ring. LINDE star sapphire and diamond. 10K white gold mounting and neck chain.

1601GR1675 Retail \$30.25



Lustrous cultured pearl and two imported sparkling zircons for a contrast of striking beauty. Graceful hand-polished ring of 10K yellow gold. Matches pendant.

1603GR1131 Retail \$34.00

Pendant to match ring. Cultured pearl and zircons. 10K yellow gold mounting and neck chain.

1603GR735 Retail \$22.00



Gorgeous LINDE star sapphire made more lovely by two blazing diamonds. Dainty, petite styling. Richly engraved, gleaming 14K white gold.

1604GR4895 Retail \$146.85

Illustrations slightly enlarged to show detail

Please specify ring size desired when ordering

Blazing diamond set in genuine jet black onyx shaped in classic navette style. Choice of 10K yellow or white gold ring.

1605GR1650 .03 dia. \$49.30  
1606GR1935 .05 dia. \$58.00  
1607GR3250 .10 dia. \$97.50



Two synthetic birthstones create a decorative effect on her hand when combined with an inspired design of gleaming, hand-polished 10K yellow gold. Please state choice of birthstones and size of ring desired.

1608GR925 Retail \$27.75



Neat tailored style. 2 fiery diamonds or 2 zircons sparkle on each side of a square, faceted synthetic birthstone of your choice. 10K yellow gold ring.

1609GR1125 zircons \$33.75  
1610GR2195 .06 dia. \$65.85



# Hallmark

ADVERTISED IN  
**LIFE**

Genuine and Synthetic Stones  
BIRTHSTONE RINGS • FRATERNAL RINGS

## Gift Rings

Your full satisfaction guaranteed or your money refunded

### Choose Your Birthstone from this Authentic Chart

January Synthetic Garnet		July Synthetic Ruby
February Synthetic Amethyst		August Synthetic Peridot
March Synthetic Aquamarine		September Synthetic Blue Sapphire
April Synthetic White Sapphire		October Synthetic Rose Zircon
May Fossil Emerald		November Synthetic Topaz
June Synthetic Alexandrite		December Synthetic Blue Zircon

Attractive cocktail ring in a beautiful, intricate design. 3 genuine diamonds, (total wt. .10 ct.) and your choice of 3 synthetic rubies, emeralds, garnets or blue sapphires. 10K white gold ring, hand-polished.

1611GR3395 Retail \$101.85



A special, faceted synthetic birthstone and four large diamonds in an elegant ring of solid, hand-polished 10K yellow gold. Please specify choice of birthstone and finger size.

1614GR2225 Retail \$66.75

Blaze of a large, genuine center diamond adds brilliance to the synthetic colored stones of this authentic Eastern Star ring. Hand-polished 10K yellow gold mounting is artfully carved in a stunning new design.

1612GR2295 Retail \$68.85



Charming oval synthetic birthstone set off by your choice of 2 genuine diamonds or 2 zircons. Solid 10K yellow gold mounting. Hand-polished.

1615GR995 zircons \$29.85  
1616GR2075 .06 dia. \$62.25

Six fiery diamonds add beauty to this graceful Eastern Star ring. Each diamond is set in its own individual star. Authentic synthetic colored stones in emblem. Hand-polished ring of gleaming 10K white gold.

1613GR3445 Retail \$103.25



Delightfully styled birthstone ring for milady's hand. Neat tailored design in a solid 10K yellow gold, hand-polished to a mirror finish. Faceted synthetic birthstone of your choice.

1617GR835 Retail \$25.00

Prices do not include Federal Excise Tax



ADVERTISED IN  
**LIFE**

# Hallmark

Solid 10K and 14K Gold

## Rings of Beauty

Please specify ring size desired when ordering



Prices do not include  
Federal Excise Tax

Famous "Princess" cluster ring set with brilliant white zircons. Designed to look like a cocktail ring of much greater cost. Richly engraved mounting of hand-polished 10K white gold.

1618GR1775 Retail \$33.25

### BRILLIANCE RIVALLING THE DIAMOND



### Your Choice... 2 CT. ZIRCON RINGS

Dazzling radiance at a budget price! Each ring has two tapered baguette zircons. Beautifully crafted, hand-polished 10K white gold mounting.

2-Carat Round Zircon.  
1619GR1375 Retail \$41.25

2-Carat Emerald-Cut Zircon.  
1620GR1375 Retail \$41.25

2-Carat Marquise-Cut Zircon.  
1621GR1375 Retail \$41.25

### LOVELY ZIRCON Bridal Set



Gorgeous engagement ring with full carat zircon center stone that rivals the brilliance of the diamond. Two side zircons. Polished ring of 14K yellow or white gold.

1622GR1485 Retail \$44.50  
Matching wedding ring with five zircons. Choice of solid 14K yellow or white gold.  
1623GR1185 Retail \$23.50



Twin cultured pearls, perfectly matched and glowing with luster, gracefully set in a lovely ring of 10K white gold.

1624GR1350 Ret. \$37.50



Large, iridescent cultured pearl, set in simple solitary splendor in a neat ring of solid 10K yellow gold. Hand-polished.

1625GR975 Ret. \$29.35



5 fiery diamonds embrace a large, lustrous cultured pearl in a magnificently styled ring of 10K white gold. Hand-engraved.

1626GR3225 Ret. \$96.75



2 glowing cultured pearls and 6 genuine diamonds in a ring of 10K yellow gold with engraved white gold trim.

1627GR3525 \$105.75

#### How to Measure Ring Size



If you don't know your ring size, cut a strip of stiff paper as shown—wider at one end. Slide a comfortable fitting ring down over the narrow end as far as it will go without forcing or bending the paper. Draw a line where it stops on both sides of the ring and send the strip to us. If you do not have a ring, wrap a narrow strip of paper snugly around your finger. Cut the paper so that the ends meet. Send us the paper when ordering your ring. Or send for free ring-size measuring cards without cost.

## Rings for Teen-Agers



"Teenage" boy's initial ring. His initial set in genuine jet black onyx. 10K yellow gold ring.

Retail \$32.25  
1628GR1075



Boy's "Teenage" synthetic birthstone ring set in a neat ring of yellow 10K gold.

Retail \$29.85  
1629GR995



Young lady's birthstone ring set with 2 zircons. Gleaming ring of yellow solid 10K gold.

Retail \$25.00  
1630GR835



Sweet'n Petite. 2 synthetic birthstones set with 7 flashing zircons. 10K yellow gold ring.

Retail \$40.00  
1631GR1335



Fancy style birthstone ring of 10K yellow gold. Facetted synthetic birthstone.

Retail \$21.75  
1632GR725



Girl's synthetic birthstone and 3 fiery zircons. Charming swirl. 10K yellow gold.

Retail \$31.50  
1633GR1050



Specify initial and ring size desired when ordering

Distinguished elegance for the man. His initial set in genuine jet black onyx. Choice of zircon or genuine diamond. Ring of 10K yellow gold with engraved white gold trim.

Retail  
 1624GR2195 zircon \$65.85  
 1625GR2995 .05 dia. \$89.85  
 1630GR4295 .10 dia. \$138.85  
 1637GR6795 .25 dia. \$243.85



Popular genuine jet black onyx ring for men. Maximized style of solid 10K yellow gold.

1638GR1325 Retail \$39.75

As above. Genuine black onyx and his initial.

1639GR1475 Retail \$44.25

As above. Genuine hand-carved hematite.

1640GR1510 Retail \$46.50

ADVERTISED IN  
**LIFE**  
**Hallmark**  
**RINGS for MEN**

... made with an extra weight of gold.  
 styled with truly distinguished beauty.



Distinctively beautiful, large LINDE star sapphire (approx. 5 ct.) set with 2 brilliant diamonds (total weight .10 ct.) in a massive ring of 14K white gold. Deep blue LINDE sapphire has clearly defined star.

1641GR9100 Retail \$273.00



Large LINDE star sapphire with a clear star shimmering in the depths of the deep blue. Heavy weight ring of 14K white gold hand-polished to a satin finish to add to the magnificent beauty of the stone.

1642GR4995 Retail \$149.85

Illustrations slightly enlarged to show detail

Prices do not include Federal Excise Tax



Blazing diamond set in genuine black onyx with initial of his choice. 10K yellow gold ring.

Retail  
 1643GR2295 .02 dia. \$65.85  
 1644GR2695 .05 dia. \$80.85  
 1645GR3525 .08 dia. \$105.75



Masculine design. His initial in genuine black onyx. 10K yellow gold ring, white gold trim.

1646GR1525 Retail \$45.75

As above. 2 fiery diamonds.

1647GR2225 Retail \$66.75



For the man who wants only the finest. A distinctively styled synthetic birthstone set in a heavy ring of hand-polished 10K yellow gold, trimmed with rosette engraved white gold.

1648GR1535 Retail \$46.00



Blazing genuine diamond set in black onyx. 10K yellow gold.

Retail  
 1649GR2075 .02 dia. \$62.25  
 1650GR2385 .04 dia. \$71.50  
 1651GR3375 .08 dia. \$101.25  
 1652GR5095 .15 dia. \$132.85



Real elegance. Genuine hematite intaglio carved with warrior's head. 10K yellow gold.

1653GR1595 Retail \$47.85

Ring as above, with double head tiger eye cameo.

1654GR1595 Retail \$47.85



Radiant diamonds bring out the depth of color in the beautiful synthetic birthstone of this handsome ring. The dignified mounting is carved heavy weight 10K yellow gold.

1655GR2295 Retail \$68.85



Masculine style. His initial in genuine jet black onyx with a diamond. 10K yellow gold.

Retail  
 1656GR2075 .02 dia. \$62.25  
 1657GR2550 .05 dia. \$76.50  
 1658GR3395 .08 dia. \$101.85



Neat, classic design. Initial set in genuine jet black onyx. Heavy ring of 10K yellow gold.

1659GR1450 Retail \$43.50

Ring as above. With genuine hematite intaglio.

1660GR1450 Retail \$43.50



Brilliance for his hand. Large 1 1/2 ct. zircon center stone set in a massive, masculine styled ring. 10K yellow or white gold. Two side zircons enhance the effect. White gold trim.

1661GR2150 Retail \$64.50



New and different. Diamond and his initial set in genuine jet black onyx. 10K yellow gold.

Retail  
 1662GR2295 .03 dia. \$68.85  
 1663GR2625 .05 dia. \$78.75  
 1664GR3850 .10 dia. \$113.50





**32nd Degree Consistory ring** for the man who desires jewelry to match his station in life. A blazing diamond sparkles in the center of a richly engraved white gold eagle. Black enameled trim and side emblems. Heavy weight ring of 10K yellow gold.

Dazzling center diamond graces beautiful 32nd Degree Consistory emblems. Massive ring is of 14K yellow gold. White gold double eagles.

	Retail
1665GR21375 .50 dia. \$441.23	
1666GR34450 .75 dia. \$1033.50	
1667GR33000 1.00 dia. \$1390.00	

Retail

1668GR3325 .05 dia. \$103.75	
1669GR4550 .10 dia. \$136.50	
1670GR8975 .25 dia. \$269.25	
1671GR11995 .33 dia. \$359.85	
1672GR2095 no dia. \$62.85	

Illustrations slightly enlarged to show detail



**Fraternal emblem ring.** Massively designed of 10K yellow gold. Authentic emblems are in contrasting white gold. Enameled side emblems. State choice of emblem.

• Shrine • Knight Templar • Masonic Past Master

• Elk • Knights of Columbus • Masonic Blue Lodge

1673GR2220 Retail \$66.60

Prices do not include  
Federal Excise Tax

REGISTERED IN  
**LIFE**

# Hallmark

## FRATERNAL RINGS and EMBLEMS

Masterfully crafted of 10K and 14K gold

Please specify ring size desired when ordering

*Satisfaction Guaranteed*

OR MONEY REFUNDED



☒ **Masonic lapel emblem.** Has .05 ct. diamond. 14K white gold. Screw back. 1674GR1850 Retail \$55.50

☒ **Shrine lapel emblem.** Five genuine diamonds. 14K white gold. Screw back. 1675GR2350 Retail \$70.50

☒ **Shrine lapel emblem.** Six diamonds. Palladium top, 14K white gold back. 1676GR4525 Retail \$135.75



**Impressive Masonic emblem** with fiery diamond. Massive 10K yellow gold ring. Hand polished.

	Retail
1677GR3600 .05 dia. \$108.00	
1678GR4725 .10 dia. \$141.75	
1679GR9275 .25 dia. \$278.25	
1680GR2295 no dia. \$68.85	



**Masonic emblem encrusted** in a synthetic ruby. Heavy 10K yellow gold.

1681GR1830 Retail \$55.50	
As above: Synthetic blue sapphires	
1682GR1830 Retail \$53.50	
As above: Genuine jet black onyx	
1683GR1650 Retail \$49.50	



**A sparkling diamond and Masonic emblem** encrusted in genuine jet black onyx. 10K yellow gold.

1684GR2235 .03 dia. \$67.00	
1685GR3425 .08 dia. \$102.75	
As above: With synthetic ruby.	
1686GR2395 .03 dia. \$71.85	
1687GR3635 .08 dia. \$109.00	



**Special Hallmark design.** Diamond and Masonic emblem set in genuine black onyx. Luxuriously carved ring of 10K yellow gold. Hand-polished.

	Retail
1688GR2295 .03 dia. \$68.85	
1689GR2625 .05 dia. \$78.75	
1690GR2650 .10 dia. \$115.50	



**Stately oval shaped jet black onyx** set with flashing diamond and Masonic emblem. 10K yellow gold ring.

	Retail
1691GR2035 .02 dia. \$61.00	
1692GR2395 .04 dia. \$71.85	



**Masonic emblem encrusted** in genuine black onyx. 10K yellow gold.

1693GR1725 Retail \$51.75	
As above with 2 diamonds.	
1694GR2425 Retail \$72.75	



**Masonic onyx ring.** Choice of genuine diamond or zircon. 10K yellow gold.

	Retail
1695GR2195 zircon \$65.85	
1696GR2995 .05 dia. \$89.85	
1697GR4295 .10 dia. \$128.85	
1698GR8795 .25 dia. \$263.85	

### How to Measure Ring Size



If you don't know your ring size, cut a strip of stiff paper as shown—wider at one end. Slide a comfortable fitting ring down over the narrow end as far as it will go without forcing or bending the paper. Draw a line where it stops on both sides of the ring and send the strip to us. If you do not have a ring, wrap a narrow strip of paper snugly around your finger. Cut the paper so that the ends meet. Send us the paper when ordering your ring. Or send for free ring size measuring cards without cost.



# GUARANTEES

— ON —

## CLOCKS AND WATCHES

ALL WATCHES AND KEY WIND ALARM CLOCKS

CARRY A 90 DAY GUARANTEE

AGAINST DEFECTS ONLY.

ON ALL ELECTRIC CLOCKS

A ONE YEAR GUARANTEE APPLIES

All clocks and watches except obsolete models in need of repair should be returned direct to the manufacturer whose name appears on the clock or watch dial. The clock or watch will be repaired and returned to the dealer.

Because of regulation regarding the sale of second hand merchandise it is necessary for the factory to indentify a repaired timepiece as having been repaired. For this reason it is not advisable for a retailer to make an immediate exchange with a new timepiece from his stock.

Where a retailer finds a defective timepiece in his stock that has never been sold to a user, he should return it to the factory marked "STOCK" and they will, if their inspectors report agrees with his report, send a replacement that is in salable condition.

No clock or watch owner should be encouraged to return for repairs any item that has outlived a reasonable lifetime expectancy.



### *Salesmen—*

*Please note that the above states the exact situation with ALL manufacturers and no exceptions should be made.*

*Be sure to explain to those of your customers who are interested and put them on guard against promising any other action.*

## WATCHES

HALLMARK			WALTHAM		
Each		Each	Each		Each
↯-2600HK-A	X47D90	\$150.00	↯-4400W-A	X59D95	\$175.00
↯-2601HK-A	X43D95	135.00	↯-4401W-A	X53D10	150.00
↯-2602HK-A	X29D95	97.50	↯-4402W-A	X28D30	79.50
↯-2603HK-A	X31D15	100.00	↯-4403W-A	X24D95	65.00
↯-2604HK-A	X26D80	85.00	↯-4404W-A	X28D85	75.00
↯-2605HK-A	X23D75	80.00	↯-4405W-A	X23D95	65.00
↯-2606HK-A	X21D95	71.50	↯-4406W-A	X23D95	65.00
↯-2607HK-A	X21D95	71.50	↯-4407W-A	X23D95	65.00
↯-2608HK-A	X23D85	75.00	↯-4408W-A	X26D75	72.50
↯-2609HK-A	X23D85	75.00	↯-4409W-A	X26D75	72.50
↯-2610HK-A	X28D85	95.00	↯-4410W-A	X41D85	115.00
↯-2611HK-A	X28D85	95.00	↯-4411W-A	X36D25	100.00
↯-2612HK-A	X54D75	185.00	↯-4412W-A	X36D25	100.00
↯-2613HK-A	X86D75	250.00	↯-4413W-A	X49D50	135.00
↯-2614HK-A	X37D85	120.00	↯-4414W-A	X49D50	135.00
↯-2615HK-A	X21D70	69.50	↯-4415W-A	X26D85	71.50
↯-2616HK-A	X20D15	65.00	↯-4416W-A	X26D85	71.50
↯-2617HK-A	X37D95	125.00	↯-4417W-A	X29D95	85.00
↯-2618HK-A	X38D55	115.00	↯-4418W-A	X31D95	85.00
↯-2619HK-A	X34D50	105.00	↯-4419W-A	X31D95	85.00
↯-2620HK-A	X28D35	90.00	↯-4420W-A	X33D40	95.00
↯-2621HK-A	X15D90	57.50	↯-4421W-A	X29D95	85.00
↯-2622HK-A	X19D80	65.00	↯-4422W-A	X38D95	100.00
↯-2623HK-A	X24D65	85.00	↯-4423W-A	X40D75	110.00
↯-2624HK-A	X24D65	85.00	↯-4424W-A	X39D95	100.00
↯-2625HK-A	X120D00	350.00	↯-4425W-A	X49D50	135.00
↯-2626HK-A	X29D95	95.00	↯-4426W-A	X48D65	135.00
↯-2627HK-A	X29D95	95.00	↯-4427W-A	X36D95	95.00
↯-2628HK-A	X52D20	175.00	↯-4428W-A	X37D95	95.00
↯-2629HK-A	X45D65	150.00	↯-4429W-A	X34D85	90.00
↯-2630HK-A	X19D95	59.50	↯-4430W-A	X45D75	120.00
↯-2631HK-A	X19D95	59.50	↯-4431W-A	X37D25	92.50
↯-2632HK-A	X15D65	35.00	↯-4432W-A	X172D65	450.00
↯-2633HK-A	X15D65	35.00	↯-4433W-A	X59D25	150.00
↯-2634HK-A	X13D65	27.50	↯-4434W-A	X33D25	85.00
↯-2635HK-A	X13D20	27.50	↯-4435W-A	X33D25	85.00
↯-2636HK-A	X19D75	65.00	↯-4436W-A	X115D00	300.00
↯-2637HK-A	X14D95	29.95	↯-4437W-A	X19D90	49.50
↯-2638HK-A	X29D85	95.00	↯-4438W-A	X20D95	39.95
↯-2639HK-A	X26D50	80.00	↯-4439W-A	X20D95	39.95
			↯-4440W-A	X19D95	39.95
			↯-4441W-A	X21D25	39.95

NOTE—When necessary to return watches to factory for repairs—send to

Hallmark Watch Corporation  
231 South Jefferson St.  
Chicago 6, Illinois

NOTE—Drop Shipments—Where drop shipments are made for customers, postage and insurance costs are added—minimum X1D00 per package.

Items marked ↯ not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., Chicago, Ill.



FINEST OF ITS KIND

53 Functional  
JEWELSelf-Winding Watches  
WATERPROOF\*

Hallmark 17, 21, 25, 53

ADVERTISED IN  
LIFE

Jewel Watches

UNCONDITIONAL

LIFETIME  
GUARANTEE

on movement parts against breakage

WITH UNBREAKABLE MAINSPRINGS



**Presentation Cyclomatic 53:** Has new, more efficient self-winding movement. Waterproof\* case of yellow rolled gold plate and stainless steel back. Matching gold-filled expansion bracelet with alligator trim. Luminous hands, hour dots. Incabloc protection and unbreakable mainspring.  
2600HK4790...Retail \$150.00

**Cyclomatic 53:** For dress wear or sports use! 53 jewel self-winding waterproof\* watch. Case has chrome top and steel back. Combination expansion bracelet is steel with black trim. Red sweep second hand, luminous hour dots, hands. Incabloc protected. Unbreakable mainspring.  
2601HK4395...Retail \$135.00

**Newton:** Self-winding waterproof\* dress watch. Yellow gold color case, non-corrosive back. Has matching gold-filled combination expansion bracelet with black lizard trim. Luminous hands and hour dots. Sweep second hand. 17 Jewels. Incabloc shock protected. Unbreakable mainspring.  
2602HK2995...Retail \$97.50

**Caldwell "Y":** Ultra-thin 25 Jewel dress watch. Yellow gold color case, stainless back, matching gold-filled expansion bracelet. Incabloc protected and unbreakable mainspring.  
2603HK3115...Retail \$100.00

**Caldwell "W":** As above. Chrome top case with steel back. Steel expansion bracelet.  
2604HK2680...Retail \$85.00



**Sea Rover: 25 Jewel waterproof\*** watch built for dependable service. Chrome top case, stainless back. Matching steel combination expansion bracelet with leather trim. Luminous hands, hour dots. Sweep second hand. Unbreakable mainspring. Incabloc protected.  
2605HK2375...Retail \$80.00

**A Carioca "Y":** Romantically styled. Yellow rolled gold plate case with stainless back. Gold-filled expansion bracelet. 17 Jewels. Unbreakable mainspring. Incabloc protected.  
2606HK2195...Retail \$71.50

**B Carioca "W":** As above. White R.G.P. case. Gold-filled bracelet.  
2607HK2195...Retail \$71.50

**C Sabrina: 21 Jewels.** Dramatic design. White rolled gold plate case, stainless back. Gold-filled expansion bracelet. Incabloc shock-protected. Unbreakable mainspring.  
2608HK2385...Retail \$75.00

**D Rhumba:** As above. Yellow rolled gold plate case, gold-filled band.  
2609HK2385...Retail \$75.00

**E Chevy Chase: 25 Jewels; 14K yellow gold case** delightfully carved. Matching gold-filled expansion bracelet. Skip figure dial. Unbreakable mainspring and Incabloc.  
2610HK2885...Retail \$95.00

**F Briarcliffe:** As above. 14K white gold case, gold-filled bracelet.  
2611HK2885...Retail \$95.00

\*Guaranteed waterproof as long as case, crown and crystal are intact.

Retail Prices Include Federal Excise Tax; dealer's prices do not.



# Hallmark

17 23 25 and 53

JEWEL WATCHES

SHOCK PROTECTED BY INCABLOC

With Unconditional

LIFETIME GUARANTEE

on all movement parts against breakage

ADVERTISED IN

LIFE

Made With

UNBREAKABLE MAINSPRINGS



53  
JEWELS

WATERPROOF\*  
SELF-WINDING

**Cyclomatic 53 "A":** Self-winding waterproof\*. 53 Jewel watch that transforms every motion of the wrist into accurate time-keeping energy! Has built-in shock-absorbers. Yellow gold-filled case with non-corrosive back. Matching gold-filled combination mesh and expansion bracelet. Luminous hands, hour dots. Sweep second hand. **Unbreakable mainspring, Incabloc protection.**

2612HK5475.....Retail \$185.00



23  
JEWELS

Waterproof\*  
self-winding

Self-winding

Waterproof\*

waterproof\*

**Stevens:** 23 Jewel ladies' self-winding waterproof\* watch set with 12 diamonds. White gold-filled case and expansion bracelet. **Unbreakable mainspring, Incabloc.**

2613HK8675.....Retail \$250.00

**Mermaid:** Ladies' self-winding and waterproof\* watch. Yellow rolled gold plate case, stainless back. Matching gold-filled combination expansion bracelet. 17 Jewels. **Incabloc protected, unbreakable mainspring.**

2614HK3785.....Retail \$120.00

**Careerist "Y":** Styled for nurses, lab workers, career women, homemakers. **Waterproof\*** case is color of yellow gold, has non-corrosive back. Matching expansion bracelet. Red sweep second hand, luminous hands and hour dots are easy to read in the dark. 17 Jewels. **Unbreakable mainspring and Incabloc.**

2615HK2170.....Retail \$69.50

**Careerist "W":** As above. Chrome case, steel back. Steel bracelet.

2616HK2015.....Retail \$65.00



25  
JEWELS

waterproof\*  
self-winding

Self-winding

waterproof\*

**Sea Classic:** 25 Jewel self-winding waterproof watch. Styled for beauty, designed for service. Yellow rolled gold plate case with stainless steel back. Matching gold-filled combination expansion bracelet with leather trim. Two-toned, luminous hands, hour dots, red sweep second hand. **Unbreakable mainspring and Incabloc shock-protection.**

2617HK3795.....Retail \$125.00

**Sea Master:** 25 Jewel self-winding waterproof\*. A sportsman's watch with dress styling. Shiny steel case and combination expansion bracelet with gray leather trim. Modern stick figure dial. Luminous hands and hour dots can be read in the dark. Has red sweep second hand. **Unbreakable mainspring, Incabloc shock-protection.**

2618HK3855.....Retail \$115.00

**Sea Sleuth:** Self-winding waterproof\* watch for the active man. Ultra-thin styling. Gleaming gold-colored case with non-corrosive back. Gold-filled combination expansion bracelet with brown leather trim. Luminous hands and hour dots. Red sweep second hand. 17 Jewel movement, **shock protected by Incabloc. Unbreakable mainspring.**

2619HK3450.....Retail \$105.00

**Caravel:** Self-winding waterproof\* ultra-thin watch built to give utmost service. Shiny chrome case has stainless steel back. Steel expansion bracelet. Luminous hands and hour dots can be read in the dark. Red sweep second hand. 17 jewel movement is shock-protected by **Incabloc. Unbreakable mainspring.**

2620HK2835.....Retail \$90.00

\*Guaranteed waterproof as long as case, crown and crystal are intact.

Retail Prices Include Federal Excise Tax; dealer's prices do not.



# Hallmark

Made With  
**UNBREAKABLE MAINSPRINGS**

Shock Protected By  
**INCABLOC**

ADVERTISED IN  
**LIFE**

**UNCONDITIONAL  
LIFETIME GUARANTEE**

on all movement parts against breakage



**Militia:** The type of watch worn by men in the Armed Forces. Waterproof\* chrome top case with stainless steel back. Matching steel combination expansion bracelet with black leather trim. Luminous hands and hour dots, red sweep second hand, 17 Jewels. Shock-protected by Incabloc, has unbreakable mainspring. Designed to give dependable service.  
2621HK1590.....Retail \$57.50

**Barbara:** Dainty design, but built to give dependable service. Unbeatable value at this low price! Case is color of natural gold and has a non-corrosive back. Matching gold-filled "Queen" expansion bracelet. Very legible skip figure dial. Accurate 17 Jewel movement. Incabloc protected. Unbreakable mainspring.  
2622HK1980.....Retail \$65.00

**25 Jewels**



**20 Diamonds**

**14K Solid Gold Case**

**Savoy:** 25 Jewels. Solid 14K white gold case blazes with the splendor of 20 genuine brilliant diamonds. Styled to grace the wrist of the most discriminating lady! Matching gold-filled "Queen" expansion bracelet, makes this watch easier and safer to wear than any other of its type. Unbreakable mainspring. Incabloc shock-protection.  
2625HK12000.....Retail \$350.00



**25  
JEWELS**

**Laurel:** 25 Jewel dress watch styled with a classic design. Yellow rolled gold plate case with stainless steel back. Matching gold-filled expansion bracelet. Skip-figure dial. Unbreakable mainspring, Incabloc.  
2623HK2465.....Retail \$85.00

**Orchid:** As above. White rolled gold plate case and matching gold-filled expansion bracelet.  
2624HK2465.....Retail \$85.00



**25  
JEWELS**  
2 diamonds

**25  
JEWELS**  
14K gold  
6 diamonds

**Riviera "Y":** 25 Jewels. 2 flashing diamonds set in a delightfully sculptured case of yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Unbreakable mainspring. Incabloc.  
2626HK2995.....Retail \$95.00

**Riviera "W":** As above. White rolled gold case and matching gold-filled bracelet.  
2627HK2995.....Retail \$95.00

**Princess Joanna:** 25 Jewels. Richly styled case of shiny 14K white gold magnificently set with 6 brilliant diamonds. Matching gold-filled expansion bracelet. Modern skip-figure dial is easy to read, has hi-domed crystal. Movement is shock protected by Incabloc. Unbreakable mainspring.  
2628HK5220.....Retail \$175.00



**25  
JEWELS**  
14K gold  
2 diamonds

**Camellia:** 25 Jewels. 2 fiery diamonds set in a neatly sculptured case of solid 14K white gold. Tailored styling, yet daintily designed, with the look of high fashion. Matching gold-filled expansion bracelet is new, wider type. Very feminine stick-figure dial completes the effect of style harmony! Watch has Incabloc shock protection, unbreakable mainspring.  
2629HK4565.....Retail \$150.00

\*Guaranteed waterproof as long as case, crown and crystal are intact.  
Retail Prices Include Federal Excise Tax; dealer's prices do not.

Each watch beautifully gift boxed.



# Hallmark

Shock-Protected  
Watches

ADVERTISED IN  
**LIFE**

SUPER  
BUDGET  
VALUES

UNCONDITIONAL  
LIFETIME GUARANTEE

on all movement parts against breakage



**Iliac:** Lovely dress watch for a style-conscious young lady. Luxuriously carved case is color of yellow gold, has stainless steel back. Gold-filled expansion bracelet. Skip-figure dial. 17 Jewels. Incobloc shock-protected. Unbreakable mainspring.

2630HK1995.....Retail \$59.50

**Columbine:** For the young man on his way to the top, this handsome watch is just right. 10K yellow rolled gold plate case, stainless back. Matching gold-filled combination expansion bracelet with leather trim. 17 jewel movement has Incobloc and unbreakable mainspring.

2631HK1995.....Retail \$59.50



**N Hyacinth:** Wonderful watch for that wonderful girl! Exquisitely carved case is yellow gold color with stainless back. Matching gold-filled expansion bracelet. Easy-to-read all Arabic numeral dial. 7 jewel movement is shock-protected by Incobloc, has unbreakable mainspring. Boxed for gift-giving.

2632HK1565.....Retail \$35.00

**Sub-Deb "W":** As above. Case is color of white gold, matching gold-filled expansion bracelet. 7 jewel movement.

2633HK1565.....Retail \$35.00

**Midshipman:** Waterproof\* case is the color of yellow gold, has non-corrosive back. Yellow expansion bracelet. Luminous hands, figures. 7 jewel movement. Incobloc, unbreakable mainspring.

2634HK1365.....Retail \$27.50

**Ensign:** Waterproof\* case has chrome top, stainless back. Steel combination expansion band with leather trim. Red sweep second hand, luminous hands and figures. 7 Jewels. Incobloc shock protected. Unbreakable mainspring.

2635HK1320.....Retail \$27.50



**Transportation Style Watch**  
for railroad men, truckers, farmers,  
mechanics and sportsmen

Ideal watch for the man who can't wear wrist watches. Super accurate, it's built to take hard wear. Dust-protected chrome case has locomotive design engraved on its stainless steel back. Black enamel figures on white dial. Fully numbered minute track. 17 jewel movement is shock-protected with Incobloc. has unbreakable mainspring. Black leather hob strap included without additional charge.

2636HK1975.....Retail \$65.00



**Harrieta:** Popular style for young ladies. This watch is built for long service. Yellow gold color case has non-corrosive back. Matching gold-filled expansion bracelet. 7 Jewels. Incobloc shock protected. Non-break mainspring.

2637HK1495.....Retail \$29.95

**Commodore: 25 Jewels.** Waterproof\* dress watch. Yellow rolled gold plate case with stainless back. Yellow expansion bracelet with tan leather insets. Red sweep second hand. Incobloc, unbreakable mainspring.

2638HK2985.....Retail \$95.00

**Clifton: 25 Jewels:** Modern style dress watch with dash-ling black dial. Yellow rolled gold plate case with non-corrosive back, matching gold-filled combination expansion bracelet, leather trim. Incobloc, non-break mainspring.

2639HK2650.....Retail \$80.00

\*Guaranteed waterproof as long as case, crown and crystal are intact.  
Retail Prices Include Federal Excise Tax; dealer's prices do not.



ADVERTISED IN  
**LIFE**

# WALTHAM

Unconditional  
Lifetime Guarantee



**INCABLOC** Shock Protected

on all movement parts against breakage

Each Watch Gift Boxed

More Accurate More Efficient

**65** Functional JEWELS  
**Waterproof\***  
**Self-Winding**



**25**  
JEWELS

**Jean LaFite:** 25 Jewels; Dashing dress watch with black dial. Yellow rolled gold plate case, non-corrosive back. Matching gold-filled expansion band with leather insets. Unbreakable mainspring, shock-protected Waltham movement.

4402W2830 ..... Retail \$79.50



**Moubrie:** Dignified presentation watch. 10K yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion bracelet. 17 jewels. Unbreakable mainspring, shock-protected with Incabloc.

4405W2395 ..... Retail \$65.00

**A Presentation Rototron 65:** New, different. Finest self-winding movement made. Built-in shock-absorbers give utmost precision, greatest durability. Waterproof\* gold-filled case with stainless steel back. Has matching expansion bracelet. Luminous dial, sweep second hand, unbreakable mainspring. Shock-protected movement.

4400W5995 ..... Retail \$175.00

**B Ship 'N Shore Rototron 65:** as above. All steel case, band.

4401W5310 ..... Retail \$150.00



**A**



**B**



Super-Slim

**Waterproof\***

**C**

**D**

**C Cervette "A":** Decasy and practical Super-slim waterproof\* chrome case, stainless steel back. Steel combination expansion bracelet, black leather trim. Red sweep second hand. 17 jewel movement. Unbreakable main-spring, shock-protected.

4403W2493 ..... Retail \$65.00

**D Cervette "B":** As above. Yellow color case, gold-filled bracelet.

4404W2885 ..... Retail \$75.00



**E**



**F**



**G**



**H**



**J**

So small,  
passes thru  
a ring

**21**  
JEWELS

**25**  
JEWELS  
14K Gold  
Case

**E Adams:** Easy to read dress watch. White rolled gold plate case, steel back. Gold-filled expansion bracelet. 17 Jewels. Non-break mainspring. Incabloc.

4406W2395 ..... Retail \$65.00

**F Washington:** As above. Yellow RGP case, G.F. bracelet.

4407W2395 ..... Retail \$65.00

**G Amy:** 21 Jewels. Carved case of white rolled gold plate. Steel back. Matching gold-filled expansion bracelet. Unbreakable mainspring. Incabloc protected.

4408W2675 ..... Retail \$72.50

**H Katherine:** As above. Yellow RGP case. Gold-filled bracelet.

4409W2675 ..... Retail \$72.50

**J Marigold:** 25 Jewels; 14K yellow gold case so dainty it will fit through a ring. Matching gold-filled expansion bracelet. Easy to read dial. Very elegant styling. Movement shock protected with Incabloc, has unbreakable mainspring.

4410W4185 ..... Retail \$115.00

Retail prices include Federal Excise Tax; dealer's cost do not.

\*GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.



ADVERTISED IN  
**LIFE**

# WALTHAM *Unconditional Lifetime Guarantee*



on all movement parts against breakage

Each Watch Gift Boxed

## For Women at Work



**K** **Lady Elizabeth:** For nurses, career women, homemakers. Dust-protected case of yellow rolled gold plate with stainless back. Gold-filled expansion bracelet. Sweep second hand. 17 Jewels. Unbreakable mainspring. Incabloc shock-protected.

4415W2685  
Retail \$71.50

**L** **Lady Theresa:** As above. White rolled gold plate case, gold filled bracelet.

4416W2685  
Retail \$71.50



**25**  
JEWELS  
14K Gold  
Case

**25**  
JEWELS  
14K Gold  
Case

**M** **Modeline:** 25 Jewels. Breath-taking magnificence of an artfully carved case of solid 14K yellow gold. Matching gold filled "Queen" expansion bracelet. Very legible all-Arabic numeral dial with raised crystal. Accurate movement has unbreakable mainspring, Incabloc shock-protection for added durability.

4411W3625 Retail \$100.00

**O** **Boone:** 25 Jewels. Man's presentation watch with a super-slim case of solid 14K yellow gold. Ideal for giving on never-to-be-forgotten occasions. Very dressy, very modern with stick-figure dial. Matching gold-filled expansion bracelet. Movement has unbreakable mainspring and famous Incabloc shock-protection.

4413W4950 Retail \$135.00

**N** **Julia:** As above, 14K white gold case, matching gold-filled bracelet.

4412W3625 Retail \$100.00

**P** **Bowler:** Same as above, but with black dial and gilt raised stick-figures.

4414W4950 Retail \$135.00



**SKINDIVER . . . sportsmen's watch.**  
Turning bezel shows elapsed time.  
Guaranteed 100% waterproof.\*



Designed for skin diving, but ideal for fishing and other sports requiring a completely waterproof\* watch. Luminous hands and figures can be read in total absence of all light. Turning bezel shows elapsed time at a glance. Chrome case with non-corrosive back. Plastic waterproof band. 17 Jewels. With Incabloc. Unbreakable mainspring.

4417W2995 Retail \$85.00



Transportation and  
Railroad Style Watch

**25** JEWELS

For drivers, farmers, mechanics, sportsmen. 25 Jewels. Milled case of 10K yellow rolled gold plate. Legible black enameled dial, completely numbered minute track. 25 Jewel movement with unbreakable mainspring, Incabloc shock-protection. Leather fob included, no extra cost.

4421W2995 Retail \$85.00



**14K**  
Gold  
Case

**25**  
JEWELS

**R** **Jasmine:** Solid 14K yellow gold case is thrillingly sculptured in a subtle design. Matching gold-filled combination bracelet looks like a solid bangle but has comfort of a true expansion bracelet. Easy-to-read skip-figure dial with raised crystal. 17 jewel movement has unbreakable mainspring and Incabloc shock-protection.

4418W3195 Retail \$85.00

**S** **Putnam:** 25 Jewel Super-slim dress watch for the fashion-conscious man! Simple and smart as it gracefully hugs his wrist. Case is color of yellow gold and has a non-corrosive back. Matching gold-filled combination expansion bracelet looks like expansive solid gold band. Elegant champagne colored dial with modern stick-figures. Reliable movement is shock-protected with Incabloc, has unbreakable mainspring. A watch he'll be proud to own.

4420W3340 Retail \$95.00

**E** **Daffodil:** As above. Solid 14K white gold case with gold-filled bracelet.

4419W3195 Retail \$85.00

Watches illustrated are 2/3 actual size.

Retail prices include Federal Excise Tax; \*GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.



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**LIFE**

# WALTHAM

Unconditional  
Lifetime Guarantee



Watches illustrated are 2/3 actual size.

on all movement parts against breakage Each Watch Gift Boxed

## Ladies' Self-Winding Waterproof\* Watches



23  
JEWELS  
2  
Diamonds

**I** **Salome:** Lady's self-winding waterproof\* watch for sports women, home-makers. Chrome top case, has non-corrosive back. Matching all steel combination expansion bracelet. Luminous hands, figures. Sweep second hand, 17 Jewels. Unbreakable mainspring. Incobloc shock-protection. 4422W3895 Retail \$100.00

**U** **Magnolia:** Lady's waterproof\* self-winding dress watch. Yellow rolled gold plate case with stainless back. Highly styled gold-filled combination expansion bracelet. 17 Jewels. Unbreakable mainspring. Incobloc shock-protection. 4424W3995 Retail \$100.00

**U** **Pavlova:** As above. Yellow color case, gold-filled bracelet. 4423W4075 Retail \$110.00

**W** **Sylvia:** 23 Jewel self-winding waterproof\* watch with 2 diamonds. White rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet. Unbreakable mainspring. Incobloc. 4425W4950 Retail \$135.00

# 53

Functional  
JEWELS

Self Winding  
Waterproof\*



**Rotatron 53:** More efficient, more accurate self-winding waterproof\* watch. Has built-in shock-absorbers. Case is 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Champagne color dial, luminous hour dots, sweep second hand. Unbreakable mainspring. Incobloc shock-protection. 53 jewel movement. 4426W4865 Retail \$135.00



Waterproof\*  
Self-Winding



Waterproof\*  
Self-Winding



**Albany:** Waterproof\* self-winding. 10K yellow rolled gold plate case, stainless back. Gold-filled combination expansion bracelet. Luminous hands, hour dots. Red sweep second hand. 17 Jewels. With Incobloc and non-break mainspring. 4427W3695 Ret. \$95.00

**Scott:** Self-winding waterproof\*. Yellow rolled gold plate case, non-corrosive back. Gold-filled combination expansion band with black leather trim. Black dial. Sweep second hand. 17 Jewels. Non-break mainspring, Incobloc protected. 4428W3795 Ret. \$95.00

**Sumter:** Self-winding and waterproof\*. Ultra-thin chrome case, steel back. Steel expansion bracelet has leather trim. Luminous hands and hour dots. Red sweep second hand. 17 Jewels. Non-break mainspring. With Incobloc shock-protection. 4429W3485 Ret. \$90.00

## Self-Winding Waterproof\*



25  
JEWELS



25  
JEWELS

**Northampton:** 25 Jewels. Self-winding waterproof\*. Yellow gold-filled case, non-corrosive back. Matching combination expansion bracelet with leather trim. Sweep second hand; luminous hands, hour dots. Unbreakable mainspring. Incobloc shock protection. 4430W4375 Ret. \$120.00

**Southland:** 25 Jewels. Self-winding waterproof\*. Military style chrome case, stainless steel back and matching all-steel expansion bracelet. Luminous hands, hour dots; red sweep second hand. With Incobloc shock protection, unbreakable mainspring. 4431W3725 Retail \$92.50

\*GUARANTEED WATERPROOF as long as case, crown and crystal remain intact. Retail prices include Federal Excise Tax; dealer's cost do not.



ADVERTISED IN  
**LIFE**

# WALTHAM *Unconditional Lifetime Guarantee*



Royal Crest: 25 Jewels, 22 diamonds blaze in solid 14K white gold case. Matching gold-filled expansion bracelet. Unbreakable mainspring. With Incabloc. 4436W11500 Ret. \$300.00

on all movement parts against breakage Each Watch Gift Boxed

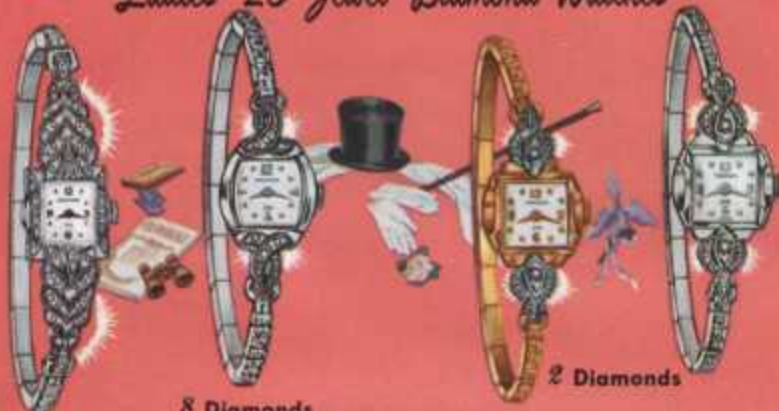
## Unbreakable Mainsprings

**25  
JEWELS**

**22 Diamonds  
Solid 14K Gold Case**



### Ladies' 25 Jewel Diamond Watches



**50 Diamonds**

**8 Diamonds**

**2 Diamonds**

**Heritage Royal:** 25 Jewels, 50 diamonds, 14K white gold case. Gold-filled expansion bracelet. Incabloc. Non-break mainspring. 4432W17265 Ret. \$450.00

**Eugenie:** 25 Jwls. 8 diamonds, 14K white gold case, gold-filled expansion bracelet. Incabloc shock-protection and unbreakable mainspring. 4433W5925 Ret. \$150.00

**Patrician Y:** 25 Jewels, 2 diamonds in yellow RGP case, stainless back. Gold-filled expansion bracelet. Unbreakable mainspring. Incabloc. 4434W3325 ..... Retail \$85.00

**Patrician W:** As above. White RGP case, gold-filled bracelet. 4435W3325 ..... Retail \$85.00

*Super Value!*



**Waterproof\***

Sea Esport: Waterproof\* military or naval style watch... the most practical you can buy for a man! Has a shiny chrome top case with stainless steel back. Matching steel combination expansion bracelet with black leather trim. All-arabic numeral dial has luminous hands and numbers that can be read in the dark. Red sweep second hand. Shock-protected with Incabloc. Unbreakable mainspring. 17 jewel movement. 4437W1990 ..... Retail \$49.50

Watches illustrated are 3/4 actual size.

### Junior Achievement Series



**Waterproof\***

**Debutante Sue:** Budget priced fashion fair for Miss Teen! Dainty yellow rolled gold plate case, steel back. Matching gold-filled expansion bracelet. 15 Jewel movement with Incabloc protection and unbreakable mainspring. 4438W2095 ..... Retail \$29.95

**Debutante Anne:** Same as above. White rolled gold plate case, gold-filled bracelet. 4439W2095 ..... Retail \$39.95

**Space Major:** Super value for men and young men! Debonair black dial, accurate, dependable 15 jewel movement. Smart case is color of gleaming yellow gold, has non-corrosive stainless steel back. Matching 10K yellow gold-filled expansion bracelet. Movement has unbreakable mainspring, shock-protected with Incabloc. 4440W1995 ..... Retail \$39.95

**Four Colorful Costume-Matching Straps Included FREE**

**Dress Or Play:** Imagine! Now she can pick a watch strap to harmonize with any color she wears: watch case slides easily on or off. Black, red, brown, blue leather straps included. Case is yellow gold color, has stainless back. 15 Jewel movement shock-protected with Incabloc. Unbreakable mainspring. 4441W2125 ..... Retail \$39.95



\*GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.

Retail prices include Federal Excise Tax; dealer's cost do not.



## WATCHES

## WALTHAM

Each		Each
±4300W-A	X63D25 .....	\$175.00
±4301W-A	X23D95 .....	59.50
±4302W-A	X23D95 .....	59.50
±4303W-A	X36D15 .....	90.00
±4304W-A	X30D35 .....	79.50
±4305W-A	X28D75 .....	75.00
±4306W-A	X23D65 .....	59.50
±4307W-A	X27D40 .....	71.50
±4308W-A	X24D25 .....	62.50
±4309W-A	X52D95 .....	135.00
±4310W-A	X45D00 .....	120.00
±4311W-A	X37D50 .....	92.50
±4312W-A	X37D45 .....	92.50
±4313W-A	X39D75 .....	95.00
±4314W-A	X37D35 .....	90.00
±4315W-A	X45D95 .....	120.00
±4316W-A	X39D50 .....	95.00
±4317W-A	X38D45 .....	92.50
±4318W-A	X33D75 .....	85.00
±4319W-A	X28D55 .....	72.50
±4320W-A	X28D55 .....	72.50
±4321W-A	X40D25 .....	100.00
±4322W-A	X40D25 .....	100.00
±4323W-A	X52D00 .....	135.00
±4324W-A	X33D50 .....	85.00
±4325W-A	X33D50 .....	85.00
±4326W-A	X29D85 .....	75.00
±4327W-A	X36D35 .....	87.50
±4328W-A	X34D00 .....	85.00
±4329W-A	X27D20 .....	71.50
±4330W-A	X27D20 .....	71.50
±4331W-A	X52D95 .....	135.00
±4332W-A	X118D00 .....	300.00
±4333W-A	X34D00 .....	85.00
±4334W-A	X34D00 .....	85.00
±4335W-A	X52D25 .....	135.00
±4336W-A	X62D50 .....	150.00
±4337W-A	X33D75 .....	85.00
±4338W-A	X27D45 .....	71.50

NOTE—When necessary to return watches to factory for repairs—send to

Hallmark Watch Corporation  
231 South Jefferson St.  
Chicago 6, Illinois

NOTE—Drop Shipments—Where drop shipments are made for customers, postage and insurance costs are added—minimum X1D00 per package.

Items marked ± not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., Chicago, Ill.

# WALTHAM WATCHES

Shock Protected by **INCABLOC**

INCABLOC safeguards the vital moving parts of a watch, maintaining its accuracy and extending its life. It keeps costly repairs to a minimum. It is a guarantee of quality, accuracy and dependability of the movement of your watch.

Timing The Nation  
Since 1850

First in America!

# 53

Functional  
JEWELS  
Self Winding

9-10-38 22-98-AA  
*Fully Guaranteed*

**Guarantee**

All Waltham watches are made by expert craftsmen and are guaranteed to be free of original defects when they are shipped from our factory.

**ROTOTRON "53"**: Newest, finest development in self-winding watches. Every movement of wrist is instantly transformed into energy to keep watch running accurately, dependably. Built-in shock absorbers assure maximum precision and service. **Waterproof\*\*** gold-filled case with non-corrosive back. Gold-filled expansion bracelet. Champagne dial, luminous hands and figures. **Incabloc** protected. **Unbreakable** mainspring. 53 Jewels.

4300W6325

Retail \$175.00



14K Gold Case

21 JEWELS

25 JEWELS

**A** **Abigail Adams**: All-time choice of smart women! 10K white rolled gold case with non-corrosive back and matching gold-filled expansion band. Easy-to-read raised figure dial and flat top crystal. **Unbreakable** mainspring. 17 Jewels. Shock protected by **Incabloc**.

4301W2395 ..... Retail \$59.50

**B** **Martha Washington**: Petinely styled with 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet. Has very legible dial with raised flat top crystal. 17 Jewels. **Unbreakable** mainspring. Shock protected by **Incabloc**.

4302W2395 ..... Retail \$59.50

**C** **The Lady Nancy**. 21\* Jewels. 14K yellow gold case with matching gold filled expansion bracelet. Parisian styled in the modern fashion. Domed crystal over a raised figure dial. **Unbreakable** mainspring. Movement is shock protected by **Incabloc**.

4303W3615 ..... Retail \$90.00

**D** **Lady Helen**: 25\* Jewels. Dainty design for the style-conscious lady! 10K yellow rolled gold plate case with stainless back. Gold-filled combination expansion bracelet. With **Incabloc**.

4304W3035 ..... Retail \$79.50

**Jean LaFite**: 21\* Jewels. Debonair dress watch for men. Black dial with gold color hands, figures. 10K yellow rolled gold plate case artfully sculptured. Stainless back. Matching gold-filled combination expansion band, leather inners. With **Incabloc**. **Non-breakable** mainspring.

4305W2875 ..... Retail \$75.00



21 JEWELS

## Presentation Model Watch

**Meultrie**: Classic design to dignify the wrist of any man! Impressive 10K yellow rolled gold plate case has non-corrosive back. Matching gold-filled expansion bracelet. Modern raised skip-figures and high crystal. 17 Jewel movement has **unbreakable** mainspring. Shock protected with **Incabloc**.

4308W2425 ..... Retail \$62.50



Waterproof\*\*

Ultra-thin

**E** **Stuart**: **Waterproof\*\*** watch with ultra-thin styling. Chrome top case, non-corrosive back, stainless steel combination band. Sweep hand. 17 Jewels. **Incabloc**.

4306W2365 ..... Retail \$59.50

**F** **Cushing**: **Waterproof\*\*** dress watch. Ultra-thin. Case is color of yellow gold, non-corrosive back, gold-filled combination band. Sweep hand. 17 Jewels. **Incabloc**.

4307W2740 ..... Retail \$71.50

Watches illustrated are 1/2 actual size.

\*Includes RESEVOIL oil reserve jewels.

Retail Prices include Federal Excise Tax.

\*\*GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.



# WALTHAM

## Self-Winding Watches Waterproof\*\*.. Unbreakable Mainsprings



### 30 Jewels Self-Winding Waterproof\*\*

**Farmington:** 30 Jewels... Self-winding and waterproof\*\* Sports watch with dress styling. 10K yellow rolled gold plate case with non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, figures. 17 Jewels. With Incabloc. Unbreakable mainspring. 4309W5295 ..... Retail \$135.00



25 JEWELS

Waterproof\*\* and Self-Winding

**Northampton:** 25 Jwls. self-winding and waterproof\*\*. Sturdy but dressy. Yellow gold-filled case, stainless back. Matching combination expansion band with leather insets. Sweep second hand, luminous hands and hour dots. Incabloc. Non-break mainspring. 4310W4500 Retail \$120.00



Waterproof\*\* Self-Winding

**Albany:** Self-winding and waterproof\*\*. A leader in men's styling. 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, hour dots. Sweep second hand. 17 Jwls. With Incabloc. Non-break mainspring. 4312W3745. Retail \$92.50

**Southby:** 25 Jewels. Self-winding and waterproof\*\*. Military style watch with chrome top, non-corrosive back case. Matching all-steel combination mesh expansion bracelet. Luminous figures and hour dots, red sweep second hand. Incabloc. Non-break mainspring. 4311W3750. Retail \$92.50



Waterproof\*\* Self-Winding



Waterproof\*\* Self-Winding



**G Pavlova:** Lady's self-winding and waterproof\*\* watch. Case is yellow gold color with non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, figures. 17 Jewels. With Incabloc. Unbreakable mainspring. 4313W3975 ..... Retail \$95.00

**H Salome:** Self-winding, waterproof\*\* watch. Chrome top case, non-corrosive back. All steel combination expansion bracelet. Luminous hands and figures, red sweep second hand. 17 Jewels. Unbreakable mainspring. With Incabloc. 4314W3735 ..... Retail \$90.00

**J Claudia:** Stunningly styled waterproof\*\* and self-winding watch. Case is of all 10K yellow gold filled, matching expansion bracelet. Gilt figures and hands on black dial. Shock-protected with Incabloc. 17 Jewels. Unbreakable mainspring. 4315W4595 ..... Retail \$120.00

**K Bernice:** Lady's self-winding waterproof\*\* watch. Fashion styled, built for service. Sculptured case is yellow rolled gold plate with non-corrosive back. Matching gold-filled combination expansion bracelet. 17 Jewels. Incabloc, non-break mainspring. 4316W3950 ..... Retail \$95.00



Waterproof\*\* and Self-Winding

Ultra-thin

**L Pinckney:** Dashing gents' design in a self-winding, waterproof\*\* watch for men. Ultra-thin style. 10K yellow rolled gold plate case with non-corrosive back. Gold-filled expansion bracelet with leather insets. Luminous hands and hour dots. 17 Jewels. With Incabloc, non-break mainspring. 4317W3845 ..... Retail \$92.50

**M Sumpter:** Self-winding and waterproof\*\*. Chrome top case has non-corrosive back; matching all-steel combination expansion bracelet with leather insets. Striking stick figure dial has luminous hands that can be read in the dark. Red sweep second hand. 17 Jewels. With Incabloc. Has unbreakable mainspring. 4318W3375 ..... Retail \$85.00

\*Includes RESVOIL oil reserve jewels.

\*\*GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

Watches illustrated are 1/2 actual size. Retail prices include Federal Excise Tax.



•Unbreakable Mainsprings

# WALTHAM



- N Amy:** 21\* Jewels. 10K yellow rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet. Shock protected with Incabloc. **Unbreakable mainspring.**  
4319W2855 ..... Retail \$72.50
- O Katherine:** Same as above. White RGP case.  
4320W2855 ..... Retail \$72.50
- P Madelina:** 25\* Jewels. Exciting splendor of carved 14K yellow case, matching gold-filled expansion bracelet. Shock protected with Incabloc. **Unbreakable mainspring.**  
4321W4025 ..... Retail \$100.00



- R Julia:** 25\* Jewels. Breath-takingly magnificent with a sculptured case of solid 14K white gold. Matching gold-filled "Queen" expansion bracelet. Easy-to-read dial with raised crystal. Shock protected with Incabloc. **Unbreakable mainspring.**  
4322W4025 ..... Retail \$100.00
- S Suffolk:** 25\* Jewels. Solid 14K yellow gold case reflects the ultimate in good taste. Gold-filled combination basket-weave and expansion bracelet. Ultra-thin styling. Modern stick figure dial. Shock protected with Incabloc. **Unbreakable mainspring.**  
4323W5200 ..... Retail \$135.00

Retail prices include Federal Excise Tax.



- T Windswept:** Gorgeously modeled case of 14K white gold with matching gold-filled SPEIDEL "Windswept" combination expansion bracelet. Raised crystal, easy-to-read skip figure dial. Dependable 17 Jewel movement is shock-protected with Incabloc. Has **unbreakable mainspring.**  
4324W3350 ..... Retail \$85.00
- U Windswept Yellow:** Same as above. Solid 14K yellow gold case, matching gold-filled "Windswept" combination expansion bracelet.  
4325W3350 ..... Retail \$85.00

\*Includes RESEVOIL (U. S. Pat. No. 2478865) oil reserve jewels that add extra jewels to the customary friction bearing jewels to assure better service and longer wear.

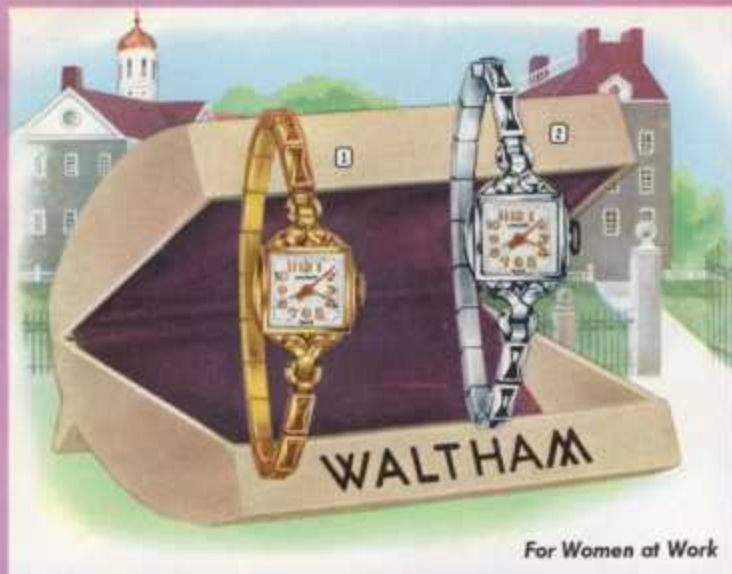
## Styled with Nationally Advertised SPEIDEL bracelets



- Calypso Ebony:** 23\* Jwls. Waterresist\*\* chrome top case with non-corrosive back. SPEIDEL stainless steel "Calypso Ebony" combination expansion band. Luminous hands, hour dots. With Incabloc. **Non-break mainspring.**  
4326W2985. Retail \$75.00
- Maraca:** 23\* Jwls. Water-proof.\*\* 10K yellow rolled gold plate case, stainless back. SPEIDEL gold-filled combination expansion bracelet, leather insets. Luminous dial. With Incabloc, and **unbreakable mainspring.**  
4327W3635. Retail \$87.50
- Calypso:** 25\* Jewel dress watch with sophisticated styling. Case is yellow rolled gold plate, non-corrosive back. SPEIDEL gold-filled combination expansion bracelet, leather insets. Incabloc. **Non-break mainspring.**  
4328W3400. Retail \$85.00

Each watch gift boxed. \*\*GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.





For Women at Work

① **Lady Elizabeth:** Designed to fill the needs of women at work . . . nurses, laboratory technicians, career women, homemakers! Dust-protected case is delightfully styled of 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet with red leather insets. The easy-to-read dial has a red sweep second hand and raised crystal. 17 Jewel movement has an unbreakable mainspring . . . shock protected by Incabloc.

4329W2720 . . . . . Retail \$71.50

② **Lady Theresa:** Same as above. White rolled gold plate case. 4330W2720 . . . . . Retail \$71.50

# WALTHAM

**53** Functional  
JEWELS  
Self Winding

First Time  
Ever Offered

**Rotatron Chrome:** Dependable automatic waterproof\*\* watch! Chrome top, steel back case; stainless expansion band. Luminous figures and hands. **Unbreakable** mainspring. Shock protected with **Incabloc**. 53 Jewels.

4331W5295 . . . . . Retail \$135.00



Waterproof\*\*

\*\*Includes RESEVOIL oil reserve jewels.



22 Diamonds  
14 K Gold Case

25\*  
JEWELS

**Royal Crest:** 25\* Jewel movement, 22 brilliant genuine diamonds in solid 14K white gold case. Matching gold filled expansion bracelet. **Unbreakable** mainspring, **Incabloc**.

4332W11800 . . . . . Retail \$300.00

**SKINDIVER . . . sportsmen's watch**  
Guaranteed 100% waterproof\*\*  
Turning bezel shows elapsed time



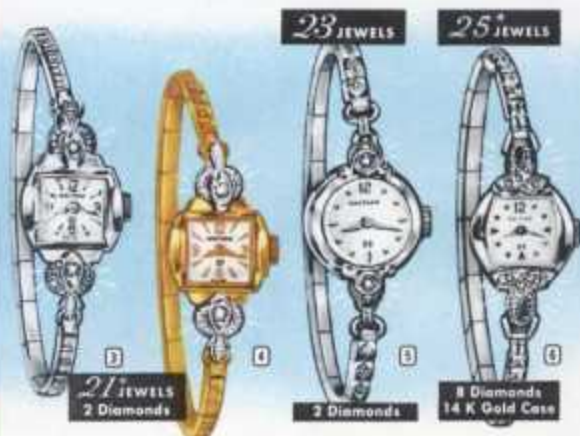
Designed for skindivers and cave explorers, but ideal for fishing and other sports requiring waterproof\*\* watch. Luminous hands and figures can be read in total absence of light. Turning bezel indicates elapsed time of dive at a glance. Chrome top case with a non-corrosive back and a plastic waterproof band. Sweep second hand. 17 Jewels. **Non-break** mainspring. With **Incabloc**.

4337W3375 . . . . . Retail \$85.00

**Transportation and  
Railroad Style Watch**

Heavy duty pocket watch makes fine timepiece for drivers, farmers, mechanics, sportsmen and others who can't wear a wrist watch. Milled case is of 10K yellow rolled gold plate. Large black enamel figures on white dial. Completely numbered minute track makes it exceptionally easy to read time. 17 Jewels. With **Incabloc**, **unbreakable** mainspring. Black leather fobis included without extra cost.

4338W2745 . . . . . Retail \$71.50



③ **Consuela:** 21\* Jewels: 2 genuine diamonds in a lovely case of 10K white rolled gold plate. Non-corrosive back. Matching expansion bracelet. **Non-break** mainspring. Shock protected by **Incabloc**.

4333W3400 . . . . . Retail \$85.00

④ **Patricia:** 21\* Jewels. 2 brilliant diamonds. Exquisite case of 10K yellow rolled gold plate. Stainless back. Matching gold-filled expansion bracelet. **Unbreakable** mainspring. **Incabloc** protected.

4334W3400 . . . . . Retail \$85.00

⑤ **Sylvia:** 23 Jewels, self wind. Two diamonds in a waterproof\*\* case of white rolled gold plate. Non-corrosive back, matching gold-filled expansion bracelet. Shock protected by **Incabloc**.

4335W5225 . . . . . Retail \$135.00

⑥ **Eugenie:** 25\* Jewels. 8 fiery diamonds in a vogue-styled case of solid 14K white gold. Ultra-smart end pieces. Matching gold-filled expansion bracelet. **Unbreakable** mainspring. With **Incabloc**.

4336W6250 . . . . . Retail \$150.00

Retail Prices include Federal Excise Tax.

\*\*GUARANTEED WATERPROOF\*\* as long as case, crown and crystal remain intact.

## WATCHES

## WALTHAM

Each		Each
-4200W-A	X53D70	\$135.00
-4201W-A	X24D85	62.50
-4202W-A	X22D95	57.50
-4203W-A	X26D60	67.50
-4204W-A	X26D50	67.50
-4205W-A	X39D95	100.00
-4206W-A	X38D60	95.00
-4207W-A	X34D50	87.50
-4208W-A	X22D95	67.50
-4209W-A	X46D95	120.00
-4210W-A	X44D45	110.00
-4211W-A	X40D60	100.00
-4212W-A	X39D95	100.00
-4213W-A	X38D50	95.00
-4214W-A	X45D00	119.00
-4215W-A	X63D20	135.00
-4216W-A	X39D30	95.00
-4217W-A	X37D10	90.00
-4218W-A	X35D70	87.50
-4219W-A	X31D95	80.00
-4220W-A	X54D85	135.00
-4221W-A	X39D40	100.00
-4222W-A	X54D95	135.00
-4223W-A	X74D20	185.00
-4224W-A	X99D75	250.00
-4225W-A	X62D50	175.00
-4226W-A	X31D30	77.50
-4227W-A	X31D30	77.50
-4228W-A	X30D55	75.00
-4229W-A	X30D55	75.00
-4230W-A	X26D50	71.50
-4231W-A	X26D50	71.50
-4232W-A	X34D95	87.50
-4233W-A	X25D95	67.50
-4234W-A	X28D50	72.50
-4235W-A	X22D75	57.50
-4236W-A	X28D80	69.50
-4237W-A	X25D95	65.00
-4238W-A	X31D95	82.50

NOTE—When necessary to return watches to factory for repairs—send to

Hallmark Watch Corporation  
231 South Jefferson St.  
Chicago 6, Illinois

NOTE—Drop Shipments—Where drop shipments are made for customers, postage and insurance costs are added—minimum D5C0 per package.  
Items marked -4 not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., Chicago, Ill.



## WRIST WATCHES

## HAMPDEN

Each		Each
±5900-A	X40D50	\$115.00
±5901-A	X143D10	375.00
±5902-A	X92D10	250.00
±5903-A	X40D75	115.00
±5904-A	X67D70	165.00
±5905-A	X34D50	85.00
±5906-A	X35D30	85.00
±5907-A	X68D10	165.00
±5908-A	X21D95	55.00
±5909-A	X21D95	55.00
±5910-A	X37D65	95.00
±5911-A	X37D65	95.00
±5912-A	X26D45	71.50
±5913-A	X26D45	71.50
±5914-A	X58D95	150.00
±5915-A	X31D50	79.50
±5916-A	X31D50	79.50
±5917-A	X28D50	75.00
±5918-A	X28D50	75.00
±5919-A	X26D55	71.50
±5920-A	X30D50	77.50
±5921-A	X38D50	100.00
±5922-A	X38D50	100.00
±5923-A	X31D50	79.50
±5924-A	X43D25	125.00
±5925-A	X24D75	65.00
±5926-A	X24D75	65.00
±5927-A	X37D95	95.00
±5928-A	X29D95	77.50
±5929-A	X23D40	59.50
±5930-A	X18D25	52.50
±5931-A	X50D40	140.00
±5932-A	X23D95	59.50
±5933-A	X35D65	85.00
±5934-A	X22D35	55.00
±5935-A	X37D50	95.00
±5936-A	X26D50	71.50
±5937-A	X24D70	65.00
±5938-A	X26D50	71.50
±5939-A	X26D50	71.50
±5940-A	X23D95	59.50
±5941-A	X17D65	47.50
±5942-A	X27D50	75.00
±5943-A	X28D25	75.00
±5944-A	X34D50	85.00
±5945-A	X45D90	125.00

NOTE—When necessary to return watches to factory for repairs—send to

Hampden Watch Company  
29 East Madison Street  
Chicago 2, Illinois

NOTE—Drop Shipments—Where drop shipments are made for customers, postage and insurance costs are added—minimum X1D00 per package.

Items marked ± not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., Chicago, Ill.



# HAMPDEN

**DISTINGUISHED NAME SINCE 1878**

- Precision Timed and Adjusted in U.S.A.
- Dust-Protected throughout • Anti-Magnetic
- Permaflex Hairspring assures accuracy
- Fully Shock-Protected • Presentation Gift Box with each watch

**GUARANTEED FOR LIFE\***

**ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE**

**HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS**

All Hampden diamond-set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.



22-100-AA  
9-10-58

**21 JEWEL MASTERPIECES**

[A] **JULIET.** Gift of elegance, lovely 2 DIAMOND watch in a mirror-polished 14K WHITE SOLID GOLD CASE. Fully dust-protected. Gracefully designed flattering bracelet in 10K white gold filled. Superb 21 JEWEL shock-protected movement GUARANTEED FOR LIFE\*.

5900H4050

Retail \$115.00

[B] **SONATA.** Magnificently styled 14K WHITE SOLID GOLD case, framed by 24 DIAMONDS that sparkle with fiery radiance. 10K gold filled bracelet. 21 JEWEL shock-protected movement GUARANTEED FOR LIFE\*.

5901H14310

Retail \$375.00

[C] **RADIANT.** Like twinkling stars—10 DIAMONDS ablaze with dazzling radiance set in this 14K WHITE SOLID GOLD mirror-polished case, tapered expansion bracelet. 21 JEWEL movement GUARANTEED FOR LIFE\*.

5902H9210

Retail \$250.00

**25 JEWEL AUTOMATICS**



[D] **OLYMPIAD.** A Masterpiece—shock-protected SELF-WINDING 25 JEWEL movement. GUARANTEED FOR LIFE\*. Water-resist 10K yellow gold filled top case, steel back. Inlaid leather expansion bracelet.

5903H4075 Retail \$115.00

As above, 14K GOLD case.

5904H6770 Retail \$165.00

[E] **AQUATITE.** This handsomely styled AUTOMATIC-WATER-RESIST case has a lapped faceted Chrome top and steel back. Sweep Second hand. Matching stainless steel expansion bracelet with insets. GUARANTEED FOR LIFE\* 25 JEWEL shock-protected movement.

5905H3450 Retail \$85.00

[F] **CLASSIC.** Symmetry gets a touch of genius in this slim BANGLE watch. Case is 10K yellow gold filled. Encircling bracelet has safety chain. Shock-protected 17 JEWEL movement, GUARANTEED FOR LIFE\*.

5906H3330 Retail \$85.00

[G] **LADYSHIP.** The smallest AUTOMATIC ever! And how these 6 DIAMONDS sparkle in their 14K white gold settings. WATER-RESIST\* 10K yellow gold filled case. Expansion bracelet. Luminous dots and hands. GUARANTEED FOR LIFE\* 17 JEWEL shock-protected movement.

5907H6810 Retail \$165.00

[H] **COLUMBIA.** WATERPROOF\* watch case in the color of natural gold with matching inset expansion bracelet. Unbreakable crystal, radium dial and hands. Sweep Second hand. Distinctive dial treatment JET BLACK sunburst effect. 17 JEWEL shock-protected movement. GUARANTEED FOR LIFE\*.

5908H2195 Retail \$55.00

Same as above, but with WHITE DIAL.

5909H2195 Retail \$55.00

*Nationally Advertised and Accepted*







# HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

**GUARANTEED FOR LIFE\***

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

**STARDUST.** 2 DIAMONDS matched for loveliness, one at each end of daintily feminine 14K YELLOW SOLID GOLD case. Has 10K gold filled expansion bracelet. GUARANTEED FOR LIFE\* 25 JEWEL shock-protected movement.

5910H3765

Retail \$95.00

As above, in 14K WHITE SOLID GOLD.

5911H3765

Retail \$95.00

*Nationally Advertised and Accepted*



## 25 JEWEL TREASURES

**PATRICIA.** Refreshingly new . . . the charming end design and side motif of this striking 10K yellow gold plate case with steel back, 10K gold filled matching expansion bracelet. 25 JEWEL shock-protected movement, GUARANTEED FOR LIFE\*.

5912H2645 Retail \$71.50

As above, in 10K White Gold plate case.

5913H2645 Retail \$71.50

**LOTUS.** Beauty flashes in this 14K WHITE SOLID GOLD case set with 6 DIAMONDS. 10K gold filled expansion bracelet harmonizes with case design. Clear reading dial is set off by high raised crystal. Accurate and dependable 25 JEWEL shock-protected movement, GUARANTEED FOR LIFE\*.

5914H5895 Retail \$150.00

**GRACE.** Fashionable style in 14K YELLOW SOLID GOLD case with high raised crystal. Fitted with a matching 10K gold filled expansion bracelet. Dependable 25 JEWEL shock-protected movement, GUARANTEED FOR LIFE\*.

5915H3150 Retail \$79.50

As above, 14K WHITE SOLID GOLD case.

5916H3150 Retail \$79.50

**FELICIA.** Beautiful lines in a modern 14K YELLOW SOLID GOLD case. Conforming expansion bracelet is 10K gold filled. Accurate 21 JEWEL shock-protected movement, GUARANTEED FOR LIFE\*.

5917H2850 Retail \$75.00

As above, 14K WHITE SOLID GOLD case.

5918H2850 Retail \$75.00

**SEABURY.** Yellow case color of natural gold with new facet design, steel back, WATER-RESIST\*. Matching expansion bracelets with handsome facets and insets. Unbreakable crystal. Has 21 JEWEL shock-protected movement GUARANTEED FOR LIFE\*.

5919H2655 Retail \$71.50

\*All Hampden WATER-RESIST and SHOCK-PROTECTED watches, when manufactured, conform to the specifications of the Federal Trade Commission. To remain "Water-resistant," crystal and crown must be intact. If opened, the case must be closed by a competent watchmaker to remain "WATER RESISTANT." Retail Prices INCLUDE Federal Excise Tax. Prices subject to change without notice. All watches are illustrated 7/8 actual size.



## AUTOMATIC WATER RESISTANT

**[A] NAUTILUS.** AUTOMATIC-WATER-RESIST\* Winds with the movement of the wrist. Faceted case in Chrome top and steel back. Sweep Second hand. Sunburst dial of modern design. Expansion bracelet. 17 JEWEL shock-protected movement, GUARANTEED FOR LIFE\*.

5920H3050 Retail \$77.50

**[B] AQUAMATE.** World's tiniest AUTOMATIC watch, and so moderately priced! WATER-RESIST\* 10K Yellow Gold Plate case with sleek expansion bracelet in 10K gold filled. Shock-protected 17 JEWEL movement, GUARANTEED FOR LIFE\*.

5921H3850 Retail \$100.00

As above, in 10K White Gold Plate case.

5922H3850 Retail \$100.00

**[C] AQUAMATIC.** The ultimate in a fine AUTOMATIC watch. All stainless steel case and matching expansion bracelet with inset links. WATER-RESISTANT\*, radium dial and hands. Accurate GUARANTEED FOR LIFE\*, 17 JEWEL shock-protected movement.

5923H3150 Retail \$79.50



# 30 JEWELS AUTOMATIC WATER RESISTANT

**IMPERIAL. AUTOMATIC, SELF-WINDING 30 JEWEL** shock-protected movement in an aristocratic case of 10K yellow rolled gold plate with steel back. Smart new design of the inset expansion bracelets spells class. Radium dial and hands. **WATER-RESIST\***. Masculine, in every way... **GUARANTEED FOR LIFE\***, dependable movement.

5924H4325 Retail \$125.00



**[A] DIANA.** Modern 10K yellow gold plate case, steel back. 10K gold filled expansion bracelet matches case. Domed crystal. 21 JEWEL **GUARANTEED FOR LIFE\*** shock-protected movement.  
5925H2475 Retail \$65.00

As above in White Gold Plate case.  
5926H2475 Retail \$65.00

**[B] AUCIA.** NURSE'S watch, case in 14K YELLOW SOLID GOLD. Expansion bracelet inset with leather. 10K gold filled. Sweep Second Hand. **GUARANTEED FOR LIFE\*** 17 JEWEL shock-protected movement.  
5927H3795 Retail \$95.00

As above, in 10K Yellow gold filled case.  
5928H2995 Retail \$77.50

**[C] LORETTA.** Exquisite styling in a detailed very dainty case of natural gold color. Contoured dome crystal and raised figure dial. Chic 10K gold filled expansion bracelet. 21 JEWEL shock-protected movement, **GUARANTEED FOR LIFE\***.  
5929H2340 Retail \$59.50

**[D] SHIPMATE.** Modern faceted Chrome top case **WATER-RESIST\*** with steel back. Matching steel expansion bracelet with insets. Sweep Second Hand. Radium dial and hands. 21 JEWEL dependable shock-protected movement, **GUARANTEED FOR LIFE\***.  
5933H2395 Retail \$59.50

**[E] SPARTAN.** Handsome case in 10K Yellow Gold Plate with steel back. **WATER-RESIST\***. Matching expansion bracelet with insets of modern design. **AUTOMATIC—17 JEWEL** shock-protected movement, **GUARANTEED FOR LIFE\***.  
5933H3565 Retail \$85.00

**[F] MARINER.** For the active man this rugged **WATERPROOF\*** in a stainless steel case. Sweep Second Hand. Matching expansion bracelet with insets. Radium dial and hands. **GUARANTEED FOR LIFE\*** accurate 17 JEWEL shock-protected movement.  
5934H2235 Retail \$55.00

22-100-CCC

9-10-58



## WATERPROOF STREAMLINE

**EMBASSY.** Masculine Chrome top, steel back case. Sweep Second Hand. Radium dial and hands. Matching inset expansion bracelet of newest design. Shock-protected 17 JEWEL movement. **GUARANTEED FOR LIFE\***.

5930H1825 Retail \$52.50

## THIN AS A COIN

**DIPLOMAT.** Elegant in a 14K YELLOW SOLID GOLD case. Its slimmness bring admiring expressions. Raised figure dial with smart black suede strap. **GUARANTEED FOR LIFE\*** 17 JEWEL shock-protected movement.

5931H5040 Retail \$140.00

# HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

- Precision Timed and Adjusted in U.S.A. • Shock-Protected
- Dust-Protected • Anti-Magnetic
- Attractive Gift Box with each watch

## GUARANTEED FOR LIFE\*



\*All movement parts, including mainspring and balance staff, are Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.

Every Hampden watch is equipped with fully Jeweled Lever Escapement for accuracy. A feature found only in fine quality timepieces.







## 25 JEWELS AUTOMATIC

## ULTRA THIN

**ELDORADO** Self-winding AUTO-MATIC. WATER-RESIST\* case in yellow gold plate with stainless steel back. Modern radium dial and hands. Sweep Second Hand. Unbreakable crystal. Matching gold filled expansion bracelet with up-to-date-insets. **GUARANTEED FOR LIFE\*** 25 JEWEL shock-protected movement.

5935H2750

Retail \$95.00

**ARISTOCRAT.** To be worn with pride. The sleek handsome lines of this modern yellow gold plate case with steel back and matching expansion bracelet will win praise. The ultra-thin design of the case and band is the "new look" in fine watches of today. Famous 17 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***.

5936H2650

Retail \$71.50

# HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

- Precision Timed and Adjusted in U.S.A.
- Dust-Protected throughout • Anti-Magnetic
- Parmalox Hairspring assures accuracy
- Fully Shock-Protected • Presentation Gift Box with each watch

**GUARANTEED FOR LIFE\***



**ENVOY, WATERPROOF\*** in the ever popular round style. Chrome top case and steel back. Unbreakable crystal, radium dial and hands. Sweep Second Hand. Handsome steel expansion bracelet with insets. 17 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***.

5941H1765

Retail \$47.50

**AQUA-QUEEN, Ladies' WATER-PROOF\*** Lovely case in Chrome top with steel back. Unbreakable crystal, luminous dial and hands. Sweep Second Hand. Steel expansion bracelet with insets. Famous 17 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***.

5943H2750

Retail \$75.00



21 JEWELS

21 JEWELS

**[A] GLORIA.** To the new sculptured effect of this lovely case in 10K white gold plate with steel back to its matching sleek expansion bracelet, makes a beautiful possession. Raised figure dial with fashionable domed crystal. Famous for accuracy, 21 JEWEL shock-protected movement. **GUARANTEED FOR LIFE\***.

5937H2470

Retail \$65.00

**[B] CHARLOTTE.** A delight to own, this watch in 10K yellow gold plate case with steel back. Beautiful matching 10K gold filled expansion bracelet. Sweep Second Hand. 17 JEWEL **GUARANTEED FOR LIFE\*** shock-protected movement.

5938H2650

Retail \$71.50

As above, in 10K WHITE gold plate case.

5939H2650

Retail \$71.50

**[C] LYRIC.** Stunning fashion over modern dial. Dainty case in color of natural gold with steel back. The matching bracelet becomes part of the graceful ends of this lovely case. Gleaming contoured crystal and raised figured dial. Dependable 21 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***.

5940H2395

Retail \$59.50

## Nationally Advertised and Accepted

\*All movement parts, including mainspring and balance staff, are Guaranteed For Life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.



**KENT, AUTOMATIC**—and **WATER-PROOF\***. Case in the color of natural gold with steel back. Modern expansion bracelet with insets of newest design. Luminous dial and hands. SWEEP SECOND HAND. Unbreakable crystal. 17 JEWEL shock-protected movement. **GUARANTEED FOR LIFE\***.

5943H2825

Retail \$75.00

**FRANKLIN.** Self-winding **AUTOMATIC**, case of 10K Yellow Rolled gold plate, steel back. Sweep Second Hand. Dome crystal. Gold filled expansion bracelet, which spells "class". 17 JEWEL shock-protected movement. **GUARANTEED FOR LIFE\***.

5944H3450

Retail \$85.00

As above, case in 10K yellow gold filled.

5945H4590

Retail \$125.00

## WRIST WATCHES

## DOUGLAS

Each		Each
‡5860-A	X21D00.....	\$49.50
‡5861-A	X21D00.....	49.50
‡5862-A	X26D85.....	62.50
‡5863-A	X22D05.....	55.00
‡5864-A	X17D95.....	45.00
‡5865-A	X16D25.....	37.50
‡5866-A	X16D45.....	39.50
‡5867-A	X17D75.....	45.00
‡5868-A	X13D05.....	24.95
‡5869-A	X10D95.....	19.95
‡5870-A	X13D45.....	24.95
‡5871-A	X14D95.....	29.75
‡5872-A	X15D95.....	32.50
‡5873-A	X15D20.....	29.75
‡5874-A	X22D00.....	55.00
‡5875-A	X20D95.....	49.50
‡5876-A	X25D50.....	59.50
‡5877-A	X19D95.....	49.50
‡5878A-A	X28D70.....	67.50
‡5878B-A	X27D95.....	65.00
‡5879-A	X18D50.....	47.50
‡5880-A	X19D95.....	49.50
‡5881-A	X19D95.....	49.50
‡5882-A	X11D95.....	21.50
‡5883-A	X10D90.....	19.95
‡5884-A	X16D80.....	32.50
‡5885-A	X15D20.....	29.75
‡5886-A	X15D95.....	32.50
‡5887-A	X14D95.....	29.75

**NOTE**—When necessary to return watches to factory for repairs—send to

Hampden Watch Company  
29 East Madison Street  
Chicago 2, Illinois

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Items marked ‡ not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., Chicago, Ill.



# Douglas Watches

by HAMPDEN

AMERICA'S TOP VALUES IN POPULAR PRICED WATCHES

**GUARANTEED FOR LIFE\***

ALL MOVEMENT PARTS GUARANTEED  
FOR LIFE AGAINST BREAKAGE



**RAMONA.** Lovely tailored design in 10K yellow rolled gold plate case with steel back. Dome crystal, raised figure dial. 10K gold filled expansion bracelet. 17 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***.

**5860D2100**

**Retail \$49.50**

As above, 10K White rolled gold plate, **5861D2100**

**Retail \$49.50**

**IRIS.** 2 DIAMONDS set in 10K white rolled gold plate case with steel back. 10K gold filled expansion bracelet. 17 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***.

**5862D2685**

**Retail \$62.50**

**BETTE.** The fabulously smart BANGLE watch in streamlined white case with steel back. Encircling bracelet has safety chain. Has 17 JEWEL movement **GUARANTEED FOR LIFE\***.

**5863D2205**

**Retail \$55.00**



ADVERTISED  
IN  
**LIFE**  
AND  
**TIME**



**NEPTUNE.** A real he man's WATER-PROOF\*\* watch, case color of natural gold. Matched expansion bracelet, 17 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***. **5864D1795** **Retail \$45.00**  
As above, White Chrome top case, **5865D1625** **Retail \$37.50**

**CRUISER.** An amazing AUTO-MATIC value! This self-winding beauty is WATERPROOF\*\* too! Chrome top case, steel back. Has expansion band, 7 JEWEL movement **GUARANTEED FOR LIFE\***. **5866D1645** **Retail \$39.50**

**SEASIDE.** From burst effect of the dial to its faceted case this WATERPROOF\*\* spells class. Has chrome top and steel back case. Leather inset on expansion bracelet. 17 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***. **5867D1775** **Retail \$45.00**

*Spectacular Buys!*

Sensationally Smart and  
Amazingly low, low priced!



- Shock-Protected by patented system
- Dust-Protected
- Anti-Magnetic
- Lifetime Guarantee\* accompanies each watch
- Electronically Tested for Accuracy
- Attractive Gift Box with each watch

\*All movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Douglas Guarantee.

**WINDSOR.** Terrific WATER-PROOF\*\* watch buy! Case color of natural gold. Radium dial, hands, 7 JEWEL movement **GUARANTEED FOR LIFE\***. **5868D1305** **Retail \$24.95**  
As above, leather strap, **5869D1095** **Retail \$19.95**

**CLARICE.** Favorite with girls everywhere and it's WATER-PROOF\*\*. Chrome top, steel back. 7 JEWEL movement **GUARANTEED FOR LIFE\***. **5870D1345** **Retail \$24.95**  
As above, expansion bracelet, **5871D1495** **Retail \$29.75**

**NINA.** Petite loveliness in color of natural gold with steel back. Expansion bracelet. **GUARANTEED FOR LIFE\*** 7 JEWEL dependable movement. **5872D1595** **Retail \$32.50**  
As above, black silk cord, **5873D1520** **Retail \$29.75**



# Douglas Watches

by HAMPDEN

AMERICA'S TOP VALUES IN POPULAR PRICED WATCHES

**GUARANTEED FOR LIFE\***

ALL MOVEMENT PARTS GUARANTEED  
FOR LIFE AGAINST BREAKAGE



**ELIZABETH.** Charming, popular round **WATERPROOF\*\*** style, in faceted case color of natural gold with steel back. Unbreakable crystal. 10K gold filled expansion bracelet. 17 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***.

**5874D2200 Retail \$55.00**  
As above, Chrome top case.  
**5875D2095 Retail \$49.50**

**DONNA.** Smartly detailed, very dainty 14K **WHITE SOLID GOLD** case. Contoured dome crystal and raised figure dial. 10K gold filled expansion bracelet. 17 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***.

**5876D2550 Retail \$59.50**

**MARLA.** Newest pyramid-ed watch fashion in case of natural color gold with steel back. Comes with a 10K gold filled expansion bracelet. Has a 17 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***.

**5877D1995 Retail \$49.50**

- Shock-Protected • Dust-Protected
- Anti-Magnetic • Electronically Tested
- Lifetime Guarantee\* • Attractive Gift Box

\*All movement parts, including mainspring and balance staff, are Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Douglas Guarantee.



**BARCLAY.** Self-winding handsome **AUTOMATIC** in faceted **WATERPROOF\*\*** case in color of natural gold. 17 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***.

**5878A-D2870 Retail \$67.50**  
As above, **AUTOMATIC** in Chrome top case.  
**5878B-D2795 Retail \$65.00**



**DESOTO.** Smart, exciting styling in a fine **WATERPROOF\*\*** case color of natural gold. Matched expansion bracelet with genuine leather insets. Jet black radium figure dial and hands. 17 JEWEL shock-protected movement, **GUARANTEED FOR LIFE\***.

**5879D1850 Retail \$47.50**



**IMPERIAL.** Aristocratic styling in a 10K yellow rolled gold plate case with steel back. 10K gold filled expansion bracelet. 17 JEWEL movement **GUARANTEED FOR LIFE\***.

**5880D1995 Retail \$49.50**  
As above, black dial.  
**5881D1995 Retail \$49.50**

ADVERTISED  
IN  
**LIFE**  
AND  
**TIME**



**YORK.** Gleaming, rugged design in a **WATERPROOF\*\*** Chrome top case with steel back. 7 JEWEL movement **GUARANTEED FOR LIFE\***.  
**5882D1195 Retail \$21.50**  
As above, with leather strap.  
**5883D1090 Retail \$19.95**

**JEANNETTE.** Delightful to own and so much value in this 10K Yellow rolled gold plate, steel back. 7 JEWEL movement **GUARANTEED FOR LIFE\***.  
**5884D1680 Retail \$32.50**  
As above, with black silk cord.  
**5885D1520 Retail \$29.75**



**BEVERLY.** Circle of loveliness with tapering bracelet. Case in color of natural gold. 7 JEWEL shock-protected movement **GUARANTEED FOR LIFE\***.  
**5886D1595 Retail \$32.50**  
As above, with black silk cord.  
**5887D1495 Retail \$29.75**

*Unsurpassed Values!*

**Exciting Styling  
at Enormous Savings!**

\*\*ALL DOUGLAS "WATERPROOF" and "SHOCK-PROTECTED" watches, when manufactured, conform to the specifications of the Federal Trade Commission. If opened, the case must be closed by a competent watchmaker to remain "WATERPROOF." Suggested Retail Prices INCLUDE Federal Excise Tax. Prices subject to change without notice. All watches are illustrated 1/2 actual size.



## CLOCKS

## HAMPDEN

Each		Each
‡800-A	X3D95.....	\$5.95
‡801-A	X9D35.....	15.25
‡802-A	X9D35.....	15.25
‡803-A	X4D55.....	7.95
‡804-A	X13D00.....	22.25
‡805-A	X6D25.....	9.95
‡806-A	X11D40.....	18.25
‡807-A	X9D95.....	17.50
‡808-A	X4D55.....	7.95
‡809-A	X4D35.....	6.95
‡810-A	X6D25.....	9.95
‡811-A	X7D85.....	13.95
‡812-A	X4D60.....	7.95

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Chicago 2, Illinois

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Items marked ‡ not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., Chicago, Ill.



FAMOUS NAME  
SINCE 1878

# HAMPDEN

DELUXE TRAVEL ALARM CLOCKS  
All America's Favorite for Travel, Bedside and Desk

- Dependable, Accurate Movements • Anti-Magnetic
- Mirror Polished Cases • Genuine Leather Traveling Cases
- Luminous Dials and Hands • Simplified Alarm-Setting
- Dust-Protected Regulator • Ideal for Gifts

## GUARANTEE

Every Hampden Clock is fully guaranteed against defects in material or craftsmanship.

HAMPDEN WATCH COMPANY

Suggested retail prices DO NOT include Federal Excise Tax

**CAPRI.** A really unbeatable buy in a Travel Alarm Clock with accurate 40-hour, anti-magnetic movement. Cased in quality genuine leather, handsome tan Pigskin grain or red crocodile marking. Specify color. Size: 3 1/2 x 3 1/2".  
**800HC395 Retail \$5.95**



**CATALINA.** Compact, convenient Travel Alarm Clock with dependable 40-hour 7 JEWEL anti-magnetic movement. Clock slides open. Genuine leather Havana brown case. Closed: 3 1/2 x 2 1/2 x 1 1/2" — Opens to 5 1/4".

**801HC935 Retail \$15.25**

As above, gleaming gilt finish front and back trimmed in genuine Cordovan leather top-bottom-sides.

**802HC935 Retail \$15.25**

**RIVIERA.** Goes places compactly, smartly. Modern Travel Alarm Clock with 40-hour faithful movement. Gleaming metal case with Red Tortoise Shell finish. Radium dot dial and hands. Size: 2 3/4 x 2 3/8 x 1 1/2".

**803HC455 Retail \$7.95**



LIFE  
AND  
TIME



**ROMA.** Automatic Calendar shows date in this 8-day 7 JEWEL Travel Alarm Clock. Luminous raised figure dial and hands. Luxurious genuine leather crocodile marking in sun-tan. Size: 3 1/2 x 3 1/2 x 1 1/2". Accurate, anti-magnetic Hampden guaranteed movement.

**804HC1300 Retail \$22.25**

**SEVILLE.** Petite tuck-away when on the go. Travel Alarm Clock with 40-hour 7 JEWEL anti-magnetic movement. Luminous dot dial and hands. Genuine leather case in red or blue Morocco or tan Pigskin grain. State color. Size: 2 1/4 x 2 3/8 x 1 1/2".

**805HC625 Retail \$9.95**



**VENICE.** Elegant combination Travel Alarm Clock and Jewel Box with 40-hour 7 JEWEL movement. Luminous dot dial and hands. Genuine tan leather Pigskin grain. Size: 3 1/2 x 3 1/2 x 2 1/4".

**806HC1140 Retail \$18.25**







**LIFE  
AND  
TIME**

**HAVANA.** Slim and sleek, quiet constant quality in 8-day 7 JEWEL Travel Alarm Clock. Just wind anti-magnetic movement once a week. Luminous dial and hands. Genuine leather with luxurious crocodile marking in sun-tan or red. Specify color. Overall size: 3 1/2 x 3 1/4 x 1 1/4".  
**807HC995** **Retail \$17.50**



# HAMPDEN

**DELUXE QUALITY ALARM CLOCKS  
TRAVEL, BOUDOIR AND DESK MASTERPIECES**

- Accurate and Dependable Movements • Anti-Magnetic
- Genuine Leather Traveling Cases • Mirror Polished Cases
- Luminous Dials and Hands • Simplified Alarm-Setting
- Dust-Protected Regulator • Perfect for Gifts

## GUARANTEE

Every Hampden Clock is fully guaranteed against defects in material or craftsmanship.

**HAMPDEN WATCH COMPANY**

*Suggested retail prices DO NOT include Federal Excise Tax*



**AMBASSADOR.** Radiating elegance and beauty is this lustrous Desk alarm clock. 40 hour, accurate Hampden guaranteed movement. Contemporary radium dot dial and hands. Grecian frame and stand in golden hue finish. Size: 5 1/2 x 2 1/4 x 1 1/4".  
**808HC455** **Retail \$7.95**



**ATHENS.** Dramatic and distinctively different dial and frame treatment in 40 hour, faithful Travel Alarm Clock. Daintily scalloped radium dot dial and hands. Genuine leather case in rich sun-tan lizard marking. Overall size: 3 1/2 x 3 x 1 1/4".  
**809HC435** **Retail \$6.95**



**PARIS.** Classic Travel Alarm Clock with 40-hour 7 JEWEL anti-magnetic movement. Luminous raised figure dial and hands. Genuine leather case in red or sun-tan crocodile marking. Size: 3 1/2 x 2 3/4 x 1 1/4".  
**810HC625** **Retail \$9.95**



**NICE.** Timely adventure in geometric patterns in a quality 8-day 1 Jewel Travel Alarm Clock. Radium dot dial and hands glow in the dark. Fine genuine leather case in sun-tan crocodile. Overall size: 3 1/2 x 3 1/4 x 1 1/4".  
**811HC785** **Retail \$13.95**



**RIO.** Dainty design Travel Alarm Clock with 40-hour 1 Jewel anti-magnetic accurate movement. Luminous dot dial and hands. Genuine leather case in red or tan lizard. Specify color. Size: 3 1/2 x 3 1/4".  
**812HC460** **Retail \$7.95**

## WESTCLOX



## Pocket Ben Assortment

Attractive colorful display. Ideal for counter, window, shelf or show case. Watches are securely fastened. Width 10 $\frac{1}{4}$  inches. Height 8 $\frac{3}{4}$  inches.

Contains four each Pocket Ben plain and two luminous dial watches. Complete with individual boxes.

Per Asst.  $\blacktriangle$  Per Asst.  
S543A (6440) X19D22 $\star$ ..... \$27.50

Twelve assts. in case. Wt. case 23 lbs.

## WESTCLOX



## Pocket Ben

Famous for good time keeping. Dependability with new refinement.

This case, highly polished plated finish. New silvered dial with attractive numerals and hands. Second hand. Sturdy clear crystal. Dependable movement.

Each	Each
S547A (624) X2D97 $\star$ Plain Dial	\$4.25
S548A (624L) X3D67 $\star$ Luminous Dial	5.25

One in box. Wt. box 3 $\frac{3}{4}$  ozs.

Note—D0C2 $\frac{1}{2}$ % discount on 24 Westclox Spring wound clocks or watches, one model or assorted models when purchased on one order at one time to one destination.

NOTE—Westclox will accept orders for direct shipment from LaSalle, Ill. Freight prepaid on orders for 72 or more pieces, one kind or assorted. A quantity discount of D0C5% is allowed on these shipments.

WESTCLOX SERVICE STATION—H. B. Fortune Watch & Clock Repairing, 308 North Sixth Street, St. Louis, Missouri.  
STAR  $\star$  DENOTES BEST SELLER

## POCKET WATCHES

## WESTCLOX



## Scotty Display

Six Scotty pocket watches on attractive counter merchandiser.

Per Display Per Display

## Gold Color Case

SX-6040-A X16D62.....\$23.70

## Nickel Plated Case

S540A (6030) X13D68 $\star$ ..... 19.50

One asst. in ctn. Wt. ctn. 2 lbs.

## WESTCLOX



## Scotty

A good looking, reliable time keeper. Thin and smartly designed.

Shock Resistant. Close fitting bezel and back. Plain easily read numerals on rich silvered dial. Attractive hands. Non-breakable crystal. Rust-proof hair spring. Second hand. Thoroughly tested.

Each  $\blacktriangle$  Each

## Gold Color Case

S496A (615) X2D77.....\$3.95

## Nickel Plated Case

S546A (615) X2D28 $\star$ ..... 3.25

One in box. Wt. box 3 ozs.

## WESTCLOX

Dax Assortment  
Shock Resistant

"Counter-salesman" display (10x8 $\frac{1}{2}$ x3 inches) and gift box for each watch furnished free with the 6 thin design, anti-magnetic, shock-resistant Dax watches in this assortment. Unbreakable crystal. Compensated main spring.

Per Asst. Per Asst.  
SX-6850-A X16D62.....\$23.70

Twelve assts. in ctn. Wt. ctn. 23 lbs.

## WESTCLOX

Dax  
Shock Resistant

Anti-magnetic, compensated hair spring. Nickel plated. Non-breakable crystal. Second hand.

Each  $\blacksquare$  Each  
S523A (620) X2D77 $\star$ .....\$3.95

One in box. Wt. box 3 ozs.

## INGRAHAM



## Viceroys

Compact, quiet and excellent time keeper. This model, durable dust-tight nickel plated case. Non-breakable clear crystal. Etched silver plated metal dial. Sturdy trim hands finished in deep blue lacquer. Second hand. Dependable movement.

Each  $\blacktriangle$  Each  
S541A (PW3) X2D10 $\star$ .....\$3.25

One in box. Wt. box 3 ozs.



## WRIST WATCHES

## WESTCLOX



## Watchalarm Display Assortment

Four watches attractively displayed on counter merchandiser (two with leather strap and two with metal band). Each with gift box.

Per Ass't. Per Ass't.  
 SX-7950-A X45D38 \$69.80  
 One ass't. in ctn. Wt. ctn. 2½ lbs.



## Watchalarm

"Time Signal" reminder for any minute, any hour, any place. Easy set sweep alarm indicator. Shock-resistant, anti-magnetic. Unbreakable mainspring. Chrome finished case, stainless steel back. Luminous dial and hands. In showcase gift box.

Each Each  
 With Padded Leather Strap  
 S537A (790L) X11D02 \$16.95  
 With Metal Expansion Band  
 S538A (790LB) X11D67 17.95  
 One in box, 6 in ctn. Wt. ctn. 1¾ lbs.



## Automatic

Self-winding with motion of wearer's arm. Thinner, smaller. Waterproof, dustproof, shock-resistant, anti-magnetic. Sweep second hand. Unbreakable main spring. Stainless steel back. Luminous dial and hands. Padded leather strap. In showcase gift box.

Each Each  
 Gold Color Case  
 S539A (770L) X12D97 \$19.95  
 Chrome Finish Case  
 S545A (775L) X11D67 17.95  
 One in box, 6 in ctn. Wt. ctn. 1¾ lbs.



## Shadow Thin

Popular slim line styling. Waterproof, dust-proof, shock-resistant, anti-magnetic. Gold color case, stainless steel back. Silvered dial, raised numerals. Conveniently placed second hand. In showcase gift box.

Each Each  
 With Leather Strap  
 S512A (755) X9D07 \$13.95  
 With Metal Expansion Band  
 S513A (755B) X9D72 14.95  
 One in box, 12 in ctn. Wt. ctn. 2¾ lbs.



## Shadow Thin

Thin but sturdy and dependable. Shock-resistant. Anti-magnetic. Gold color raised numerals on black dial. Gold color case. Gold color metal band.

Each Each  
 S484A (728B) X7D97 \$11.95  
 One in box, 12 in ctn. Wt. ctn. 2½ lbs.



## Judge

Chrome finish case with stainless steel back. Luminous metal dial. Sweep second hand. Non-breakable crystal. Dependable movement with rust-resistant hair spring. Shock, water and dust resistant. Attractive leather strap with buckle and loop.

Each Each  
 S514A (683LB) X8D63 \$12.95  
 One in box. Wt. box 3 ozs.

## Wrist Ben Waterproof

Waterproof, dustproof, shock-resistant, anti-magnetic with polished chrome finish case. Stainless steel back.



Black luminous dial and metal expansion band.  
 Each Each  
 S525A (688LB) X7D97 \$11.95  
 One in box. Wt. box 3 ozs.



Easy to set-up counter merchandiser encourages impulse buying.

Width 13 inches. Height 8 inches.

## Assortment of 6

Quantity	Watch	Each
4	Wrist Ben (Plain)	\$6.95
2	Wrist Ben (Luminous)	7.95
1	Counter Merchandiser	No Charge

Per Ass't. Per Ass't.  
 SX-6220-A X33D14 \$40.70  
 One assortment in box. Four assortments in ctn. Wt. ctn. 9 lbs.



## Wrist Ben

Streamlined, modern design, shock resistant, anti-magnetic sweep second hand. Stainless steel back, easy to wind, leather strap with buckle and loop.

Each	Dial	Each
S549A (687)	X5D30★ Plain	\$7.95
S550A (687L)	X5D97 Charcoal luminous	8.95

One in box. Wt. box 3 ounces.



Silvered luminous dial. Gray padded leather strap.  
 Each Each  
 S524A (688L) X7D30 \$10.95  
 One in box. Wt. box 3 ozs.

Note - 20% discount on 24 Westclox spring wound clocks or watches, one model or assorted models when purchased on one order at one time to one destination.

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WESTCLOX SERVICE STATION - H. B. Fortune Watch & Clock Repairing, 308 North Sixth Street, St. Louis, Missouri.

**WRIST WATCHES**  
WESTCLOX



**Coquette**

Waterproof, dustproof, luminous dial. Smart chrome finish case, tapered leather strap.

Each **S526A (658L) X8D63** ..... \$12.95



**Coquette**

Outstanding "dress watch" value with its quilted dial pattern gleaming gold colored case and matching narrow metal expansion band.

Each **S528A (660B) X8D63** ..... \$12.95  
One in box. Wt. box 1 3/4 ozs.



**Coquette**

Sport styled gold color case, modern dial, tapered red leather strap.

Each **S527A (659) X8D63** ..... \$12.95



Square Design



Diamond Design

**Coquette**

Strikingly feminine ladies' dress watch. Shock-resistant, anti-magnetic. Genuine Holland suede strap. In showcase gift box.

Each **S535A (662) X8D63** ..... \$12.95

Each **S536A (661) X9D07** ..... 13.95  
One in box. 12 in ctn. Wt. ctn. 2 lbs.



**Scepter**

Rugged, small size watch for youngsters. Waterproof, dustproof, shock-resistant, anti-magnetic. Unbreakable mainspring, Chrome finish case, stainless steel back. Sweep second hand. Luminous dial and hands. In showcase gift box.

Each **S533A (740L) X7D97** ..... \$11.05

Each **S534A (740LB) X8D63** ..... 12.95

One in box, 12 in ctn. Wt. ctn. 2 1/2 lbs.



**Scepter Sweep**

Ideal for students, nurses, waitresses, etc. Unbreakable mainspring. Shock-resistant. Anti-magnetic. Sweep second hand. Chrome-finished solid brass case with stainless steel back. Chrome-finished metal band.

Each **S483A (667B) X5D97** ..... \$8.95

One in box, 12 in ctn. Wt. ctn. 2 1/2 lbs.



**Torch Ladies' High Fashion**

Feminine style watch—shock-resistant and anti-magnetic. Luminous dial with sweep second hand. Chrome plated stainless steel back. Unbreakable crystal. Unbreakable main spring. Calf leather strap in colors. Individually gift boxed.

Each	Strap Color	Each
<b>S497A (671L) X5D97</b>	Black	\$8.95
<b>S498A (671L) X5D97</b>	Pink	8.95
<b>S499A (671L) X5D97</b>	White	8.95
<b>S500A (671L) X5D97</b>	Blue	8.95

Twelve in ctn. Wt. ctn. 2 1/2 lbs.

**Torch Display Assortment**

Six watches on attractive counter merchandiser (three with black strap and one each with pink, white and blue straps). Each with gift box.

Per Ass't. **SX-6720-A X35D82** ..... \$53.70

One ass't. in ctn. Wt. ctn. 2 1/2 lbs.

**Note**—DOC 2 1/2% discount on 24 Westclox Spring wound clocks or watches, one model or assorted models when purchased on one order at one time to one destination.

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Westclox Service Station—H. B. Fortune Watch & Clock Repairing, 308 North Sixth Street, St. Louis, Mo.

STAR ★ DENOTES BEST SELLER



## ALARM CLOCKS

WESTCLOX



BIG BEN—LOUD ALARM

Seamless dustproof metal case, black and nickel finish. Dial 3 3/4 inches with clear numerals. Pierced hands. Glass crystal decorative base, cushioned underneath.

Each	Dial	▲ Each
S2605A (201B)	X4D86★ Plain	\$6.95
S2611A (201LB)	X5D56★ Luminous	7.95

One in box. Wt. box 2 1/2 lbs.



Big Ben—Loud Alarm

Seamless dustproof metal case, ivory finish with gold colored trim. Die cast cushioned base. Tinted dial with large numerals. Pierced black hands. Glass crystal. Precision movement. Deep intermittent "Fire Alarm". Height 5 1/2 inches.

Each	Dial	▲ Each
S1547A (201W)	X4D86★ Plain	\$6.95
S1548A (201LW)	X5D56★ Luminous	7.95

One in box. Wt. box 2 1/4 lbs.

**NOTE**—DOC 1/2 discount on 24 Westclox spring wound clocks or watches, one model or assorted models when purchased on one order, at one time to one destination.

**NOTE**—Westclox will accept orders for direct shipment from LaSalle, Ill., freight prepaid on orders for 72 or more pieces, one kind or assorted. A quantity discount of DOC 5% is allowed on these shipments.

**WESTCLOX SERVICE STATION**—H. B. Fortune Watch & Clock Repairing, 378 North Sixth Street, St. Louis, Mo.

STAR ★ DENOTES BEST SELLER



BABY BEN

Thin seamless metal case. Dial 2 3/4 inches, with clear numerals. Glass crystal. Two-tone alarm on back with soft and loud control.

Height 3 1/2 inches. Diameter 2 3/4 inches.

**Black Enameled Case with Nickel Trim**

Each	Dial	▲ Each
S2616A (321B)	X4D86★ Plain	\$6.95
S2618A (321LW)	X5D56★ Luminous	7.95

**Ivory Finished Case with Gold Colored Trim**

Each	Dial	▲ Each
S2617A (321W)	X4D86★ Plain	\$6.95
S2619A (321LW)	X5D56★ Luminous	7.95

**Pink Finished Case with Gold Colored Trim**

Each	Dial	▲ Each
S2307A (321P)	X5D56 Luminous	\$7.95

One in box. Wt. box 1 lb.



Four-Ben Assortment

Two Big Ben and two Baby Ben clocks with box for each and free counter display. Quiet tick. Adjustable alarm. Rust-resistant metal case. Shatter-proof crystal.

Contents (One each)

No.	Contents	Dial	Case
201	Big Ben	Plain	Black
215	Big Ben	Luminous	White
324	Baby Ben	Plain	White
326	Baby Ben	Luminous	Pink

Per Asst. ▲ Per Asst. \$32.80

SX-2750-A X22D63★ Six assts. in ctn. Wt. ctn. 34 lbs.



Baby Ben Sequin

Sparkling, sequin-trimmed gold color bezel with feminine appeal. Quiet tick. Alarm adjustable to loud or soft. Thin seamless metal case. Clear numerals. Cone-shaped unbreakable crystal.

Height 3 1/2 inches

**Luminous Dial**

Each	Color	▲ Each
S2654A (354LP)	X6D65 Pink	\$9.95
S2656A (354LT)	X6D65 Turquoise	9.95

One in box. Wt. box 3/4 lb.



Cascade

Eye-catching lucite case adds decorative accent. Luminous dial and hands. Modern, raised gold color numerals. Sweep alarm indicator. Bell alarm.

Height 4 1/2 inches.

**Luminous Dial**

Each	Case	Tint	Each
S2250A (470L)	X7D31	Clear	\$10.95
S2289A (470L)	X7D31	Pink	10.95
S2290A (470L)	X7D31	Blue	10.95

One in box. Wt. box 1 lb.

## ALARM CLOCKS

WESTCLOX



Legend

Solid mahogany case in contemporary design. Polished brass feet and bezel. Luminous dial and hands. Modern raised gold color numerals. Sweep alarm indicator. Bell alarm.

Height 4 inches.

## Luminous Dial

Each S2291A (425L) X6D65.....\$9.95  
One in box. Wt. box 1 1/4 lbs.



Penthouse

Smart occasional clock for any decor. Quiet tick. Bell alarm. Solid walnut case with brass feet. Gold color trim.

Height 3 3/4 inches

## Luminous Dial

Each S2653A (465L) X5D56.....\$7.95  
One in box. Wt. box 1 1/4 lbs.



Shelby

Smart, modern keywound alarm. Top-controlled bell alarm. Convenient sweep alarm indicator. Rich "pearlescent" dimensional luminous dial with raised gold color numerals. Luminous hands in crisp new design. Luxuriously accented in gold color. Satin finish gold color bezel. Height 4 3/4 inches.

Each S2664A (280LB) X4D16.....\$5.95  
Each S2665A (280LW) X4D16.....5.95  
One in box. 24 in ctn. Wt. ctn. 25 lbs.

NOTE—D0C2 1/2% discount on 24 Westclox spring wound clocks or watches, one model or assorted models when purchased on one order at one time to one destination.

NOTE—Westclox will accept orders for direct shipment from LaSalle, Ill., freight prepaid on orders for 72 or more pieces, one kind or assorted. A quantity discount of D0C5% is allowed on these shipments.

WESTCLOX SERVICE STATION—H. B. Fortune Watch & Clock Repairing, 308 North Sixth Street, St. Louis, Mo.  
STAR ★ DENOTES BESTSELLER



Spur

Modern metal case with gold color trim. Dependable bell alarm. Heavily-coated luminous dial and hands give exceptional night-time visibility.

Height 4 3/4 inches

## Luminous Dial

Each S2657A (20LW) X3D46 Antique White.....\$4.95  
Each S2659A (20LG) X3D46 Gold Bronze.....4.95  
One in box. Wt. box 1 1/4 lbs.



Fawn Assortment

Nine bell alarm 3 1/4 inch Fawn alarm clocks in free 14x13 3/4 in. display-shipper, assorted as follows:

Qty	No.	Finish	Dial
3	340	Ivory	Plain
2	350	Ivory	Luminous
2	341	Pink	Plain
2	351	Pink	Luminous

Per Asst. SX-2052-A X27D69.....\$39.55  
Four assts. in ctn. Wt. ctn. 25 lbs.

## OPEN STOCK

Fawn

Modern metal case with sparkling trim. Cushioned base. Bell alarm. Height 3 1/4 inches

Ivory Enameled Case  
Each S2310A (340LI) X3D46 Luminous.....\$4.95  
Pink Enameled Case  
Each S2309A (340P) X2D77 Plain.....3.95  
Twenty-four in ctn. Wt. ctn. 15 lbs.



America

Flaps fold to form colorful display carton, interior stores complete assortment of clocks.

## Contains:

Qty.	No.	Color
4	23	Ivory
4	24	Pink
4	25	Blue

## Plus FREE Colorful Display

Per Asst. SX-2940-A X29D40.....\$42.00



America

Metal case, golden bezel. Alarm shut-off. Bright, easy to read white dial. Height 5 1/2 inches.

## Plain Dial

Each	No.	Color	▲Each
S1556A	(23 I)	X2D45★ Ivory	\$3.50
S1557A	(23 P)	X2D45★ Pink	3.50
S1558A	(23 B)	X2D45★ Blue	3.50

One in box. Wt. box 1 lb.



Hustler

Sturdy metal case with ivory finish. Easy-to-read white dial, bright nickel trim.

Each S1559A (11) X2D09★.....\$2.98  
One in box. Wt. box 1 lb.



## ALARM CLOCKS

## WESTCLOX



Woody Woodpecker

Woody pecks away as clock ticks. Ivory metal case with bright nickel trim. Luminous dial and hands. Shatterproof crystal. Gift boxed.

Height 4 3/4 inches.

## Luminous Dial

Each		Each
S2243A (537L) X3D43	.....	\$4.98

One in box. Wt. box 1 lb.



Travalarm

A sliding front shutter and a hinged easel back completely closes clock for traveling. Two-tone silvered metal dial. Red alarm hand. One key winds both time and alarm. Non-breakable crystal.

Height 3 1/2 inches. Width 2 3/4 inches.

## Luminous Dial

Each	Finish Trim	▲Each
S2564A (451LB) X5D56	Black Nickel	\$7.95
S2631A (451LI) X5D56★	Ivory Gold	7.95

One in box. Wt. box 3/4 lbs.



Travette

Compact genuine leather case only 3 inches square by 1 1/4 inches thick when closed. Luminous dial and hands. Raised gold color numerals. Shatterproof crystal. Bell alarm.

## Luminous Dial

Each		Case Color	Each
S2244A (488L) X4D86		Tan	\$6.95
S2245A (488L) X4D86		Red	6.95

One in box. Wt. box 1/2 lb.

Note—D0C2 1/2% discount on 24 Westclox Spring wound clocks or watches, one model or assorted models when purchased on one order at one time to one destination.

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WESTCLOX SERVICE STATION—H. B. Fortune Watch & Clock Repairing, 303 North Sixth Street, St. Louis, Missouri.

## ALARM CLOCKS

## LUX



Gabriel

Two-bell alarm, loud enough to wake the soundest sleeper.

Cased in decorator tone polished copper with copper metal foil dial and numerals. Rich brown contrasting center on cream white background. Size 5 3/4 x 4 x 2 3/4 inches.

Each		Each
S2598A X2D70	.....	\$3.95

One in box. Wt. box 1 1/4 lbs.

## APOLLO



Loud alarm. Easy to read hands and numbers. White plastic case. Glass crystal with brass plated bezel.

Height 4 1/4 inches, width 2 1/2 inches, depth 2 1/2 inches.

Each		▲Each
S1272A X1D95★	.....	\$2.79

One in box. Wt. box 1 1/4 lbs.

STAR ★ DENOTES BEST SELLER

## MERCHANDISE MANAGER'S SPECIAL PROMOTION

### ALARM CLOCKS

GILBERT



SPRING WIND

Plastic case with glass crystal and brass-plated bezel. Easy-to-read hands and numerals. Loud alarm. Height 4 $\frac{1}{4}$  inches.

Each  
S2579-A

Regular  
Price  
X1D85

SPECIAL  
PRICE  
X1D69

One in box. Wt. box 1 $\frac{1}{2}$  lbs.

Modern electric alarm, with full factory warranty. Just set, plug it in, and accurate time is yours... right down to the split second with big sweep second hand. Easy-to-read dial; handy alarm adjustment.



### ELECTRIC

Each  
S2569-A

Regular  
Price  
X2D45

SPECIAL  
PRICE  
X2D10

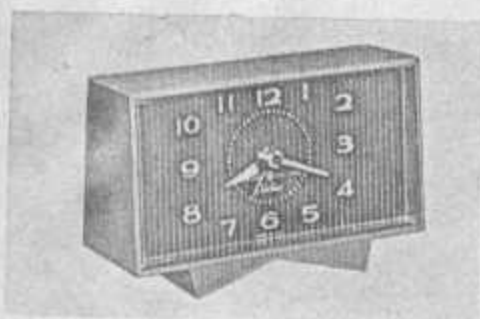
One in box. Wt. box 2 lbs.

This Replaces Green Sheet 22-106 Dated December 10, 1958.



ELECTRIC ALARM CLOCKS  
GENERAL ELECTRIC

TELECHRON



Decor

Fully luminous dial. Trim straight line design.

Height 5 1/4 inches. Width 6 3/4 inches. Depth 2 3/4 inches

(7H215L)

Each		Color	Each
S2409A	X3D95	Peach	\$5.99
6 or more	X3D71		
S2392A	X3D95	Beige	5.99
6 or more	X3D71		
S2395A	X3D95	Antique	5.99
6 or more	X3D71	White	

Six in Ctn. Wt. Ctn. 6 Lbs.



Etching

Elegance in leather. Unique filigree pattern frames brass bezel and dial. Bound in polished finished leather. Sure waking alarm. Height 4 3/4 in., width 5 in., depth 2 3/4 in.

Each	Glazed Cordovan (7H242D)	Each
S2503A	X4D02	\$0.88
6 or more	X4D47	

One in box. Wt. box 2 lbs.

SPECIAL PRICES

G.E. Royal Snooz-Alarm Clock  
(See Page 22-106A)

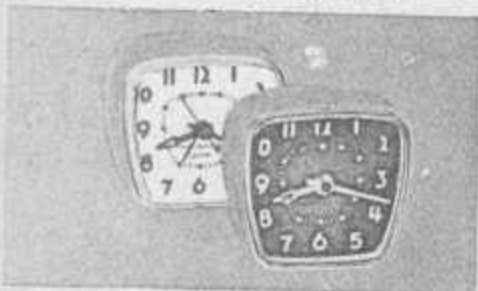
Each	Reg. Price	Spec. Price
S1458A (7H250L)	X7D01	X6D59

G.E. Radial Alarm Clock  
(See Page 22-106B)

S1039A (7H245I)	X4D61	X4D19
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G.E. Snooz-Alarm Clock  
(See Page 22-106B)

S2495A (7H241L)	X5D93	X5D19
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Starter

Luminous dial. Compact-ideal for crowded night table. Color-blending beige.

Height 3 1/4 inches. Width 3 1/4 inches. Depth 3 inches.

(7H220L)

Each		Each
S2391A	X3D49	\$4.99
6 or more	X3D24	

Six in Ctn. Wt. ctn. 6 lbs.

SUBJECT TO STOCK ON HAND

**ELECTRIC ALARM CLOCKS**

**WESTCLOX**



**Bruccwood**

Elegantly styled solid mahogany case occasional alarm clock. Gold color trim. Buzzer alarm.

Size 4 3/8 x 5 1/2 x 3 3/8 inches.

Each	Dial	▲ Each
S2643A (1347)	X5D90 Plain	\$8.98
S2644A (1347L)	X6D56 Luminous	9.98

One in box. Wt. box 1 3/4 lbs.



**Andover**

Sculptured look—attractive in any room. Rich-looking embossed metal dial. Buzzer alarm.

Height 4 inches  
**Luminous Dial**

Each	Finish	▲ Each
S2646A (1410LD)	X5D24 Driftwood	\$7.98
S2648A (1410LB)	X5D24 Black	7.98

One in box. Wt. box 1 3/4 lbs.



**Tide**

Beautifully styled plastic case, 4 inches wide, 3 3/4 inches high. Embossed flamingo design on side panels.

**Luminous Dial**

Each	Color	▲ Each
S1560A (1244LP)	X3D93 Pink	\$4.98

Twelve in ctn. Wt. ctn. 10 lbs.



**Big Ben**

Metal case. Non-breakable cone shaped crystal. Single knob sets both time and alarm. Insistent alarm. Sweep alarm indicator on dial. Sweep second hand. Cushioned base. Dust resistant case.

Height 4 3/8 in.

**Plain Dial**

Each	Color	▲ Each
S2549A (1206W)	X4D57 White and Gold	\$6.95
S2551A (1206B)	X4D57 Bronze and Gold	6.95

**Luminous Dial**

S2550A (1206LW)	X5D22 White and Gold	7.95
S2552A (1206LB)	X5D22 Bronze and Gold	7.95

One in box. Wt. box 1 3/4 lbs.



**Lace**

Charming for young girls of any age. Plastic case with filigreed insert. Height 3 3/4 inches. Width 5 inches.

**Antique White—Plain Dial**

Each	Each
S2563A (1320)	X3D93.....\$5.98

One in box. 6 in ctn. Wt. ctn. 8 lbs.



**Drowse Display Assortment**

Four Drowse electric alarm clocks with "Sleep Selector" and 17x14 1/2 inch attractive display easel:

Qty.	No.	Plain Dial—Cloud Gray
2	800	Luminous Dial—Doeskin
2	800L	

Per Asst. Per Asst.  
SX-8000-A X17D04.....\$25.92  
One asst. in ctn. Wt. ctn. 22 lbs.



**Drowse—With "Sleep Selector"**

Two-way control on top gives 5 or 10 minutes more for drowsing before alarm sounds again. Modern design with shatterproof crystal. 5 inches square.

Each	Each
S2647A (800)	Plain Dial—Cloud Gray X3D93.....\$5.98
S2650A (800L)	Luminous Dial—Doeskin X4D59.....6.98

One in box. Twelve in ctn. Wt. ctn. 18 lbs.



**Colt**

Ultra-modern, popular small size plastic case in sand beige color. Sweep second hand.

Height 3 1/4 in.

Each	Dial	Each
S2292A (804)	X3D43 Plain	\$4.98
S2246A (804L)	X3D93 Luminous	5.98

One in box. Wt. box 1 lb.

**Note—**DOC5% discount on 6 Westclox electric clocks, one model or assorted models when purchased one order and shipped at one time to one destination.

**Note—**Westclox will accept orders for direct shipment from LaSalle, Ill., freight prepaid on orders for 72 or more pieces, one kind or assorted. A quantity discount of DOC5% is allowed on these shipments.

**WESTCLOX SERVICE STATION—H. B. Fortune Watch and Clock Repairing, 308 North Sixth Street, St. Louis, Mo.**



## ELECTRIC ALARM CLOCKS

GENERAL ELECTRIC

Telechron



Syncopation

Music-box alarm with gracefully fluted oval case in antique white. Attractively gift packaged. Height 4 3/4 inches. Width 7 1/4 inches. Depth 2 3/4 inches.

(7H258)

Each **S1452A X10D17** ..... \$10.95  
Six in ctn. Wt. ctn. 12 lbs.



Journeyer

Electric travel alarm with genuine leather case in London tan. Luminous dial. Handsomely gift boxed. Height 3 1/2 inches. Width 3 1/2 inches. Depth 3 3/4 inches.

Each (7H256-L) ■ Each  
**S2600A X6D59** ..... \$9.98  
6 or more **X6D19**

Six in ctn. Wt. ctn. 9 1/2 lbs.



Trend

Tailored clock with handsome textured luminous dial in beige case and modern wrap-around crystal. Height 3 3/4 inches. Width 6 1/4 inches. Depth 2 3/4 inches.

Each (7H254-L) ■ Each  
**S1468A X5D93** ..... \$8.98  
6 or more **X5D57**

Six in ctn. Wt. ctn. 10 1/2 lbs.

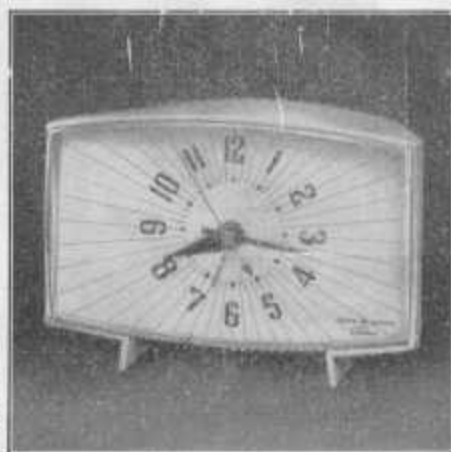


Scope

Dramatic design in oval shape. Fully luminous dial. Light gray case. Height 3 1/4 inches. Width 5 1/4 inches. Depth 3 3/4 inches.

Each (7H251-L) ■ Each  
**S1469A X5D93** ..... \$8.98  
6 or more **X5D57**

Six in ctn. Wt. ctn. 8 3/4 lbs.



Radial

Fashion styled. Easy-to-read. Height 3 1/2 ins. Width 5 1/4 ins. Depth 3 ins.

Plain Dial

Each Color ■ Each  
**S1040A (7H245P) X4D61** Pink \$6.98  
6 or more **X4D33**  
**S1041A (7H245T) X4D61** Turquoise 6.98  
6 or more **X4D33**

With "Read-Easy" Lighted Dial

Special long-life bulb lights dial.

**S2499A (7H245K) X5D27** Beige 7.98  
6 or more **X4D95**

Six in ctn. Wt. ctn. 8 1/2 lbs.



Room-Mate

Trim ivory color case, white dial. Small, fits on crowded night table. Height 3 1/4 in., width 3 3/8 in., depth 2 3/4 in.

Each Color ■ Each  
**S2426A (7H223) X3D49** Ivory \$4.98  
6 or more **X3D24**

One in box. Wt. box 2 1/4 lbs.



Wakewood

Wood cases. Ivory color dial contrasts with rich grain of dark African Mahogany case.

Height 4 3/4 in. Width 5 in. Depth 2 3/4 in.

Plain Dial

Each ■ Each  
**S1042A X6D59 (7H246)** ..... \$9.98  
6 or more **X6D19**

Six in ctn. Wt. ctn. 9 3/4 lbs.

Can Assort All General Electric Clocks For Quantity Prices

## ELECTRIC CLOCKS

## SUNBEAM

## DECORATIVE WALL CLOCKS

Each	Less than Six	Six or more	Wt. ctn. lbs.	Each
SX-A502-A	X11D20	X10D68	3 $\frac{3}{4}$	\$17.50
SX-A501-A	X8D42	X8D03	2 $\frac{3}{4}$	12.95
SX-A500-A	X19D17	X18D27	4 $\frac{1}{2}$	29.95

One in ctn.

## BEDROOM ALARM CLOCKS

Each	Less than Six	Six or more	No. in Ctn.	Wt. ctn. lbs.	Each
S1313A (B007)	X7D77	X7D41	6	7 $\frac{7}{16}$	\$11.95
S1369A (B005)	X7D77	X7D41	6	9	11.95
S1370A (B005L)	X8D42	X8D03	6	9	12.95
S1372A (B004)	X6D59	X6D19	6	8 $\frac{3}{4}$	9.98
S1363A (B001-I)	X3D49	X3D24	12	10 $\frac{1}{2}$	4.98
S1364A (B001-P)	X3D49	X3D24	12	10 $\frac{1}{2}$	4.98
S1365A (B001L-I)	X3D95	X3D71	12	10 $\frac{1}{2}$	5.98
S1366A (B001L-P)	X3D95	X3D71	12	10 $\frac{1}{2}$	5.98
S1405A (B003-I)	X4D61	X4D33	6	6 $\frac{1}{2}$	6.98
S1409A (B003-B)	X4D61	X4D33	6	6 $\frac{1}{2}$	6.98
S1411A (B003L-I)	X5D27	X4D95	6	6 $\frac{1}{2}$	7.98
S1412A (B003L-B)	X5D27	X4D95	6	6 $\frac{1}{2}$	7.98

## ALARM AND OCCASIONAL CLOCKS

Each	Less than Six	Six or more	No. in Ctn.	Wt. ctn. lbs.	Each
S1371A (B006)	X7D12	X6D79	6	8 $\frac{1}{8}$	\$10.95
S1321A (B008)	X22D08	X21D05	4	11 $\frac{1}{8}$	34.50
S1197A (A300)	X14D69	X14D00	6	12 $\frac{1}{2}$	22.95
S1196A (B009)	X12D77	X12D17	6	13 $\frac{1}{2}$	19.95

## KITCHEN CLOCKS

Each	Less than Six	Six or more	Color	No. in Ctn.	Wt. ctn. lbs.	Each
S1341A (A001-W)	X3D49	X3D24	White	6	7 $\frac{3}{8}$	\$4.98
S1345A (A001-P)	X3D49	X3D24	Pink	6	7 $\frac{3}{8}$	4.98
S1350A (A001-Y)	X3D49	X3D24	Yellow	6	7 $\frac{3}{8}$	4.98
S1351A (A001-R)	X3D49	X3D24	Red	6	7 $\frac{3}{8}$	4.98
S1352A (A001-T)	X3D49	X3D24	Turquoise	6	7 $\frac{3}{8}$	4.98
S1353A (A002-AR)	X4D29	X4D03	Adobe Red	6	9	6.50
S1359A (A002-SB)	X4D29	X4D03	Suede Brown	6	9	6.50
S1360A (A002-SLB)	X4D29	X4D03	Slate Blue	6	9	6.50
S1361A (A002SG)	X4D29	X4D03	Sand Gold	6	9	6.50
S1362A (A002-T)	X4D29	X4D03	Turquoise	6	9	6.50

## COMMERCIAL CLOCKS

Each	Less than Six	Six or more	Wt. ctn. lbs.	Each
SX-C004BR-A	X8D37	X8D37	5 $\frac{1}{2}$	\$13.95
SX-C004CH-A	X9D57	X9D57	5 $\frac{1}{2}$	15.95
SX-C005BR-A	X7D17	X7D17	5	11.95
SX-C005CH-A	X8D37	X8D37	5	13.95
SX-C006BR-A	X11L97	X11D97	6 $\frac{1}{2}$	19.95
SX-C006CH-A	X13D17	X13D17	6 $\frac{1}{2}$	21.95

One in ctn.



## ELECTRIC CLOCKS

SUNBEAM



## Alarm Clock Display

Six electric alarm clocks with free Step-Up display size 15½ inches wide, 18 inches high, 9½ inches deep.

## Includes One Each

No.	Dial	Finish
B003	Plain	Beige
B003L	Luminous	Beige
B003L	Luminous	Pink
B001	Plain	Ivory
B001L	Luminous	Ivory
B001L	Luminous	Pink

Per Display	Per Display
SX-SUD-A X24D89 .....	\$39.88

One display in ctn. Wt. ctn. 12 lbs.



## Model A0002 Kitchen Clock Display

Eight electric kitchen clocks with free display size 19½ inches wide, 26 inches high.

## Includes:

2 Each—Sand gold, Turquoise, Adobe Red.  
1 Each—Suede Brown, Slate Blue.

Per Display	Per Display
SX-SOC-A X32D24 .....	\$54.00

One display in ctn. Wt. ctn. 15 lbs.



## Model AA01 Kitchen Clock Display

Eight electric kitchen clocks with free merchandise display size 18 inches wide, 16¾ inches high.

## Includes:

2 Each—White, Pink, Red.  
1 Each—Yellow, Turquoise.

Per Display	Per Display
SX-M-A X25D92 .....	\$39.84

One display in ctn. Wt. ctn. 15 lbs.

## ELECTRIC CLOCKS

## SUNBEAM

## DECORATIVE WALL CLOCKS

Each	Less than Six	Six or more	Wt. ctn. lbs.	Each
SX-A502-A	X11D20	X10D68	3½	\$17.50
SX-A501-A	X8D42	X8D03	2¼	12.95
SX-A500-A	X19D17	X18D27	4½	29.95

One in ctn.

## BEDROOM ALARM CLOCKS

Each		Less than Six	Six or more	No. in Ctn.	Wt. ctn. lbs.	Each
S1313A	(B007)	X7D77	X7D41	6	7½	\$11.95
S1369A	(B005)	X7D77	X7D41	6	9	11.95
S1370A	(B005L)	X8D42	X8D03	6	9	12.95
S1372A	(B004)	X6D59	X6D19	6	8¾	9.98
S1363A	(B001-I)	X3D49	X3D24	12	10½	4.98
S1364A	(B001-P)	X3D49	X3D24	12	10½	4.98
S1365A	(B001L-I)	X3D95	X3D71	12	10½	5.98
S1366A	(B001L-P)	X3D95	X3D71	12	10½	5.98
S1405A	(B003-I)	X4D61	X4D33	6	6½	6.98
S1409A	(B003-B)	X4D61	X4D33	6	6½	6.98
S1411A	(B003L-I)	X5D27	X4D95	6	6½	7.98
S1412A	(B003L-B)	X5D27	X4D95	6	6½	7.98

## ALARM AND OCCASIONAL CLOCKS

Each		Less than Six	Six or more	No. in Ctn.	Wt. ctn. lbs.	Each
S1371A	(B006)	X7D12	X6D79	6	8½	\$10.95
S1321A	(B008)	X22D08	X21D05	4	11½	34.50
S1197A	(A300)	X14D69	X14D00	6	12½	22.95
S1196A	(B009)	X12D77	X12D17	6	13½	19.95

## KITCHEN CLOCKS

Each		Less than Six	Six or more	Color	No. in Ctn.	Wt. ctn. lbs.	Each
S1341A	(A001-W)	X3D49	X3D24	White	6	7¾	\$4.98
S1345A	(A001-P)	X3D49	X3D24	Pink	6	7¾	4.98
S1350A	(A001-Y)	X3D49	X3D24	Yellow	6	7¾	4.98
S1351A	(A001-R)	X3D49	X3D24	Red	6	7¾	4.98
S1352A	(A001-T)	X3D49	X3D24	Turquoise	6	7¾	4.98
S1353A	(A002-AR)	X4D29	X4D03	Adobe Red	6	9	6.50
S1359A	(A002-SB)	X4D29	X4D03	Suede Brown	6	9	6.50
S1350A	(A002-SLB)	X4D29	X4D03	Slate Blue	6	9	6.50
S1361A	(A002SG)	X4D29	X4D03	Sand Gold	6	9	6.50
S1362A	(A002-T)	X4D29	X4D03	Turquoise	6	9	6.50

## COMMERCIAL CLOCKS

Each		Less than Six	Six or more	Wt. ctn. lbs.	Each
SX-C004BR-A	X8D37	X8D37	5½	\$13.95	
SX-C004CH-A	X9D57	X9D57	5½	15.95	
SX-C005BR-A	X7D17	X7D17	5	11.95	
SX-C005CH-A	X8D37	X8D37	5	13.95	
SX-C006BR-A	X11D97	X11D97	6½	19.95	
SX-C006CH-A	X13D17	X13D17	6½	21.95	

One in ctn.



**NEW** Sunbeam

Electric  
Clocks

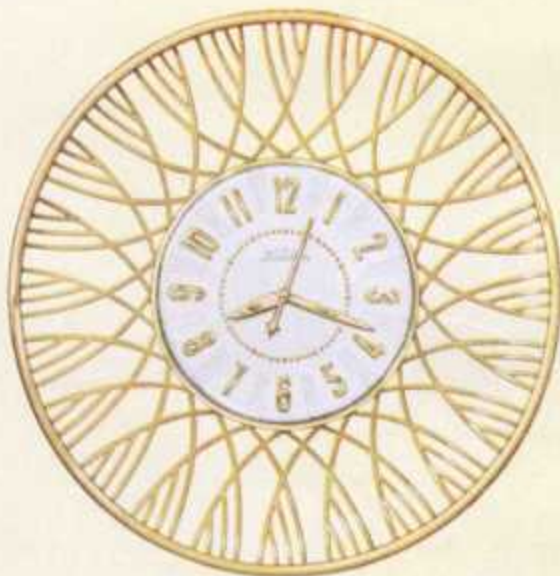
*It's Sunbeam Time*



**Model A502 Decorative Wall Clock Retail \$17.50**

Contemporary styling in natural finished cherry wood veneer. Polished brass outer ring with matching gold color bezel, top handle and hands. White dial with clear black Arabic numerals. Clock is 11½" in diameter, 13¾" high including loop handle, and 2¼" deep.

## DECORATIVE WALL CLOCKS



**Model A501 Decorative Wall Clock Retail \$12.95**

Polished brass color filigree circle with white center and dial. Raised gold color Arabic numerals with matching hands. Clock is 13½" in diameter and 2½" deep.



**Model A500 Decorative Wall Clock Retail \$29.95**

Beautifully crafted American traditional styling in rich, solid mahogany wood with Brown mahogany finish. Dial is polished brass engraved and decorated with black etched Roman numerals. Enameled black hands. Size: 12¼" square, 2¼" deep.



**Model B007 Illuminated Alarm Clock with Vari-lite dial Retail \$11.95**

A bright new concept in clock styling and design. The dial glows with an electric fluorescence controlled by the knob on top of clock, which also is a convenient alarm shutoff. Dial glows from a "whisper of soft radiance" to night light brightness. Styled for today in a molded case of Oyster White and Beige with Gold color numerals and hands. Clock is  $4\frac{1}{8}$ " high,  $6\frac{3}{8}$ " wide and  $2\frac{3}{8}$ " deep.



**Model B001 Alarm Clock**

Petite in size—big in features. The smartly styled molded case is only 3" high,  $3\frac{1}{2}$ " wide and  $2\frac{1}{8}$ " deep. The dial designed for easy reading has extra legible numerals in contrasting colors. Gently insistent alarm sounds for at least a half hour or until turned off.

**Model B001 Ivory** Gold dial with debossed Charcoal numerals and hands. Retail \$4.98

**Model B001 Pink** White dial with debossed Charcoal numerals and hands. Retail \$4.98

**Model B001-L Ivory** Luminous hands and hour dots on Charcoal dial with embossed Gold numerals. Retail \$5.98

**Model B001-L Pink** Luminous hands and hour dots on Charcoal dial with embossed Gold numerals. Retail \$5.98

## BEDROOM ALARM CLOCKS



**Model B005 Wood Case Alarm Clock Retail \$11.95**

Modern design in a solid wood case with natural finish. Unique polished brass bezel with top handle and feet of matching gold color. Silver colored dial with contrasting Black numerals. Gold color hands match the bezel, feet and top handle. Size:  $4\frac{1}{2}$ " high,  $5\frac{3}{4}$ " wide,  $2\frac{1}{4}$ " deep.

**Model B005-L** Luminous hands and hour dots. Retail \$12.95



**Model B003 Top Shutoff Alarm Clock**

Modern style wraparound dial and crystal molded case. Polished brass top shutoff button for added convenience. Soft pastel colors in keeping with the modern trend to make this an attractive addition to any bedroom decor. Size:  $3\frac{3}{8}$ " high,  $5\frac{1}{8}$ " wide and  $2\frac{1}{8}$ " deep.

**Model B003 Ivory** Dawn Blue dial with Ivory numerals and hands. Retail \$6.98

**Model B003 Beige** White Rice dial with Brown numerals and Polished Brass hands. Retail \$6.98

**Model B003-L Ivory** Luminous hands and hour dots on Dawn Blue dial with Ivory numerals. Retail \$7.98

**Model B003-L Beige** Luminous hands and hour dots on Brown dial with Ivory numerals. Retail \$7.98



**Model B004 Modern Wood Case Alarm Retail \$9.98**

Modern styled wood case in Brown mahogany finish with polished brass bezel. Gold finish dial with raised contrasting brown numerals and hands. Size:  $4\frac{1}{4}$ " high,  $5\frac{1}{8}$ " wide and  $2\frac{1}{4}$ " deep.

**Model B004-L** Luminous hands and hour dots. Retail \$10.95





## ALARM AND OCCASIONAL CLOCKS



**Model A300 Occasional Clock Retail \$22.95**

Classic French Provincial styling crafted in solid wood with rich Fruitwood finish. Gold plated applied numerals with matching gold color hands on brushed silver dial. Size: 5 $\frac{1}{4}$ " high, 6 $\frac{3}{4}$ " wide, 2 $\frac{3}{4}$ " deep.



**Model B006 Wood Case Alarm Clock Retail \$10.95**

Slim, modern design case with fruitwood finish. Molded Silver color overlay with classic fleur de lis pattern and bright Gold color numerals. Gold lacquered dial with contrasting Black hands. Size: 4 $\frac{1}{4}$ " high, 6 $\frac{1}{4}$ " wide, 2" deep.



**Model B009 Occasional Alarm Clock Retail \$19.95**

Contemporary design wood case with beautifully antiqued Fruitwood finish. Gold plated bezel and feet with matching gold finish hands. Dial is a soft silver finish with contrasting clear Black numerals. Size: 5 $\frac{1}{4}$ " high, 7 $\frac{3}{8}$ " wide, 2 $\frac{1}{8}$ " deep.



**Model B008 Occasional Alarm Clock  
Retail \$34.50**

The very ultimate in clock design and craftsmanship. The crystal clear case assumes and accents the colors of its surroundings. The gracefully formed oval bezel and hands are polished gold color with brushed silver dial and applied gold plated hour markers. This SUNBEAM clock has the added convenience of gentle pleasant voiced alarm. For the home or as a gift the choice of this clock reflects excellence in good taste. Size: 4 $\frac{3}{8}$ " high, 7 $\frac{3}{8}$ " wide, 2 $\frac{1}{8}$ " deep.



## BEAUTIFUL KITCHEN CLOCKS



Model A001 Kitchen Wall  
Clock Retail \$4.98

Molded Case in bright new colors—Red, Yellow, Turquoise, Pink and White. All with raised, contrasting color numerals and hands. Compact size in convex shape for greater visibility. Size: 6½" in diameter, 2¼" deep.



Model A002 Kitchen Wall Clock Retail \$6.50

A crisp new concept in kitchen clock design and color styled and crafted for modern kitchens. Molded cases in 5 sophisticated colors—Suede Brown, Slate Blue, Adobe Red, Sand Gold and Turquoise. Hands and raised numerals are contrasting colors. Size: 10" wide, 6½" high and 2¼" deep.



## COMMERCIAL CLOCKS



Model C004 Office and Commercial Clock

Slim and modern. Case only 1½" deep, hugs wall for greater visibility over wider angle. Crisp White dial with sharp Black numerals and hands. Convenient pendant set and current interruption indicator.

Model C004 - BR (Bronze) 12" dial, 13½" case Retail \$13.95

Model C004 - CH (Chrome) 12" dial, 13½" case Retail \$15.95

Model C006 - BR (Bronze) 15" dial, 16½" case Retail \$19.95

Model C006 - CH (Chrome) 15" dial, 16½" case Retail \$21.95

Model C005 - BR (Bronze) 8" dial, 9½" case Retail \$11.95

Model C005 - CH (Chrome) 8" dial, 9½" case Retail \$13.95



### NEW TORQUE-MITE PRECISION MOTOR

The most powerful synchronous motor for its size on the market. The NEW SUNBEAM TORQUE-MITE motor develops more torque per watt consumed and over 25 times the power needed. Always coasting—never overworked with moving parts sealed in oil for extra years of silent service. All these quality features are built into a compactly thin shape which allows the slim modern design found in all SUNBEAM clocks.



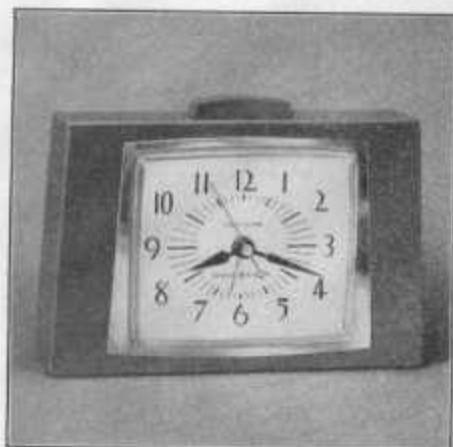
SUNBEAM CORPORATION • CHICAGO 50, ILLINOIS

Manufacturers suggested retail prices—plus applicable taxes



## ELECTRIC ALARM CLOCKS

GENERAL ELECTRIC—Telechron



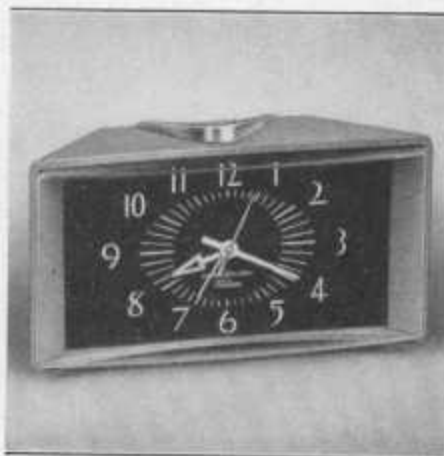
Richwood Snooz-Alarm

Tap on top control bar, when alarm sounds, gives ten more minutes to snooze before it sounds again. African mahogany case—for bedroom, desk or den.

Height 4½ inches. Width 6¼ inches. Depth 2¾ inches.

Each  
S2501A (7H260M) X9D57 ..... \$14.95  
6 or more X8D97

Six in ctn. Wt. ctn. 11 lbs.



Royal Snooz-Alarm

Gives extra "40 winks." It awakens sleeper, lets him go back to sleep, then wakens him again. Wide vision beige case.

Height 3¾ in. Width 6¾ in. Depth 2¾ in.

## Luminous Dial

Each	Color	Each
S1046A (7H250LB) X7D01	Beige	\$10.95
6 or more X6D57		
S1453A (7H250LP) X7D01	Pink	10.95
6 or more X6D57		

Six in ctn. Wt. ctn. 11¼ lbs.

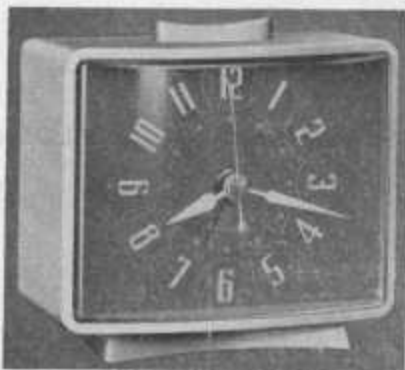


Golden Circle Snooz-Alarm

Tap on top control bar, when alarm sounds, gives ten more minutes to snooze before it sounds again. Bright brass bezel highlights antique white case and luminous dial.

Height 4¾ inches. Width 4 inches. Depth 2¾ inches.

Each  
S2500A (7H265L) X6D59 ..... \$9.98  
6 or more X6D19  
Six in ctn. Wt. ctn. 10 lbs.



Snooz-Alarm

Get the extra "40" winks. Wake up and be called and then be called again. Alarm may be shut off permanently after any of three calls. Height 4¼ in., Width 4¾ in., depth 2¾ in.

## With "Read-Easy" Lighted Dial

Special long-life bulb lights dial.

S2627A (7H241K) X5D93 Antique \$8.98  
6 or more X5D57 White  
Six in ctn. Wt. ctn. 8½ lbs.



Little Snooz-Alarm

Tap on control bar provides for an extra "forty winks" before alarm goes off again.

Height 3¾ in. Width 3¾ in. Depth 2¾ in.

Each	White Dial	Case	Each
S2559A (7H253) X3D95	Antique White		\$5.98
6 or more X3D71			
Six in ctn. Wt. ctn. 13½ lbs.			

Each	Luminous Dial	Case	Each
S2562A (7H253L) X4D61	Dawn Gray		\$6.98
6 or more X4D33			
S2556A (7H253LB) X4D61	Blue		6.98
6 or more X4D33			
S2560A (7H253LP) X4D61	Pink		6.98
6 or more X4D33			
Six in ctn. Wt. ctn. 13½ lbs.			

Can Assort All General Electric Clocks For Quantity Prices



Gay Snooz-Alarm Sho-Pak Assortment

Assortment includes 3 Gay Snooz-Alarm Clocks on attractive, 18x9½x4¼ inch see-thru display carton—antique white case with luminous dial, pink case with luminous dial and frost beige case with standard dial.

Per Asst.	X15D15	Per Asst.
SX-1/59/3-A	X15D15	\$22.94
SX-1/59/6-A	X28D46	(Lots of 2 assets.)
One asst. in ctn. Wt. ctn. 4¾ lbs.		



Gay Snooz-Alarm

Tap on top control bar, when alarm sounds, gives ten more minutes to snooze before it sounds again. Modern luminous dial.

Height 3¾ inches. Width 4¾ inches. Depth 2¾ inches.

Each	Luminous Dial	Case	Each
S2497A (7H262LW) X5D27	Antique		\$7.98
6 or more X4D95	White		
S2498A (7H262LP) X5D27	Pink		7.98
6 or more X4D95			

Each	Plain Dial	Case	Each
S2390A (7H262B) X4D61	Frost		6.98
6 or more X4D33	Beige		
Six in ctn. Wt. ctn. 8¾ lbs.			

Each	Luminous Dial	Case	Each
S2497A (7H262LW) X5D27	Antique		\$7.98
6 or more X4D95	White		
S2498A (7H262LP) X5D27	Pink		7.98
6 or more X4D95			

Each	Plain Dial	Case	Each
S2390A (7H262B) X4D61	Frost		6.98
6 or more X4D33	Beige		
Six in ctn. Wt. ctn. 8¾ lbs.			

Each	Luminous Dial	Case	Each
S2497A (7H262LW) X5D27	Antique		\$7.98
6 or more X4D95	White		
S2498A (7H262LP) X5D27	Pink		7.98
6 or more X4D95			

Each	Plain Dial	Case	Each
S2390A (7H262B) X4D61	Frost		6.98
6 or more X4D33	Beige		
Six in ctn. Wt. ctn. 8¾ lbs.			

Each	Luminous Dial	Case	Each
S2497A (7H262LW) X5D27	Antique		\$7.98
6 or more X4D95	White		
S2498A (7H262LP) X5D27	Pink		7.98
6 or more X4D95			

Each	Plain Dial	Case	Each
S2390A (7H262B) X4D61	Frost		6.98
6 or more X4D33	Beige		
Six in ctn. Wt. ctn. 8¾ lbs.			

## ELECTRIC CLOCKS

## SUNBEAM

## DECORATIVE WALL CLOCKS

Each	Less than Six	Six or more	Wt. ctn. lbs.	Each
SX-A502-A	X11D20	X10D68	3 $\frac{3}{4}$	\$17.50
SX-A501-A	X8D42	X8D03	2 $\frac{3}{4}$	12.95
SX-A500-A	X19D17	X18D27	4 $\frac{3}{4}$	29.95

One in ctn.

## BEDROOM ALARM CLOCKS

Each		Less than Six	Six or more	No. in Ctn.	Wt. ctn. lbs.	Each
S1313A	(B007)	X7D77	X7D41	6	7 $\frac{3}{4}$	\$11.95
S1369A	(B005)	X7D77	X7D41	6	9	11.95
S1370A	(B005L)	X8D42	X8D03	6	9	12.95
S1372A	(B004)	X6D59	X6D19	6	8 $\frac{3}{4}$	9.98
S1363A	(B001-I)	X3D49	X3D24	12	10 $\frac{1}{2}$	4.98
S1364A	(B001-P)	X3D49	X3D24	12	10 $\frac{1}{2}$	4.98
S1365A	(B001L-I)	X3D95	X3D71	12	10 $\frac{1}{2}$	5.98
S1366A	(B001L-P)	X3D95	X3D71	12	10 $\frac{1}{2}$	5.98
S1405A	(B003-I)	X4D61	X4D33	6	6 $\frac{1}{2}$	6.98
S1409A	(B003-B)	X4D61	X4D33	6	6 $\frac{1}{2}$	6.98
S1411A	(B003L-I)	X5D27	X4D95	6	6 $\frac{1}{2}$	7.98
S1412A	(B003L-B)	X5D27	X4D95	6	6 $\frac{1}{2}$	7.98

## ALARM AND OCCASIONAL CLOCKS

Each		Less than Six	Six or more	No. in Ctn.	Wt. ctn. lbs.	Each
S1371A	(B006)	X7D12	X6D79	6	8 $\frac{3}{4}$	\$10.95
S1321A	(B008)	X22D08	X21D05	4	11 $\frac{1}{2}$	34.50
S1197A	(A300)	X14D69	X14D00	6	12 $\frac{1}{2}$	22.95
S1196A	(B009)	X12D77	X12D17	6	13 $\frac{1}{2}$	19.95

## KITCHEN CLOCKS

Each		Less than Six	Six or more	Color	No. in Ctn.	Wt. ctn. lbs.	Each
S1341A	(A001-W)	X3D49	X3D24	White	6	7 $\frac{3}{4}$	\$4.98
S1345A	(A001-P)	X3D49	X3D24	Pink	6	7 $\frac{3}{4}$	4.98
S1350A	(A001-Y)	X3D49	X3D24	Yellow	6	7 $\frac{3}{4}$	4.98
S1351A	(A001-R)	X3D49	X3D24	Red	6	7 $\frac{3}{4}$	4.98
S1352A	(A001-T)	X3D49	X3D24	Turquoise	6	7 $\frac{3}{4}$	4.98
S1353A	(A002-AR)	X4D29	X4D03	Adobe Red	6	9	6.50
S1359A	(A002-SB)	X4D29	X4D03	Suede Brown	6	9	6.50
S1360A	(A002-SLB)	X4D29	X4D03	Slate Blue	6	9	6.50
S1361A	(A002SG)	X4D29	X4D03	Sand Gold	6	9	6.50
S1362A	(A002-T)	X4D29	X4D03	Turquoise	6	9	6.50

## COMMERCIAL CLOCKS

Each		Less than Six	Six or more	Wt. ctn. lbs.	Each
SX-C004BR-A		X8D37	X8D37	5 $\frac{1}{2}$	\$13.95
SX-C004CH-A		X9D57	X9D57	5 $\frac{1}{2}$	15.95
SX-C005BR-A		X7D17	X7D17	5	11.95
SX-C005CH-A		X8D37	X8D37	5	13.95
SX-C006BR-A		X11D97	X11D97	6 $\frac{1}{2}$	19.95
SX-C006CH-A		X13D17	X13D17	6 $\frac{1}{2}$	21.95

One in ctn.



## ELECTRIC WALL CLOCKS

WESTCLOX



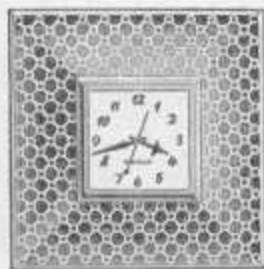
## Pegboard Display Assortment

Includes one each of the eight clocks listed below on attractive, 24x30 inch, cord-concealed pegboard mount:

No.	Name	Color
1370	Wallmate	Red
1370	Wallmate	Turquoise
1285	Frolic	Yellow
1160	Spice	Yellow
1164	Spice	Chrome
1305	Glendale	White
1147	Frill	Copper
1440	Orbit	White

Per Asst.		Per Asst.
SX-8110-A	X37D04	\$59.82

One asst. in ctn. Wt. ctn. 22 lbs.



## Alhambra

Striking high style case with delicate lacework in square design. Convenient front hand set knob. Long life motor with only one moving part. Silvered dial with embossed numerals. Rich gold color flush mounting case. 12 1/4 inches square.

Each		Each
S2655A	(900) X9D45	\$14.95

One in box. Six in ctn. Wt. ctn. 14 lbs.

**Note**—D0C5% discount on 6 Westclox electric clocks, one model or assorted models when purchased one order and shipped at one time to one destination.

**Note**—Westclox will accept orders for direct shipment from LaSalle, Ill., freight prepaid on orders for 72 or more pieces, one kind or assorted. A quantity discount of D0C5% is allowed on these shipments.

Westclox Service Station—H. B. Fortune Watch & Clock Repairing, 308 North Sixth Street, St. Louis, Mo.

STAR ★ DENOTES BEST SELLER



## Orbit

High-styled original cart wheel "spoke" design with striking color contrast. Solid brass outer rings. Raised gold color numerals.

Diameter 12 inches

Each	Finish	Dial	Each
S2637A	(1440) X8D18	White Black	\$12.95
S2638A	(1441) X8D18	Black White	12.95

One in box. Wt. box 3 lbs.



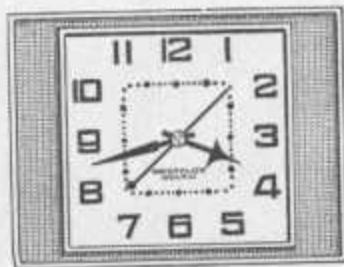
## Frill

Easy-to-read dial. Graceful petal design frame. Easy front hand set knob and sweep second hand.

Diameter 12 inches

Each		▲ Each
<b>Copper Finish</b>		
S494A	(1147C) X6D92	\$10.95
<b>Brass Finish</b>		
S2582A	(1147B) X6D92	10.95

One in box. Wt. box 3 lbs.



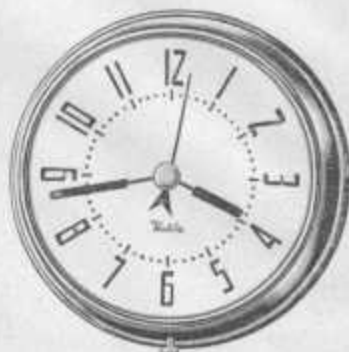
## Glendale—"Two-Way"

Mounts on Wall or Stands on Own Base. Eggshell white plastic case with gold color patterned side panels. Retractable cord hidden when mounted.

7 1/4 Inches Wide—5 1/4 Inches High.

Each	Dial Color	Each
S495A	(1305W) X5D24	White \$7.98
S485A	(1305Y) X5D24	Yellow 7.98

One in box. Wt. box 2 1/2 lbs.



## Spice

Mounts flush. Easy to read and easy to keep clean. Sweep hand, non-breakable crystal and 5 1/2 inch white dial.

Each	Case	▲ Each
S1448A	(1160R) X3D93 Red	\$5.98
S1450A	(1160Y) X3D93★ Yellow	5.98
S1451A	(1160C) X4D59 Copper	6.98
S2606A	(1164CH) X4D59 Chrome	6.98

One in box. Wt. box 1 1/2 lbs.



## Walltone

Two-way—mounts flush on wall or stands. Modern plastic case with glare-proof dial. Second sweep hand. Front handset. Height 5 inches.

Each	Case Color	Each
S2247A	(902W) X3D43 White	\$4.98
S2248A	(902Y) X3D43 Yellow	4.98
S2249A	(902G) X3D43 Green	4.98

One in box. Wt. box 1 1/2 lbs.



## Wallmate

Compact, readable wall clock with dainty, colorful patterned plastic case. Unique roller type hand set wheel at top of case. Hidden cord feature.

Each	Color	Each
S2639A	(1370R) X3D10 Red	\$4.50
S2640A	(1370W) X3D10 White	4.50
S2641A	(1370T) X3D10 Turquoise	4.50

One in box. Wt. box 1 1/2 lbs.

## CHILDREN'S WALL CLOCKS

## WESTCLOX

## Choo Choo—Electric

Children's clock—"Toyland" train runs through tunnel and around countryside scene on dial (moved by sweep second hand). Sturdy white enameled metal case. Center hand set. Mounts flush. Individually gift boxed.

Diameter 6 $\frac{3}{4}$  inches

Each		Each
S2649A	(1420) X4D59	\$6.98

One in box. Wt. box 1 $\frac{3}{4}$  lbs.



## Sailor—Key Wound

"Ship's Wheel" pattern in polished plastic. Anchor design pendulum moves as clock ticks. Sailboat rocks realistically on wave patterned dial. Individually gift boxed.

Diameter 6 $\frac{1}{2}$  inches

Each		Color	Each
S2660A	(525) X2D74	Red	\$3.98
S2661A	(526) X2D74	Cocoa	3.98
S2663A	(527) X2D74	Blue	3.98

One in box. Wt. box 10 ozs.

## Sailor Assortment

Two each red, cocoa and blue color Sailor key-wound pendulum action wall clocks with colorful free merchandiser. For counter or window. Each clock in fancy gift box.

Per Ass't.		Per Ass't.
SX-505-A	X15D62	\$23.88

One ass't. in ctn. Wt. ctn. 9 lbs.

Calico Horse  
Key Wind

Key Wind Pendulum Clock for Children

Plastic clock in brilliant colors with white spots, mane and tail. Sunflower-decorated pendulum swings to and fro as clock goes "tick-tock". Red-centered sunflower repeated at top of dial. 6 $\frac{1}{2}$  inches high.

Each		Color	▲Each
S2314A	(517) X2D74	Blue	\$3.98

Twelve in ctn. Wt. ctn. 9 lbs.

Note—D0C5% discount on 6 Westclox electric clocks, one model or assorted models when purchased one order and shipped at one time to one destination.

Note—Westclox will accept orders for direct shipment from La Salle, Ill. freight prepaid on orders for 72 or more pieces, one kind or assorted. A quantity discount of D0C5% is allowed on these shipments.

WESTCLOX SERVICE STATION—H. B. Fortune Watch & Clock Repairing, 308 North Sixth St., St. Louis, Mo.

STAR ★ DENOTES BEST SELLER



## ELECTRIC WALL CLOCKS

WESTCLOX



## Pegboard Display Assortment

Includes one each of the eight clocks listed below on attractive, 24x30 inch, cord-concealed pegboard mount:

No.	Name	Color
1370	Wallmate	Red
1370	Wallmate	Turquoise
1285	Frolic	Yellow
1160	Spice	Yellow
1164	Spice	Chrome
1305	Glendale	White
1147	Frill	Copper
1440	Orbit	White

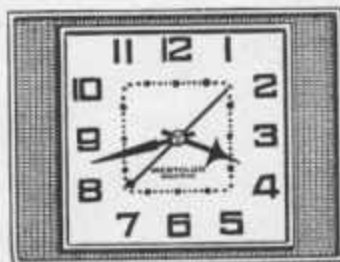
Per Asst.

SX-8110-A X37D04

Per Asst.

\$59.82

One asst. in ctn. Wt. ctn. 22 lbs.



## Glendale—"Two-Way"

Mounts on Wall or Stands on Own Base.

Eggshell white plastic case with gold color patterned side panels. Retractable cord hidden when mounted.

7 $\frac{3}{4}$  Inches Wide—5 $\frac{3}{4}$  Inches High.

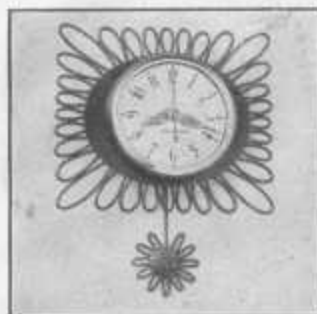
Each		Dial Color	Each
S495A	(1305W) X5D24	White	\$7.98
S485A	(1305Y) X5D24	Yellow	7.98

One in box. Wt. box 2 $\frac{3}{4}$  lbs.

## ELECTRIC WALL CLOCKS

GENERAL ELECTRIC

Telechron

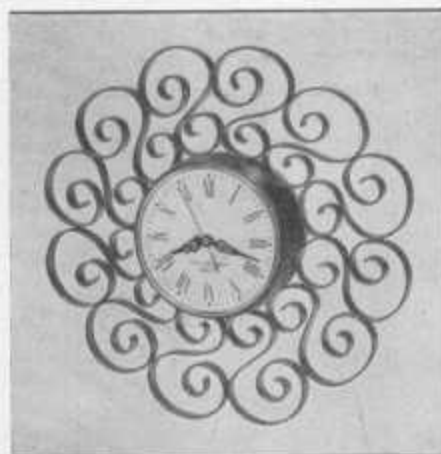


Caprice

Smooth rythmical motion of pendulum creates a traditional flavor. Height 10½ inches. Width 8 inches. Depth 2¾ inches.

Each		Color	■ Each
S1582A (8H30)	X10D17	Black	\$16.95
S1583A (8H30)	X10D17	White	16.95

Six in ctn. Wt. ctn. 13 lbs.



Contrast

Styled with graceful scroll motif of heavy wrought iron.

Diameter 12 in., depth 2½ in., dial 4½ in.

Black case, white dial with black numerals.

Each		■ Each
S2496A (2H60)	X9D57	\$14.95
6 or more	X8D97	

Gold finish case, black dial with white numerals.

S1427A (2H60)	X10D77	17.95
6 or more	X10D77	

One in box. Wt. box 3½ lbs.

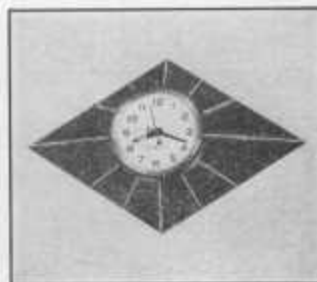


Wallwood

Tailored wood case with sculptured floating numerals. Diameter 8¾ inches. Depth 2½ ins.

Each		Color	■ Each
S1447A (2H59G)	X8D29	Ginger Spice	\$12.95
6 or more	X7D97		

Six in ctn. Wt. ctn. 14¾ lbs.



Horizon

Wall-hugging diamond-shaped case may be mounted horizontally or vertically. Height 8¾ inches. Width 13 inches. Depth 2¾ inches.

Each		Color	■ Each
S1445A (2H64)	X6D59	Black and Gold	\$9.98
6 or more	X6D19		

S1446A (2H64)	X6D59	White and Copper	9.98
6 or more	X6D19		

Six in ctn. Wt. ctn. 13¾ lbs.



Trim

Thin, tailored kitchen clock—wall-hugging case. Large easy-to-read dial. Height 5¼ inches. Width 8¾ inches. Depth 2¼ inches.

Each		Color	■ Each
S1683A (2H113)	X5D93	Copper and White	\$8.98
6 or more	X5D57		

S1687A (2H113)	X5D93	Copper and Yellow	8.98
6 or more	X5D57		

S1697A (2H113)	X5D93	Chrome and White	8.98
6 or more	X5D57		

Six in ctn. Wt. ctn. 12 lbs.



Festival

Wall-hugging metal case with folk art design in gay color combinations. Diameter 7 inches. Depth 2½ inches.

Each		Color	■ Each
S2585A (2H111)	X4D61	White	\$6.98
6 or more	X4D33		
S2588A (2H111)	X4D61	Black	6.98
6 or more	X4D33		

Six in ctn. Wt. ctn. 12¼ lbs.

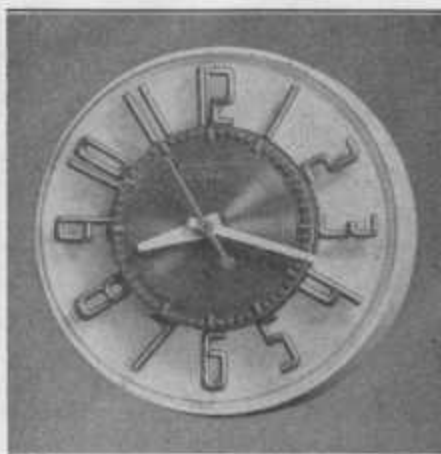
Can Assort All General Electric Clocks For Quantity Prices



## ELECTRIC WALL CLOCKS

GENERAL ELECTRIC

Telechron

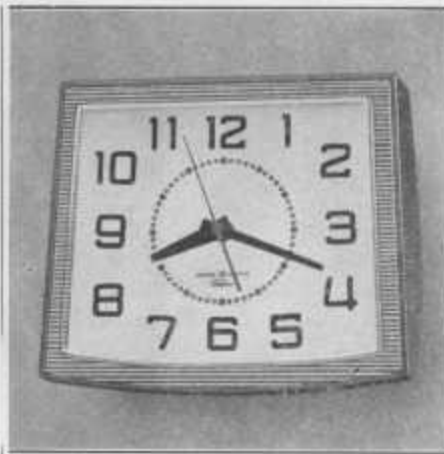


Floating numerals give 3-D effect against white background. Full vision crystal covers entire dial. Diameter 6 $\frac{3}{4}$  inches. Depth 2 $\frac{3}{4}$  inches.

(2H104)

Each	Color	Each
S2575A X3D95★	Yellow	\$5.98
6 or more X3D71★		
S2576A X3D95	Pink	5.98
6 or more X3D71		
S2626A X4D61	Turquoise	Copper 6.98
6 or more X4D33		
S2645A X4D61	White	Chrome 6.98
6 or more X4D33		
S1603A X4D61	White	Copper 6.98
6 or more X4D33		

One in box. Wt. box 2 lbs.



Clarity

Dial slants down for easy reading. Chrome color frame.

Height 5 $\frac{1}{4}$  in. Width 6 $\frac{1}{4}$  in. Depth 3 in.

(2H110)

Each	Color	Each
S1423A X3D49	Red	\$4.98
6 or more X3D24		
S1422A X3D49	Turquoise	4.98
6 or more X3D24		
S1424A X3D49	White	4.98
6 or more X3D24		

Six in ctn. Wt. ctn. 12 lbs.



Joy

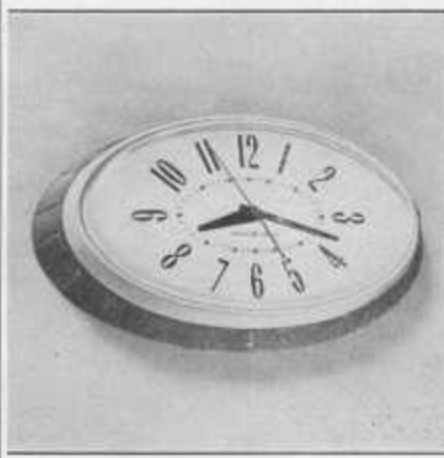
Sculptured lines—wall hugging. Bold easy-to-read dial. Handy pendant set.

Height 5 $\frac{1}{4}$  inches. Width 6 $\frac{3}{4}$  inches. Depth 2 $\frac{3}{4}$  inches.

(2H116)

Each	Color	Each
S2410A X4D61	Pink	\$8.98
6 or more X4D33		
S2433A X4D61	White	6.98
6 or more X4D33		
S2437A X4D61	Yellow	6.98
6 or more X4D33		

Six in ctn. Wt. ctn. 6 lbs.



Contour

New, oval shape with thin, wall-hugging case. Wide, easy-to-read dial. Handy pendant set. White bezel.

Width 8 $\frac{1}{2}$  inches. Height 5 inches. Depth 2 $\frac{3}{4}$  inches.

Each

Each	White Dial with Red Case	Each
S2340A (2H115R) X3D95		\$5.98
6 or more X3D71		
S2358A (2H115P) X3D95		5.98
6 or more X3D71		
S2341A (2H115Y) X3D95		5.98
6 or more X3D71		

Six in ctn. Wt. ctn. 12 lbs.

## OFFICE ELECTRIC CLOCKS

GENERAL ELECTRIC TELECHRON



Commerce

Plastic case. Curved glass crystal. White dial with distinctive, black numerals. Black lacquer hands with red-weep second hand. Sealed in oil rotor unit. Eight foot cord set.

Operates on A. C. 110 volts, 60 cycles.

Specifications:

Nos.	Diam. dial, ins.	Diam. case, ins.	Depth, ins.
IH1608 & IH1608/C	8	10 $\frac{5}{8}$	2 $\frac{3}{4}$
IH1612 & IH1612/C	12	14 $\frac{1}{4}$	3 $\frac{1}{4}$
IH1615	15	17 $\frac{1}{2}$	4

Plastic Case—Brown Finish

Each	Wt. pkg., lbs.	Each
SX-IH1608-A X7D17	3 $\frac{1}{4}$	\$11.95
SX-IH1612-A X8D37	7 $\frac{1}{4}$	13.95
SX-IH1615-A X11D97	12	19.95

Plastic Case—Chrome Finish

SX-IH1608/C-A X8D37	3 $\frac{1}{4}$	13.95
SX-IH1612/C-A X9D57	7 $\frac{1}{4}$	15.95

One in pkg.



Simplicity

Especially suitable for business and professional offices. Metalized cases. Large, clear, white dial with black numerals and hands. Red sweep second hand.

Diameter 8 $\frac{1}{8}$  inches—Depth 2 $\frac{7}{8}$  inches

Each	Finish	Each
S1430A (2H112) X5D93	Chrome	\$8.98
6 or more X5D57		
S1431A (2H112) X5D93	Copper	8.98
6 or more X5D57		

Six in box. Wt. box 3 $\frac{1}{2}$  lbs.

Can Assort All General Electric Clocks For Quantity Prices

STAR ★ DENOTES BEST SELLER

**ELECTRIC WALL CLOCKS**

WESTCLOX



**Monitor "8" Commercial**

Thin, all steel flush mounting case hugs wall. Clear full-figure dial with bold black hands and bright red sweep hand. Easy-to-read convex dial and crystal. Convenient bottom hand-set knob. Self-starting with current interruption signal.

Diameter 8 inches

Each	Case	▲Each
<b>S2670A</b> (1380)	<b>X7D55</b> Desert Tan	\$11.95
Six in ctn. Wt. ctn. 16 lbs.		



**Frill**

Easy-to-read dial. Graceful petal design frame. Easy front hand set knob and sweep second hand.

Diameter 12 Inches

Each	▲Each
<b>Copper Finish</b>	
<b>S494A</b> (1147C)	<b>X6D92</b> ..... \$10.95
<b>Brass Finish</b>	
<b>S2582A</b> (1147B)	<b>X6D92</b> ..... 10.95
One in box. Wt. box 3 lbs.	

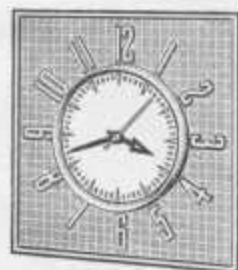


**Spice**

Mounts flush. Easy to read and easy to keep clean.

Sweep hand, non-breakable crystal and 5½ inch white dial.

Each	Case	▲Each
<b>S1448A</b> (1160R)	<b>X3D93</b> Red	\$5.98
<b>S1450A</b> (1160Y)	<b>X3D93★</b> Yellow	5.98
<b>S1451A</b> (1160C)	<b>X4D59</b> Copper	6.98
<b>S2606A</b> (1164CH)	<b>X4D59</b> Chrome	6.98
One in box. Wt. box 1½ lbs.		



**Wallmate**

Compact, readable wall clock with dainty, colorful patterned plastic case. Unique roller type hand set wheel at top of case. Hidden cord feature.

Size 6 inches square

Each	Color	Each
<b>S2639A</b> (1370R)	<b>X3D10</b> Red	\$4.50
<b>S2640A</b> (1370W)	<b>X3D10</b> White	4.50
<b>S2641A</b> (1370T)	<b>X3D10</b> Turquoise	4.50
One in box. Wt. box 1½ lbs.		

**CHILDREN'S WALL CLOCKS**

WESTCLOX

Choo Choo—Electric



Children's clock—"Toyland" train runs through tunnel and around countryside scene on dial (moved by sweep second hand). Sturdy white enameled metal case. Center hand set. Mounts flush. Individually gift boxed.

Diameter 6½ inches

Each	Each
<b>S2649A</b> (1420)	<b>X4D59</b> ..... \$6.98
One in box. Wt. box 1½ lbs.	

Note—D0C5% discount on 6 Westclox electric clocks, one model or assorted models when purchased one order and shipped at one time to one destination.

Note—Westclox will accept orders for direct shipment from LaSalle, Ill. freight prepaid on orders for 72 or more pieces, one kind or assorted. A quantity discount of D0C5% is allowed on those shipments.

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STAR ★ DENOTES BEST SELLER

**CHILDREN'S WALL CLOCKS**

WESTCLOX



**Sailor—Key Wound**

"Ship's Wheel" pattern in polished plastic. Anchor design pendulum moves as clock ticks. Sailboat rocks realistically on wave patterned dial. Individually gift boxed.

Diameter 6½ inches

Each	Color	Each
<b>S2660A</b> (525)	<b>X2D74</b> Red	\$3.98
<b>S2661A</b> (526)	<b>X2D74</b> Cocoa	3.98
<b>S2663A</b> (527)	<b>X2D74</b> Blue	3.98
One in box. Wt. box 10 ozs.		

Sailor Assortment

Two each red, cocoa and blue color Sailor key-wound pendulum action wall clocks with colorful free merchandiser. For counter or window. Each clock in fancy gift box.

Per Ass't.	Per Ass't.
<b>SX-505-A</b>	<b>X15D62</b> ..... \$23.88
One ass't. in ctn. Wt. ctn. 9 lbs.	



**Calico Horse Key Wind**

Key Wind Pendulum Clock for Children

Plastic clock in brilliant colors with white spots, mane and tail. Sunflower-decorated pendulum swings to and fro as clock goes "tick-tock". Red-centered sunflower repeated at top of dial. 6½ inches high.

Each	Color	▲Each
<b>S2314A</b> (517)	<b>X2D74</b> Blue	\$3.98
Twelve in ctn. Wt. ctn. 9 lbs.		



## ELECTRIC CLOCKS

MASTERCRAFTERS		
Each		▲ Each
‡434-A	X7D17.....	\$11.95
‡632-A	X10D17.....	16.95
‡173-821-A	X11D97.....	19.95
‡704-A	X7D77.....	12.95
‡551-A	X9D57.....	15.95
‡920-A	X9D57.....	15.95
‡272-A	X10D17.....	16.95
‡128-A	X11D97.....	19.95
‡911-A	X14D97.....	24.95
‡146-A	X10D17.....	16.95
‡452-A	X14D97.....	24.95

Items marked ‡ not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., Chicago, Ill.

## ELECTRIC CLOCKS

## MASTERCRAFTERS

Each		▲ Each
‡434-A	X7D17.....	\$11.95
‡632-A	X10D17.....	16.95
‡173-821-A	X11D97.....	19.95
‡704-A	X7D77.....	12.95
‡551-A	X9D57.....	15.95
‡920-A	X9D57.....	15.95
‡272-A	X10D17.....	16.95
‡128-A	X11D97.....	19.95
‡911-A	X14D97.....	24.95
‡145-A	X10D17.....	16.95
‡452-A	X14D97.....	24.95

Items marked ‡ not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., Chicago, Ill.



**LUX MINUTE MINDER**

Accurately times cooking or other operations, eliminating guess work. A necessity for the home, photographer, beauty parlors, dentists, doctors and for many places in the factory.

To set merely turn the pointer to the time period desired and when the time is up a pleasant sounding bell will call. If time period desired is less than 5 minutes, turn pointer to 5—, then turn back to time desired. Equipped with automatic stop.



Streamlined attractive white plastic case with bright red numerals. Large convenient pointer with stripe trim. Precision mechanism and bell inside. Long insistent ring demands attention.

Each **S2668A** (1928) **X3D85** ..... Each \$5.95  
One in box. Wt. box 1 lb.

**TIMERS****PRESTO**

Completely new design, beauty, efficiency and dependability. Simple to operate, a single twist of the large easy to read dial winds and sets it for any interval from zero to 60 minutes. A clear loud bell tone signals when time is up.

Ideal for Presto Cookers or any other cooking or canning, photo timing, egg timing and a general reminder for hundreds of other personal uses.

Bright white plastic dial with charcoal plastic base.

Diameter 4 1/2 inches. Height 2 1/2 inches.

Each **S2580A** (MF01) **X2D60** ..... Each \$3.98  
Twelve in ctn. Wt. ctn. 9 lbs.

**MIRRO**

Requires no winding, just set pointer. Gleaming white plastic face with red numerals. Spray aluminum outside finish.

(310M)

Each	East	West	East	West
<b>S2577A</b>	<b>X2D60</b>	<b>X2D80</b>	Each \$3.95	Each \$4.25
3 or more	<b>X2D50</b>	<b>X2D70</b>		

Three in box. Wt. box 3 lbs.

**PERSONAL ALARMS****KLICHER****Sentry Warning Whistle**

Emergency protection for home, pocket, purse, etc. Pressing button on front sounds warning whistle—detaching string provides continuous sound. Operates on one G5B Size C flashlight battery. Blue and gray enamel finish. Measures 4 3/4 x 1 3/4 x 1 1/2 inches. Individually carded.

(Without Battery)

Each **S2578A** **X1D87** ..... Each \$2.95  
12 or more **X1D77**

Twelve in display ctn. Wt. ctn. 5 lbs.