

# The Howard Banta Alarm Clock Chapter



Chapter 178 of the National Association of Watch and Clock Collectors

www.acc178.org

2012 Volume 3

September 2012 President's Message

## GREETINGS ALL

As you all know the 2012 National Convention is over. I have been taking a short break since the event to rest up but am back up and running again. We did have a Chapter 178 meeting on Saturday morning at the convention. Attending were chapter members Bob and Cora Lee Linkenhoker, Vince and Phyllis Angell, Dennis Sagvold, Larry and Mary Le Knudsen and guest Billy and Ruth Johnson who are friends with member Gene Baker. You can read the complete minutes of the meeting in the Chapter Highlights of the September / October Mart magazine. I wish to thank Phyllis for taking notes and writing the minutes. Besides the chapter meeting Vince and Phyllis had a great alarm clock display in the mart room during the entire Convention. All in all I would rate the convention as successful and quite entertaining. I encourage all of those that can possibly make the National Conventions to do so. I feel sure you will not regret it.



Dennis Sagvold stopped by our residence in August and dropped off quite a few copies of material from his archives of early advertising for alarm clocks. Much can be learned from these ads about what was offered for sale and the prices from the early part of the 20<sup>th</sup> century. These are the items our parents and

grandparents would have been using and the prices they would have been paying for them, of course wages were not what they are today. Check out the information later in this newsletter for some of this interesting data. I will be including more of this material in future letters.

As always I wish you all good health as well as happy and successful collecting. Till next time yours truly.

Bob Linkenhoker



"A great Find in Pasadena" Above, Bob Linkenhoker proudly holding a rare box for a "baby Ben". Yes the word "baby" is not capitalized and the word "Ben" is....We believe this to be possibly the second model of the Baby Ben with the earliest patent date of 1902 on the back to the latest of 1911.



Rare Alarm Clocks at The Mart



This Admiral Byrd alarm clock was actually purchased by Vince Angell and shipped to Germany to Alarm Clock Peter.....demonstrating that even members in foreign countries can shop at our Marts and not even leave home."





Above, Phyllis Angell and Debbie Arlington work on setting up the the booth at the Mart. Below, the finished work. Thank you ladies!



Tom Tognetti examining a Seth Thomas "Lodge" with alarm. Tom finally bought this and said it would be a great addition to his collection.



### Pictures from Ward's Catalogues

These pictures and the related text were taken from various Ward's catalogues (at least I believe this is true) of earlier years. Read the text to get an idea of the selling points that were used to pitch these items. I don't have the years that these are from but look at the prices and you will get an idea.

I have a question 'Does anyone know who was the large clock manufacturer that Ward's contracted with to make the Old Reliable and the Reliable'? Also is the Reliable a downgraded version of the Old Reliable or just a latter product. I have seen these products for sale at the local regionals but since I personally specialize in Westclox haven't given them much attention. This will certainly change in the future.

Check out the text for the German made alarm. At 49 cents it looks like they didn't really push this produce but rather showed it in comparison to an American made produce. A flashback to an earlier time when American products were valued over foreign competition.



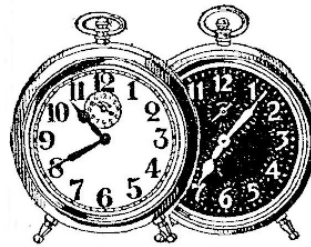
Verlyn and Phyllis Kuhlman visit the Howard Banta Alarm Clock Chapter Booth.

There is one more sheet included which is the instructions to set up the E. Ingram produced eight day National Call alarm.

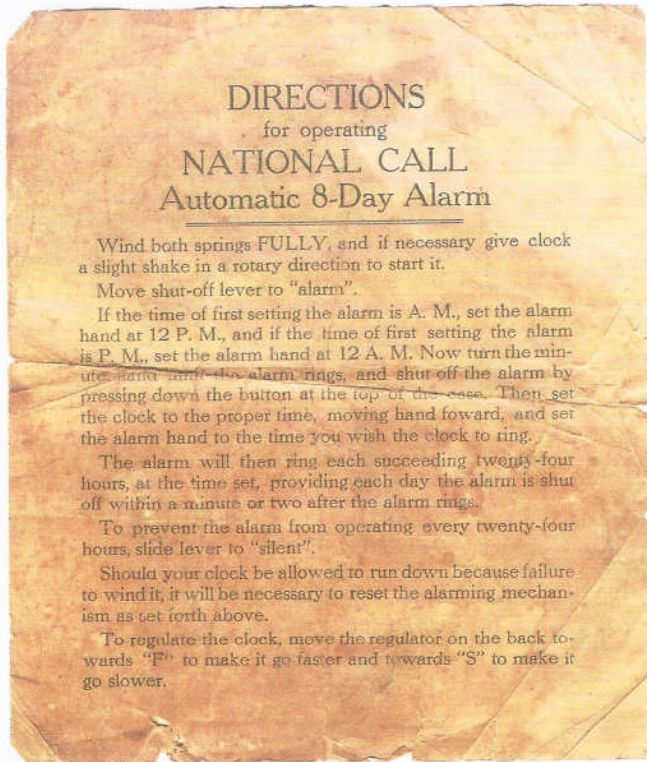
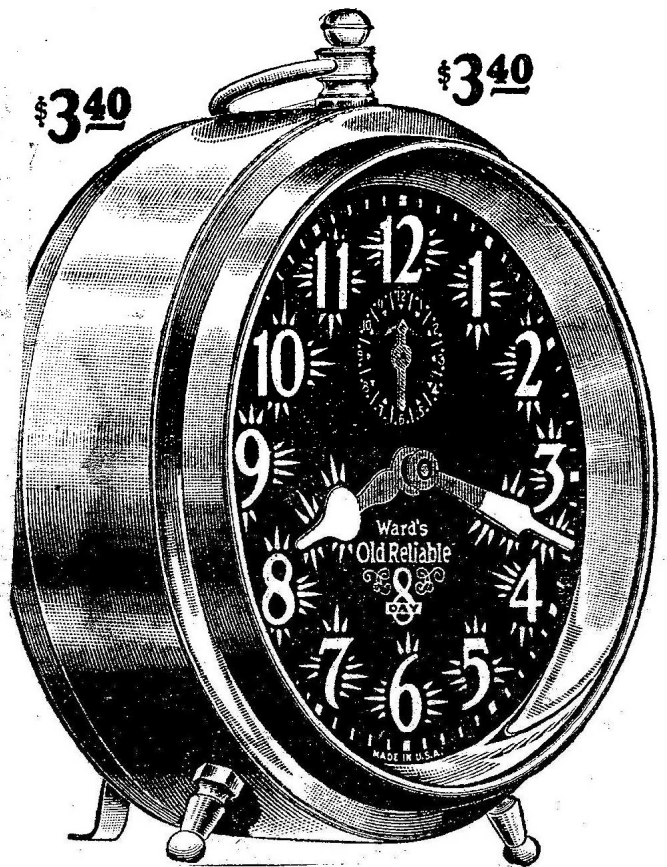
One other interesting point. even though Montgomery Wards has gone through many changes in its life and in the late 20<sup>th</sup> century closed all it's retail stores, even going through a bankruptcy, that today it exist as an on-line retailer. Type 'Montgomery Wards' into your browser and see what comes up.

I hope these will be of interest to you.

Bob Linkenhoker



**With Plain or Radium Dial**  
 It takes a good, reliable Clock, like the one illustrated, to give perfect satisfaction for 365 days a year. Made of heavy Nickle-plated Brass, highly polished. Sturdy 8-day movement. Loud ringing alarm. For satisfactory service—buy this high-grade alarm clock. 4 1/2-inch dial. Shpg. wt., 3 1/2 lbs.  
**11 N 845 Plain Dial \$2.45**  
 Price, Each.....  
**11 N 846 Radium Dial 3.45**  
 Price, Each.....



**DIRECTIONS**  
 for operating  
**NATIONAL CALL**  
 Automatic 8-Day Alarm

Wind both springs FULLY, and if necessary give clock a slight shake in a rotary direction to start it.  
 Move shut-off lever to "alarm".

If the time of first setting the alarm is A. M., set the alarm hand at 12 P. M., and if the time of first setting the alarm is P. M., set the alarm hand at 12 A. M. Now turn the minute hand until the alarm rings, and shut-off the alarm by pressing down the button at the top of the case. Then set the clock to the proper time, moving hand forward, and set the alarm hand to the time you wish the clock to ring.

The alarm will then ring each succeeding twenty-four hours, at the time set, providing each day the alarm is shut off within a minute or two after the alarm rings.

To prevent the alarm from operating every twenty-four hours, slide lever to "silent".

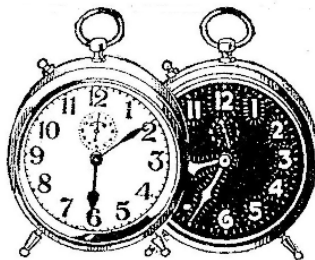
Should your clock be allowed to run down because failure to wind it, it will be necessary to reset the alarming mechanism as set forth above.

To regulate the clock, move the regulator on the back towards "F" to make it go faster and towards "S" to make it go slower.

**With Plain or Radium Dial**

One of the most reliable clocks you can buy. Set the alarm for a certain time and this clock will not fail to ring. Loud steady alarm — stopped by automatic shut-off on top of case. Guaranteed 40-hour movement. Shpg. wt., 3 1/2 lbs. Mailable.

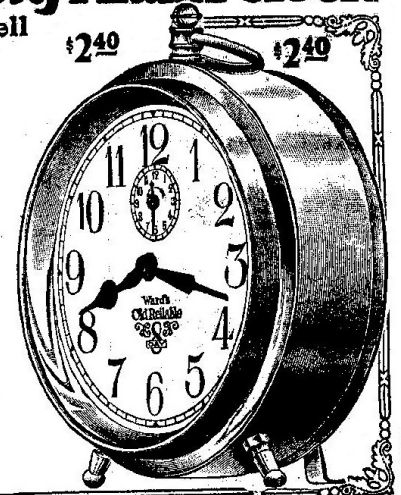
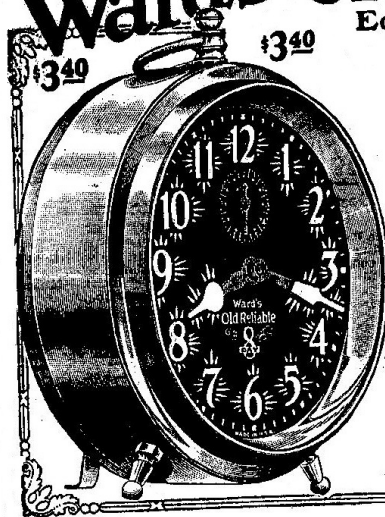
**11 N 843 Plain Dial \$2.10**  
 Price, Each.....  
**11 N 844 Radium Dial 2.79**  
 Price, Each.....



Your choice of plain or luminous dials. Complete dependable movement; nickel-plated case with hidden bell and 4 1/2-inch Automatic alarm shut-off. Shpg. wt., 2 lbs. Mailable.  
**11 N 839 Plain Dial 99c**  
 Price, Each.....  
**11 N 840 Luminous Dial \$1.98**  
 Price, Each.....

# Ward's "Old Reliable"-an 8-Day Alarm Clock

Equal in Every Respect to Clocks That Sell Elsewhere for \$1.00 More  
**Wind Only Once a Week**



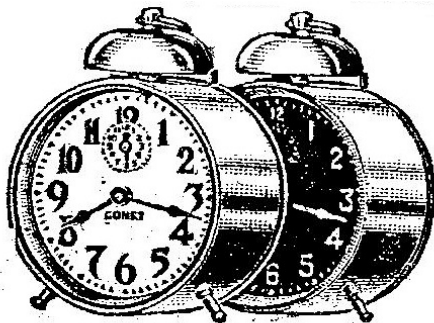
**FOLKS** in thousands of homes commence the day with the pleasant call of this big, handsome 8-Day Alarm Clock. As reliable as its name, it has many features that distinguish it from the ordinary one-day clock.

It is built specially for us by a famous manufacturer whose name is well known wherever clocks are used. Because "Old Reliable" is in such demand with our customers, we have made an unusually large contract which enables us to sell them to you at this low price—almost a dollar less than some clocks which must be wound every day.

Remember, this clock runs eight days with one winding and calls you every morning at the same time. It is substantially made and will serve you with accuracy for many years. Handy shut-off is located at the top. To stop ringing simply press the button down; no fumbling and breaking finger nails. By raising the button before retiring, it is ready to call you at the desired time in the morning.

You may order "Old Reliable" in either a plain white dial with black figures and hands, or black dial with luminous figures and hands which show in the dark. Either dial is 4 1/2 inches diameter. Shipping weight, 2 pound 8 ounces.

<i>Luminous Dial</i> Usually Retail for \$4.50	<i>Plain Dial</i> Usually Retail for \$3.25
46 G 1263.....\$3.40	46 G 1262.....\$2.40



## Nickel-Plated Alarm Clock

You will appreciate buying this Clock, for the price is very low when you compare it with equal quality offered elsewhere. It has a dependable and accurate one-day movement with a clear dial and bold figures. Steady alarm that gets you up, with easy shutoff at top. Height, 3 inches. Shipping weight, 1 pound 8 ounces.

46 G 1272—\$ .82  
Plain dial  
46 G 1276—1.35  
Luminous dial.



No. 5L2907

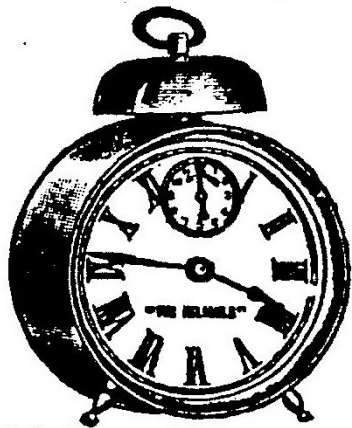
Our New Luminous Radium Alarm Clock. By a secret process the dial is covered with a luminous substance

which causes the dial to throw out a ray of light like a ball of fire when placed in the dark. This enables you to see the time from any part of the room. This clock is an excellent timekeeper and will give entire satisfaction. 6 1/4 inches high, has 4-inch dial. We know exactly how it is made, how it is adjusted and regulated, and therefore send our two-year guarantee with each clock. SEE THE MOVEMENT as illustrated. It is made of brass with oil tempered steel parts, is the latest model in this style of clock and built on anti-friction principles. Runs 30 hours with one winding, alarms 30 seconds on a clear nickel bell. Different from any other concern, we show you the movement, so that you know exactly what you are getting. Price.....**89c**

If by mail, postage extra, 31 cents.

**Reliable Alarm.**  
**A SURE SLEEP BREAKER FOR 74c**

No. 5L2915 Nickel Alarm Clock made especially for us by one of the largest clock companies in the United States, but on account of the low price at which we sell it we cannot give the maker's name. The movement is of the latest lever escapement, made of brass, and oil tempered steel parts. Runs 30 hours with one winding. Each clock is thoroughly examined and tested for accurate timekeeping and running durability before leaving the factory. It is again examined in our house before shipping, which insures you an accurate timekeeper. Stands 6 1/2 inches high, dial is 4 inches in diameter.

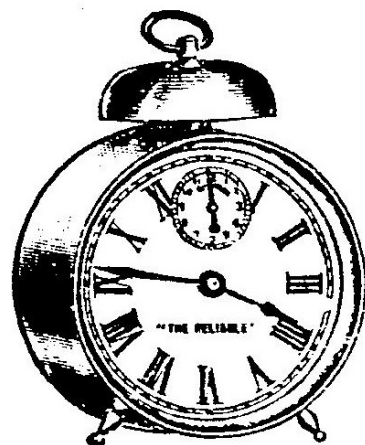


**74c**

Price.....  
 If by mail, postage extra, 32 cents.

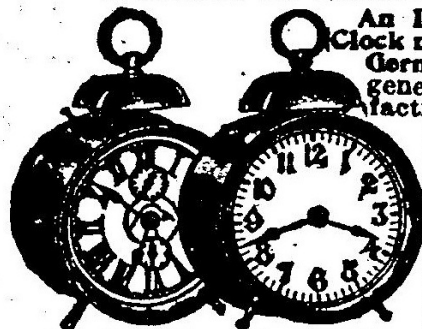
**A \$1.25 Alarm Clock for 76c.**

No. 5G2915 Nickel Alarm Clock made especially for us by one of the largest clock companies in the United States, but on account of the low price at which we sell it we cannot give the maker's name. The movement is of the latest lever escapement, made of brass, and oil tempered steel parts. Each clock is thoroughly examined and tested for accurate timekeeping and running durability before leaving the factory. It is again examined in our house before shipping, which insures you an accurate timekeeper. Stands 6 1/2 inches high. Dial is 4 inches in diameter.



Price, 12 for **\$8.68**; each ..... **76c**  
 If by mail, postage extra, 32 cents.

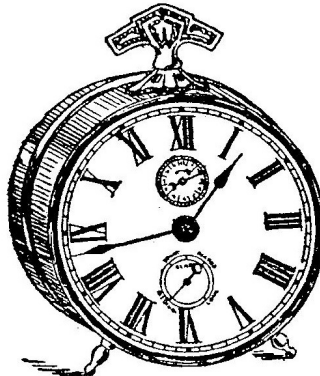
**49 Cents or 68 Cents; Your Choice of Either One.**



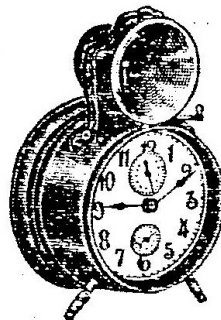
An Imported Alarm Clock manufactured in Germany. They give generally fair satisfaction. The only difficulty with the imported clock is the fact that when it gets out of order it is difficult to get the material to repair it properly. No. 5L2903 at 68 cents, is an

American production, and considering the price is a marvel of value. We guarantee it for one year, but conscientiously believe that it should wear and give good satisfaction for many years if properly handled. Both of these clocks stand 6 1/2 inches high and run 30 hours with one winding. Both have 4-inch dials. The imported German clock has Roman numerals and the American made clock has Arabic numerals. Both alarm continuously for one-half minute.

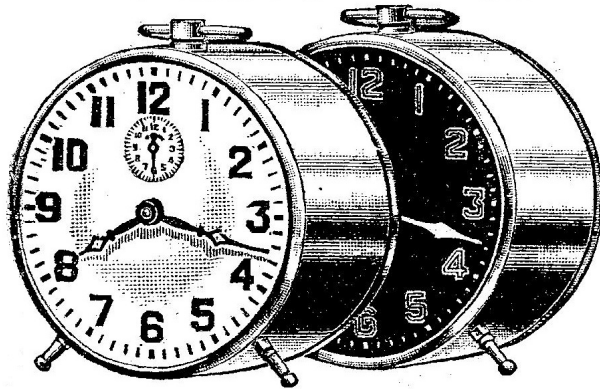
No. 5L2901 Imported Alarm Clock. Price ..... **49c**  
 No. 5L2903 American Made Alarm Clock. Price .. (Postage 27c) .. **68c**



**"Must Get Up."** No. 62912. Nickel Alarm Clock; height, 5 3/8 inches; dial, 4 1/2 inches; made by the Waterbury Clock Company. This clock has very large bell on the back of the clock; the alarm runs five minutes with one winding; can be made to run a short, medium, long, or extra long time, and can be stopped at pleasure. The movement is best grade lever escapement and warranted. Price, \$1.40.



No. 5R8594 Phono Alarm Clock, the most powerful alarm clock made; it is an alarm clock with a noise producer on the same principle as the sounding disc of a telephone. Instead of the hammer striking on a bell, it strikes on a disc and a horn, similar to a phonograph horn, increases the sound and throws it directly at the sleeper. The noisiest "sleep dispeller" ever made. Copper finished, dustproof case; height 7 inches; Arabic dial, 4 inches in diameter. Shipping wt., 35 oz. Price..... **\$2.15**



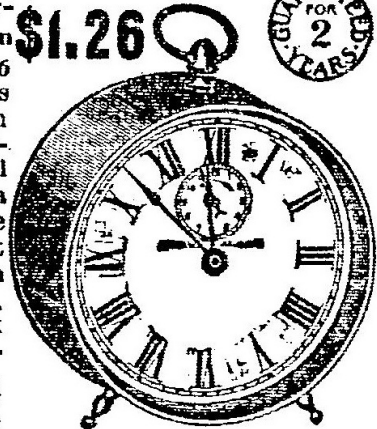
**\$1.85 Reliable Alarm Clock  
Non-Breakable Crystal**

We know of no other Alarm Clock of this style sold anywhere at any price with a non-breakable crystal. Thousands of them were made especially for Ward's to permit this amazingly low price. Popular bell on back style with new improved 40-hour movement. Rings with loud steady alarm. Handy shut-off on back. Height to top of ring 4 3/4 inches. Dial, 3 1/2 inches in diameter. Ship. wt., 1 lb. 8 oz.

- 46 G 1256—Plain dial. **\$1.85**
- 46 G 1257—Luminous dial; shows time in the dark. **2.45**

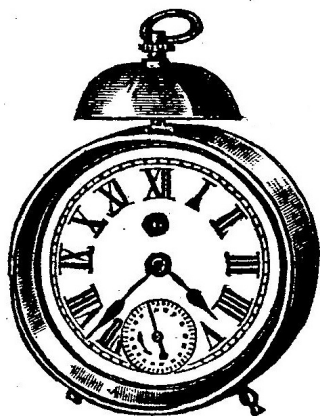
**No. 5R8562**

Our New Interval Alarm Clock. Stands 6 inches high, has a 4-inch dial with Roman numerals, blue steel hands, and a 4-inch bell on the back. The best alarm clock on the market. With each clock we send our two-year guarantee. It runs for thirty hours with one winding. Made of hand wrought brass and oil tempered steel parts, polished pivots and pinions which reduce friction to a minimum, thereby insuring accurate timekeeping. The 4-inch bell on the back of the clock rings for forty seconds, then is silent for twenty seconds and continues for fifteen minutes unless you shut it off. The 4-inch bell sounds like a fire gong when the alarm rings. You cannot oversleep if you have one of these clocks. Shipping wt., 35 oz.



**\$1.26**

Price..... **\$1.26**



23002

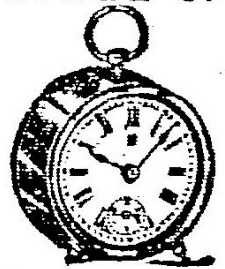
**Progressor.**

Please note price—compare with your retail jeweler. A better alarm clock for the money cannot be produced.

- 23002 Dial is 4 inches. Price.....\$0.57
- Postage, extra..... .25
- 23003 Same clock, with calendar attachment, Price .. \$0.80

**\$1.39 For an Eight-Day Gold Plated Bureau or Bedroom Clock.**

**No. 5R8568 Eight-Day Clock.** The clock stands 3 1/4 inches high, has a 2-inch dial with French bevel glass crystal. It is built on the order of a nickel plated alarm clock, but has no alarm, and runs eight days with one winding. Just the clock for your shelf, bureau, desk or library table. Shipping wt., 16 oz.



Price..... **\$1.39**