



SOMETHING ***NEW*** IN TIME
FROM WESTERN UNION

For 50 years the Nation's Time Keeper

STANDARD TIME ZONES



OFFICIAL TIME SIGNALS FROM THE UNITED STATES NAVAL OBSERVATORY ARE TRANSMITTED THROUGHOUT THE ENTIRE COUNTRY OVER WESTERN UNION TELEGRAPH WIRES



UNITED STATES NAVAL OBSERVATORY • WASHINGTON, D. C.

Where official time is ascertained for the nation by astronomy

MASTER CLOCK USED BY THE
OBSERVATORY TO TRANSMIT
OFFICIAL TIME SIGNALS



CORRECT TIME IS PRICELESS · · THERE IS NO SUBSTITUTE

*Three reasons why Western Union time
is correct . . . in a class by itself*



- ① SYNCHRONIZED HOURLY WITH U. S. NAVAL OBSERVATORY TIME
- ② CONTINUOUS SERVICE · · · NO POWER FAILURES
- ③ INSTALLED COMPLETE · · · MAINTAINED REGULARLY

All for as low as 4¢ a day

AND NOW **NEW** DESIGNS · · · **NEW** FINISH

SELECT THE CLOCK THAT FITS YOUR BUSINESS FROM THE ATTRACTIVE
MODELS SHOWN ON THE FOLLOWING PAGES

UP TO THE MINUTE IN DESIGN · · UP TO THE SECOND IN TIME
METAL CASES WITH BRONZE FINISH—IVORY DIALS



No. 25—\$1.25 per month

Dimensions

11" dial—15 $\frac{1}{8}$ " square, 4 $\frac{15}{16}$ " deep

15" dial—19 $\frac{1}{8}$ " square, 4 $\frac{15}{16}$ " deep

15" size with 4" seconds dial, \$1.50 per month



No. 37—\$1.25 per month

Dimensions

11" dial—15 $\frac{1}{8}$ " diameter, 4 $\frac{15}{16}$ " deep

15" dial—19 $\frac{1}{4}$ " diameter, 4 $\frac{15}{16}$ " deep

WHEN CORRECT TIME IS NEEDED NOTHING ELSE WILL DO
PLEASES EVERY ONE—CUSTOMERS, EMPLOYEES, PUBLIC

THESE CLOCKS HAVE BEEN STYLED BY EXPERTS FOR THE MODERN INTERIOR
METAL CASES WITH BRONZE FINISH—IVORY DIALS



No. 42—\$1.25 per month

Dimensions

11" dial—16" high, 16" wide, $4\frac{1}{8}$ " deep



No. 43—\$1.25 per month

Dimensions

11" dial—16 $\frac{1}{8}$ " high, 15 $\frac{1}{2}$ " wide, $4\frac{1}{8}$ " deep

THE DISPLAY OF A WESTERN UNION CLOCK
IDENTIFIES A PROGRESSIVE CONCERN

TIME-STAMP-CONTROL CLOCK

TRANSMITS ACCURATE MINUTE IMPULSES
TO CONTROL ANY MAKE OF DIRECT CURRENT
TIME-STAMP OR EMPLOYEES TIME-RECORDER



No. 25-TS—\$2.00 per month

Extreme dimensions

11" ivory dial—16 $\frac{1}{16}$ " high, 15 $\frac{1}{16}$ " wide, 4 $\frac{1}{16}$ " deep

ASSURES AN ACCURATE TIME
RECORD FROM YOUR TIME-STAMP
OR RECORDER . . . USED BY
BANKS, BROKERS, EXCHANGES,
HOTELS, OFFICES, FACTORIES



SWEEP-SECONDS CLOCK

EASY TO READ WHERE
SECONDS COUNT



No. 37-SS—\$1.75 per month

Dimensions

15" ivory dial—19 $\frac{3}{16}$ " diameter, 4 $\frac{1}{16}$ " deep

MADE EXPRESSLY FOR
BROADCASTING STATIONS,
JEWELERS, LABORATORIES,
SWITCHBOARD ROOMS . . .



THESE DESK CLOCKS GIVE THE FINISHING TOUCH TO THE EXECUTIVE OFFICE



DALE

5" aluminum dial—\$1.50 per month.
Walnut case 9 $\frac{1}{4}$ " high.



KENT

5" aluminum dial—\$1.50 per month.
Mahogany case 10 $\frac{3}{4}$ " high.



OGDEN

5" aluminum dial—\$1.50 per month
Walnut case 10 $\frac{1}{2}$ " high.



• • • KEEPS YOU ON TIME FOR ALL APPOINTMENTS • • •

CLOCKS WITH CABINET FINISH WOOD CASES—ALUMINUM DIALS
FINISHES...OAK, MAHOGANY AND WALNUT



No. 27—\$1.50 per month

Dimensions

10" dial—13" square, 4 $\frac{1}{4}$ " deep

12" dial—14 $\frac{1}{4}$ " square, 4 $\frac{3}{4}$ " deep



No. 35—\$1.50 per month

Dimensions

10" dial—13 $\frac{1}{4}$ " high, 13 $\frac{1}{4}$ " wide, 4 $\frac{1}{2}$ " deep

12" dial—15 $\frac{1}{4}$ " high, 15 $\frac{1}{4}$ " wide, 4 $\frac{1}{2}$ " deep



No. 28—\$1.50 per month

Dimensions

10" dial—13 $\frac{1}{4}$ " square, 4 $\frac{1}{2}$ " deep

12" dial—15 $\frac{1}{4}$ " square, 4 $\frac{1}{2}$ " deep

WESTERN UNION CORRECT-TIME SERVICE WILL ASSURE UNIFORMLY
ACCURATE TIME IN EVERY OFFICE AND EVERY DEPARTMENT OF YOUR
BUSINESS, WHETHER LOCATED IN ONE BUILDING OR IN SEVERAL CITIES

CORRECT TIME IS A MAGNET—MAKE IT PULL FOR YOUR BUSINESS

ASK WESTERN UNION TO FIND PROMINENT LOCATIONS
FOR CLOCKS BEARING YOUR ADVERTISEMENTS



No. 81—\$1.50 per month

12" aluminum dial with 80 beat seconds hand.
Case: 37 $\frac{3}{4}$ " high, 15 $\frac{1}{2}$ " wide, 6 $\frac{1}{2}$ " deep.
Finishes: Oak, Mahogany or Walnut.
Takes advertising card 17 $\frac{1}{4}$ " high, 11 $\frac{1}{8}$ " wide.

No. 61—\$2.50 per month
JEWELER'S REGULATOR

60 beat, with seconds hand.
14" aluminum dial—Case: 58" high,
19 $\frac{3}{4}$ " wide, 7 $\frac{1}{2}$ " deep.
Finishes: Oak, Mahogany or Walnut



THOUSANDS WILL SEE YOUR AD



No. 18-A—\$1.25 per month

12" ivory dial—Wood case—Bronze color.
Case: 35 $\frac{3}{4}$ " high, 17 $\frac{1}{2}$ " wide, 6 $\frac{1}{2}$ " deep.
Takes advertising card 14 $\frac{3}{4}$ " high, 12 $\frac{3}{4}$ " wide.

WESTERN UNION CORRECT TIME SERVICE IS USED BY RAILROADS,
AIRLINES AND BUS LINES . . . BY RADIO STATIONS, TELEPHONE
COMPANIES, POWER HOUSES . . . BY BIG BUSINESS AND LITTLE
BUSINESS FROM THE ATLANTIC TO THE PACIFIC

A Few Typical Users Are

NEW YORK CENTRAL RAILROAD
PENNSYLVANIA RAILROAD
UNION PACIFIC RAILROAD
SOUTHERN PACIFIC RAILROAD

AMERICAN AIRLINES
UNITED AIRLINES
EASTERN AIRLINES

NEW YORK STOCK EXCHANGE
UNITED STATES GOVERNMENT
FORD MOTOR COMPANY
AMERICAN TELEPHONE & TELEGRAPH CO.

NATIONAL BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
COLUMBIA BROADCASTING SYSTEM

ALSO THOUSANDS OF OFFICES, STORES, FACTORIES AND OTHER
BUSINESSES AND INSTITUTIONS IN OVER 2,000 PLACES IN THE
UNITED STATES

CORRECT TIME SERVICE WILL BE AN ASSET TO YOUR BUSINESS
FULL INFORMATION CAN BE OBTAINED AT ANY WESTERN UNION OFFICE

