

C. J. HUG CO., INC.

MANUFACTURERS

SELF STARTING

Imperial

ELECTRIC CLOCKS

HIGHLAND, ILL.

October 16, 1953

ARE YOU READY FOR CHRISTMAS ??????

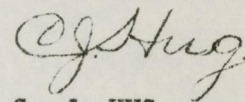
Gentlemen:

On September 16th. we mailed you our new catalog showing our new line of clocks which we trust you found of interest.

We have the complete line of Imperial clocks in stock for immediate shipment at the present. We would like to suggest that you check your stock and place your order now to be assured of having an adequate supply on hand for the Holiday Season. By ordering now while our selection is complete you can avoid disappointment for your customers.

Very truly yours,

C. J. HUG CO., INC.

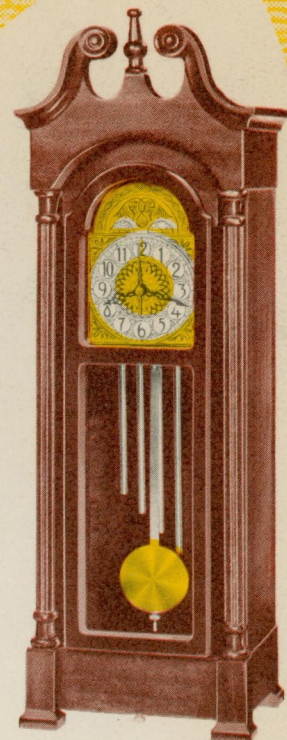


C. J. HUG

CJH: IW

Enc.

MINIATURE GRANDFATHER
WITH SWINGING PENDULUM



TAMBOUR MODEL

Self-Starting Electric Clocks

★ featuring the famous Westminster Chimes

THE TAMBOUR MODEL - The smallness of this exquisite clock makes it suitable for mantel, desk, radio or chests. The beautifully finished inlaid case is available in mahogany, walnut and blonde veneers. The full Westminster chime marks each quarter with low resonant tones. It is 5 5/8" high, 20" wide and 3 1/2" deep.
The No. 600 Tambour.....List \$45.00 plus tax.

THE MINIATURE GRANDFATHER - This unusual little masterpiece is a faithful reproduction of an early American Grandfather Hall Clock. The etched metal dial, polished ornamental chime rods, and swinging pendulum add authenticity to this fine piece of furniture. It is 18 1/2" high, 5 3/4" wide and 4 3/4" deep, and available in either mahogany or walnut carefully finished veneered cases.
The No. 500 Full Westminster Chime.....List \$75.00 plus tax.

THE AVON - A small clock designed for today's living. The finely finished case, available in mahogany or blonde finished hardwood, harmonizes with modern or traditional furnishings. The beautifully executed etched metal dial has gold finished lines and embossed numerals on a white background. It is 5 1/2" high, 9 1/2" wide and 4" deep.
The No. 700 Full Westminster Chime.....List \$42.50 plus tax.
The No. 750 Half-hour & Hour Strike.....List \$33.50 plus tax.

THE MT. VERNON - Patterned after a pillar and scroll clock, popular in America about 1820, the handsomely finished mahogany case of the MT. VERNON is expertly crafted to provide richness and warmth to any room. The white dial with black numerals and gold ornamentation and the full color picture add beauty to this exceptionally fine clock. It is 20" high, 11 1/4" wide and 5 5/8" deep.
The No. 800 Full Westminster Chime.....List \$75.00 plus tax.
The No. 850 Half-hour & Hour Strike.....List \$65.00 plus tax.

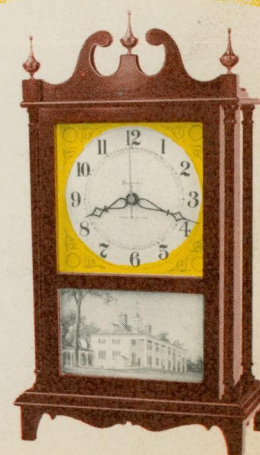
THE WINDSOR is an adaptation of an English Bracket clock in the 1700's. The charm and grace of the superbly finished solid mahogany case will lend a certain dignity to any setting. If you want a truly fine clock, choose this WINDSOR. It is 11 1/8" wide, 5 5/8" deep and 14 1/2" high with the polished brass handle raised.
The No. 900 Full Westminster Chime.....\$90.00 plus tax
The No. 950 Half-hour & Hour Strike.....\$80.00 plus tax



THE AVON



THE WINDSOR



THE MT. VERNON

**C. J. HUG CO.
INC.**

Highland, Illinois



SELF STARTING *Imperial* ELECTRIC CLOCKS

MINIATURE GRANDFATHER CLOCK

WITH WESTMINSTER CHIMES

Model No. 500

Fine craftsmanship has been employed to construct a miniature grandfather clock, complete with swinging pendulum, only 18½ inches high, 5¾ inches wide and 4¾ inches deep. The exceptionally interesting case is available in American walnut or mahogany veneer. It is expertly finished in back as well as in front, on top and on the sides.

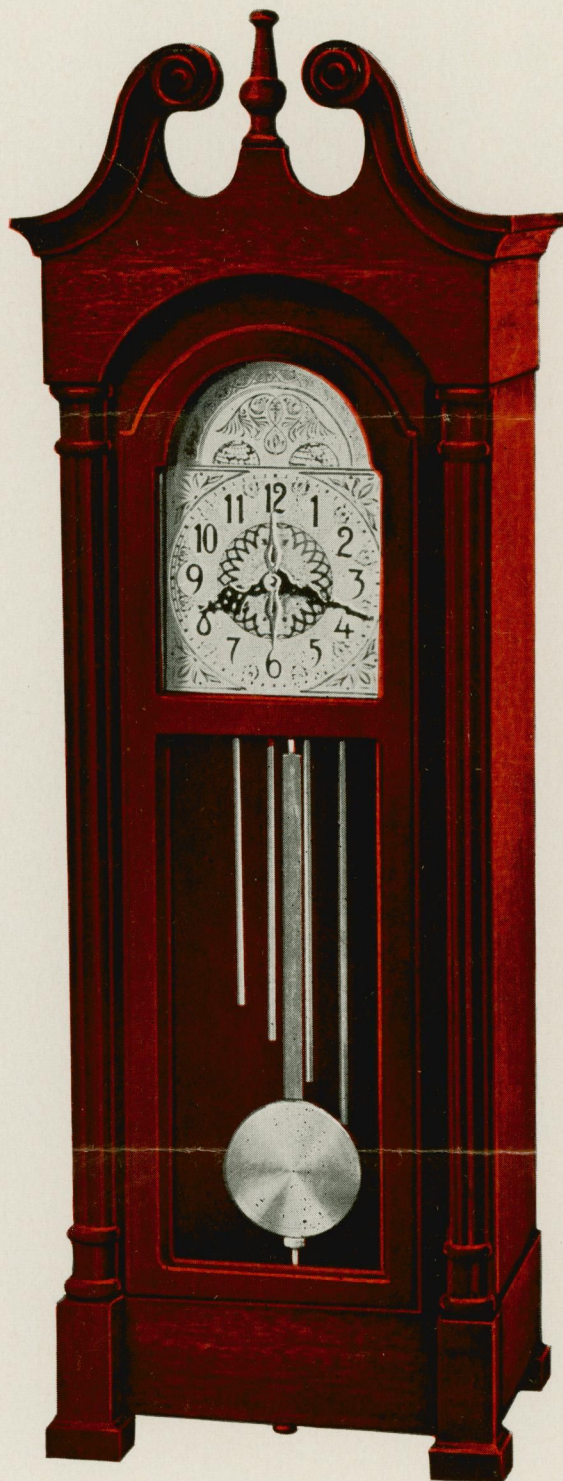
The etched dial has gold ornamentation and a silver numeral circle. The hemispheres and the numbers are black. A set of highly polished ornamental chime rods and a swinging pendulum add further authenticity to this fine miniature. The pendulum bob is finished as spun brass with a polished pendulum rod.

The sturdy chiming mechanism is dependable and very simple in construction. The quarter hours are struck on four chime rods, and the hour chimes a chord of four rods. The longer chime rods in this clock produce a low resonant tone that is almost cathedral-like in quality. The hands may be turned forward or backward without incapacitating the chiming mechanism. The movement is equipped with a synchronous, self starting, low speed motor with the gears running in oil to insure silent and trouble free operation. It is constructed with the most advanced and approved methods of fine clock manufacture.

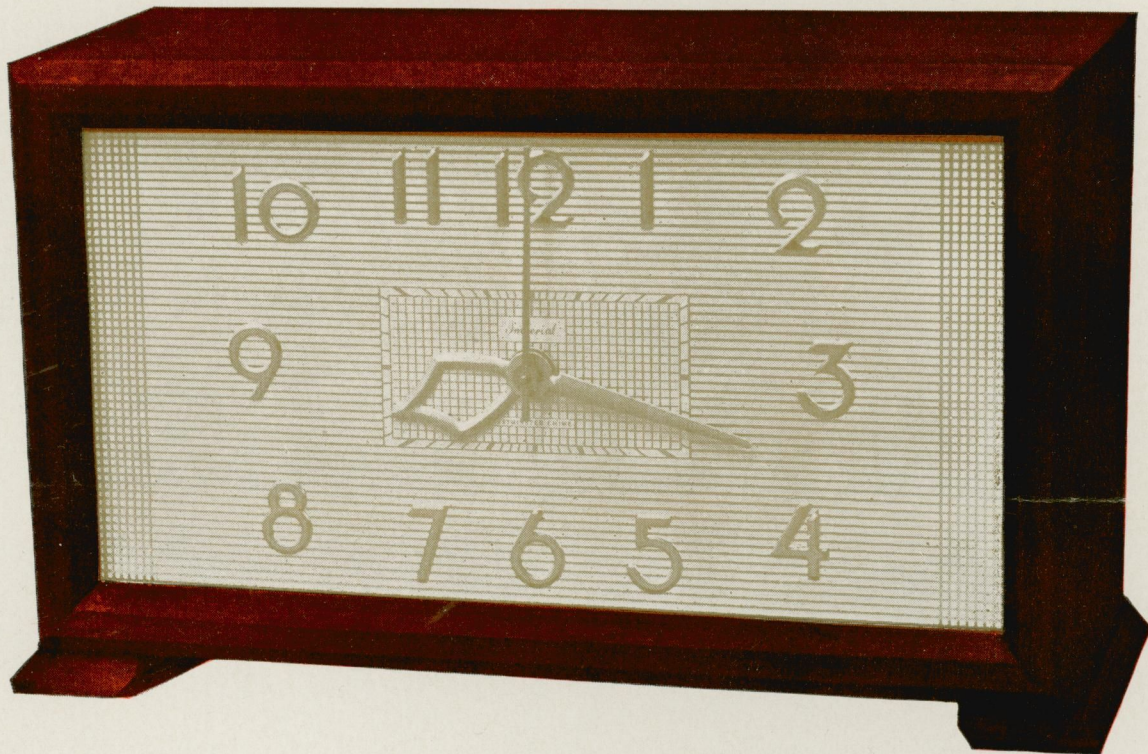
This IMPERIAL electric miniature pendulum grandfather clock is guaranteed against defective materials or workmanship for one year.

PRICE: \$65.00

MANUFACTURED BY
C. J. HUG CO., INC.
HIGHLAND, ILL.



SELF STARTING *Imperial* ELECTRIC CLOCKS



THE AVON

Here is a clock designed for today's living. It's a clock that can be used on television sets, mantels, radios, book shelves, desks, chests, and many other places now suitable because of the small size of this clock. The case is $9\frac{1}{2}$ " wide, $5\frac{7}{8}$ " high and $4\frac{1}{4}$ " deep and is available in blonde and mahogany finished hardwood. This clock has the same fine craftsmanship and finish that all IMPERIAL clocks are noted for.

The etched dial has gold colored lines on a white background. The gold colored numerals and hands are embossed, giving this beautifully executed dial a very striking effect. The convex glass finishes the fine style of this case to perfection.

The sturdy mechanism in this clock is available in either a full Westminster Chime or a Three Rod Half-Hour and Hour Strike. The Westminster Chime marks each quarter with the Westminster melody and in addition chimes the hour with a chord of four notes. The Half-Hour and Hour Strike notes each half hour and strikes the hour with a chord of three notes. Both movements are equipped with low speed motors with gears running in oil to insure silent and trouble free operation. The hands may be turned forward or backward on either style without incapacitating the mechanism. IMPERIAL clocks have been noted for dependability for over 40 years and are constructed with the most advanced and approved methods of fine clock manufacture.

IMPERIAL electric clocks are guaranteed against defective material or workmanship for one year.

MODEL No. 700 WESTMINSTER CHIME CLOCK PRICE: \$42.50
MODEL No. 750 HALF-HOUR AND HOUR THREE ROD STRIKE CLOCK . PRICE: \$33.50

MANUFACTURED BY
C. J. HUG CO., INC.
HIGHLAND, ILL.

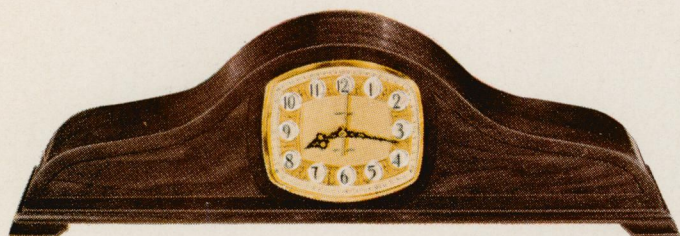


SELF-STARTING

Imperial

ELECTRIC CLOCKS

Featuring the Famed Westminster Chimes



TAMBOUR MODEL

A handsome clock to grace your home. The beautifully finished inlaid case is available in mahogany, walnut and blonde veneers. The full Westminster chime marks each quarter hour with the Westminster melody and in addition, chimes the hour with a chord of four notes. The smallness of this exquisite tambour model makes it suitable for mantel, desk, radio or chests. The low resonant tones bring a homelike atmosphere into any home. Only 5 $\frac{5}{8}$ " high, 20" wide and 3 $\frac{1}{2}$ " deep.

No. 600 Tambour Clock.....List \$45.00

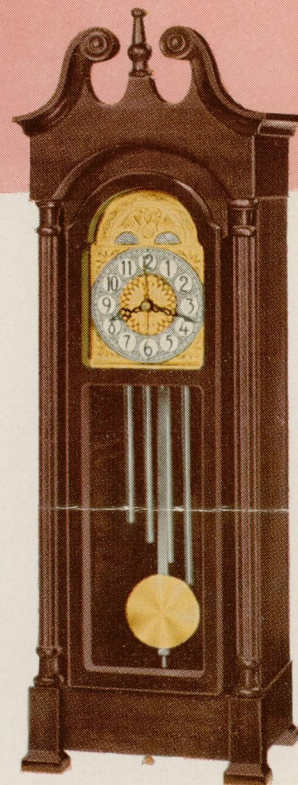


THE AVON

A small clock designed for today's living. The finely finished case, available in mahogany, or blonde finished hardwood, harmonizes with modern or traditional furnishings. This clock is equally at home on television sets, radios, book shelves, desk or mantels. Beautifully executed etched metal dial with gold colored lines and embossed numerals on a white background. This is the clock you have been looking for! 5 $\frac{1}{2}$ " high, 9 $\frac{1}{2}$ " wide, and 4" deep.

No. 700 Full Westminster Chime signals each quarter hour with the Westminster melody with a chord of four notes chiming out the hour.....List \$42.50

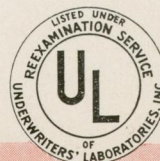
No. 750 Half-hour and Hour Three Rod Strike clock. Strikes the half hour and counts out the hour with a chord of three notes.....List \$33.50



MINIATURE GRANDFATHER WITH SWINGING PENDULUM

This unusual little masterpiece is a faithful reproduction of an early American Grandfather Hall Clock. It is truly a fine piece of furniture that is a joy to own. The set of highly polished ornamental chime rods and the swinging pendulum add authenticity to this fine miniature. The case, noted for its expert craftsmanship and finish, is available in either American walnut or mahogany. The etched dial has gold colored ornamentation, a silvered numeral circle and black numerals and hemispheres. This clock produces a low resonant tone that is almost cathedral like in quality. Only an IMPERIAL movement is small enough to make this exquisite Westminster Chime clock possible. If you're looking for something different in clocks, this is it! Only 18 $\frac{1}{2}$ " high, 5 $\frac{3}{4}$ " wide and 4 $\frac{3}{4}$ " deep.

No. 500 Miniature Grandfather.....List \$65.00

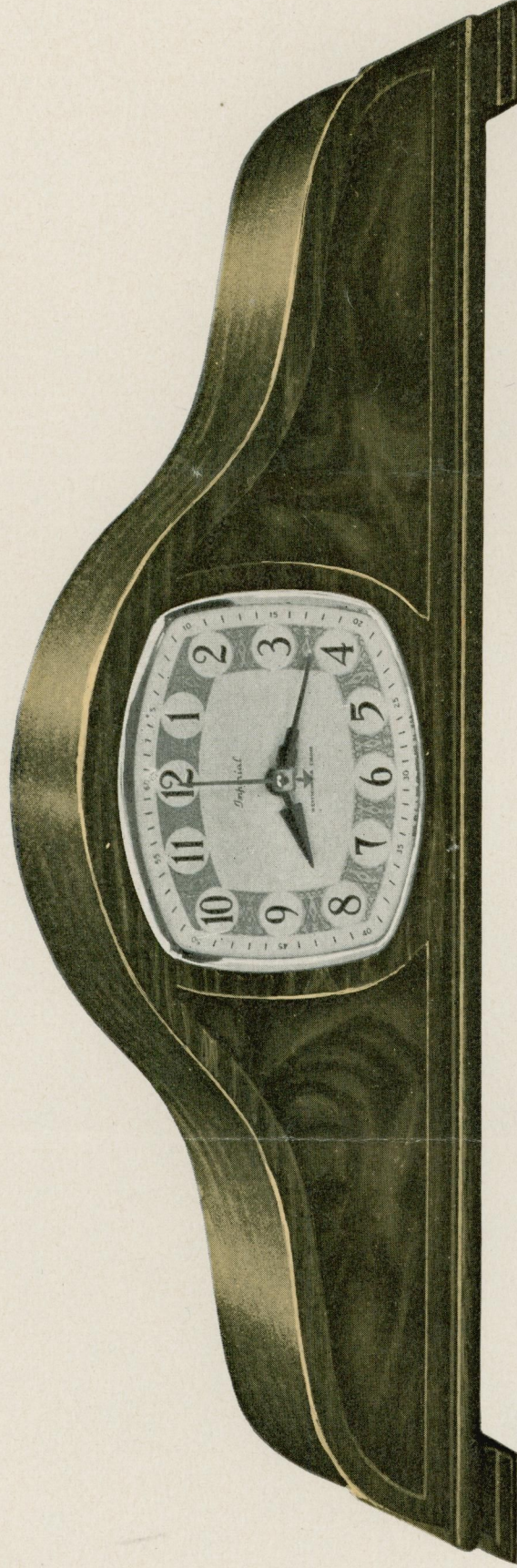


MANUFACTURED BY
G. J. HUG CO., INC.
HIGHLAND, ILLINOIS

IMPERIAL ELECTRIC WESTMINSTER CHIME CLOCK

Synchronous, Self Starting

Model No. 600



THE SMALLEST WESTMINSTER CHIME CLOCK WITH LOW RESONANT CHIMES

This exceptionally fine tambour case is available in American walnut or mahogany veneers with highly figured walnut inlays. The case is expertly finished in back as well as in front and on sides. Size: $5\frac{5}{8}$ inches high, 20 inches wide, and $3\frac{1}{2}$ inches deep.

An etched silver dial with black numerals is designed to blend equally well with modern or traditional styling. The bezel is gold plated and the glass is convex.

The sturdy chiming mechanism is dependable and very simple in construction. The quarter hours are struck on four chime rods, and the hour chimes a chord of four rods. The hands may be turned forward or backward without incapacitating the chiming mechanism. The movement is equipped with a low speed motor with gears running in oil to insure silent and trouble free operation. It is constructed with the most advanced and approved methods of fine clock manufacture.

This IMPERIAL electric Westminster chime clock is guaranteed against defective material or workmanship for one year.

MANUFACTURED BY
C. J. HUG CO., INC.
HIGHLAND, ILL.

Price: \$45.00

C. J. HUG CO., INC.

MANUFACTURERS

SELF STARTING *Imperial Chime* ELECTRIC CLOCKS

HIGHLAND, ILL.

March 31, 1953

Howard Clock Sales & Service Corporation,
132 West Broadway
New York 13, N. Y.

Attn: Miss Josephine Lamm

Gentlemen:

We wish to thank you for your letter of March 27th. requesting catalog on our clocks.

For your information we are enclosing catalog sheets covering the various clocks we manufacture. If you require additional literature we will be happy to oblige.

We are bringing out two new models for 1953. One is a pillar and scroll clock, popular about 1820, and is a reproduction of an early American clock. It is available in Westminster Chime (Model No. 800) at \$60.00 and in Half-Hour and Hour Strike (Model No. 850) at \$47.50. The other is an English bracket clock built in the 1700's. It is available in Westminster Chime (Model No. 900) at \$60.00 and in Half-Hour and Hour Strike (Model 950) at \$47.50. We will send you more complete information on these Models in the near future.

Imperial clocks are especially noted for the superior tone quality of their chimes. You will find, however, that excellent finishes, fine cabinet craftsmanship and a dependable movement, which is manufactured in its entirety in our own plant under our own patents, have also been incorporated to give you one of the finest chime clocks available. We know the eye and sales appeal of these Imperial clocks will prove an asset to your line.

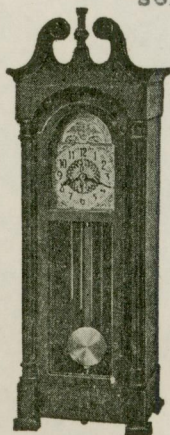
The discount applicable to you is 40% from list, terms: 1% 10 days, net 30 days, all merchandise f.o.b. Highland, Illinois. We are in a position to make immediate shipment of our current models of clocks.

Again thanking you for your inquiry and looking forward to the pleasure of serving you, we are,

Very truly yours,

C. J. HUG CO., INC.

John C. Hug
JOHN C. HUG

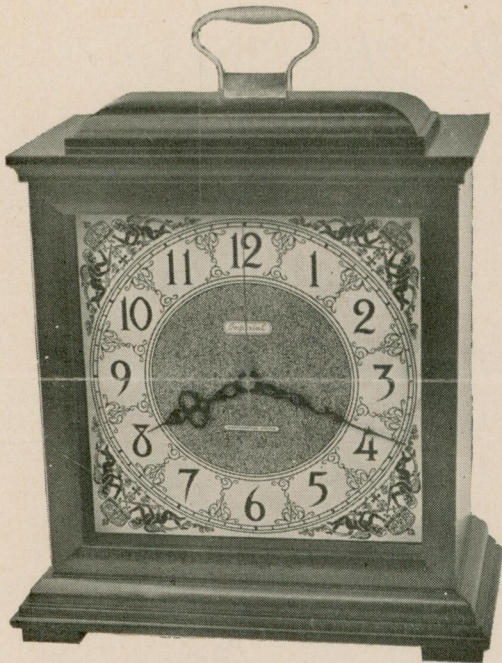


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MINIATURE
GRANDFATHER

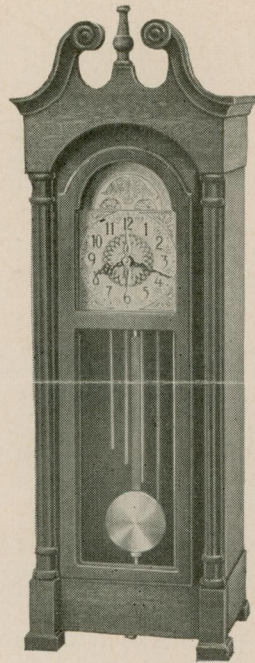
ALL AGREEMENTS ARE CONTINGENT UPON STRIKES, ACCIDENTS AND OTHER DELAYS UNAVOIDABLE AND BEYOND OUR CONTROL

SELF-STARTING *Imperial* ELECTRIC CLOCKS



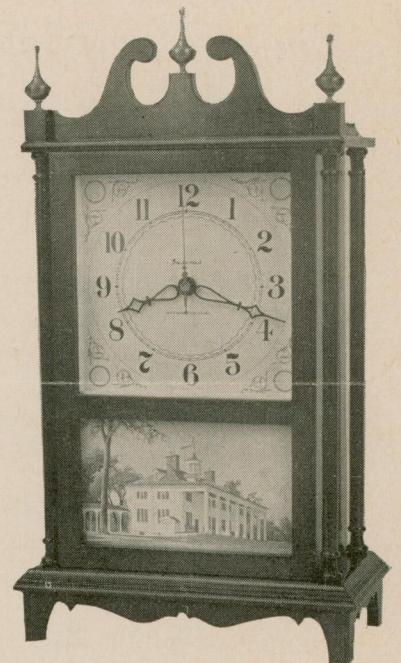
THE WINDSOR is an adaptation of an English Bracket clock in the 1700's. The charm and grace of the superbly finished solid mahogany case will lend a certain dignity to any setting. If you want a truly fine clock, choose this WINDSOR. It is 11½" W, 5⅝" D, and 14½" H, with polished brass handle raised.

The No. 900 Full Westminster Chime List \$90.00 plus tax
The No. 950 Half-hour and Hour Strike List \$80.00 plus tax



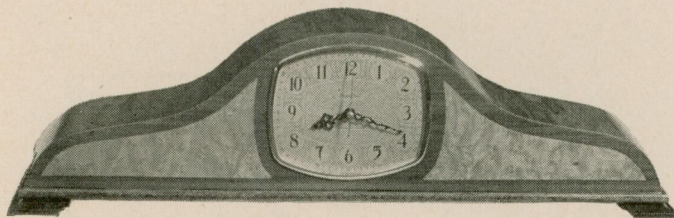
THE MINIATURE GRANDFATHER—This unusual little masterpiece is a faithful reproduction of an early American Grandfather Hall Clock. The etched metal dial, polished ornamental chime rods, and swinging pendulum add authenticity to this fine piece of furniture. It is 18½" H, 5¾" W, 4¾" D, and available in either mahogany or walnut carefully finished veneered cases.

The No. 500 Full Westminster Chime List \$75.00 plus tax



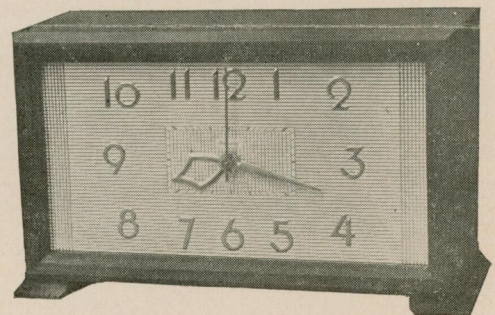
THE MT. VERNON—Patterned after a pillar and scroll clock, popular in America about 1820, the handsomely finished mahogany case of the MT. VERNON is expertly crafted to provide richness and warmth to any room. The white dial with black numerals and gold ornamentation and the full color picture add beauty to this exceptionally fine clock. It is 20" H, 11¼" W, 5⅝" D.

The No. 800 Full Westminster Chime List \$75.00 plus tax
The No. 850 Half-hour and Hour Strike List \$65.00 plus tax



THE TAMBOUR MODEL—The smallness of this exquisite clock makes it suitable for mantel, desk, radio or chests. The beautifully finished inlaid case is available in mahogany, walnut and blonde veneers. The full Westminster chime marks each quarter with low resonant tones. It is 5⅝" H, 20" W, 3½" D.

The No. 600 Tambour List \$45.00 plus tax



THE AVON—A small clock designed for today's living. The finely finished case, available in mahogany or blonde finished hardwood, harmonizes with modern or traditional furnishings. The beautifully executed etched metal dial has gold finished lines and embossed numerals on a white background. It is 5½" H, 9½" W, 4" D.

The No. 700 Full Westminster Chime List \$42.50 plus tax
The No. 750 Half-hour and Hour Strike List \$33.50 plus tax

SELF-STARTING *Imperial* ELECTRIC CLOCKS

Even Pre-historic Man Felt the Value of Time

He knotted a grass rope—set it afire. The slowly creeping sparks marked time's swift flight.

In later years, the grass rope gave way to the sun dial and finally to the CLOCK. Now here is news on a time-recording instrument that makes other clocks seem as "out-of-place" as the grass rope.

Since its humble beginning in 1906 in Imperial, Missouri to the present day, the Imperial Electric Clock has always been more than just a "timepiece."

Today, folks in all parts of the country welcome the marking of each quarter-hour by the melodious Westminster chimes in an Imperial Clock. Its tuneful reminder of the time also seemed to say that here is a home full of cheer and hospitality.

Many, many years of painstaking development and research have gone into the movement to produce a clock that is as perfect as any clock can be. This movement is being produced here in our own plant under our own patents to give you a truly dependable movement with sturdy slow moving parts.

The motor contains all the fast moving parts which are sealed in oil. Should the motor need servicing it is easily detachable and replaceable at a small charge.

And lastly, we have considered eye and ear appeal. Imperial clocks are noted for their excellent finishes and have been designed to complement any decorative scheme. The chimes are noted for their pleasing tone qualities. After you have seen and heard these clocks you will marvel at the craftsmanship and style that we are offering at such a moderate price. Write for free booklets and discounts.

Featuring the Famed Westminster Chimes

C. J. HUG CO., INC.
HIGHLAND, ILLINOIS

Sec. 34.66, P. L. & R. U.S. POSTAGE PAID Highland, Ill. Permit No. 225
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Imperial

ELECTRIC CLOCKS

HOWARD CLOCK SALES & SER.
132 W. BROADWAY
NEW YORK 13, N.Y.

C. J. HUG CO., INC.

MANUFACTURERS

SELF STARTING *Imperial Chime* ELECTRIC CLOCKS

HIGHLAND, ILL.

April 6, 1953

N O T I C E

OF

P R I C E I N C R E A S E

We are pleased to advise that for 1953 the prices for the Number 600 tambour and the Number 700 and 750 Avon clocks will remain the same.

We have studied our costs carefully the past few months and find that we must increase the price of our Model Number 500 Miniature Grandfather clock. We regret this increase has become necessary but the rising costs since February 1950 leaves us no alternative.

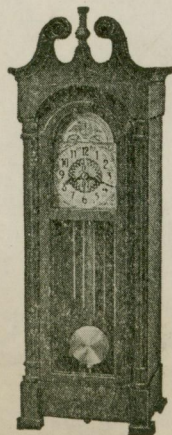
The following list prices will be effective on orders received after MAY 1, 1953:-

<u>MODEL NO.</u>	<u>TYPE OF CLOCK</u>	<u>LIST PRICE</u>
500	Miniature Pendulum Grandfather	\$75.00
600	Tambour, Westminster Chime	45.00
700	Avon, Westminster Chime	42.50
750	Avon, Half-hour & Hour-strike	33.50
800	Westminster Chime	75.00
850	Half-hour & Hour-strike	65.00
900	Westminster Chime	90.00
950	Half-hour & Hour-strike	80.00

You will note, we have added two new Models to our line this year. Both are available in Westminster chime and Half-hour and Hour-strike. The Number 800 and 850 is a pillar and scroll clock, popular in America about 1820. The case is crafted from solid mahogany with veneer trim and solid brass ornamentation. The Number 900 and 950 is an adaptation of an English Bracket clock built in the 1700's. The solid mahogany case will be complimented with a brass handle and an etched silver and gold finish ornamented dial. We will have illustrative material describing these clocks within the next few weeks.

It has been a pleasure to serve you and we are looking forward to another year of continued and increasing mutual success with our product.

C. J. HUG CO., INC.



MINIATURE
GRANDFATHER

ALL AGREEMENTS ARE CONTINGENT UPON STRIKES, ACCIDENTS AND OTHER DELAYS UNAVOIDABLE AND BEYOND OUR CONTROL

C. J. HUG CO., INC.

MANUFACTURERS

SELF STARTING *Imperial Chime* ELECTRIC CLOCKS

HIGHLAND, ILL.

May 7, 1953

ANNOUNCING!

IMPERIAL CLOCKS FOR 1953

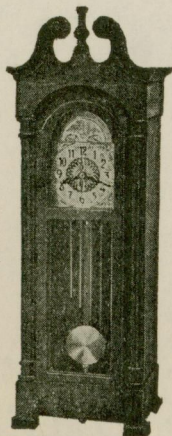
We are enclosing descriptive matter illustrating the various Models of Imperial electric clocks in our 1953 line. We would be pleased to have you consider this line for your forthcoming catalog.

We are prepared to furnish electros or glossy photos in any size to meet your requirements.

After looking over these Imperial clocks, we are sure you will agree that they will be an Asset to your catalog. If you are handling our line at present, you already know that Imperial builds fine clocks with expertly finished cases and chimes of unmatched tone quality.

We wish to assure you of our fullest cooperation and hope we may have the pleasure of serving you.

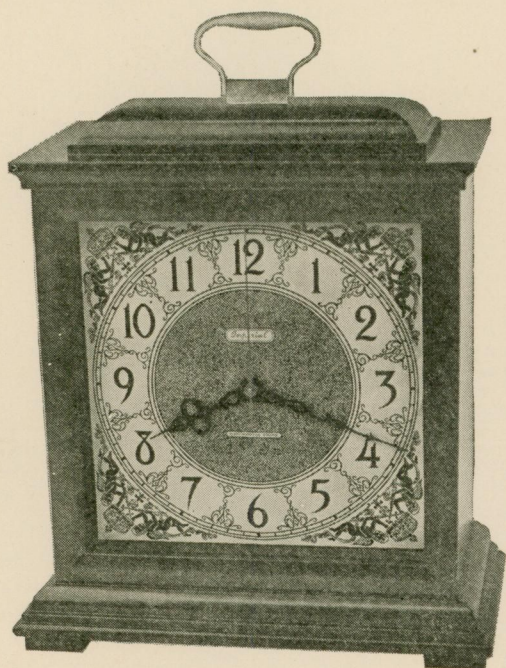
C. J. HUG CO., INC.



MINIATURE
GRANDFATHER

ALL AGREEMENTS ARE CONTINGENT UPON STRIKES, ACCIDENTS AND OTHER DELAYS UNAVOIDABLE AND BEYOND OUR CONTROL

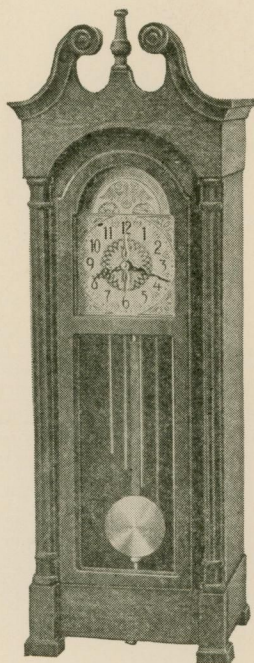
SELF STARTING *Imperial* ELECTRIC CLOCKS



THE WINDSOR is an adaptation of an English Bracket clock in the 1700's. The charm and grace of the superbly finished solid mahogany case will lend a certain dignity to any setting. If you want a truly fine clock, choose this WINDSOR. It is 11 $\frac{1}{8}$ " W, 5 $\frac{5}{8}$ " D, and 14 $\frac{1}{2}$ " H, with polished brass handle raised.

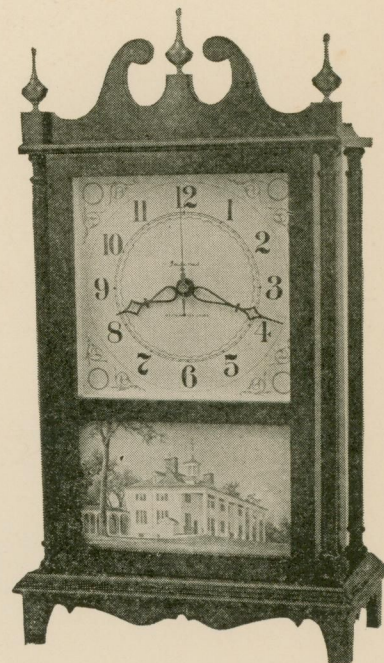
The No. 900 Full Westminster Chime ----- List \$90.00 plus tax

The No. 950 Half-hour and Hour Strike -- List \$80.00 plus tax



THE MINIATURE GRANDFATHER—This unusual little masterpiece is a faithful reproduction of an early American Grandfather Hall Clock. The etched metal dial, polished ornamental chime rods, and swinging pendulum add authenticity to this fine piece of furniture. It is 18 $\frac{1}{2}$ " H, 5 $\frac{3}{4}$ " W, 4 $\frac{3}{4}$ " D, and available in either mahogany or walnut carefully finished veneered cases.

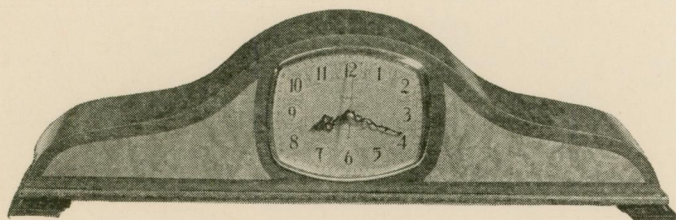
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THE MT. VERNON—Patterned after a pillar and scroll clock, popular in America about 1820, the handsomely finished mahogany case of the MT. VERNON is expertly crafted to provide richness and warmth to any room. The white dial with black numerals and gold ornamentation and the full color picture add beauty to this exceptionally fine clock. It is 20" H, 11 $\frac{1}{4}$ " W, 5 $\frac{5}{8}$ " D.

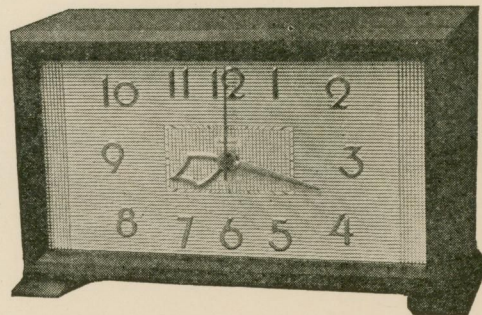
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The No. 600 Tambour ----- List \$45.00 plus tax.



THE AVON—A small clock designed for today's living. The finely finished case, available in mahogany or blonde finished hardwood, harmonizes with modern or traditional furnishings. The beautifully executed etched metal dial has gold finished lines and embossed numerals on a white background. It is 5 $\frac{1}{2}$ " H, 9 $\frac{1}{2}$ " W, 4" D.

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