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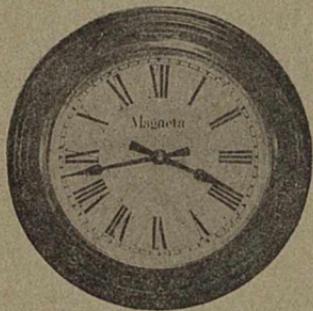
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TELEPHONE: 2663 MADISON

~~MAY 20 9-05 AM 1915~~

THE

# MAGNETA COMPANY



ELECTRIC TIME SERVICE

AT

SMALL ANNUAL RENTAL



OFFICE AND FACTORY, 120-122 WEST 31ST ST.

NEW YORK

THE  
MAGNETA COMPANY Inc.

Electric Clock and Time Systems  
without Batteries or Contacts ::

OFFICE AND FACTORY:  
120-122 WEST 31<sup>st</sup> STREET, NEW YORK.

PATENTED:

United States and in chief Countries  
throughout the World.

Remarkable is the progress that has been made in the development of clocks since the days when water clocks were first used in ancient Rome 158 B. C., and the present Magneta Electric Clocks, now in use in most of the up-to date

APARTMENT HOUSES  
PRIVATE RESIDENCES  
HOTELS, etc.,  
in NEW YORK, PARIS, etc.

The application of electric energy has been recognized as the most ready means of actuating and controlling clocks.

Batteries were used in the earlier electric clocks and for this reason they did not find their way into homes, as they needed technical supervision and frequent renewal, thus giving trouble and causing expense.

We have entirely done away with the use of batteries and contacts, making our clocks the most simple and the most reliable time-pieces that can be obtained to-day.

To have *correct time* is not only a great convenience and advantage, but a necessity in every well regulated home.

Permit us to furnish you with **observatory time.**

Permit us to place **one of our clocks** in your home.

There is no charge for installing, fixing or connecting to time-wires.

Our rental arrangement is of the simplest nature; one or any number of dials or clocks of any design can be installed with the same ease and facility that a telephone instrument is placed at the disposal of a subscriber.

#### OUR CLOCKS

NEVER VARY

REQUIRE NO WINDING

NEED NO REPAIRING

WORK YEAR AFTER YEAR

WITHOUT ATTENTION OF ANY KIND.

THE MAGNETA COMPANY

120-122 West 31st Street

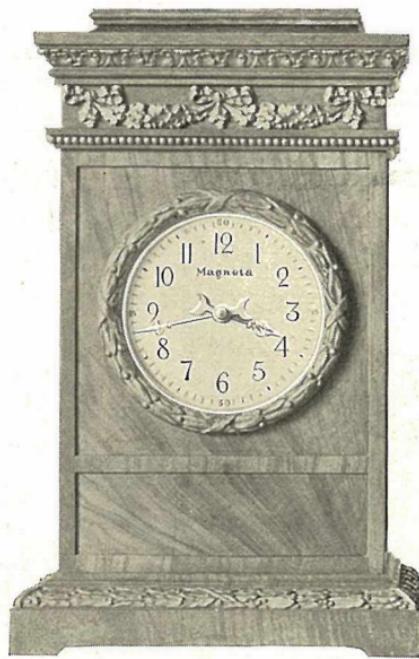
NEW YORK

RENTAL RATES

OAK, WALNUT OR MAHOGANY FRAME

PER  
MONTH

Single Clock 10 or 12 inches diam. of dial,	\$ .75
" " 16 inches	" " 1.00



## MANTEL CLOCKS

Height, 12  $\frac{1}{4}$  inches. Width, 7  $\frac{1}{4}$  inches

Rental per month, \$1.00

## Some Recent New York Installations:

NEW YORK CLUB

HENDRIK HUDSON APARTMENTS (Riverside Drive)

HOENZOLLERN APARTMENTS

RIVERDALE APARTMENTS

SAVOY APARTMENTS

CONCORD HALL APARTMENTS

SEVERAL CENTRAL PARK WEST APARTMENTS

ERNEST FLAGG'S RESIDENCE

A. HORGAN'S RESIDENCE

PLAZA HOTEL

HOTEL ST. REGIS

HOTEL BELMONT

HOTEL KNICKERBOCKER

MC CREEERY BUILDING

LORD & TAYLOR BUILDING

MOUNT SINAI HOSPITAL

UNITED STATES EXPRESS BUILDING

GORHAM COMPANY

TRUST COMPANY OF AMERICA

MERCANTILE NATIONAL BANK

(Western Union Building)

MAMMOTH GARAGE, WHITE PLAINS, N. Y.

Etc., Etc., Etc.

Apart from the Rental Time Service herein described, the Magneta Company installs whole buildings, whether such buildings are Private Houses, Public Institutions, Hotels, Railroad Depots, or otherwise, thus providing a means of at once getting rid of the trouble attendant on ordinary mechanical clocks, their being no need for winding, setting, repairs, nor attention of any kind whatsoever, consequently the calls, always inconvenient, of a man to wind and set are rendered unnecessary.

As the whole system is worked without batteries or any outside source of electric current, there is absolutely nothing to renew, and the various clocks and dials distributed throughout the premises and precincts work with absolute precision year after year.

The entire number of clocks throughout the house is actuated by a Master Clock which may stand in the Hall or Entrance.

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### THE MAGNETA COMPANY

Electric Clock Systems without Batteries or Contacts

120-122 WEST 31<sup>st</sup> STREET, NEW YORK



## RENTAL FORM

THE MAGNETA COMPANY,  
120-122 West 31st Street, New York

The undersigned agrees to rent for ..... years  
Clocks ..... inches of dial ..... cases at the monthly  
Rental of ..... payable quarterly.  
The above agreement is to remain in force year by year, unless  
terminated by due and proper notice to be given in writing at least one  
month previous to the day on which the subscription for the ensuing year  
would become due.

Subscriber's Signature.....

Address.....

Date of Application.....