
MAGNETA·Co
NEW-YORK
ELECTRIC CLOCK SYSTEMS
WITHOUT BATTERIES OR CONTACTS

THE MAGNETA COMPANY
NEW YORK

MANUFACTURERS OF

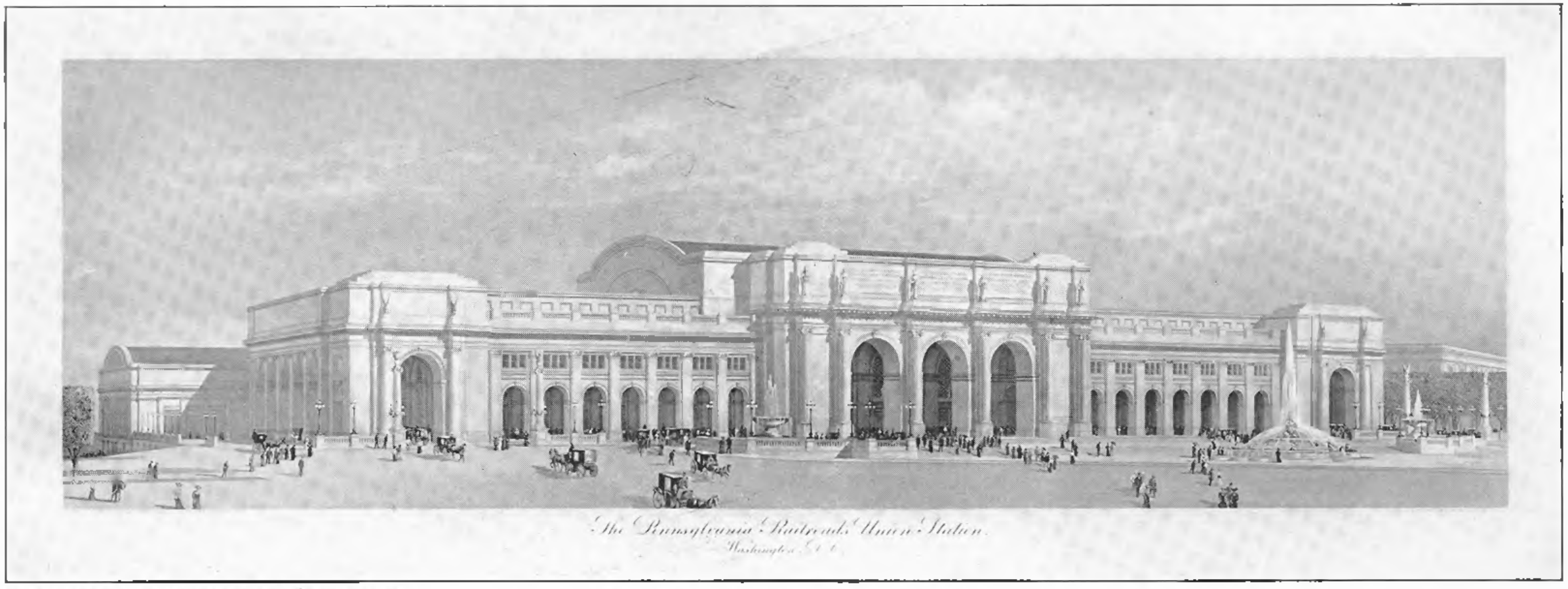
ELECTRIC CLOCKS WITHOUT
BATTERIES OR CONTACTS

ELECTRIC TIME STAMPS
TIME RECORDING SYSTEMS

AGENCIES
PHILADELPHIA, PA.
BALTIMORE, MD.
CHICAGO, ILL.
ST. LOUIS, MO.
LOUISVILLE, KY.
SAN FRANCISCO, CAL.
SEATTLE, WASH.
PITTSBURGH, PA.
ETC.

Incorporated under the laws of the State of New York

Cable Address: "HOMAGNETA, NEW YORK"
A. B. C. CODE 5th EDITION

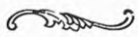


The Pennsylvania Railroad's Union Station
Washington, D. C.

D. H. BURNHAM & CO., ARCHITECTS, CHICAGO, ILL.

Equipped throughout with "Magneta" Clocks

INTRODUCTION



ELECTRIC ENERGY, from its easy application, and from its affording the means of actuating with absolute precision and certainty any number of distant and widely distributed indicators controlled from a central point, has long been acknowledged as an ideal principle to apply to the problem of providing uniform time systems for large buildings, as well as for entire towns and districts.

From time to time many attempts have been made to devise a thoroughly practical system, and some of these have met with a certain degree of success. The broad principle or method common to all these systems is generally known, even by persons having no special knowledge of the subject, and consists in the use of a battery for generating the necessary electric current, and also contact points, where the current is alternately applied and interrupted, as a means of producing intermittent impulses for actuating the system of distant dials or secondary clocks.

However, the **uncertainty of the batteries** and the rapid **destruction and oxidization of the contact points,** have been the **cause of continual trouble,** necessitating **frequent inspection,** entailing **skilled attendance** at a **considerable annual expenditure.**

THE MAGNETA COMPANY'S

SYSTEM OF

Electric Clocks Without Batteries or Contacts

The invention forming the basis of this system consists, as is frequently the case with important developments, in the application of a very simple principle. It may almost be assumed as general knowledge, that the generation of electric current for lighting, motive power and industrial purposes generally is effected by induction, whereby a closed coil is brought into the sphere of a magnetic field, (the respective position of the two being properly arranged and disposed), this, the now historic discovery of Faraday, **is the basis of all dynamo electric generators.** The **fundamental quality of this method** of **producing electric current** is its **certainty:** whenever a closed coil is suddenly brought into or withdrawn from the influence of a magnetic field, then a current of definite strength must always result. This certainty of action has been applied by the Magneta Co. to electric clock systems, and has taken practical shape in the following manner: The clock which is destined to be the **controller** or **master clock** of the system, is provided with a **magnetic inductor** of special form, consisting of an iron core placed within a fixed coil, and so arranged with respect to a permanent magnet that the core becomes alternately magnetized and demagnetized by a semi-rotation; **once every minute,** the **master clock or controller actuates this inductor,** thus **generating** a momentary **current,** which passes into the circuit of the **secondary clocks,** thus giving them an impulse, which takes place synchronously with the movement of the inductor. The wires from the inductor are led away without interruption or break to the circuit of the system with which the circuit of the inductor is permanently joined.

It is claimed for the Magneta Company's apparatus that it provides an absolutely trustworthy and efficient system, and this claim has been more than substantiated by the faultless working of both the large and small installations which the Company has erected. This is further borne out by the fact that although a short time has elapsed since the Company began to exploit its system, it has erected a large number of leading installations.

The advantages of the system may be summarized as follows:

Batteries and Contacts of any form entirely superseded, therefore ***nothing to renew.***

Saving *of the annual* ***expenditure*** *needed for the maintenance and repair of ordinary clocks.*

No supervision, *maintenance or attention of any kind, it being merely necessary to wind the master clock in the usual way, and the entire system is then self-acting* (*large Systems we can also build entirely automatic with a Self-Winding Master Clock*).

Highest time-keeping qualities, *secured by the extreme simplicity of construction.*

No *incidental or working* ***expense*** *of any kind.*

Low cost *of installing the system.*

However large the number of dials, or however widely separated in a building or system, ***they all indicate precisely the same time.***

In large buildings provided with the old system of clocks, much inconvenience is caused by the daily or weekly winding and setting and also occasional oiling, necessitating usually the carrying of steps or small ladders for this purpose; with the Company's system these inconveniences disappear.

The Company enters into a one year guarantee of every installation erected.

These clocks can be placed in workshops where there is much dust, and also in damp places or in positions where they will be exposed to the weather or great changes of temperature.

Installations of electric clocks are particularly useful for towns and smaller communities, factories, post offices, hotels, schools, railroad depots, office buildings, private residences, clubs, banks, hospitals, theatres, etc. It is a well known fact that in large buildings considerable sums are expended annually for the adjustment, maintenance and repair of their ordinary clocks: all these expenses are avoided when the Company's system is used.

"MAGNETA" CLOCKS IN PRIVATE RESIDENCES

Electric clocks, so long as they were operated by batteries, did not find their way into homes, owing to their fundamental shortcoming and the absolute necessity of technical supervision.

Mechanical clocks, too, cannot be relied upon for uniform and correct time, as they require adjustment, oiling, etc., not to say anything of the fact that it is often overlooked to wind them, and their use is accompanied with inconveniences, and a considerable annual outlay.

If you want your maid, your chauffeur, your coachman to be punctual, and not to shift responsibility upon "time" use *"Magneta Clocks."*

The secondary clocks show uniform time all the time, and do not even require oiling, nor any other attention.

You will find them the most convenient of all the modern improvements, and having once used them, you will never do without them; this is the consensus of opinion of those who have used them.

The master clock may be installed in the entrance hall, and thus is not only a time-piece, but also an ornament.

If you have an old, valuable case that you do not care to part with, we can equip it with our mechanism.

What well known TECHNICAL AUTHORITIES write about the "MAGNETA" System.

ENGLAND.

Sir WILLIAM H. PREECE, *K. C. B., F. R. S.,* **London.**

" . . . .The inconvenience of battery systems are that the batteries wear out and the contact points corrode (oxidize). In the **"Magneta"** System both are eliminated. It is the **most economical** and **reliable** system; there being nothing to renew. I have a very high opinion of the practical merits of this system.— — —"

BELGIUM.

Mr. EM. PIERARD, *Professor of Applied Electricity,* **University of Brussels.**

" . . . .The long experience we have had with them enables us to confirm that they **give all** that is **desired for a perfect working clock system,** and that they will continue to do so for many years, without the slightest supervision — — —"

GERMANY.

Prof. Dr. VOLLER, *Pres. of the State Laboratory,* **Hamburg.**

" . . . .In the invention of the Magneta Clocks, we have a system which, according to my views, is capable of eliminating the many inconveniences of producing and transmitting current, as heretofore done in clock systems; at the same time, **it has made possible** in the **most simple way, sure** and **inexpensive operation of large** and **small plants.**

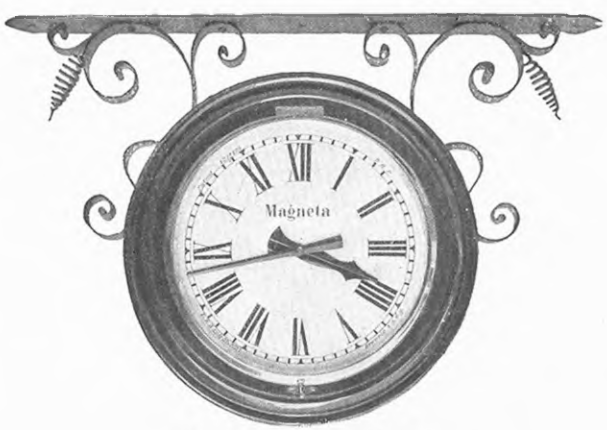
I can also state that, according to my conviction, the "Magneta" System shows such an **immense progress,** that the electrical operation of large plants in the future will have a much larger field than heretofore has been possible, owing to the defects in the systems in use — — —"

SWITZERLAND.

Mr. H. F. WEBER, *Professor of Applied Electricity,* **Technical University, Zurich,** has expressed himself in similar terms.

FRANCE.

Prof. E. HOSPITALIER, *President of the Internat. Society of Electrical Engineers,* **Paris,** has expressed himself in similar terms.



Double dial—Ceiling Clock

LIST

GIVING PARTICULARS OF THE VARIOUS TYPES
AND OTHER DETAILED INFORMATION

WE MANUFACTURE ALL TYPES OF

MASTER CLOCKS, PROGRAM CLOCKS, SECONDARY CLOCKS, TIME STAMPS, TIME RECORDERS

ALSO REGULATING APPARATUS FOR TOWER AND TURRET CLOCKS

OUR PRICES

We do not make "cheap" clocks; but our prices are moderate, considering the workmanship and material employed.

Our master clocks are the finest Precision Regulators obtainable; they are equipped with either a Riefler Compensation Pendulum, or a French Invar Steel Pendulum, either of which give far better results than a mercurial pendulum.

The escapement employed in the "Magneta" clocks is actuated by the "Remontoire" mechanism; this is the same type as applied to the finest Astronomical Regulators and Tower clocks, where the highest accuracy is required.

Only the very best hardened brass, Phosphor-Bronze, Steel and Magnalium (non-corrosive) enter into the manufacture of our clocks, and we invite the most critical inspection to substantiate these statements. The bearings and their finish are unequalled.

Furthermore, the most up-to-date, yet simplest, devices known to Horological Science have been applied to the "Magneta" clocks, and hence they cannot be "cheap."

Whereas the initial cost of our System is somewhat higher than that of the battery-systems, its future inexpensive maintenance and thorough reliability, greatly offsets this.

A. MASTER CLOCKS

The Master Clock is of the standing type and is wound, either by hand, or by an automatic self-winding arrangement.

Comprising the precision regulator with weights and pendulum (beating seconds) in either oak, walnut or mahogany case.

I. HAND WOUND, (working period 8 days.)

Type A, capable of driving 1-20 units.
Type C, " " " 1-30 "

1 unit equal to a secondary clock of 4-12 inches diameter of dial.

II. HAND WOUND, (working period 36-50 hours.

Type a, capable of driving 1-10 units.
Type c, " " " 1-30 "
Type d, " " " 1-45 "
Type f, " " " 1-100 "
Type g, " " " 1-200 "
Type h, " " " 1-300 "
Type i, " " " 1-500 "

III. SELF-WINDING

Wound once every day by an electric motor located at the bottom of the case; the motor deriving its power from the light line of the building. The clock can be wound by hand, should it happen that the light line is interrupted or out of order.

Type EA 32, capable of driving 1-30 units.
Type EA 45, " " " 1-45 "
Type EA 100, " " " 1-100 "
Type EA 200, " " " 1-200 "
Type EA 300, " " " 1-300 "
Type EA 500, " " " 1-500 "

IV. MARINE CLOCK, (hand wound, working period 36 hours.)

Type M, capable of driving 1-25 units.

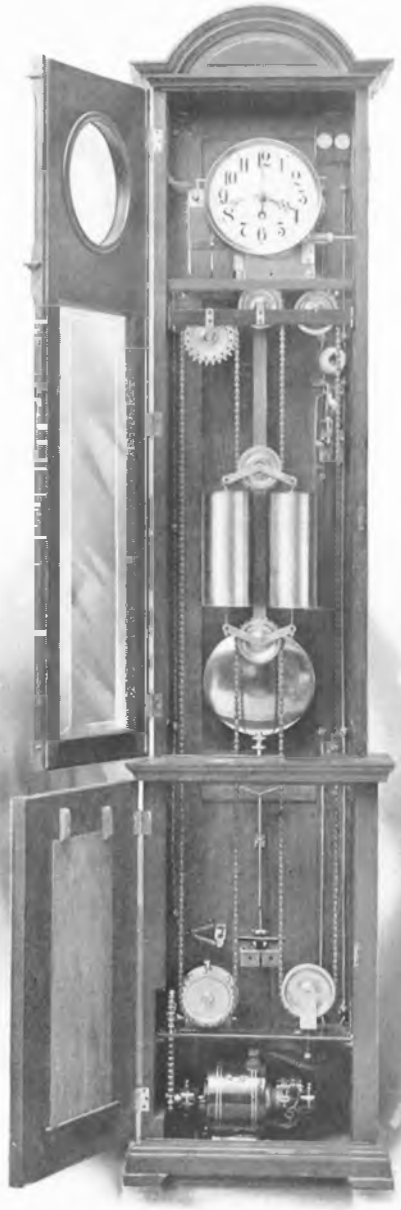
V. PROGRAM SYSTEMS, one to four series.

For ringing bells in any intervals. To be used for changing classes, opening and closing periods, starting and stopping work, etc. This is simply an extra attachment to our Master Clocks.

MASTER CLOCKS

Type A—Hand Wound
Capable of Driving 20 Units

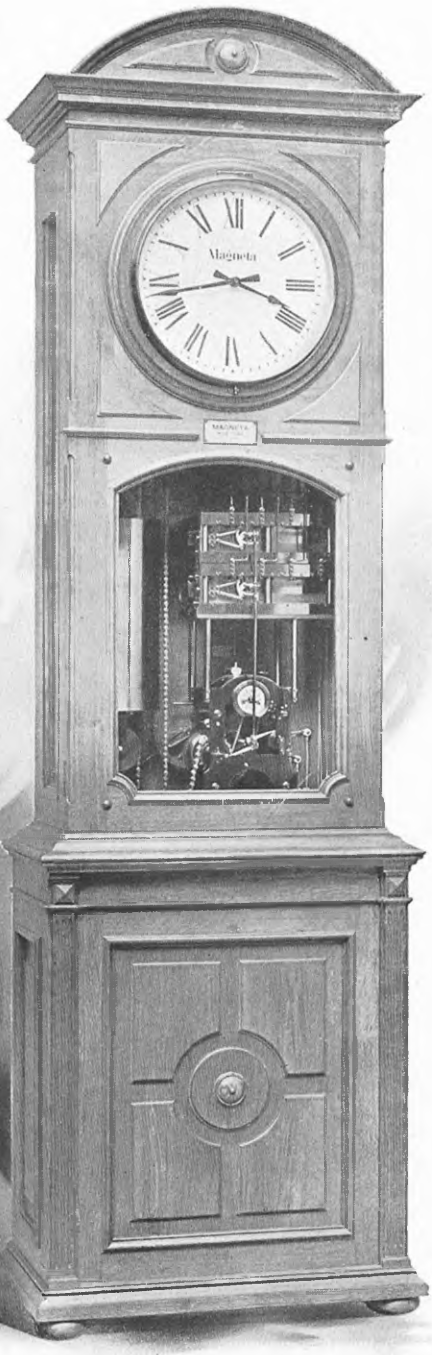
Height 7′-8″
Width 20″
Depth 12″



Type E A 30-45

Height 7′-5″
Width 20″
Depth 12″

MASTER CLOCKS



Type E A 100-300

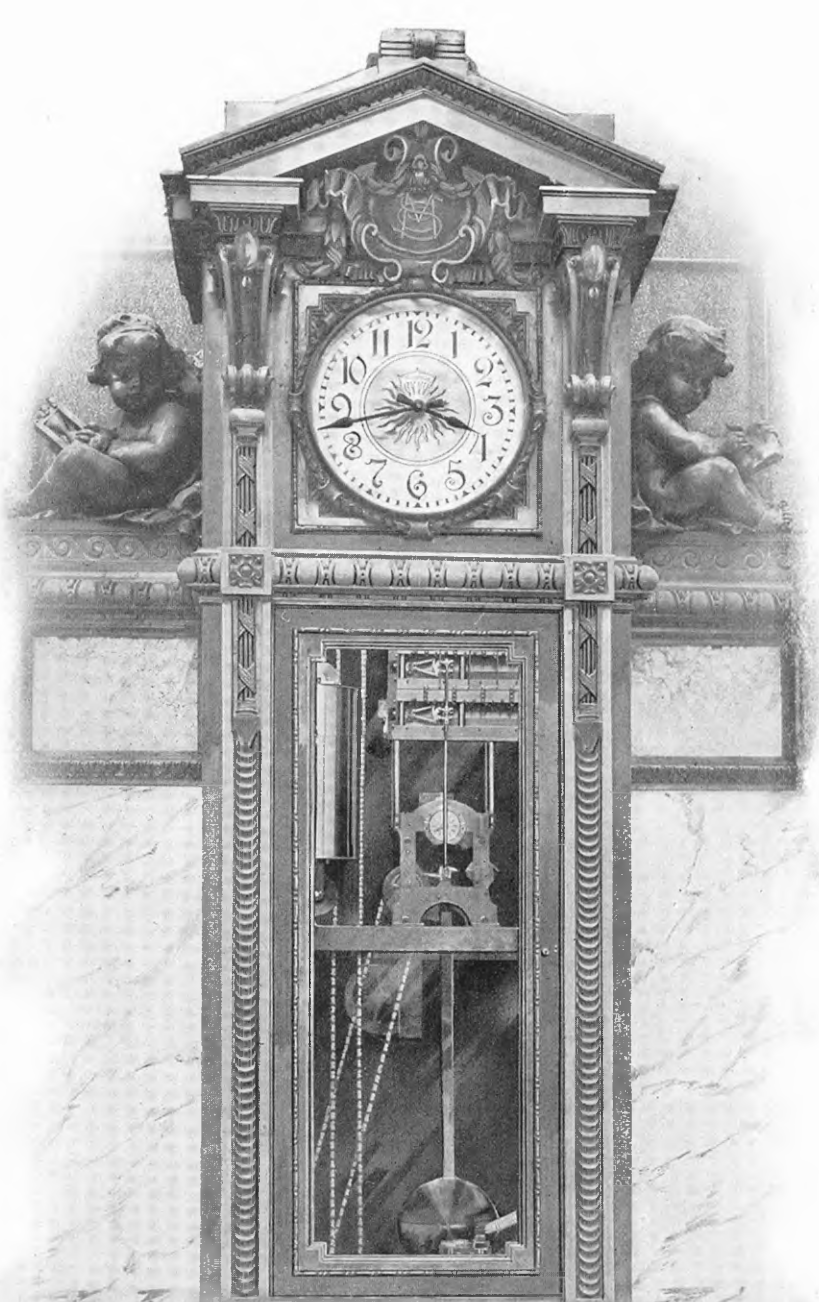
SIZES over all { Height 8′ 6″ / Width 31″ / Depth 18″

MASTER CLOCKS

Type E A 500

SIZES over all { Height 6′ 6″ / Width 46″ / Depth 22″

MASTER CLOCKS

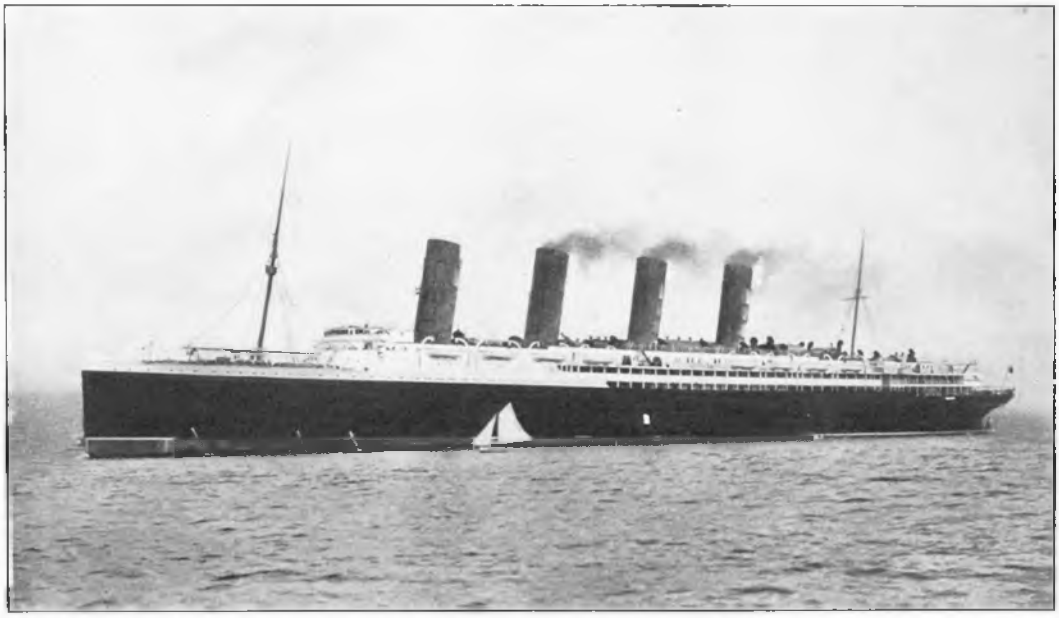


CAST BY JNO. WILLIAMS, N. Y. ERNEST FLAGG, ARCHITECT, N. Y.

Bronze Master Clock installed in the Singer Building, N. Y.

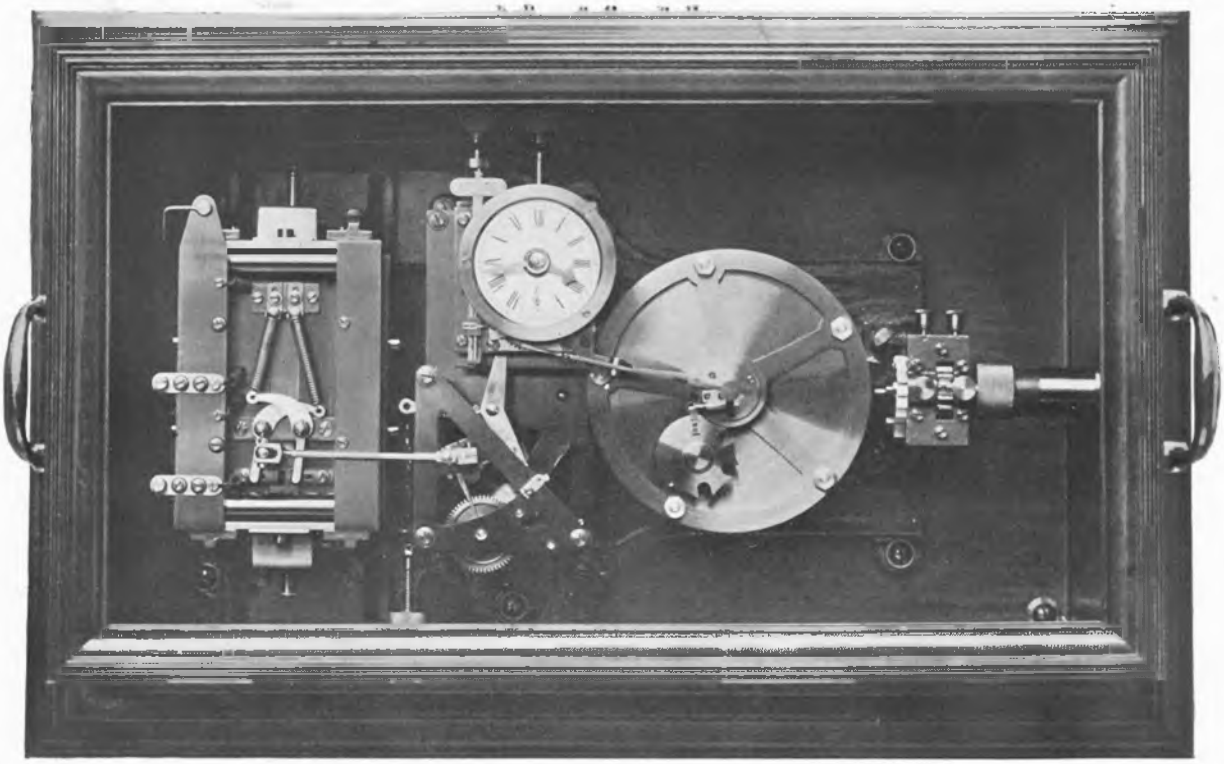
Type E A 300

MASTER CLOCKS



CUNARD LINER "LUSITANIA"

Equipped throughout with "Magneta" Clocks



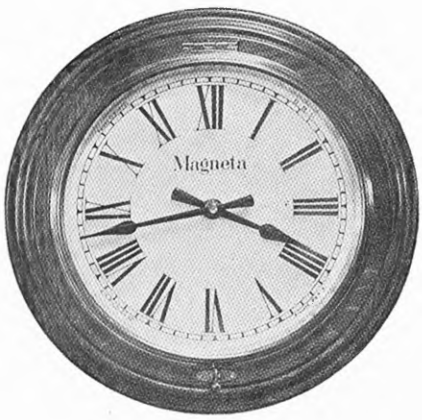
MARINE MASTER CLOCK

Capable of driving 25 units

Size: 26" x 17" x 11"

B. SECONDARY CLOCKS

The Secondary-clocks all have standard "Magneta" electrical movements, white enameled dials, balanced hands, stout glass fronts, and either wooden, metal or bronze cases, of any *dial diameter desired.* Glass covers over the dials of the Secondary-clocks are very essential, as these prevent the dust from getting into the movements; they also prevent interference with the hands while the clocks are being cleaned, etc. All of the clocks made by this Company, even to the largest for use in rail-road depots, etc., have glass covers.



Standard Circular Wooden Clock

Waterproof Circular Metal Clock

The wooden cases come in oak, walnut, birch, (mahogany finish), etc. This clock is plain in appearance, and is a splendid time-piece for offices, schools, public buildings, etc. It is also furnished in genuine mahogany with silver-plated dial; giving the plain design richness in effect and appearance, and makes it popular for private offices, libraries, etc.

Sizes: 8" diameter of dial to 24" diameter of dial.

The same case design is furnished in *spun metal.*

Sizes: 6" diameter of dial to 7' 0" diameter of dial.

Entirely *waterproof,* for use out of doors, also for garages, type-setting rooms, in fact, all places where an ordinary time-piece cannot be placed on account of dampness, etc.

SECONDARY CLOCKS

I. Comprising electric clock movement, *oak or walnut circular case,* with white dial, black aluminum hands and stout glass front.

8	inch	diameter	of	dial	(equal	to	1	unit*)
10	"	"	"	"	"	"	1	"
12	"	"	"	"	"	"	1	"
16	"	"	"	"	"	"	4	"
20	"	"	"	"	"	"	4	"
24	"	"	"	"	"	"	8	"

II. Comprising electric clock movement, *circular metal case,* white dial, black aluminum hands and water-tight glass front (these clocks are specially adapted for damp premises and outdoor use.)

8	inch	diameter	of	dial	(equal	to	1	unit*)
10	"	"	"	"	"	"	1	"
12	"	"	"	"	"	"	1	"
16	"	"	"	"	"	"	4	"
20	"	"	"	"	"	"	4	"
24	"	"	"	"	"	"	8	"
28	"	"	"	"	"	"	8	"
32	"	"	"	"	"	"	8	"
36	"	"	"	"	"	"	8	"
40	"	"	"	"	"	"	20	"
48	"	"	"	"	"	"	20	"
60	"	"	"	"	"	"	30	"
70	"	"	"	"	"	"	40	"
80	"	"	"	"	"	"	40	"

*(1 unit equal to a secondary clock of 4-12 inches diameter of dial.)

Prices will be quoted on application, also for smaller and larger dimensions.

LARGE CLOCKS

The larger clocks made by this company are, in every respect, duplicates of the smaller sizes in general appearance. While they are substantially constructed, yet they are not bulky in appearance; having little depth, thus eliminating the clumsy appearance usually presented by the larger size clocks.

III. TRANSPARENT DIALS

Illuminated at night by electric light.

IV. DIALS

In carved wood or fancy frames.

SECONDARY CLOCKS

Standard Mantel Clock
Style "St. Francis," Walnut or Mahogany Case
Dial diameter 4″
Height, 12¼ inches. Width, 7¼ inches

Side view
of carved
frame clock

Standard Curved Circular Wooden Clock
In Oak or Walnut frames from 8″-16″ dial diameter

SECONDARY CLOCKS

BRONZE CASES

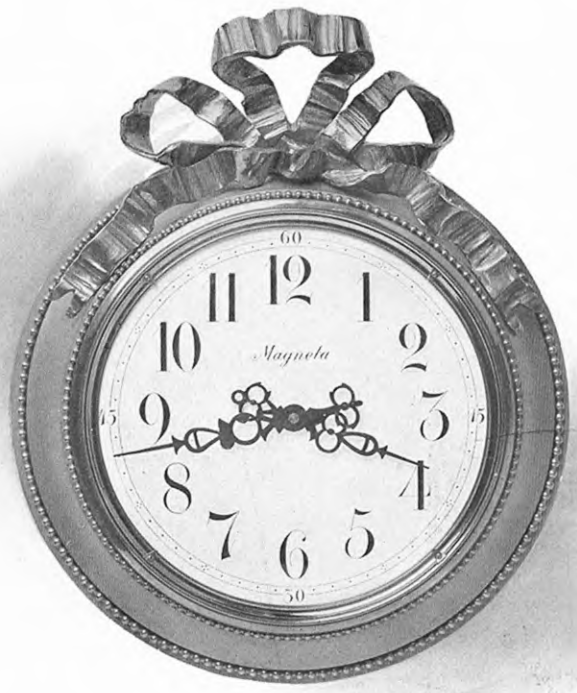
Very popular for hotels, banks, private residences, etc. These clocks are furnished in plain or ornamental cases, with either of the following finishes:

a. Natural bronze, polished only
b. Statuary finish
c. Gold lacquered
d. Gold plated (electro plated)
e. French gold plated (doré nitraté)

All our bronze cases are heavy in weight and very substantially made, and are furnished perfectly plain or with ornamentation varying from the simplest kind to the finest French chased and re-chased ornamentation for the most luxurious home.

We are prepared to furnish bronze cases in strict accordance with Architect's designs.

SECONDARY CLOCKS
BRONZE CASES



MAGNETA STANDARDS
6″ 8″ 10″ 12″ diameter of dial

SECONDARY CLOCKS

MANTEL CLOCKS

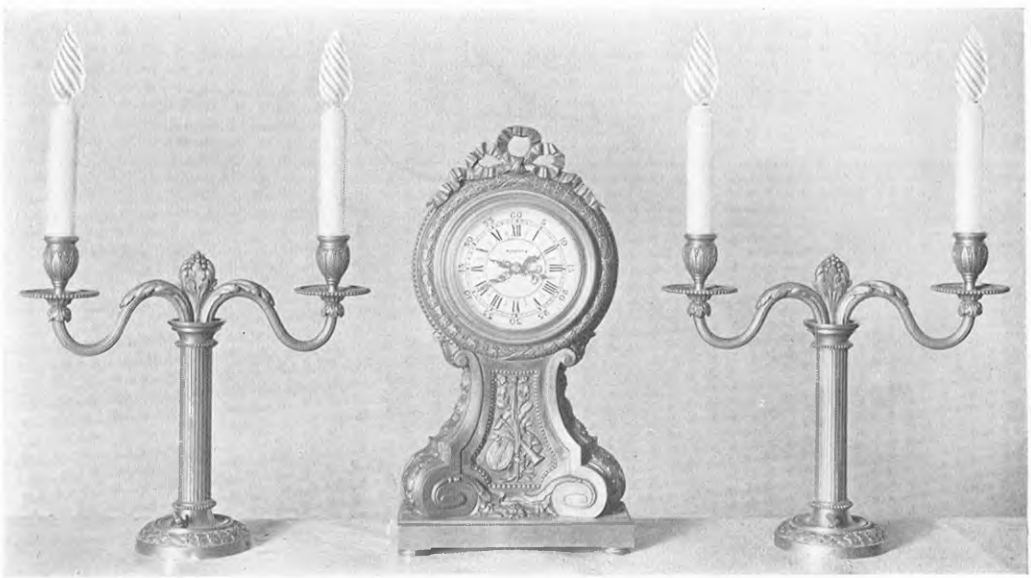
For private residences, large hotels, etc., this is the preferred clock ; not only a splendid time-piece, but an ornament for the mantel.

We can furnish these clocks in the plainest crystal or wooden cases or in the most elaborate imported French mantel clock housing of any style period with candelabras to match.

SECONDARY CLOCKS

MANTEL CLOCKS

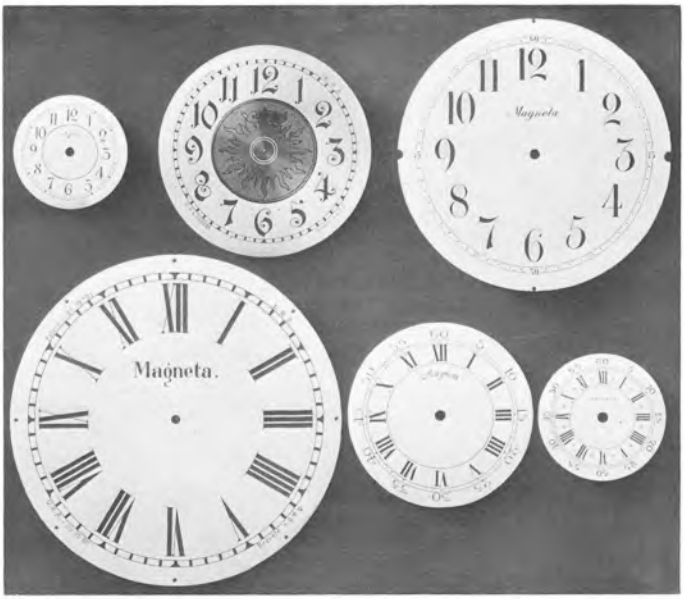
Specimen Louis XV. Mantel Set. Specially designed and made for the Plaza Hotel, N. Y.



Specimen Louis XV. Mantel Set. Specially designed and made for the Plaza Hotel, N. Y.

DIALS

SOME SUGGESTIONS REGARDING THE SELECTION OF DIALS



ZINC ENAMELED DIALS

These are the standard dials for offices, schools, etc., and are made *in any diameter.* They are the most satisfactory for general use, and answer almost every requirement; they are neat, substantially made, and are far superior to paper or celluloid dials.

PORCELAIN ENAMELED DIALS

These are the finest dials obtainable; they are enameled on pure copper, and have a high-class finish. They are particularly desirable for use in such places as homes, hotels, banking offices, etc., and range in size from 3" up to and including the 12" size, but no larger.

They come in two grades:

a: Domestic.
b: Imported.

The latter are of a much finer grade and finish than the former.

SILVER-PLATED DIALS

These are silver-plated on brass, and have engraved numerals with engraved sunburst in the center. They are used for all better class offices, etc., and come in sizes up to and including the 16" size.

MARBLE DIALS

These are the most suitable dials for larger clocks, etc., for use in banking quarters, corridors, etc., and range in size from 16" to 60". They are usually furnished in connection with bronze frames, have raised bronze numerals, fancy hands, and stout glass fronts.

Large marble dial with raised bronze numerals in bronze sash (holding glass) to be installed in ornamental plaster or marble frame.

We are in a position to furnish these clocks in accordance with architects' designs.

ILLUMINATED DIALS

These are made of Novus or Opal glass in sizes up to 24" in diameter. For larger sizes, ground glass, buffed, is used. Dials larger than 6' in diameter are made in sections.

LIGHTING DEVICE

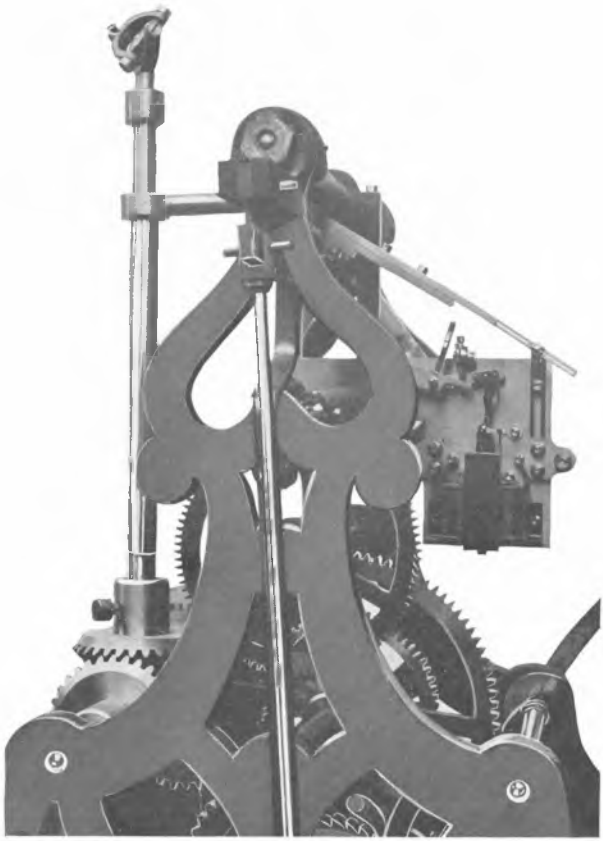
Particular attention is paid to the lighting equipment of our illuminated clocks. They are so constructed that access is easily had to the interior and the exchanging of lamps is readily accomplished; attention has also been given to the proper ventilation of these clocks.

Bronze dial with raised silver numerals and silver hands
Installed in U. S. Custom House, N. Y.

6-foot diameter dial, illuminated clock; metal and terra cotta frame

MAGNETA REGULATING APPARATUS

FOR CONTROLLING AND REGULATING TOWER AND TURRET CLOCKS



REGULATING APPARATUS FOR TOWER CLOCKS

This apparatus, which can be attached to existing Tower and Turret Clocks, without taking them apart, allows the automatic regulation of the tower clock with the precision master clock, to which it is connected by wires.

TIME STAMPS, TIME RECORDERS

For information concerning these, see Supplement "B" to this catalogue.

LIST OF
SOME RECENT INSTALLATIONS

H. J. HARDENBERGH, ARCHITECT, N. Y.

THE "PLAZA"

Has a "Magneta" Clock in every suite and throughout basement and ground floors

PUBLIC BUILDINGS, RAILROADS, ETC.

U. S. Custom House, New York.
U. S. Post Office, Niles, Mich.
Yonkers City Hall, Yonkers, N. Y.
Shelby County Court House, Memphis, Tenn.
Hudson County Court House, Jersey City, N. J.
Pennsylvania Terminal Station, Wash., D. C.
Memphis Terminal Station, Memphis, Tenn.
The Interborough-Metropolitan Co., New York.
The Rock Island System, New York.
New Theatre, New York.
etc., etc.

SCHOOLS, HOSPITALS, BATHS, ETC.

Mount Sinai Hospital, New York.
West Pennsylvania Hospital, Pittsburgh, Pa.
Emma Willard Seminary, Troy, N. Y.
Union Free School, Harrison, N. Y.
Asbury Park High School, Asbury Park, N. J.
Aberdeen High School, Aberdeen, Wash.
Jeffersonville High School, Jeffersonville, Ind.
Fleischman's Baths, New York.
etc., etc.

HOTELS, CLUBS, ETC.

The Knickerbocker Hotel, New York.
The Plaza Hotel, New York.
The St. Regis Hotel, New York.
The Belmont Hotel, New York.
The Empire Hotel, New York.
The Ritz Carlton Hotel, New York.
The St. Francis Hotel, San Francisco, Cal.
New York Club, New York.
etc., etc.

MARINE INSTALLATIONS

The S. S. "Lusitania."
The S. S. "Mauretania."
The S. S. "Kaiserin Augusta Victoria."
The S. S. "Adriatic."
The S. S. "Amazon."
The S. S. "Uruguay."
etc., etc.

RESIDENCES, APARTMENTS, ETC.

A. J. Horgan, Deal, N. J.
Ernst Flagg, New York.
W. C. Delanoy, Short Hill, N. J.
Com. Fred. Gilbert Bourne, Oakdale, N. J.
Joseph E. Uihlein, Milwaukee, Wis.
Grove E. Warner, Syracuse, N. Y.
Carlton Apartment House, New York.
Hohenzollern Apartments, New York.
Savoy Apartments, New York.
Hendrik Hudson Apartments, New York.
etc., etc.

BANKS, CORPORATIONS, NEWSPAPERS, ETC.

American Bank Note Company, New York.
Eastern Township Bank, Toronto, Can.
Girard Trust Company, Philadelphia, Pa.
Union National Bank, Pittsburg, Pa.
Union National Bank, Wilmington, Del.
New York Staats-Zeitung, New York.
Brooklyn Daily Eagle, Brooklyn, N. Y.
Evening Bulletin, Philadelphia, Pa.
Evening Post, New York.
Scribner Building, New York.
etc., etc.

CASS GILBERT, ARCHITECT, N. Y.

200 "Magneta" clocks placed in U. S. Custom House, New York

OFFICE BUILDINGS, STORES, FACTORIES, ETC.

Wanamaker Store, New York.
Lord & Taylor, New York.
James A. McCreery, New York.
Barclay Building, New York.
Bowling Green Building, New York.
Bristol Building, New York.
Brunswick Building, New York.
Central Building, New York.
City Investing Building, New York.
Commercial Cable Building, New York.
Corn Exchange Building, New York.
Fifth Avenue Building, New York.
341-5th Avenue, New York.
Hamburg American Building, New York.
Howard Building, New York.
Lords Court Building, New York.
56 Maiden Lane Building, New York.
Manhattan Life Building, New York.
Spero Bros., New York.
Singer Building, New York.
Seligman Building, New York.
Smith Gray Building, New York.
Temple Bar Building, Brooklyn.
Terminal Building, New York.
Thoroughfare Building, New York.
Trinity Building, New York.
Trust Co. of America, New York.
U. S. Express Building, New York.
U. S. Realty Building, New York.
U. S. Cigar Stores, New York.
33 East 17th Street, New York.
Wall Exchange Building, New York.
Washington Life Building, New York.
West Street Building, New York.
Whitehall Building, New York.
Henry Goeltz, New York.
American Woolen Co. Building, New York.
Lumsden Building, Toronto, Can.
Vari Lace Co., New York.
Gorham Mfg. Co., New York.
Packard Motor Car Co., Long Island City.
etc., etc.

JOHN A. CURD, ARCHITECT — BUILT BY BENJAMIN A. HOWES

RESIDENCE OF WILLIAM C. DE LANOY
at Short Hills, New Jersey

SOME TESTIMONIALS

UNION NATIONAL BANK,

Pittsburgh, Pa.,
August 8th, 1910.

Replying to your favor of the 4th inst., relative to the Magneta Clock System installed in our building, we beg to say that after an experience of over three years, we find it very satisfactory. It runs itself, and seldom, if ever, needs any attention.

Very truly yours,
(Signed) GEORGE N. PADDEN,
Cashier.

HOTEL EMPIRE.

B'way & 63rd Street,
N. Y., Aug. 10th, 1910.

Referring to your inquiry as to the efficiency of the Magneta Clock System at the Hotel Empire, would say that I can find absolutely no fault with the Magneta Clocks. They always keep time, require no attention, in fact I do not see how they could be improved.

Very truly yours,
(Signed) M. JOHNSON QUINN,
Proprietor.

PLAZA HOTEL.

New York, March 13th, 1908.

In reply to your letter of March 4th, would say that the clocks which you installed in the Plaza Hotel, have been working very satisfactorily since their installation.

Yours very truly,
(Signed) FRED STERRY.

New York, August 9th, 1910.

In answer to your letter of August 5th, I would say that we are more than pleased with the service rendered by your clock system. We installed one of your Master Clocks and twenty-three sub clocks in our building in November 1907, and they have operated since without any trouble or expense whatever.

In a newspaper plant it is of prime importance that the clocks in the various departments keep accurate time at all times and this service your system has succeeded in accomplishing. Another advantageous feature is that it does not require the attention of an expert mechanic or electrician or clock-maker, merely having to be wound up regularly like any other clock.

Very sincerely,
THE NEW-YORKER STAATS ZEITUNG,
(Signed) JOSEPH E. RIDDER, Secy.

San Francisco, Cal.
June 8th, 1910.

It is a distinct pleasure to state that the Magneta Electric Clock System introduced into this Hotel upon our reopening in November 1907, has proved a success in all particulars. The Master Clock, as well as the clocks in our public rooms, apartments and different departments have attracted a great deal of favorable attention and comment. We consider the system worthy of serious consideration by anyone contemplating its installation.

Yours very truly,
HOTEL ST. FRANCIS,
(Signed) JAS. WOOD, Mgr.

New York, August 10th, 1910.

We are in receipt of your communication dated August 5th, and in reply to same we beg to say that the Magneta Clock System which you installed in this Hotel at its opening, six years ago, has given us good satisfaction, and we hereby testify that it is independent of any mechanical assistance whatsoever.

Yours very truly,

ST. REGIS HOTEL COMPANY,
(Signed) M. GELLER, Mgr.

THE MOUNT SINAI HOSPITAL.

New York.

Regarding your inquiry about your clock system installed in the Hospital in May, 1906, I am glad to state that we are well pleased. Neither the master clock nor the secondaries have given us the slightest trouble whatsoever and keep absolutely correct time.

I examined and investigated all the leading electric clock systems in the market before the Hospital decided to give your system a trial, and after five months of daily observation and watching, I confess that I do not know of any better system.

Very truly yours,

(Signed) ROBERT PHILLIPS.
Chief Engineer.

Mr. F. S. Shepherd, Superintendent of the Asbury Park High School, gave the following information about our system :

The Magneta Electric Clock is a success, and has worked beautifully for the year that we have had it.

We have not yet put in the program clock. Our Master Clock runs 27 Secondaries. We like the system better than any we investigated and we investigated practically all.

It has not cost us one cent to maintain the system, because there is no need at all of batteries. The magnet in the clock furnishes all the power needed and does not wear out. There has not been a single repair made to the system since we have had it, either by the company or by local parties. I know you will find it a very satisfactory system, especially if their program attachment can be adjusted to the minute schedule.

Very respectfully yours,

(Signed) FRED S. SHEPHERD,
Superintendent.

Short Hills, N. J.,

March 17th, 1911.

I take pleasure in expressing my complete satisfaction with your entire system, which has now been in operation for over two years in my residence at Short Hills, N. J. The only thing necessary is to wind the Master Clock once a week. It is a perfect time keeper and gives me a uniform time throughout the house, as well as at the garage. I have kept a careful record and there is not a variation of over thirty seconds a month.

For people who live in the country and are obliged to catch trains your system means "peace of mind." In addition to this, there are no allegations from the service end of the establishment that their particular clock were fast or slow. This means punctuality in all household service.

(Signed) WILLIAM C. DE LANOY.

Our Canadian Agent, Mr. Fred. M. Fischer, Toronto, received the following testimonial from The Lumsden Building Co.:

THE LUMSDEN BUILDING,

Toronto, Canada,

Dec. 29th, 1910.

My Dear Sir:

It is with pleasure I can certify to the excellent quality and the general satisfaction of the Magneta Clocks supplied us. We have not had one complaint from any of our tenants as to the time keeping quality of their particular clocks, and seemingly nothing could work more perfectly.

As a revenue producer it looks good, for at the present time, as you are aware, we have rented more than we can supply.

I wish to particularly thank you for the personal attention during installation, and the watchful eye you have kept over it ever since then, which I appreciate has meant much and contributed largely to the general satisfaction which our clocks are giving.

Yours truly,

(Signed) CHAS. C. CUMMINGS,
Sec'y & Treas.

HOTEL KNICKERBOCKER.

New York, August 15th, 1910.

In reply to your letter of August 5th asking for my views on the efficiency and accuracy of your system of clocks, permit me to say that same has been installed in the Hotel Knickerbocker, since it has been open, and I find from my personal experience and also from the people in charge of same that they are most simple to handle and very efficient as an electrical device for the service they perform and that they are practically self-maintaining.

Yours very truly.

(Signed) JAMES B. REGAN.

AMERICAN BANK NOTE CO.

70 Broad St., New York.

August 12th, 1910.

We duly received yours of August 4th, 1910. In reply we wish to say that we have been using the Magneta Clock System in this building since April 1908. During that time we found it most efficient and accurate. We find, moreover, that it requires little attention, and the cost of its maintenance is extremely low.

Very respectfully yours,

(Signed) GEORGE H. DANFORTH.
Secretary.

ERNEST FLAGG, ARCHITECT, N. Y.

THE SINGER BUILDINGS

Equipped throughout with "Magneta" Clocks

Clock in General Waiting Room, Pennsylvania Terminal, Washington, D. C.

Upon request, we shall be pleased to forward

SUPPLEMENT "A"

A complete description of the Apparatus and Working of the "Magneta" Clock System

This is a complete description of the system, with illustrations, for the use of Architects, Engineers, etc.

"Wire Specifications for Clocks"

Containing full instructions with regard to installing a perfect wire-system for electric clocks

SUPPLEMENT "B"

Time Stamps and Time Recorders

Estimates cheerfully furnished on request