

SANGAMO

C L O C K S

Wound from your Light Socket

*Dealer
Advertising
Service*



THE SANGAMO ELECTRIC COMPANY, Springfield, Illinois, U. S. A.

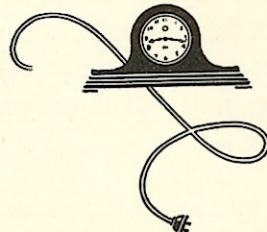
For 29 years pre-eminent manufacturers of electrical precision instruments

SANGAMO

C L O C K S

Wound from your Light Socket

Free Advertising Material
for Dealers' Use



Built to *Give Service . . .*
Not *Require It!*

NOTICE

*The newspaper mats,
as illustrated in this
booklet, will be sup-
plied with the new
retail prices effective
January 1st, 1929.*

SANGAMO ELECTRIC COMPANY
SPRINGFIELD, ILLINOIS, U. S. A.

For 29 years preëminent manufacturers of electrical precision instruments

A splendid new re-

We believe no product sold through the dealer should be considered by the manufacturer as 100 per cent sold, until the dealer himself has sold it and made his *profit*.

Hence, we have not only backed Sangamo with national advertising to build prestige and create confidence, but we have supplemented this campaign by furnishing Sangamo dealers without charge with a stronger line-up of resale helps to *speed up sales* than any other clock manufacturer has ever offered, at least to our knowledge.

SANGAMO will supply you FREE---

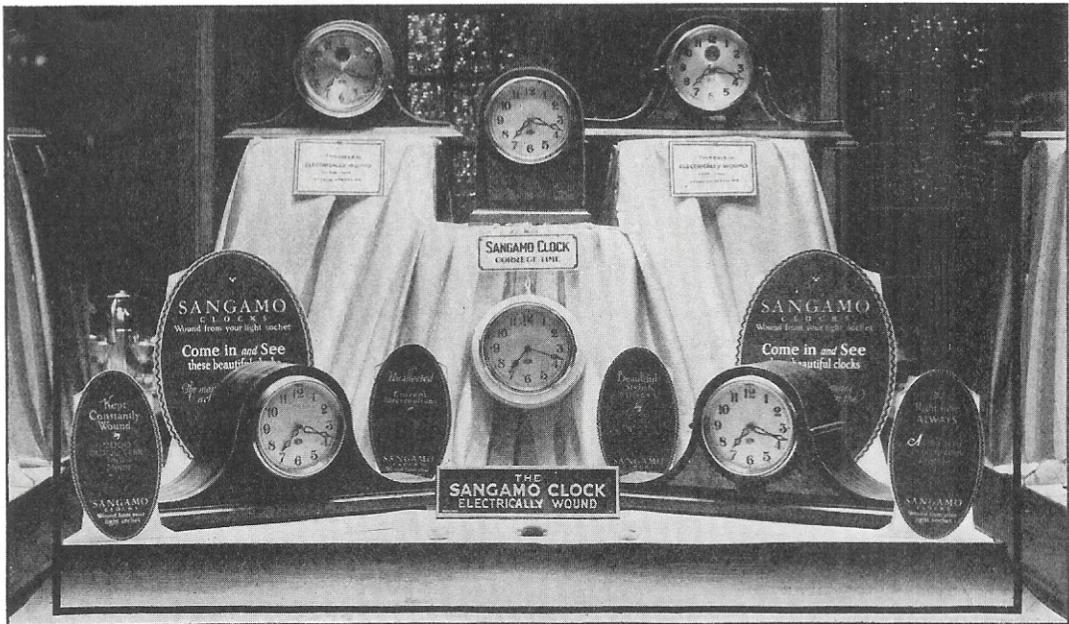
.... A powerful window display that actually stops people

Note below the picture of the window dressed with this trim. It consists of five colorful and beautifully lithographed easel-back, oval-shaped *cut-outs*, the large one 16 x 12½, the four small ones 8 x 4. The large cut-out has in lower part, two spaces representing wall outlets, into each of which is "plugged" a Sangamo, taken from stock. Small cards drive home interesting Sangamo sales points. Virtually a Sangamo demonstration. Use this trim.



The Sangamo Window Trim in the Store of Beigel & Bohlender, Dayton, Ohio

sale plan for Dealers



The Sangamo Window Trim in the Store of Welte & Wieting, Peoria, Illinois

...A newspaper campaign that merchandises everything in your store as well as clocks.

...Newspaper ads built around special events that will get big results.

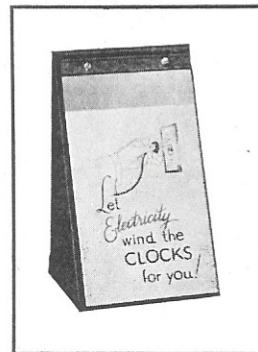
...Unusual, attractive booklets.

Also we are prepared to loan you a brand new idea in the form of a 12 page retail sales chart. It helps your salesmen give a clean-cut selling talk that hits every strong feature and holds customers' interest to the end.

Use this material! Let the community know you handle the outstanding "electric" clock--Sangamo! It's the sure way to cash in on the demand for electric clocks.

Write today for mats or electros of newspaper ads, window display cards, catalog, folders and other selling help which is supplied by Sangamo without a penny charge. Address:—

ADVERTISING DEPARTMENT
SANGAMO ELECTRIC COMPANY
SPRINGFIELD, ILLINOIS, U. S. A.



FREE

Mats or electros of these ads that advertise other merchandise as well as Sangamos.



Ads for local newspaper use in which Sangamos share space with other popular items the Jeweler wants to sell. Catchy headlines, bright copy, splendid illustrations.

This is the type of advertising the finest jewelry stores are doing. It is the kind of advertising you want.

Unusual Values in Jewelry

What Women Want in a Diamond

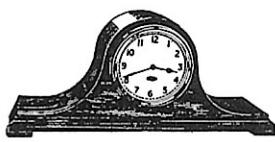


\$25
to
\$5,000

THE supreme gift of gifts . . . a Diamond. You'll find in our Diamond selection a gem that is just what she wants—at the price you want to pay. Beautiful, perfectly cut stones . . . and set in the most modern mountings of White Gold or Platinum. She will only be satisfied with the best. Before you buy a Diamond see our wonderful collection first.

*Full Dollar for
Dollar Diamond Value*

SANGAMO CLOCKS



\$25⁰⁰

New! More accurate! More beautiful! You simply plug into your light socket and time worries are over. Cases by the craftsmen of cabinet making. Many styles.

Winds From Your Light Socket

NOT a battery clock, but an electrically wound clock. You plug in and forget it. Tests prove absolute accuracy and dependable performance. Utility beautified in handsome cases. We invite you to inspect newest models at once.

SANGAMO CLOCKS



\$37⁵⁰

This electric Sangamo Clock is the marvel of clock making. Plugs in your light socket. Never needs winding. Keeps perfect time. Strikes on the hour and half hour.

1847 ROGERS BROS.

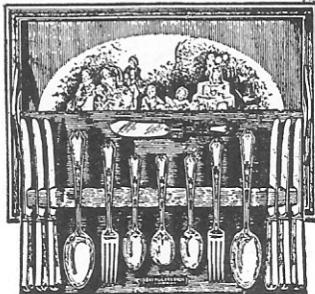
SILVERPLATE

This famous Silver plate is used by America's outstanding families—it's the mark of

Smart Table Service

This beautiful set answers the needs of average family of four to six. Newest patterns to choose from and all guaranteed to last a lifetime. Gold tray with handles and glass bottom over beautiful colored print; liftout lining of blue satin.

Enough
for Six
\$34.25



{ JEWELER'S NAME }
JEWELER'S ADDRESS }

STRAP WATCHES of Unusual Values

THE convenience of a Strap Wrist Watch has won most men and women of today. Our stock contains all models of world-famous brands. Smart, sturdy, perfect timepieces. Guaranteed for unequalled service.



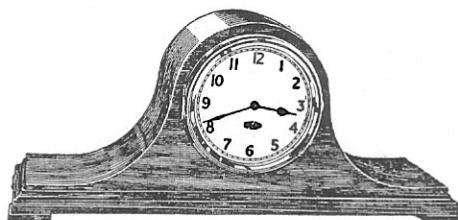
A wide range of
prices with
desirable values
as low as
\$9.75

You can buy here with the assurance of lasting satisfaction. Before we stock a watch we satisfy ourselves of the maker's integrity and the product's dependability. Performance and style "join hands" here to make satisfied customers.



SANGAMO CLOCKS

Wound From Your Light Socket



Now the home can have a dependable clock that always gives the correct time. Never has to be wound. Just plugs into light socket. Current keeps it running perfectly. See this marvel of clocks. Guaranteed.

This handsome
model costs no
more than most
hand wound tam-
bours!

\$25

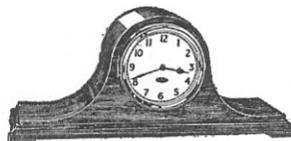
Models that strike
as low as \$35

{ JEWELER'S NAME }
JEWELER'S ADDRESS }

Advertisement 102

Special Showing of Nationally Known TIMEKEEPERS

THE reason so many people know this store as "Time Headquarters" is because every watch or clock we sell has been selected by us for its perfect time keeping record. We know and confidently guarantee what is inside the case.



SANGAMO CLOCK

*Wound From
Your Light Socket*

This is the new electric
clock. Never has to be
wound. Plug in your
light socket and forget
it. Guaranteed perfect
timekeeper. See this mar-
velous invention.

\$25



ELGIN WRIST WATCH

A famous watch in a
smart new Parisian
"dress" of graceful pro-
portions. Elgin built
means perfect time un-
der the hardest wear. Many
other Elgin Models
models here.

\$35

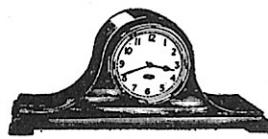
JEWELER'S NAME
JEWELER'S ADDRESS

Advertisement 103

These Values Will Please Folks of the Hour

The Slender
Pocket
Watch
By
HAMILTON

This is the newest Hamilton Watch. A slender model, hardly thicker than a dollar. Keeps perfect time. Guaranteed. Other models of these famous watches assure you wide selection.



Ask to see the new Sangamo. No other clock in the entire world like it. Brings perfect time into the home with rare beauty. Plugs into the light socket just like a lamp.

A NEW STRAP
MODEL BY
ELGIN

Notice the Strap
Watches worn by smart
people and you will find
"Elgin" on the face.
World renowned time-
pieces. Keep perfect
time no matter how
hard the wear. Guar-
anteed. Splendid value.

\$50

Only One of
the Many
Unusual
Values

SANGAMO CLOCKS

Wound From Your Light Socket!

\$25

Cost no
More Than
Most Hand
Wound
Clocks

Never needs to be
wound—always gives the
correct time. Beautiful
models in many period
designs. Striking clocks
as low as \$35.00.



We believe our stock of Strap
Watches the most complete in town.
Wide variety of cases. Prices to suit
you. Come in and see for yourself.

{ JEWELER'S NAME }
JEWELER'S ADDRESS

Advertisement 104

Only the
World's
Best
in
WATCHES

Before we put our name
behind a Watch or
Clock our experts are
satisfied that we can
still make good on this
statement. "Only the
World's Best."



SANGAMO CLOCKS

Wound From Your Light Socket!

\$25

Cost no
More Than
Most Hand
Wound
Clocks

Never needs to be
wound—always gives the
correct time. Beautiful
models in many period
designs. Striking clocks
as low as \$35.00.

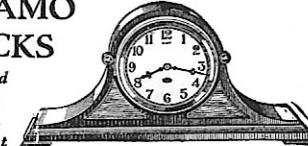


We believe our stock of Strap
Watches the most complete in town.
Wide variety of cases. Prices to suit
you. Come in and see for yourself.

{ JEWELER'S NAME }
JEWELER'S ADDRESS

Advertisement 104

GIFTS of Unquestionable Quality



\$25.00

New! More accurate! More beau-
tiful! You simply plug into your
light socket and time worries are
over. Cases by the craftsmen of
cabinet making. Many styles.

This electric Sangamo Clock is the
marvel of clock making. Plugs in
your light socket. Never needs
winding. Keeps perfect time. Strikes
on the hour and half hour.



Thoughtful Giving!

1847 Rogers
HOLLOWARE

This beautiful 1847 Rogers Silver-
plate is found in many of Amer-
ica's most noted families. Authentic
copies. Guaranteed for a lifetime of
service. Designs to match your flat-
ware pattern.

{ JEWELER'S NAME }
JEWELER'S ADDRESS

Advertisement 105

Timepieces That Serve

YOU will find our stock of Watches and Clocks the most complete in town. Models and prices to suit every task. The maker's name and our's back of every timepiece we sell.

SANGAMO

The New
Electrically Wound
CLOCK

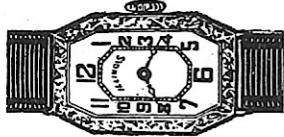


\$37.50

Others at \$25 and up

Wound from your light socket. Unlike any other clock for the home. Never needs winding. Always gives correct time. Rare beauty in cases, rare quality in the two-tone strike.

ILLINOIS \$75



This lovely Mary Todd model combines two things every woman wants in a watch. Beauty and rare time keeping ability. Guaranteed to give perfect time always.

You Can't Go Wrong Here

Bought here is your assurance of perfect performance in a Watch or Clock. We sell only makes of known dependability.

JEWELER'S NAME
JEWELER'S ADDRESS

Advertisement 106



\$150 **\$100**

Rings that Delight the Diamond Wise

WHAT a thrill you will get when you see our Diamond selection. Beautiful, flawless stones, each and every one. Set in the most modern mountings. Priced to suit every purse. Compare our Diamond values with any in town—or anywhere—and you will find our idea of value outstanding.

**\$25
and up**

SANGAMO

The New Electrically Wound
CLOCK

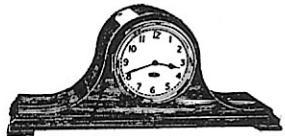
Wound From Your Light Socket

NEVER has to be wound—yet always gives the correct time. Plugs into your light socket. Electric light current keeps it wound—automatically. In many models. Guaranteed perfect service.

{ JEWELER'S NAME }
JEWELER'S ADDRESS

Advertisement 107

Tomorrow—This Store Will Feature
SANGAMO CLOCKS



\$25.00

All you do is plug in your light socket—and you have the correct time in your home forever. Beautiful case designs by master cabinet makers. See special showing on now.

**You Simply Plug
Into Your
Light Socket**

NOT a battery clock, but an electrically wound clock. You plug in and forget it. Tests prove absolute accuracy and dependable performance. Utility beautified in handsome cases. We invite you to inspect newest models at once.



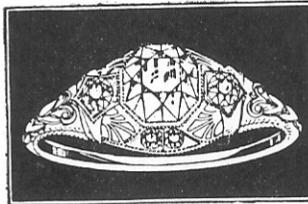
\$37.50

Here at last—wound from your light socket. Plug in and that's all. Guaranteed perfect performance continuously. Strikes on the hour and half hour. Exceptional beauty in cases.

DIAMONDS
*That Meet Highest Quality Standards
Prices Made Possible by Volume*



\$100.00



\$250.00



\$175.00

Quality does make a difference—with her. Only gems that measure up to our high standard of quality—the highest known—find their way into our collection. Bought here is a lasting assurance to you that you have given her the best.

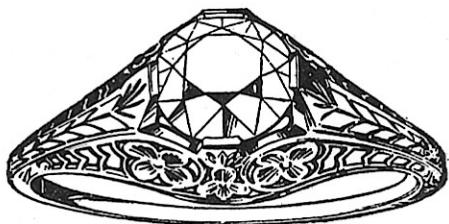
To mention this store in connection with Diamonds is to tell the whole story of wide selection, superb quality, utmost value in a single name. We are proving it over again with a notable group of featured values this week.

Quality . . . Satisfaction . . . Value

{ **JEWELER'S NAME** }
JEWELER'S ADDRESS }

Advertisement 108

*This Store is Ready for the
Man Who is Proud of His Gifts*



Highest
Quality
\$100

One of many fea-
tured values that
await your inspection
here. Prices stand the
test of comparison
where quality is the
same.

Come here and make comparisons. If you don't know Diamonds it is to our advantage to show you. We want you convinced that it pays to invest in only the best.

**NOW! PERFECT TIME in the HOME
SANGAMO { ^{Wound from} Your Light Socket } CLOCKS**



\$45.00 \$35.00

Plugs into your
light socket
and keeps per-
fect time from
then on. Beau-
tiful two-tone
strike. Smart
styles.



This new low
priced San-
gamo solves
the time prob-
lem in the
home. Strikes
on the hour
and half hour.

{ JEWELER'S NAME }
JEWELER'S ADDRESS }

Advertisement 109

**Buy At "Time
Headquarters"**

Our reputation for selling
only the best known clocks
and watches is your guaran-
tee of lifetime accuracy in
any timekeeper you buy here.

*Featuring New
Sangamo Clocks*



*Wound
from your
light socket*

\$25

Sangamo Clocks are the
time keeping marvel of the
day. Marvels of beauty, too.
See them now.

*Nationally Known
Strap Watches*

ELGIN

\$50



This sturdy,
handsome Elgin
Strap Watch will
serve you perfect-
ly for years. The
most popular
model of this
famous line of
watches. Guar-
anteed.

All the famous makes you know
well are included in our showing
of men's watches. Prices begin at
\$9.75 for reliable timepieces.

**JEWELER'S NAME
JEWELER'S ADDRESS**

Advertisement 110

Here is Something New in Clock Advertising!

Here is a campaign of three newspaper ads that you can put on at any time and realize big profits on.

It is a one-week sale campaign. Run ad 119 on Friday evening, run ad 118 Tuesday following week and ad 120 Friday, before sale ends.

A Good “New Account” Opener

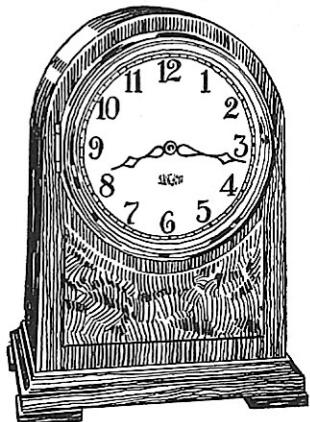
The sale will prove a profit maker for you---first, because of the clock sales themselves; second, because of the many new accounts you get on your books as a result.

Do This---

- Settle on the date of the sale.
- Order your mats or electros.
- Put in a good window display.
- Run the ads--- as specified.
- Send an advance notice to your regular customers.

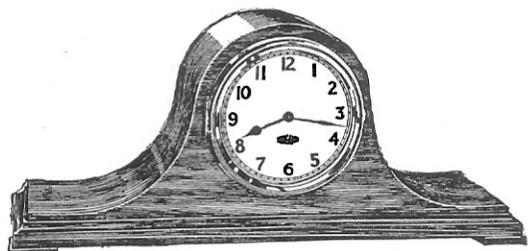
Join Our New SANGAMO CLOCK CLUB NOW!

Get this *marvelous* clock that **NEVER**
has to be wound—yet always gives
correct time. Now bought this easy way



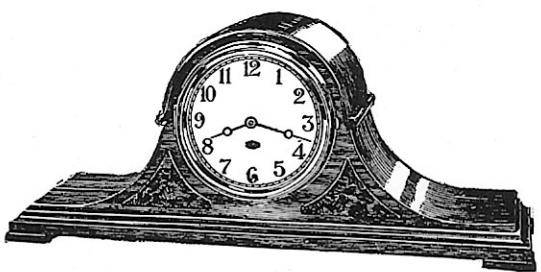
\$35⁰⁰

This beautiful period model
has a deep-toned strike on
the hour and halfhour. Keeps
perfect time without the
slightest attention.



\$25⁰⁰

This is one of the most popular models
in our stock. Beautiful cabinet. Grace-
ful lines. A perfect timekeeper.



\$37⁵⁰

Another very popular model. Has two-
toned strike. Once it is plugged in it
gives correct time forever.

\$5 Enrolls
You

You Get Your
Clock at Once

Now you can have a Sangamo
Clock in your home. The won-
der clock that never has to be
wound—yet always gives the
correct time.

Our new Club makes this amaz-
ingly easy. You simply join
this club by paying \$5. You
get your clock at once.

Then you pay the balance in
easy payments—so small that
you'll never miss them.

And think of the joy of having
a clock that always keeps perfect
time—with the slightest at-
tention from you.

The Sangamo operates from
your light socket. The electric
light current keeps it wound.
Once you plug it in you can
forget it—forever. It will al-
ways be running perfectly.

See the beautiful models we
have on display. Surprisingly
low priced. \$25 and up. With
a rich-toned strike, \$35 and up.

Come in and join our Sangamo
Clock Club tomorrow. This
special offer will be withdrawn as
soon as 50 clocks are sold. Don't
miss the chance to get a Sangamo
for your home this easy way.

Advertisement

119

Run this ad on
Friday before Sale

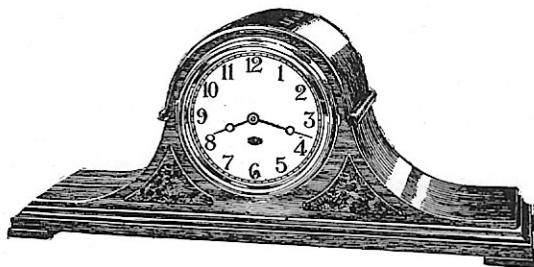
[[JEWELER'S NAME]]
JEWELER'S ADDRESS

\$5 Enrolls You

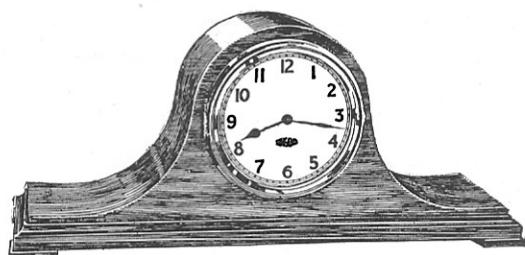
Join the
SANGAMO CLOCK CLUB!

*New easy way for you to have
this marvelous electrically
wound clock in your home*

UNTIL Saturday of this week (or until 50 clocks are sold) you can get a Sangamo Clock for your home by joining our Sangamo Clock Club. You do that by simply paying \$5. You get your clock the minute you become a member. Then you pay a very small sum monthly. The amount you'll never miss.



A lovely clock for the living room.
Beautiful. Graceful. A perfect time-
keeper. Has a two-toned strike. \$37⁵⁰



This is one of our most popular
models. Beautiful Cabinet adds to
the beauty of any living room.
Perfect timekeeper. \$25⁰⁰

The Sangamo Clock operates from the light socket. It never has to be wound—yet it always gives the correct time. It is the one perfect clock for the home.

We have many beautiful models, priced \$25 and up. With a bell-like strike, \$35 and up. Come in. Join this new club and get your Sangamo Clock immediately.

[[JEWELER'S NAME]]
JEWELER'S ADDRESS

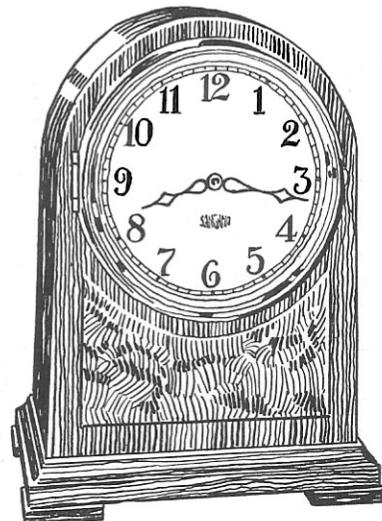
Advertisement 118

Run this ad on Tuesday of following week

TOMORROW LAST DAY

\$5 ENROLLS YOU
in the
SANGAMO
CLOCK CLUB

Easy way to get this marvelous clock



\$35⁰⁰

The beautiful period
design model has a
bell-like strike on
the hour and half
hour. Keeps perfect
time. An ideal clock
for the living room.

This is the new clock everybody is talking about. It never has to be wound. The electric light current does that automatically. It always gives the correct time. It is the one perfect clock for the home. With all of its beauty and superior timekeeping ability, the Sangamo is very reasonably priced. \$25 and up. With strike, \$35 and up. Come in tomorrow and join our Sangamo Clock Club. You get your clock immediately. Then you pay a small sum monthly. Accept this special offer now.

[[JEWELER'S NAME]]
JEWELER'S ADDRESS

Advertisement 120

Then run this ad on Friday before sale ends

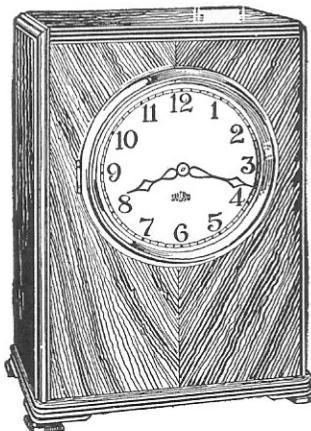
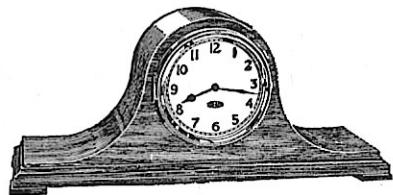
Sangamo Newspaper Ads that get Big Results

**The next seven Sangamo ads
are built to produce immedi-
ate results. There is no guess-
work about them. They actu-
ally pull buyers into your store.**

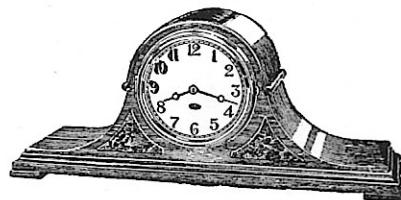
**Keep your name before the
buying public. Let them know
that you are a live dealer who
is keeping up to the minute.**

An electrically wound clock

No. 5726—A beautiful selected mahogany Sangamo Tambour for the mantel



No. 5720—A rich looking Sangamo Tambour with contrasting applied panels. Genuine mahogany. Melodious hour and half-hour strike



No. 5730—A new model especially favored for its beauty and simplicity of design

that will run 24 hours with the current shut off! ... for as little as \$25

EVERY family likes to pride itself on the ownership of at least one up-to-date beautiful and *accurate* electric clock.

Such a clock is Sangamo—electrically wound. Just plug it into your light socket—that's all!

Sangamo is as appealing in its many fine designs as any clock you have ever seen. It comes in both striking and non-striking models.

It is convenient—does away entirely with hand-winding.

And it *is* accurate. One of the great and overwhelming advantages of Sangamo is the fact that its steady running qualities are in no way affected by variation or fluctuation of the electric current.

So its time-keeping accuracy is *constant*. A Sangamo will

keep perfect time up to 24 hours even with the current shut off!

Made by the Sangamo Electric Company, for 28 years preëminent manufacturers of electrical precision instruments. And fully guaranteed.

Splendid designs for mantel, boudoir and wall. At prices from \$25 to \$50 and at these prices the most remarkable clock *values* ever shown anywhere. Other Sangamos up to \$400. Come in and see them.

SANGAMO CLOCKS

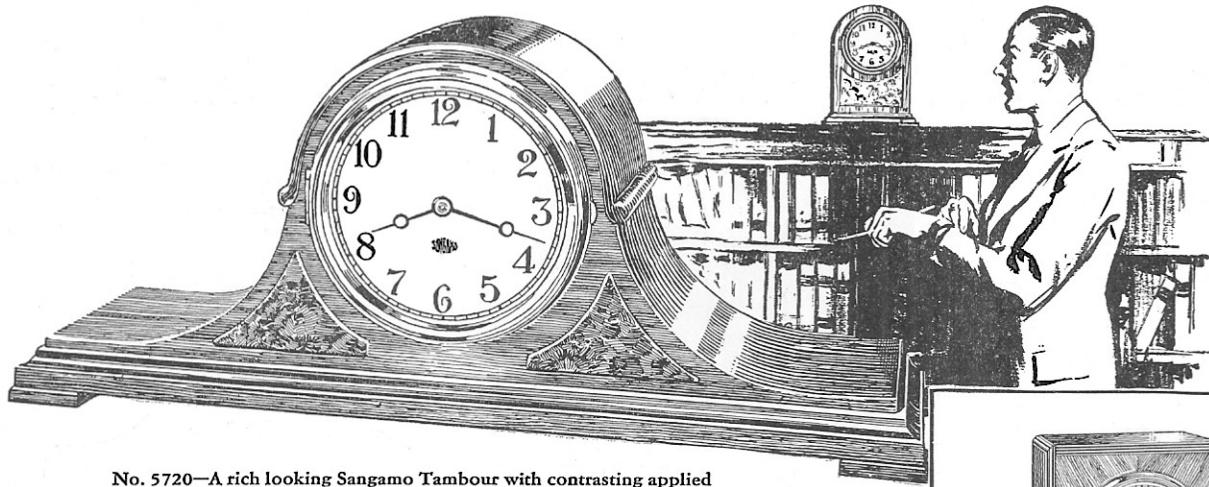
Wound from your light socket
Plug it in and forget winding

See the new striking and non-striking models

We fully guarantee these famous clocks

DEALERS' NAMES

Ad No. 58—4 cols. x 135 lines (540 lines)—Newspapers



No. 5720—A rich looking Sangamo Tambour with contrasting applied panels. Genuine mahogany. Melodious hour and half-hour strike

By which of your clocks would you *set it*?

WHEN your watch runs down, by which of your clocks would you *set it*?

Why not be time-wise *always* . . . with a Sangamo electrically wound clock? Why not do away with bothersome clock-winding?

Sangamo is not only a beautiful and decorative piece in itself, not only a timekeeper that sets a standard for all other clocks in the house; but it is evidence that you are in keeping with the spirit of today and tomorrow.

Absolutely new. Modern. Up-to-date! No clock you can ever buy will give you

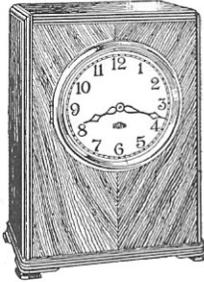
\$25 to \$50
Others up to
\$400

more comfort and pride, more joy and assurance than a Sangamo. And now priced as low as \$25.

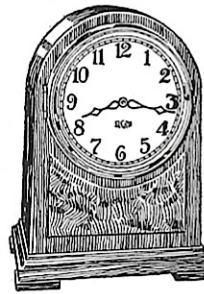
Just plug a Sangamo into your light socket and forget it! Winds automatically—is not affected by current fluctuation or interruption—will run 24 hours with the current shut off!

Splendid striking and non-striking models for wall, mantel or boudoir. Made by the Sangamo Electric Company, for 28 years preëminent manufacturers of electrical precision instruments, and absolutely guaranteed both by them and by us.

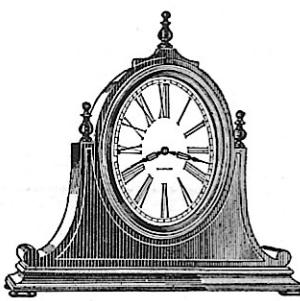
Ask to see models with the strike



No. 5730—A new model especially favored for its beauty and simplicity of design



No. 5724—A splendid Sangamo Upright of modern design, in genuine mahogany with contrasting panel. Melodious hour and half-hour strike

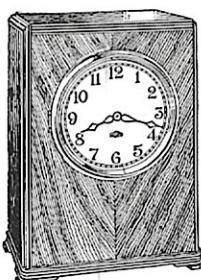


No. 4701—Sangamo Boudoir Clock, in the richest of duo-tone wood effects

DEALERS' NAMES

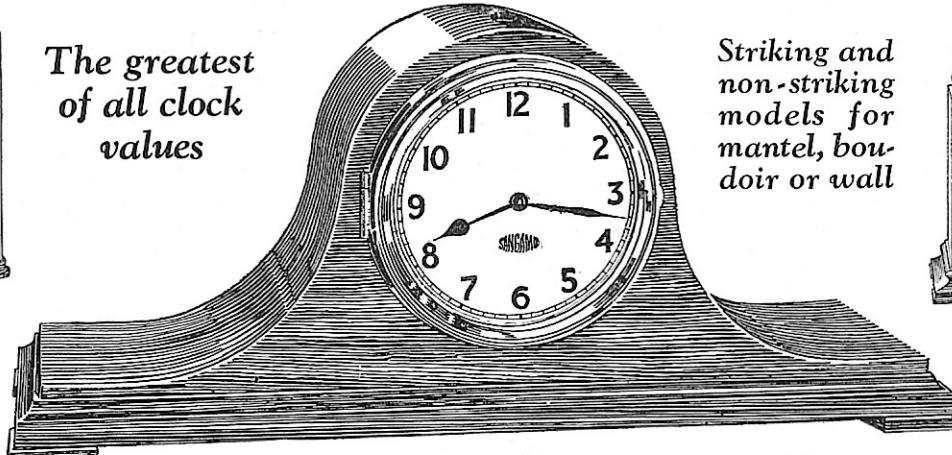
Ad No. 59—4 cols. x 135 lines (540 lines)—Newspapers

An amazing combination of clock beauty...convenience...accuracy



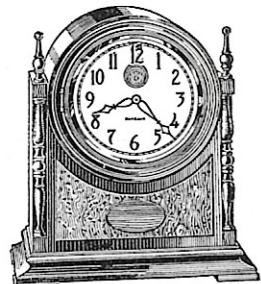
The greatest of all clock values

No. 5730—A new model especially favored for its beauty and simplicity of design.



No. 5726—A beautiful, selected mahogany Sangamo Tambour for the mantel

Striking and non-striking models for mantel, boudoir or wall



No. 5009—Sangamo Upright in mahogany with French grey panel and graceful spires. Melodious hour and half hour strike.

Let us show you the famous electrically wound SANGAMO

WHEN people are late, it is often because their clocks are *running slow*. Here are beautiful up-to-date electric clocks that for all time do away with *this* cause of tardiness. Clocks that keep you *on time* as well as *abreast* of the times! Electrically wound Sangamos.

The Sangamo gives the right time—always.

It runs with the dependable accuracy of a railroad watch.

It is wound by the current from your light socket—is kept wound—constantly—automatically.

It runs for 24 hours, never skips a second, even if the current is shut off and is not affected by cur-

Priced as low as

\$25

Others up to

\$400

rent variation, fluctuation, or interruption! All you do is plug into your light socket—and *forget winding!*

Not only *accurate*—made by the Sangamo Electric Company, for 28 years preëminent in the manufacture of electrical precision instruments—but *beautiful* as well.

No clocks you can buy combine absolute dependability with more richness and dignity of design, more beauty of finish, than Sangamos—now offered in a new popular-priced series at prices within reach of all. Don't be satisfied with your present clock equipment until you see Sangamos. Let us show them to you—at once.

We fully guarantee Sangamo clocks

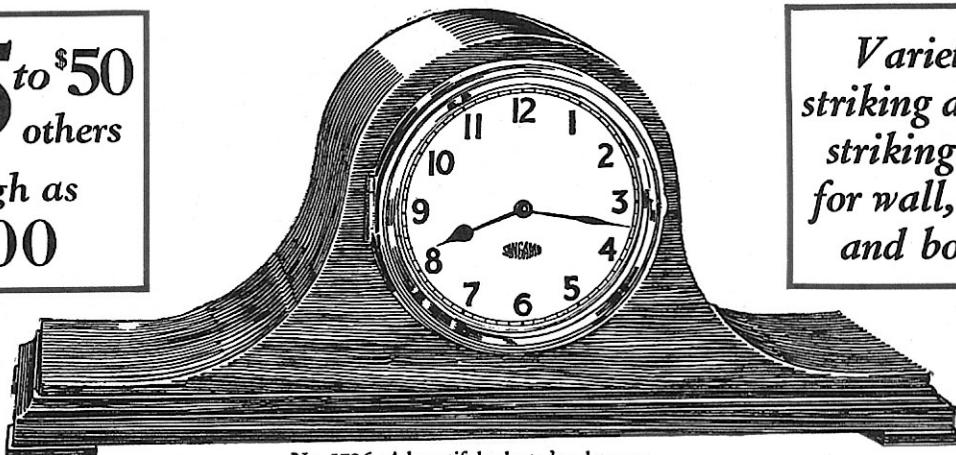
DEALERS' NAMES

Ad No. 60—4 cols. x 135 lines (540 lines)—Newspapers

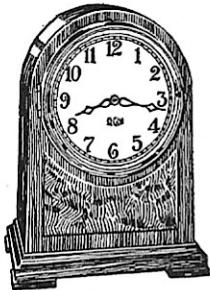
The Clock of today and tomorrow

The electrically wound Sangamo

\$25 to \$50
others
as high as
\$400



No. 5726—A beautiful selected mahogany Sangamo Tambour for the mantel



No. 5724—A splendid Sangamo Upright in modern design, in genuine mahogany with contrasting panel. Melodious hour and half-hour strike

NEW! Modern! Different! The same demand which has brought progress in other fields has changed the trend of time in the realm of clockdom.

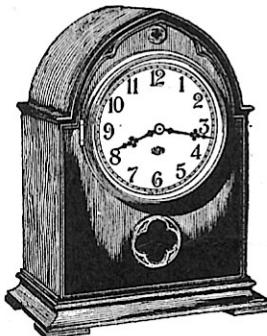
The clock of yesterday is being replaced by the clock of today and tomorrow. It is becoming

more and more the thing to have at least one electrically wound Sangamo in the house.

Just plug a Sangamo into your light socket—any alternating current—and for

get winding. A tiny motor in the back of the clock keeps the mainspring wound always to uniform tension—insures the right time always.

Positively unaffected by current fluctuation, variation or interruption. Runs 24 hours with current shut off. Made and guaranteed by the Sangamo Electric Company, for 28 years preëminent manufacturers of electrical precision instruments.



No. 5707—A beautiful Sangamo Upright in pure Gothic design. Genuine mahogany. Melodious hour and half-hour strike

Let us demonstrate a Sangamo

These clocks have too many overwhelming advantages, too many desirable features, to explain them all here. That's why we say "let us

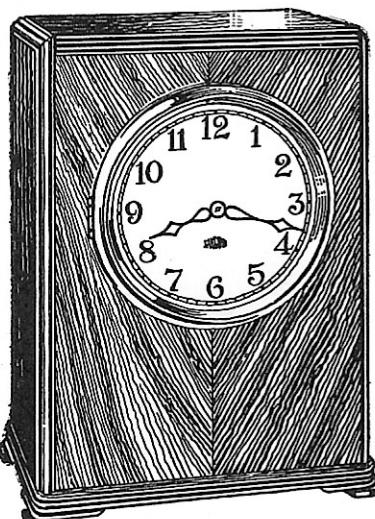
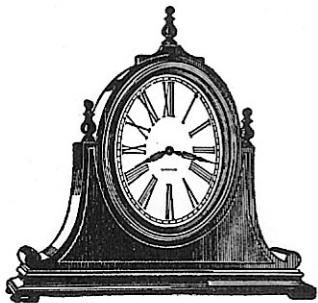
demonstrate." No obligation—come in today and see railroad watch accuracy in clocks you'll never need wind.

DEALERS' NAMES

Ad No. 61—4 cols. x 135 lines (540 lines)—Newspapers

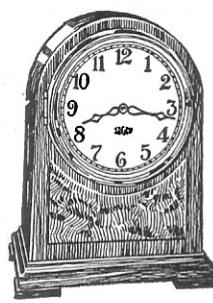
An amazing combination of clock beauty . . . convenience . . . accuracy

No. 4701—Sangamo Boudoir Clock, in the richest of duo-tone wood effects



No. 5730—A new model especially favored for its beauty and simplicity of design

No. 5724—A splendid Sangamo Upright of modern design, in genuine mahogany with contrasting panel. Melodious hour and half-hour strike



Let us show you the famous electrically wound SANGAMO

Striking and non-striking models for mantel, boudoir or wall

HERE are beautiful, up-to-date electric clocks that keep you *on* time as well as *abreast* of the times—electrically wound Sangamos!

Sangamo runs with the accuracy of a railroad watch.

It is wound by the current from your light socket—kept wound—constantly—automatically.

It runs for 24 hours—never skips a second—even if the current is shut off! Is *not* affected by current variation, fluctuation, or interruption. All you do is

plug into your light socket—and forget it.

Not only *accurate*—made by the Sangamo Electric Company, for 28 years preëminent in the manufacture of electrical precision instruments—but *beautiful*, too.

No clock you can buy combines absolute *dependability* with more richness and dignity of design, more beauty of finish, than Sangamo—now offered in a new popular-priced series at prices within reach of all. Come in and see them—at once.

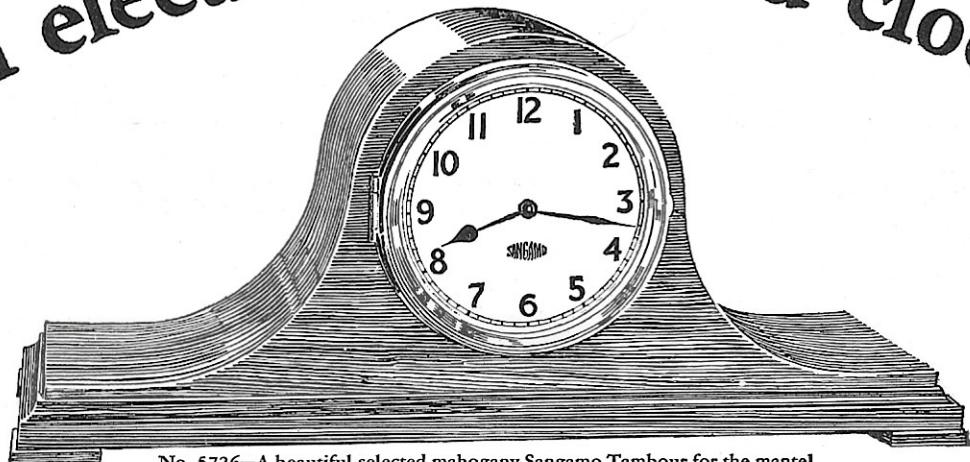
Priced as low as
\$25
Others up to
\$400

We fully guarantee Sangamo clocks

DEALERS' NAMES

Ad No. 63—3 cols. x 133 lines (399 lines)—Newspapers

An electrically wound clock



No. 5726—A beautiful selected mahogany Sangamo Tambour for the mantel

that will run 24 hours
with the current shut off!

For as **\$25**
little as

EVERY family likes to pride itself on the ownership of at least one up-to-date, beautiful and *accurate electric clock*.

Such a clock is Sangamo—electrically wound. Just plug it into your light socket—that's all.

Sangamo is as appealing in its many fine designs as any clock you have ever seen.

It is convenient—does away entirely with hand-winding.

And it is accurate. One of the great and overwhelming advantages of Sangamo is the fact that its steady running qualities are

in no way affected by variation or fluctuation of the electric current.

So its time-keeping accuracy is *constant*. A Sangamo will keep perfect time up to 24 hours even with the current shut off!

Made by the Sangamo Electric Company, for 28 years preëminent manufacturers of electrical precision instruments. And fully guaranteed.

Splendid designs in striking and non-striking clocks for mantel, boudoir and wall. At prices from \$25 to \$50, and at these prices the

most remarkable clock *values* ever shown anywhere. Other Sangamos up to \$400.

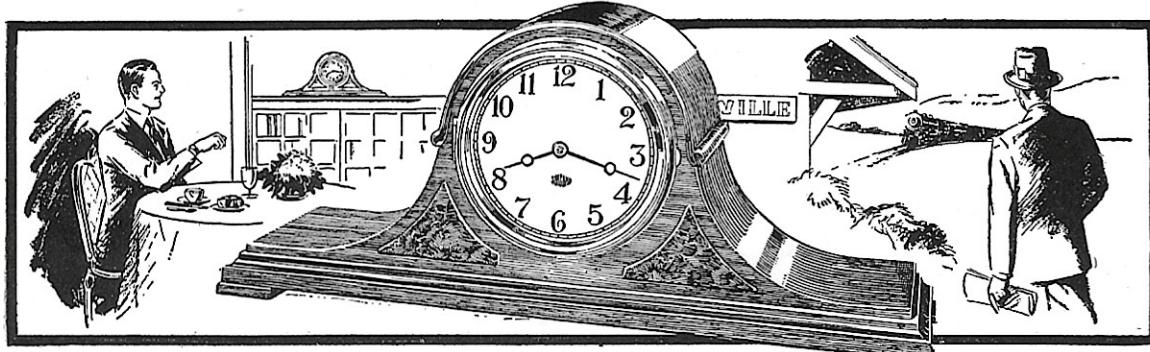
SANGAMO
CLOCKS

Wound from your light socket
Come in and see them today

Striking and non-striking models

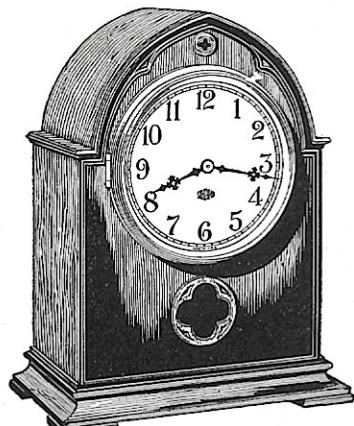
We fully guarantee these famous clocks

DEALERS' NAMES



No. 5720—A rich looking Sangamo Tambour with contrasting applied panels.
Genuine mahogany! Melodious hour and half-hour strike

Buy a Sangamo electrically wound clock now... and be on time always



No. 5707—A beautiful Sangamo
Upright in pure Gothic design.
Genuine mahogany. Melodious
hour and half-hour strike

YOU have perhaps wanted a beautiful modern electric clock—a clock you'd never need bother to wind. And here it is—not only wound from your light socket—but with time-keeping *accuracy* and beauty of appearance never before combined in a moderately priced clock!

Sangamos are built with the finest of standard clock movements and jeweled escapements. A tiny motor in the back of the clock keeps the mainspring wound always to a uniform tension with 24-hour power reserve. Built by a concern for 28 years preëminent in the manufacture of electrical precision instruments.

Unaffected by current variation or interruption. Runs 24 hours even if the current is shut off—gives the right time always.

That's the reason for Sangamo's overwhelming superiority as a timekeeper. That's why we so heartily recommend Sangamo to you. Come in and see the latest creations for mantel, wall and boudoir.

Our guaranty and that of the makers is behind every Sangamo Clock. Look over these clocks at once. Prices \$25 to \$50. Other Sangamos up to \$400.

Now priced
as low as
\$25

Sangamo comes in striking and non-striking models

DEALERS' NAMES

Ad No. 66—3 cols. x 150 lines (450 lines)—Newspapers

Newspaper Advertisements for use at Christmas Time

Here are seven small newspaper ads which not only advertise Sangamo Clocks, but feature other merchandise.

They are all ideal Christmas ads and are sure to catch the readers' attention.

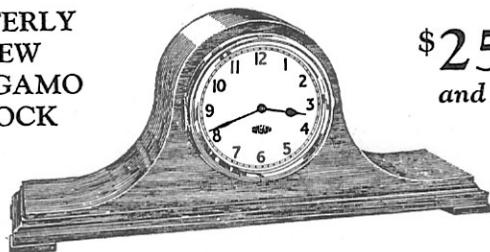
They will bring people to your store to do their Christmas shopping.



*Sangamo supplies mats or electros
of these ads without cost to you*

TWO XMAS GIFTS of Practical Value

UTTERLY
NEW
SANGAMO
CLOCK



\$25⁰⁰
and up

Here is the marvelous new clock for the home that never has to be wound—yet always gives the correct time. The electric light current keeps it

wound—automatically. Always running perfectly. In many beautiful models. Priced as low as \$25.



ILLINOIS STRAP WATCH

This is a regular "he-man" Strap Watch. Good looking. Sturdy. A perfect timekeeper. Famous Illinois movement, regarded the finest made. You couldn't give him a better Xmas present. Priced fairly at.....

\$37⁵⁰

[[JEWELER'S NAME]]
JEWELER'S ADDRESS

Advertisement 111

Look Here, First FOR XMAS SUGGESTIONS

No matter what you want for a gift you'll find it here. At a price that will suit you. Come in and let us help you fill your Christmas list.



SANGAMO CLOCK

Electrically Wound

\$35

Other
Models
Start at \$25

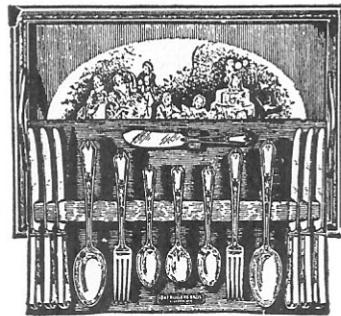
The supreme gift for the home. This wonder clock that never has to be wound—yet always gives the correct time.

The light current winds it automatically. In a wide variety of handsome models.

The Gift of Good SILVER an Everlasting Reminder

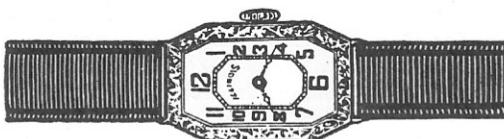
All
Popular
Pattern

This chest of famous 1847 Rogers Bros. Silverplate makes a wonderful gift. Every day in the year it brings pleasure. And it's guaranteed for a lifetime of service.



26-Piece
Chest
\$34²⁵

Other chests and individual prices await your selection. Chest shown here is our leader. We also feature Community in the leading patterns of that famous brand.



The Illinois Mary Todd A Personal Gift for Her

This will last for years and be a constant reminder of you. Fit to grace the arm of a Queen. So beautiful and a marvelous time-keeper. A wonderful value and better gift at this special pricing.

\$75

[[JEWELER'S NAME]]
JEWELER'S ADDRESS

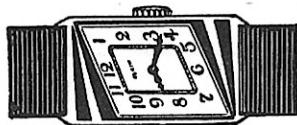
Advertisement 112

HERE NOW!

Choicest Xmas Gifts In Town

Beautiful—Lasting—Inexpensive—Shop Early

FOR HER



SMARTEST
ELGIN STYLE

\$35⁰⁰

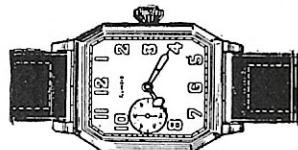
This modish Elgin Wrist Watch makes a stunning Xmas gift. Beautiful case and famous movement. Fully guaranteed. Will last for years. Always bringing joy.



\$250

You can make no mistake when you give her a diamond for Xmas. And you make no mistake when you come here for your diamond. Diamonds as low as \$25.

FOR HIM



FAMOUS
ILLINOIS MODEL

\$37⁵⁰

The Strap Watch fits into the Xmas spirit. It's good looking. It's sturdy. It's an accurate timekeeper. Make this Xmas one long to be remembered. Give him this popular watch.

SANGAMO CLOCKS

The Dependable Time Gift



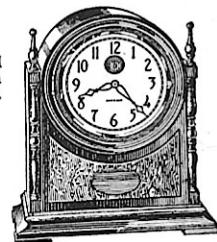
\$35

Charming living room model with a two-toned strike.



\$85

Beautiful period model with bell-like strike.

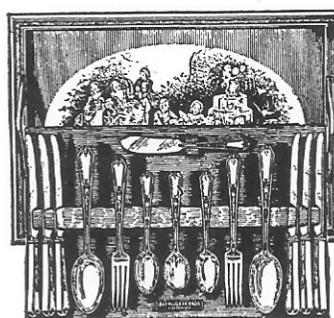


One of the most popular models in our stock. \$25

Here is a clock that you never have to wind—yet it always gives the correct time. The electric light current does this automatically. Once you plug this clock in you can forget it forever. See this wonder of the clock industry. In many lovely models. Priced \$25 and up.

The Gift of
Table Silver
Is Long Remembered

Here is a delightful Xmas gift. One that the entire family will share and enjoy. A beautiful set of Table Silver. You will find in our



1847 Rogers Bros.
Community
Wm. Rogers & Son

stock of famous ware a set of beauty containing the right number of pieces for your family. All sets guaranteed. Priced as low as \$12.75.

[[JEWELER'S NAME]]
JEWELER'S ADDRESS

Last Minute Suggestions

FOR CHRISTMAS!

The Gift of a DIAMOND

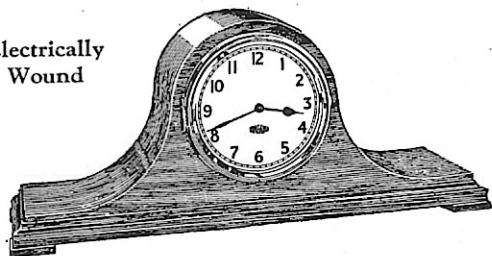
is just about the finest gift in the world. You will find among our collection of first water stones one that will delight her—and at a reasonable price. The ring shown here is typical of the values we offer.



This beautiful ring only **\$100** others at prices as low as \$25.

SANGAMO CLOCK

Electrically
Wound



\$25

Every home needs a good clock. And here is the most superb time piece of them all. You simply plug into the light socket—then forget it.



This is one of our most popular models..... **\$45.00**

He Will Enjoy this Smart ILLINOIS WATCH

This is a real gift for him. One that will make him remember this Xmas for years. Famous Strap Watch. Good looking and a perfect time-piece.

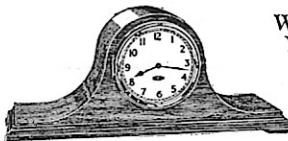
[[JEWELER'S NAME]]
JEWELER'S ADDRESS

Advertisement 114

GIFTS for EVERYBODY —All Reasonably Priced

If you are puzzled about what to give this Christmas, come in and let us help you. Our store is filled with gifts. Beautiful gifts. Practical gifts. Reasonably priced gifts. Come in while our stock is complete.

SANGAMO CLOCKS The Perfect Gift of Time



Wound From
Your Light
Socket



\$25.00

\$37.50

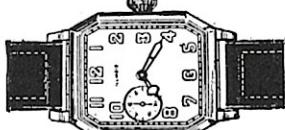
A Sangamo Clock is the finest gift for any home. A beautiful clock that never has to be wound yet always gives the correct time.

WE INVITE YOU TO INSPECT OUR MARVELOUS WATCH DISPLAY



Elgin—\$35.00

If She hasn't a wrist watch, then by all means win her favor with one. You will find a lovely model here, priced right for you. We show here one of our most popular numbers.



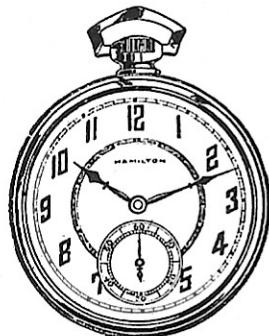
Illinois—\$50.00

Maybe He said he didn't want a strap watch, but get him one and note his pleasure. Our stock contains famous models. The most reasonable prices in town.

[[JEWELER'S NAME]]
JEWELER'S ADDRESS

Advertisement 115

GIFTS that bring good cheer



For Him—This
HAMILTON WATCH
—No Finer Gift

\$50⁰⁰

The gift of a Hamilton watch is, without exception, the finest present you can make. Unexcelled in beauty. Unrivaled as an accurate timekeeper. It will be a lasting reminder of this Xmas for years. Prices start at \$35.00.

The Perfect Home Gift

NEW SANGAMO CLOCKS

Wound from the Light Socket



\$45⁰⁰

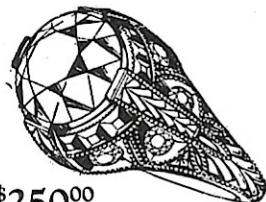
Every home will welcome this marvelous new clock. Always gives the correct time—yet never has to be wound. The light current does it automatically. In many beautiful models, many as low as \$25. The clocks shown have rich hour and half hour strike.



\$35⁰⁰

For Her—This
Beautiful DIAMOND
—The Gift Supreme

Here, indeed, is the gift of gifts for Her. A sparkling diamond ring that will last forever—and always be a wonderful reminder of you. Our diamonds are all guaranteed. Our mountings are the smartest. Many rings priced as low as \$25.00. See our display.

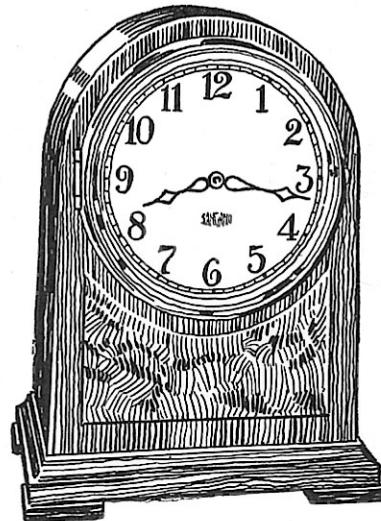


\$250⁰⁰

[[JEWELER'S NAME]]
JEWELER'S ADDRESS

Advertisement 116

THE SUPREME GIFT this CHRISTMAS



\$35

*Other Models
as low as \$25.00*

Marvelous, New Sangamo ELECTRICALLY Wound Clock

Think of the joy and satisfaction of having a clock in your home that *never* requires attention, *never* has to be wound—yet *always* gives the correct time.

This clock is wound *automatically* by the electric light current. Once you plug it into the light socket you can forget it forever—

and always be sure that it gives the right time.

Our stock of these marvelous new Sangamo Clocks includes the most beautiful models you have ever seen. Many at \$25.00. Others with a rich strike, starting at \$35. Before you buy a single Xmas Gift see these clocks.

[[JEWELER'S NAME]]
JEWELER'S ADDRESS

Advertisement 117

There are Sangamo Clock
cuts of all sizes and for
all purposes available for
dealers' use.



Use them for catalogs, folders,
and in your own newspaper ads.

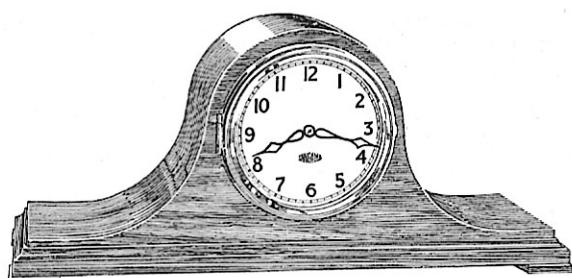


If none of the cuts shown on the
following five pages meets your
requirements, please write and
state your needs and if at all
possible, we will gladly make
them.

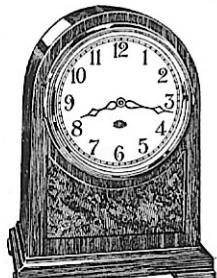
— *And remember, they are supplied
without the slightest cost to you.*

The cuts on this page are for printing in newspapers or for printing on antique paper.

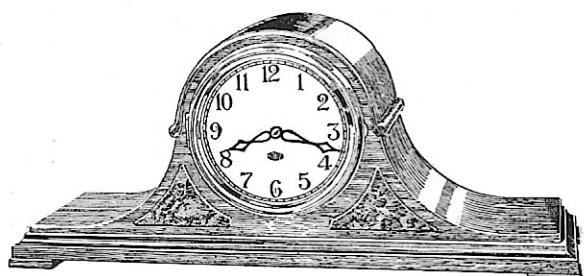
Be sure to order electros or mats by number



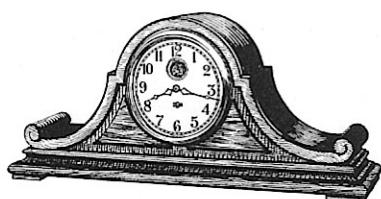
Style No. 5726
Electro No. 100
Mat No. 50



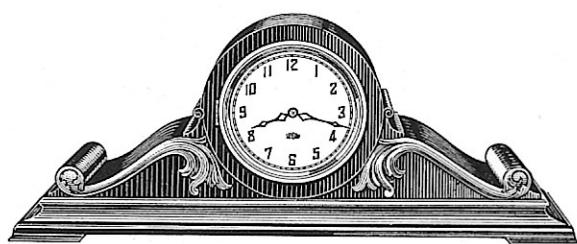
Style No. 5724
Electro No. 101
Mat No. 51



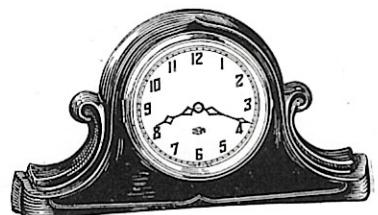
Style No. 5720
Electro No. 102
Mat No. 52



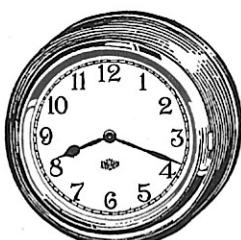
Style No. 5008
Electro No. 103
Mat No. 53



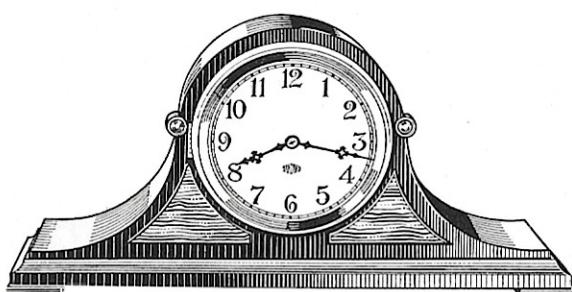
Style No. 5014
Electro No. 104
Mat No. 54



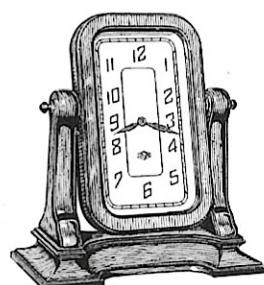
Style No. 5050
Electro No. 105
Mat No. 55



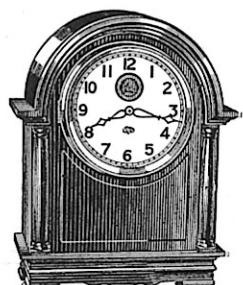
Style No. 5701
Electro No. 106
Mat No. 56



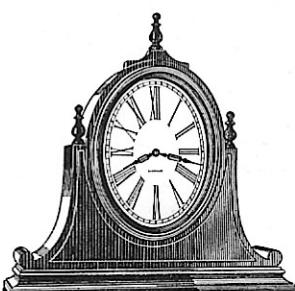
Style No. 5110
Electro No. 107
Mat No. 57



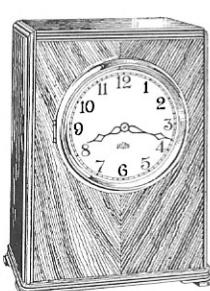
Style No. 4702
Electro No. 108
Mat No. 58



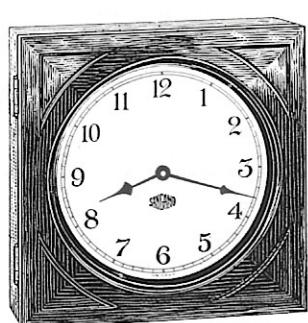
Style No. 5002
Electro No. 109
Mat No. 59



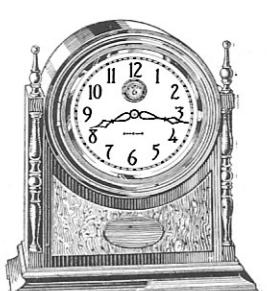
Style No. 4701
Electro No. 110
Mat No. 60



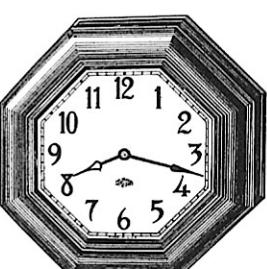
Style No. 5730
Electro No. 111
Mat No. 61



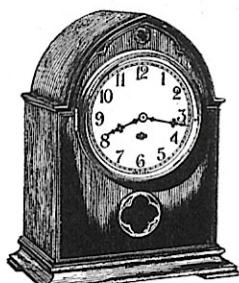
Style No. 12703
Electro No. 112 Mat No. 62



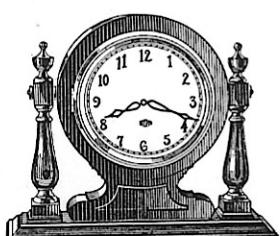
Style No. 5009
Electro No. 113
Mat No. 63



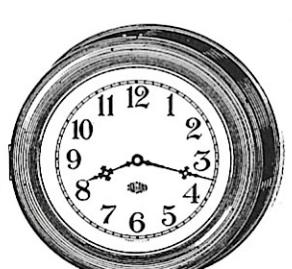
Style No. 8100
Electro No. 114
Mat No. 64



Style No. 5707
Electro No. 115
Mat No. 65



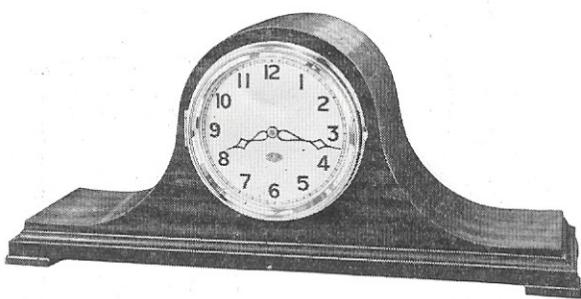
Style No. 5705
Electro No. 116
Mat No. 66



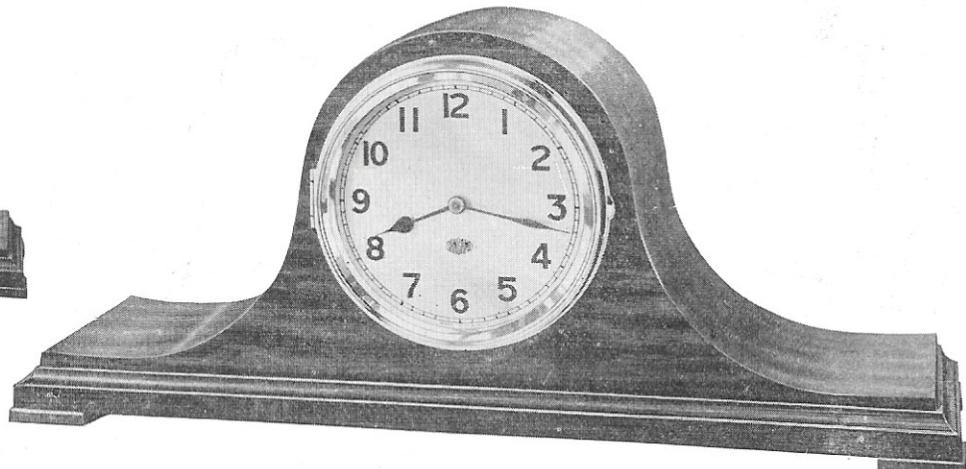
Style No. 8701
Electro No. 117
Mat No. 67

The cuts shown on this page as well as those on the next three pages are for printing on coated paper

Be sure to order electros by number



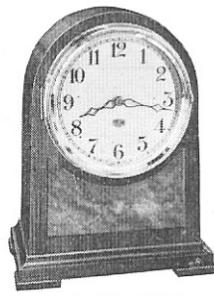
Style No. 5726
Electro No. 150



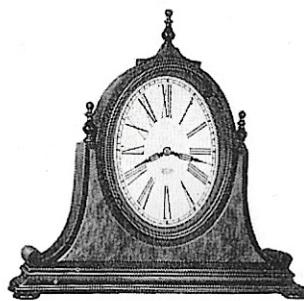
Style No. 5726
Electro No. 151



Style No. 5724
Electro No. 152



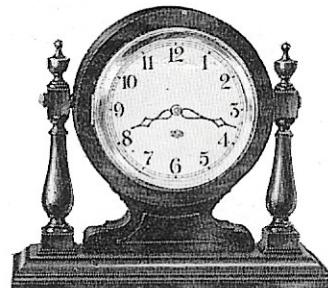
Style No. 5724
Electro No. 153



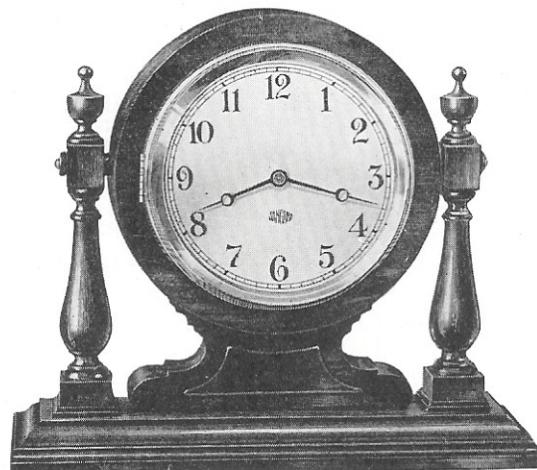
Style No. 4701
Electro No. 154



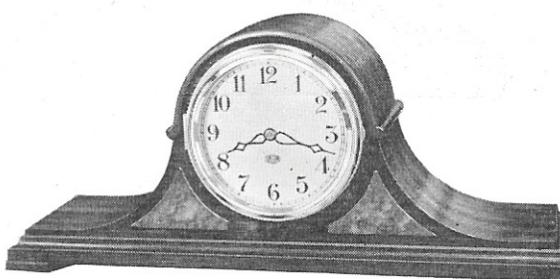
Style No. 4701
Electro No. 155



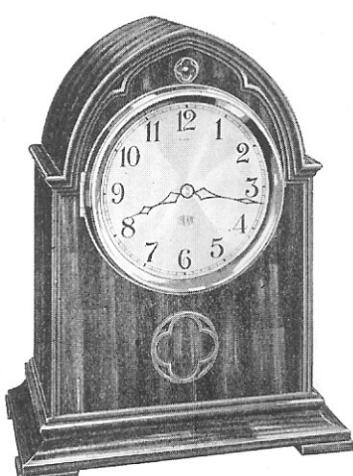
Style No. 5705
Electro No. 156



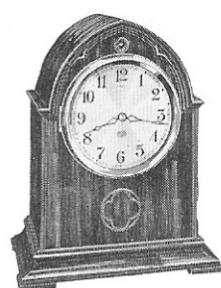
Style No. 5705
Electro No. 157



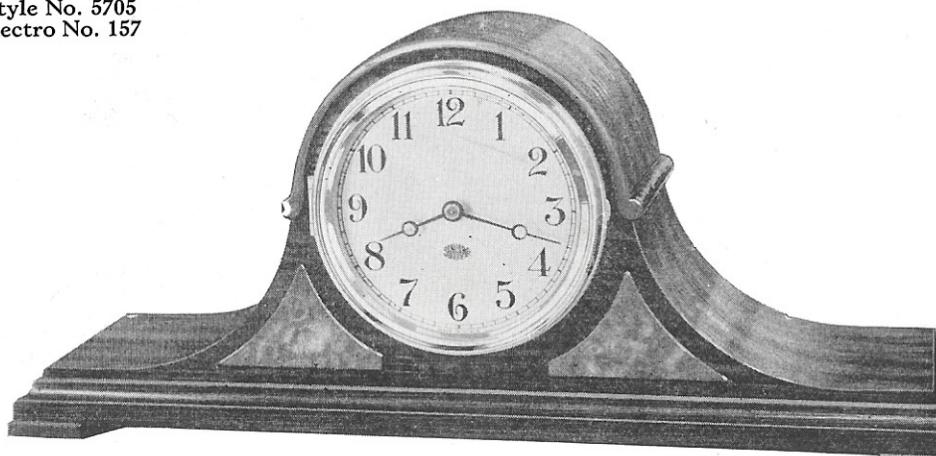
Style No. 5720
Electro No. 158



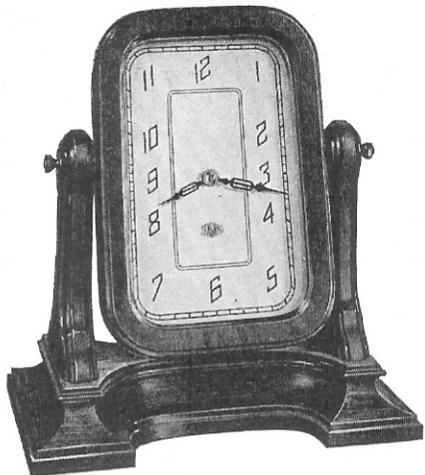
Style No. 5707
Electro No. 159



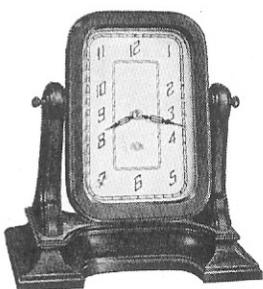
Style No. 5707
Electro No. 160



Style No. 5720
Electro No. 161



Style No. 4702
Electro No. 162



Style No. 4702
Electro No. 163



Style No. 5732
Electro No. 164



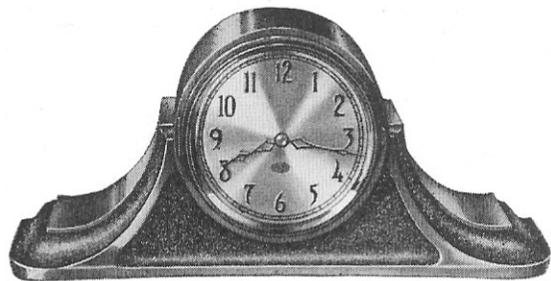
Style No. 5730
Electro No. 165



Style No. 5110
Electro No. 166



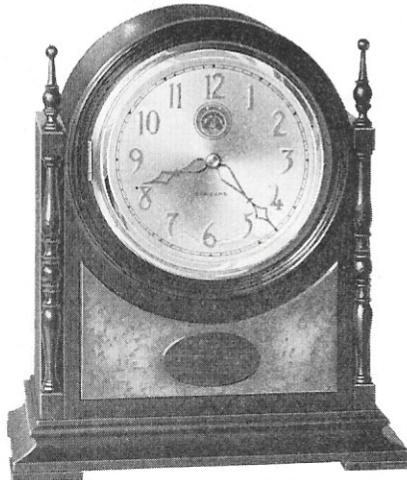
Style No. 5110
Electro No. 167



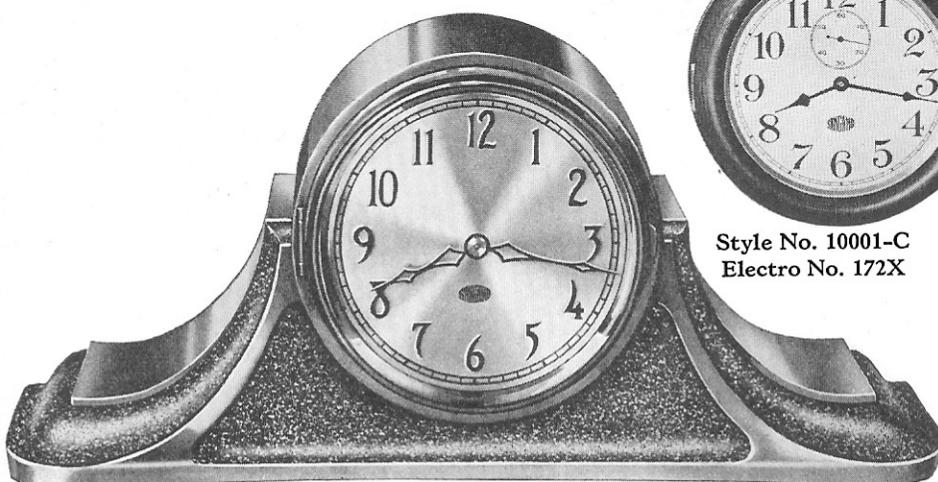
Style No. 5051
Electro No. 168



Style No. 5009
Electro No. 169



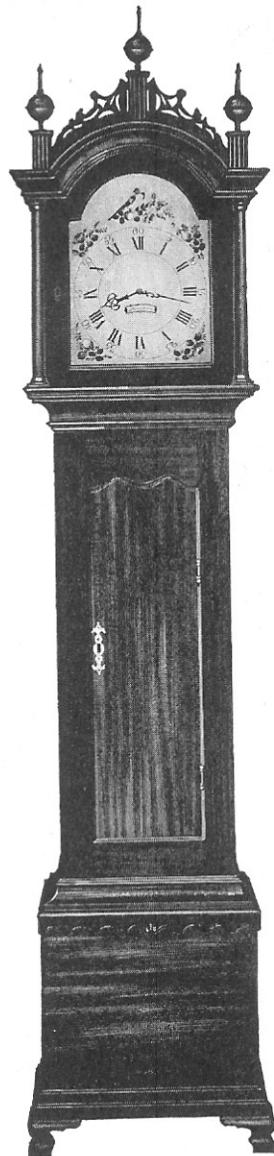
Style No. 5009
Electro No. 170



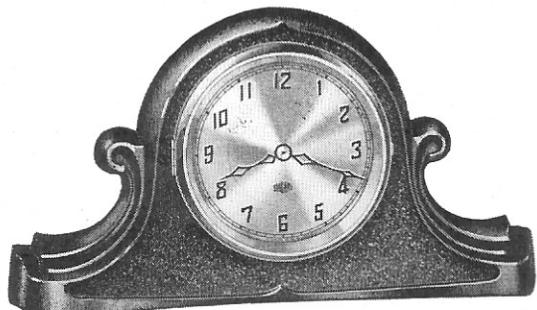
Style No. 10001-C
Electro No. 172X



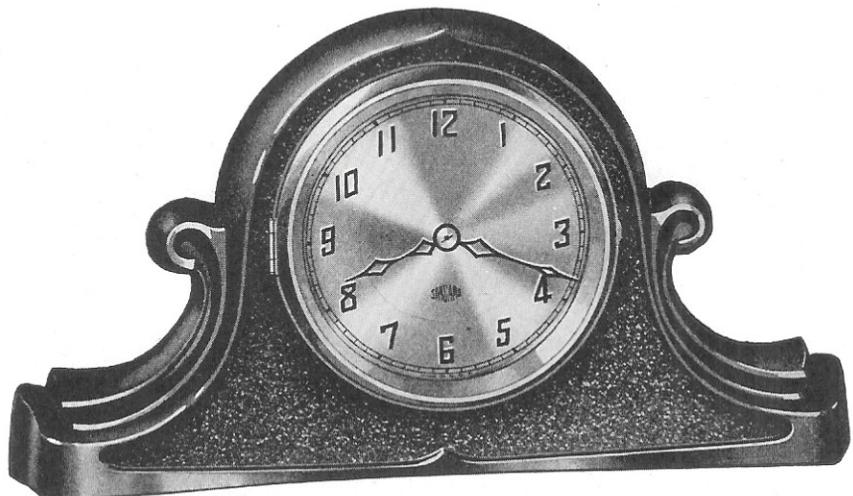
Style No. 10001-C
Electro No. 172



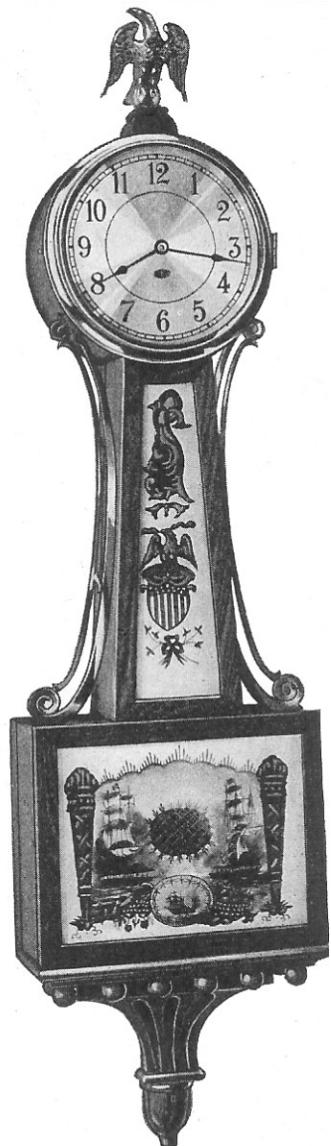
Sudbury
Grandfather
Electro No. 173



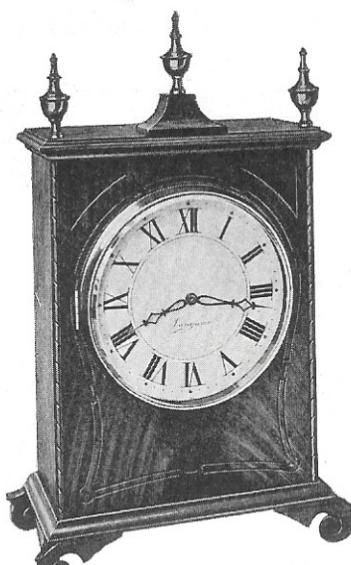
Style No. 5050
Electro No. 174



Style No. 5050
Electro No. 175



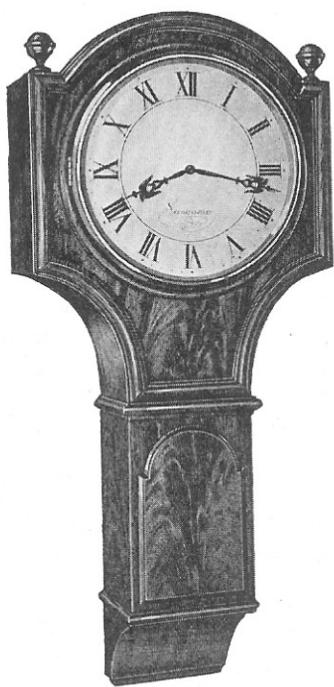
Simon Willard Banjo
Electro No. 176



Roxbury
Electro No. 177



Ellsworth
Electro No. 178



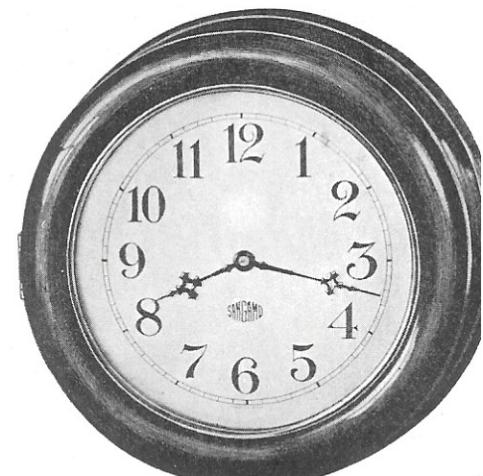
Act of Parliament
Mahogany
Electro No. 180



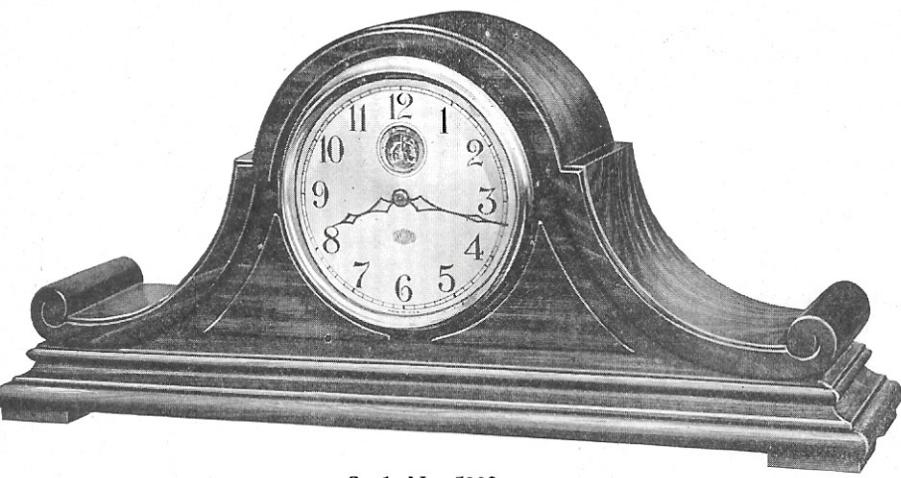
Style No. 5002
Electro No. 181



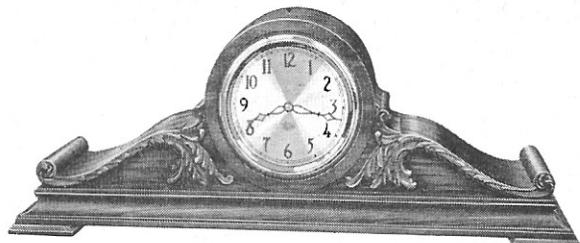
Style No. 5002
Electro No. 182



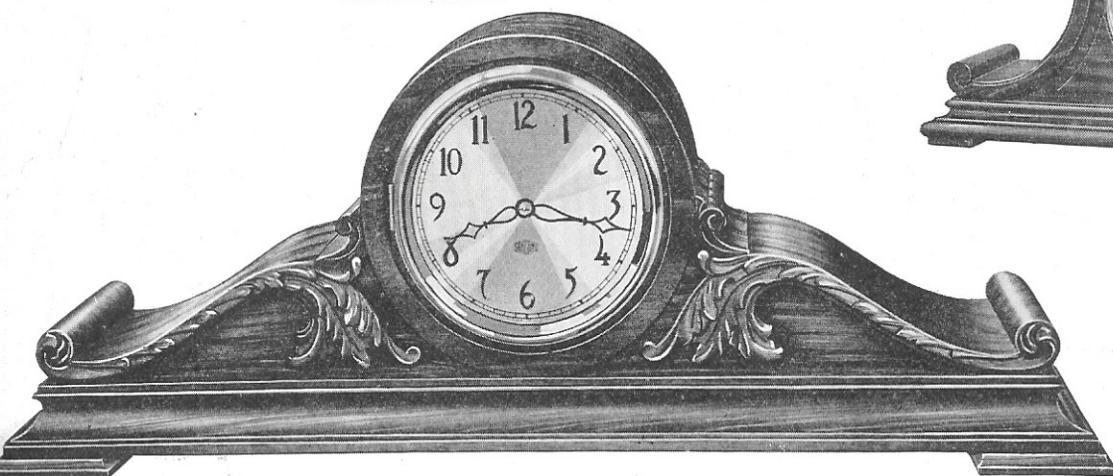
Style No. 8701
Electro No. 183



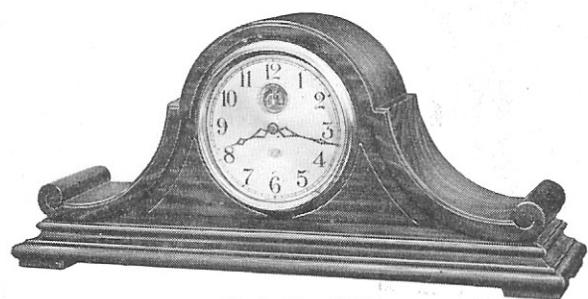
Style No. 5008
Electro No. 184



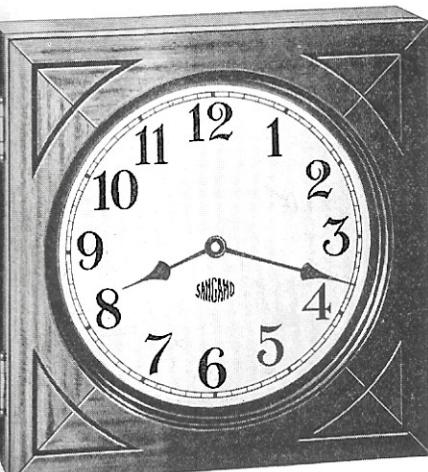
Style No. 5014
Electro No. 185



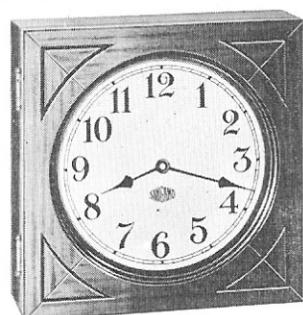
Style No. 5014
Electro No. 186



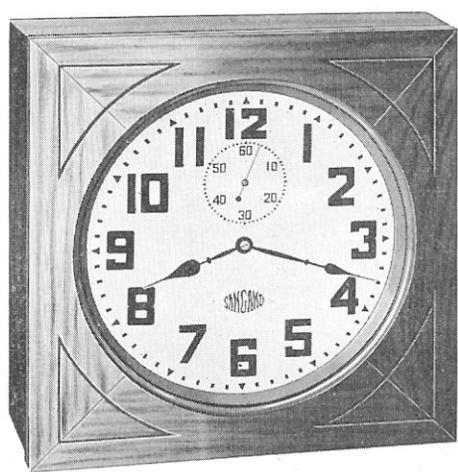
Style No. 5008
Electro No. 187



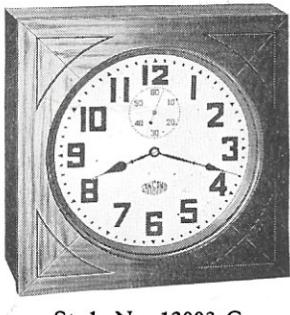
Style No. 12703
Electro No. 188



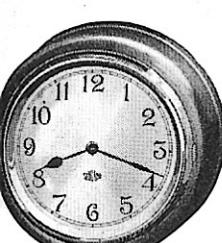
Style No. 12703
Electro No. 189



Style No. 12003-C
Electro No. 190



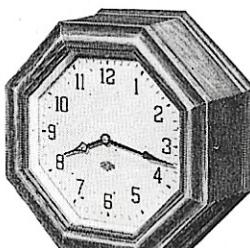
Style No. 12003-C
Electro No. 191



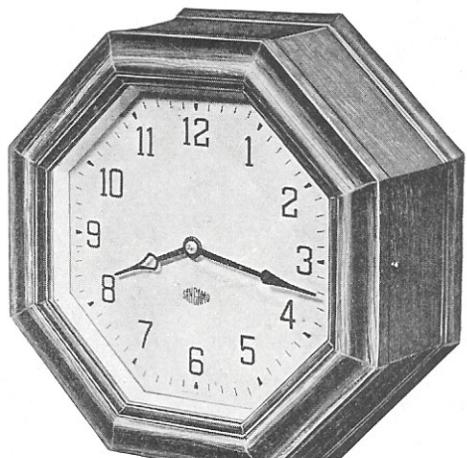
Style No. 5701
Electro No. 192



Style No. 5701
Electro No. 193



Style No. 8100
Electro No. 194



Style No. 8100
Electro No. 195

Do Not Wait!

Order Your Material Today!

Send your order in now for material and put it to work for you. Tie in with the national advertising.

All the advertisements shown in this book have been prepared by experts who are acquainted with your problems. They have designed the advertisements to work for you as a salesman. Make use of the folders, miscellaneous cuts and window display material also.

All furnished to you without charge.

ADVERTISING DEPARTMENT

SANGAMO ELECTRIC COMPANY

Springfield, Illinois, U. S. A.