

**LOVELAND HISTORIC PRESERVATION COMMISSION**  
**MEETING AGENDA**  
**MONDAY, October 16 2017 6:00 PM**  
**CITY COUNCIL CHAMBERS**  
**500 E. THIRD STREET**

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**6:00 PM**

**I. CALL TO ORDER**

**II. PLEDGE OF ALLEGIANCE**

**III. ROLL CALL**

**IV. APPROVAL OF THE AGENDA**

**V. APPROVAL OF PREVIOUS MEETING MINUTES**

**VI. REPORTS**

6:05-6:20

a. Citizen Reports

*This agenda item provides an opportunity for citizens to address the Commission on matters not on the consent or regular agendas.*

b. Council Update (Fogle)

c. Staff Update (Garshelis)

d. Bill Reed Middle School/TDP Event Update (Kersley)

- Fuller Building Plans (Cox)

e. Great Western Railway Depot Update (Sutton)

f. Survey Update (Garshelis)

**VII. REGULAR AGENDA**

a. Council Outreach and Education

6:20-6:30

b. 2018 Saving Places Presentation

6:30-7:00

c. Holiday Outreach Event December 11

7:00-7:10

d. Set Next Meeting's Agenda/Identify Action Items

7:10-7:15

**VIII. COMMISSIONER COMMENTS**

7:15-7:30

*This agenda item provides an opportunity for Commissioners to speak on matters not on the regular agenda.*

**IX. ADJOURN**

**City of Loveland**  
**Historic Preservation Commission**  
**Meeting Summary**  
**September 18, 2017**

A meeting of the Loveland Historic Preservation Commission was held Monday, September 18, 2017 at 6:00 P.M. in the City Council Chambers, 500 E 3<sup>rd</sup> Street Loveland, CO. Historic Preservation Commissioners in attendance were Zach Askeland, Jim Cox, Stacey Kersley, Isaac Lujan, Paula Sutton and Laurie White. Mayor Pro Tem, John Fogle, Council Liaison, and Nikki Garshelis of Development Services were also present.

**Guests:** Kelly Smith, Planner, Parks & Recreation Department

**CALL TO ORDER**

*Commission Co-Chair Askeland called the meeting to order at 6:01 p.m.*

**NEW COMMISSIONERS**

*Commission Co-Chair Askeland welcomed new Commissioner, Laurie White, to the HPC.*

**APPROVAL OF THE AGENDA**

*Commissioner Cox made a motion to approve the agenda. Commissioner Kersley seconded the motion and it passed unanimously.*

**APPROVAL OF PREVIOUS MEETING MINUTES**

*Commissioner Cox made a motion to approve the August meeting minutes with a change requested by Commissioner Sutton to Line 97 to read, "Commissioner Sutton distributed a brochure with historic building information that can be used as a table top display in restaurants and other businesses. She also distributed HPC business cards used by previous HPC members." Commissioner Sutton seconded the motion and it passed unanimously.*

**CITIZEN REPORTS**

*None*

**CITY COUNCIL UPDATE**

*Mayor Pro Tem Fogle reported on the Tabor fund miscalculation, council elections, Title 18 changes and attainable and affordable housing.*

**STAFF UPDATE**

*Nikki Garshelis reviewed the staff report, which included:*

- Zero % Loan Program
- Pulliam Register Nomination
- Timberlane Farm Museum
- Survey Update

*Commissioner Sutton provided an update of the Great Western Railway Depot. She reported that the owner of the Depot, Omnitrax, gave the Loveland Historical Society one month to provide a plan on how the depot could remain in Loveland. Due to the complexity of the plan, the LHS members will be requesting a six-month extension to provide the information. They would be asking the City to provide the property for the Depot. Mayor Pro Tem Fogle advised that the LHS request the lease agreement be similar to the Milner-Schwarz agreement to allow the City to own the structures, as well as provide the property.*

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**CONSIDERATION OF NEW BUSINESS**

**WEITZEL FARM/SUNSET VISTA NATURAL AREA**

Parks Planner, Kelly Smith, gave a presentation on the progress of the Sunset Vista Natural area which included the historical background of the Weitzel Farmstead. The structures on the property were surveyed and determined not eligible for the historic register, she reported. The only structure that could be saved is the stone structure adjacent to the farmhouse, she explained. Part of the property will still be farmed. The Commissioners suggested providing signage documenting the history of the property and, perhaps, markers of where the structures were once located. Smith will provide regular updates on the progress of the open space and trail development. Other suggestions included:

- Sutton: Locate family members who could provide more information
- White: CSU are natural partners because of the agriculture. They have small grants available. Map may show Tipi ring.
- Askeland: Get ideas from Bobcat Ridge Natural Area for historic signage
- Cox: Partner with school district

**SAVING PLACES PRESENTATION**

The Commissioners reviewed the draft of the presentation for the January 31 Saving Places Conference. The presentation will be given in partnership with Otero County. Commissioners suggested the following changes to the presentation:

- Less emphasis on Tour de Pants event
- Add map of downtown
- Mention all the historic districts and register listings
- Plaque program
- Milner-Schwarz House process
- Student Art project
- HS Student Commissioner
- Losses
- BRMS Celebration
- Walking Tour Brochure

*Commissioner Sutton* will revise the presentation to bring to the October meeting for review.

**ALTERATION VARIATION**

*Commissioner Cox* reviewed the recent alteration variation of the First National Bank building concerning the roof top structure addition. The plans that were originally approved were not the same as what was constructed, he explained. The setback conditions and code requirements for the roof top structure is in violation, he reported. Building officials red tagged the structure until revised plans could be reviewed. Commissioners Cox and Kersley were concerned about future infractions and how to handle them. There was a discussion about violations of alteration approvals and about asking History Colorado staff about their best recourse to these situations.

**NEXT MEETING AGENDA**

- Bill Reed Middle School Update
- Saving Places Presentation
- Survey Update
- GWRD

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100  
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- Business Cards for HPC

**COMMISSIONER COMMENTS**

- *Commissioner Cox* said he will look for plans for Loveland High school
- *Commissioner White* suggested going to the Stephan Hart Library

**Meeting adjourned at 8:07 p.m.**

DRAFT



# LOVELAND HISTORIC PRESERVATION COMMISSION

## STAFF UPDATE

**Meeting Date:** September 18, 2017  
**To:** Loveland Historic Preservation Commission  
**From:** Nikki Garshelis, Development Services

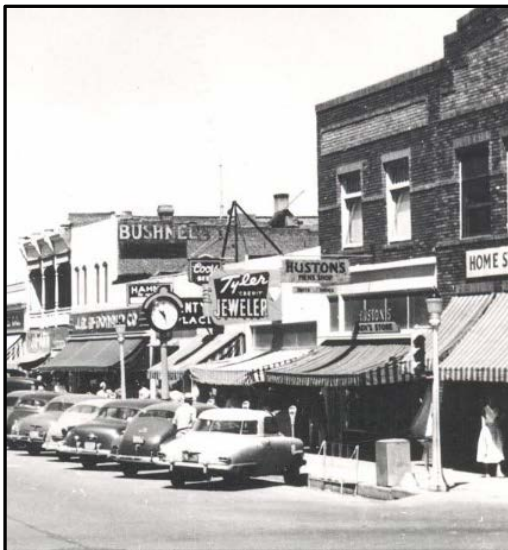
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### **2018 Saving Places Conference Presentation:**

The Loveland Historic Preservation Commission and Otero County will hold their presentation on Wednesday January 31, 2018 from 10:30am-11:45am at the Colorado Convention Center. Confirmed presenters are Jim Cox, Stacey Kersley, Zach Askeland, Paula Sutton and Josh McCarn with Nikki Garshelis as session manager.

**Zero % Loan Program Amendment:** On September 19, City Council approved the Loan program amendment on second reading.

**4<sup>th</sup> Street Clock:** Craig Young of the Reporter Herald delivered the attached information about the historic Brown Street Clock on 4<sup>th</sup> Street in Loveland. He recommends returning the original name of Brannan Brothers Jewelry to the clock.



# Marking time

## The Old Man of Fourth Street has watched Loveland for 70 years

By ZETHYL GATES

Yes-siree-sir, I've been around a long time, watchin' Loveland grow, since 1910. That makes me about 70 years old, the way I figure it. Should have retired long ago, I guess.

Truth is, there's been a time or two when my old ticker gave out. Guess I got too wound up over something; but my owner would put me back in shape, just like he does today. I'm the old clock standing on Fourth Street in Loveland.

The Brannan brothers, W.L. and Bonnie, put me here. Their original business in Loveland opened on March 24, 1900 as Brannan Brothers Jewelry, but that store was located almost where Woolworth's is now. Then in 1910 they moved to this site, where I am now.

Brannan's was THE jewelry store in Northern Colorado in those days. All the society ladies bought their cut-glass, silver, china, jewelry and watches at Brannan's. The name was even spelled out in blue and white tile in the cement at the entrance to the store. Inside, there was a small balcony, expensive carpet on the floor, and several display cases in oak frames that would cost a pretty penny today.

I was a handsome fellow in those days, mounted on a fluted pillar topped with leaves in classic Greek style. Sometimes I was painted silver; sometimes dark green. Today I wear a dull black coat. I was made by Brown Street Clock Co. of Monessen, Pa. Models like me were originally driven by weights that had to be cranked up regularly to wind the works. Today I am a "slave" clock, connected to a wall clock inside Leazer's Jewelry Store; this sends a signal to an inner coil that regulates my Western Union time. You won't find many

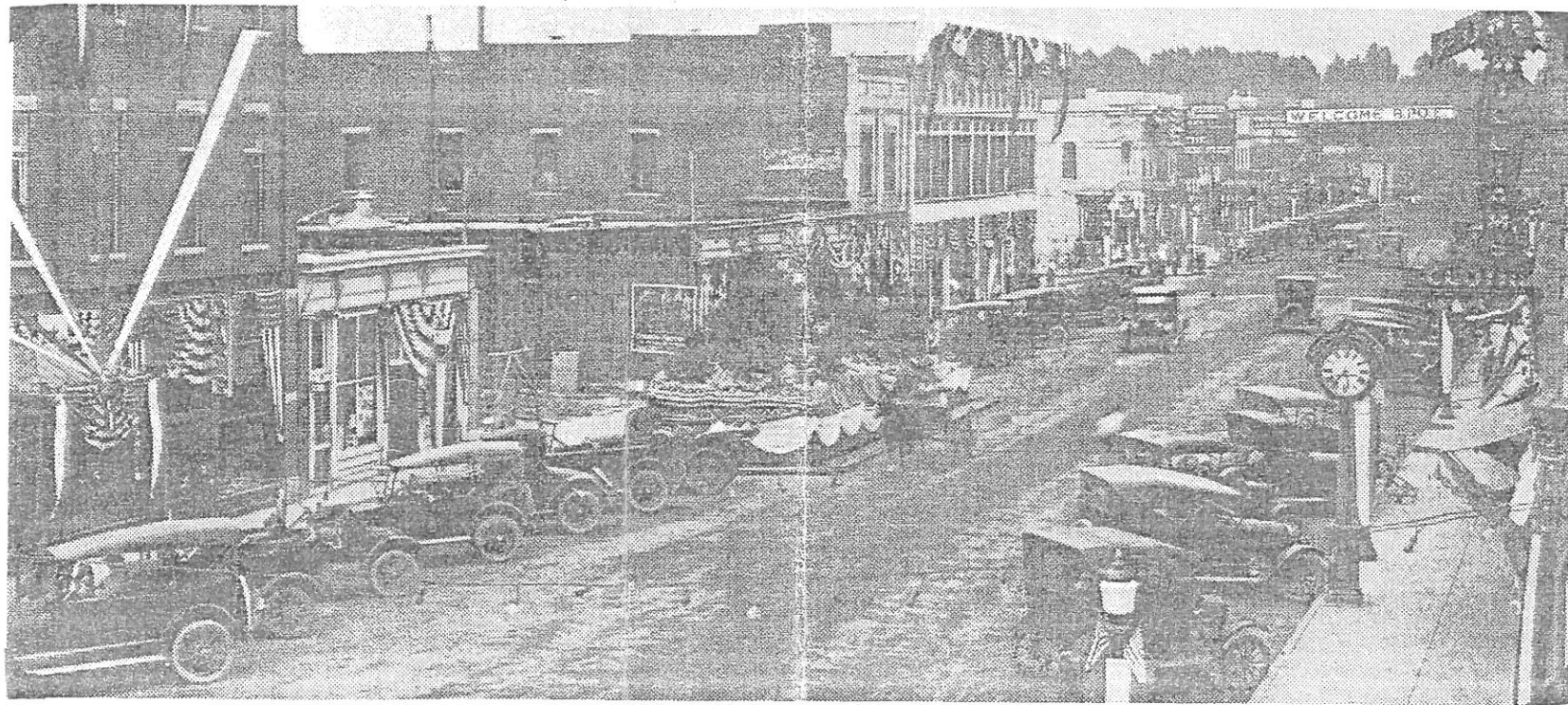


Photo Courtesy Loveland Public Library

The Old Man of Fourth Street was telling the time for Loveland in 1919 when businesses were decorated for an Elks convention.

clocks like me around these days; legal sign codes prohibit street clocks.

See the old automobiles in the picture taken on Fourth Street in 1919? At that time speed laws for traffic downtown was 6 miles per hour; in the residential area, 12 miles per hour. Note the street. Loveland

didn't have paved streets downtown until 1922. When the picture was taken the Elks were having a big convention. There's a huge stuffed elk on the float that's on the left side of the street. All the stores downtown really decorated for special events like this and for the fair.

For years the old flagpole that used to stand at Fourth and Lincoln kept me company. In the spring when grade schools held their annual track meet, the winning school's colors were hoisted to the top of that pole. Lincoln School's colors were orange and black; Washington's green and

white; Garfield's red and white; I've seen each school's colors at the top at one time or another. Our first stop light was hung on that pole in the center of the street, too. In 1937 the pole was taken down when the highway was widened, and the stop lights were placed on the corners.

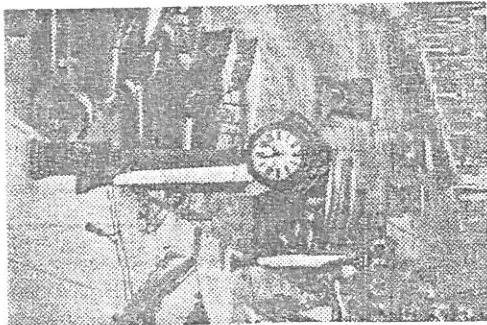
Parades? I've seen all kinds of parades: Corn Roast (fair) parades; Sunday School Rally Day parades; WCTU parades with children shouting "Saloons must go!" There have been Firemen parades; Rag Day parades with students dressed in costume; Cherry Pie Day parades; football rally parades when merchants closed down their businesses to go to the game; Christmas parades; and even a parade of 5,000 Ku Klux Klanners, who burned crosses at every intersection.

There have been interesting events to watch, too: band concerts from the balcony of the Bushnell Hotel (Woolworth's location); "kangaroo court" proceedings; street dances; sidewalk sales; and one time a not-too-willing bridegroom wheeled his blushing bride down Main Street in a wheelbarrow.

My 70 years have seen lots of changes, too. The horse and buggy gave way to the automobile; dirt roads became hard-surfaced streets; hanging street lights were replaced by lamp posts; quarried stone sidewalks gave way to cement; two-way streets changed to one-way thoroughfares; Main Street became a downtown mall for a short time; and now, flowers bloom in the spring almost at my feet.

It gets lonesome here, sometimes; people tend to take me for granted these days. But there was a time when everyone looked up to me, wondering if it was time for the train or if the mail at the Post Office had been sorted, or if preachin' had begun, or if the missus would be puttin' the vittles on the table at home.

Seventy years on Main Street! Guess I'm a landmark, all right, even if I am the Old Man of Fourth Street.



For 70 years the Old Man on Fourth Street has been watching Loveland change with the times. Page 3.

Agriculture 5  
Animal World 19  
Business 12, 13  
Classified 20-27  
Comics 19  
Crossword VW  
Dear Abby 7  
Dr. Brothers 19  
Editorials 4  
Horoscope VW  
L.M. Boyd VW  
Loveland Scene 6  
Valley Life 6-7  
Medical News 19  
Movies 14  
Sports 15-17  
TV Log VW

## WALLEY WINDOW

In today's

Ingrid Roth admires a homemade partide in a pear tree in anticipation of the Loveland Music Guild's Renaissance Faire, which begins today at Loveland High School.



Inside

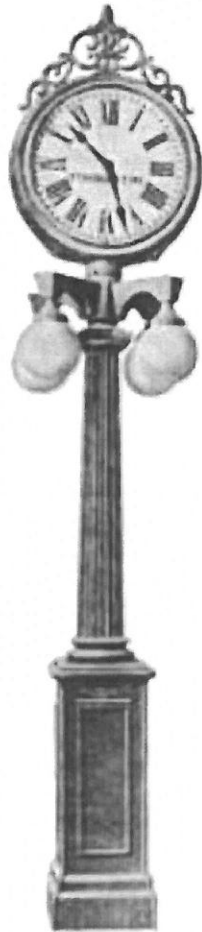
FRONT  
PAGE  
Weekend  
edition

Craig -  
Compliments  
Zethyl Gates



## *Brown Street Clock Registry*





**For  
Better  
Business**

The Best Sign  
in the World,

**A Brown  
Street  
Clock**

Will attract  
more atten-  
tion to your  
store than  
anything else.

**Brown St. Clock Co.**  
Monessen, Pa.

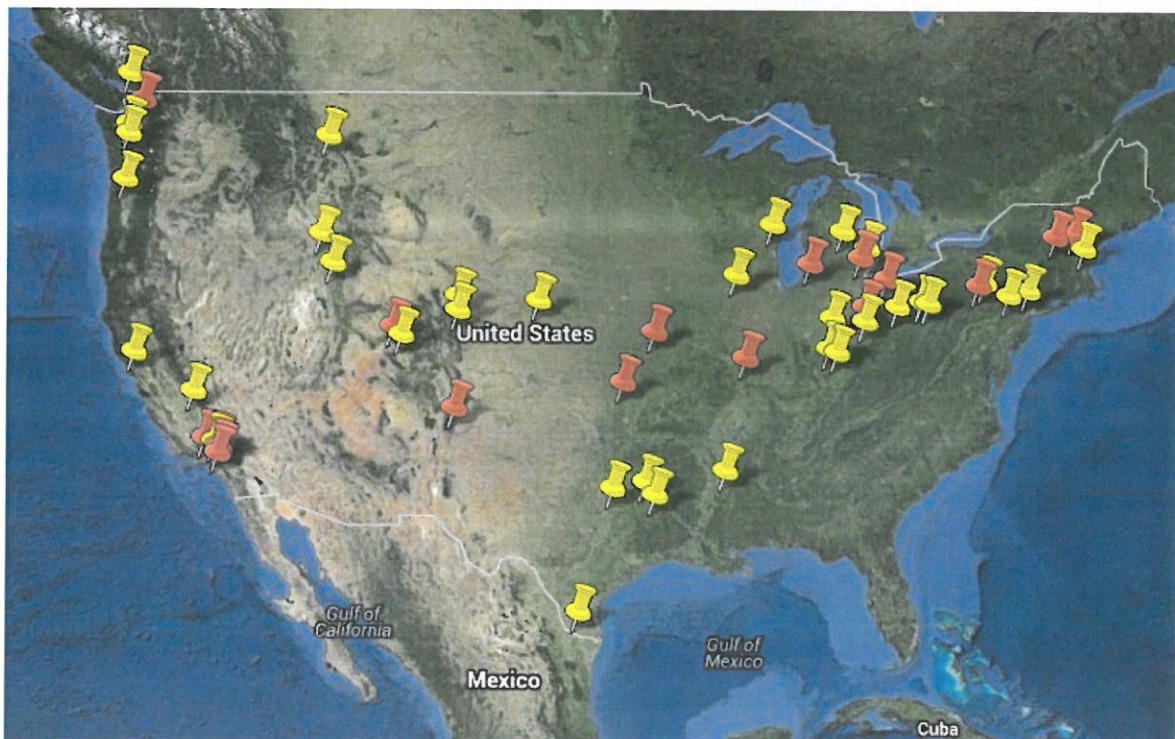
**This map shows the location of known Brown Street Clocks**

Brown Clock Company records are non-existent, therefore it is hard to determine how many clocks were actually produced and sold. This registry includes approximately 60 known clocks in 2014.

This is the flagship Brown Street Clock  
Installed in Monessen, PA in 2014



The RED PINS show the early style clock case and YELLOW PINS show the later style clock case



[Click here to View Map](#)



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## The following is a list of Brown Streets Clocks

**NOTE:** Some clocks have been moved from their original installations and some have disappeared altogether.

Please email us if you know of any other Brown clocks:

steveschmidt at hotmail.com

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\*\*\*\*\* [Alhambra, CA](#)

\*\*\*\*\* [Fullerton, CA](#)

\*\*\*\*\* [Huntington Beach, CA](#).....Owned by Stephen Rini...originally from Lindsey's Jewelers of Kansas City, MO

\*\*\*\*\* [Monrovia, CA](#).....Owned by Box Jewelers

\*\*\*\*\* [Orange, CA](#)..... Located in front of Felix's Continental Cafe and "The Flats" on the Orange Circle

\*\*\*\*\* [San Rafael, CA](#).....Located on 4th Street

\*\*\*\*\* [Visalia, CA](#)

\*\*\*\*\* [West Hills, CA](#).....Owned by Hidden Lake Club House

\*\*\*\*\* [Delta, Colorado](#).....Owned by McKnight's Jewelry

\*\*\*\*\* [Denver, Colorado](#).....Located near 15th & Larimer Streets the 'Market Clock', circa 1910.

\*\*\*\*\* [Grand Junction, Colorado](#).....Page Parsons Jewelers

\*\*\*\*\* [Loveland, Colorado](#).....Located Downtown

\*\*\*\*\* [Pocatello, Idaho](#).....Molinelli's Jewelers

\*\*\*\*\* [Kewanee, Illinois](#)..... It is located on the main street in front of a real estate office. It has side lights and the movement has been electrified.

\*\*\*\*\* [Murphysboro, Illinois](#)

\*\*\*\*\* [Elkhart, Indiana](#).....Owned by Omega Center

\*\*\*\*\* [Frankfort, Kentucky](#).....M.A. Selbert Jeweler

\*\*\*\*\* [Lexington, Kentucky](#).....Skuller's Jewelry located downtown

\*\*\*\*\* [Boston, Massachusetts](#).....Fanueil Hall Market Place

\*\*\*\*\* [Dearborn, Michigan](#).....Located at The Henry Ford Museum & Greenfield Village

\*\*\*\*\* [Grosse Pointe, Michigan](#)

\*\*\*\*\* [Owosso, Michigan](#).....Owned by City of Owosso

\*\*\*\*\* [Yazoo City, Mississippi](#).....Anderson's Jewelry Store

\*\*\*\*\* [Kansas City, MO](#).....now located in Huntington Beach, CA..... Owned by Stephen Rini...originally from Lindsey's Jewelers of Kansas City, MO

\*\*\*\*\* [Helena, Montana](#).....Sole Sisters store

\*\*\*\*\* [McCook, Nebraska](#).....owned by Carnegie Library Museum

\*\*\*\*\* [Bedford, New Hampshire](#).....Fidelity Restoration Service - Norman Croan

\*\*\*\*\* [Manchester, New Hampshire](#).....St. Anselm College

\*\*\*\*\* [Bayonne, NJ](#).....Known as the Abramson's Clock and restored in 2010, it is located at 484 Broadway St.

\*\*\*\*\* [Las Vegas, New Mexico](#)

\*\*\*\*\* [Charlotte, NC](#).....Located downtown Charlotte.....moved from Cleveland, NC

\*\*\*\*\* [Salisbury, NC](#).....originally from Winston-Salem, NC.....unknown location today

\*\*\*\*\* [Winston-Salem, NC](#).....later moved to Salisbury, NC.....unknown location today

\*\*\*\*\* [Bartlesville, Oklahoma](#)

\*\*\*\*\* [Barnesville, Ohio](#).....Located Downtown

\*\*\*\*\* [Chillicothe, Ohio](#).....owned by Crosskeys Tavern

\*\*\*\*\* [Cleveland, Ohio](#).....now located in Charlotte, NC

\*\*\*\*\* [Columbus, Ohio](#).....Owned by the COSI Science Center

\*\*\*\*\* [Hicksville, Ohio](#).....Hart Brothers Jewelers

\*\*\*\*\* [Medina, Ohio](#)

\*\*\*\*\* [Oxford, Ohio](#).....Restored by the City of Oxford.

\*\*\*\*\* [Oregon City, Oregon](#).....Owned by John Pohlpetter

\*\*\*\*\* [Salem, Oregon](#).....Owned by Pomeroy and Keene

\*\*\*\*\* [Bedminster Township, PA](#).....Owned by Elmer Conti

\*\*\*\*\* [Bloomsburg, PA](#).....Sneidman's Jewelry

\*\*\*\*\* [Donora, PA](#).....Unknown today

\*\*\*\*\* [Monessen, PA](#).....Brown Clock Co. Factory located in Monessen

\*\*\*\*\* [Scottsdale, PA](#).....1910

\*\*\*\*\* [Sunbury, PA](#).....American Legion Post

\*\*\*\*\* [Pickens, South Carolina](#).....Unknown Owner

\*\*\*\*\* [Woodruff, South Carolina](#).....Unknown Owner

\*\*\*\*\* [Center, Texas](#).....Unknown owner

\*\*\*\*\* [Corsicana, Texas](#).....Privately owned

\*\*\*\*\* [Longview, Texas](#).....Owned by McCarley's Jewelers

\*\*\*\*\* [Mission, Texas](#).....Privately owned

\*\*\*\*\* [Logan, Utah](#)

\*\*\*\*\* [Brattleboro, Vermont](#).....Owned by the City of Brattleboro

\*\*\*\*\* [Blaine, WA](#).....Owned by the City of Blaine.

\*\*\*\*\* [Centrailia, WA](#).....Salewsky's Jewelry at 211 N Tower Ave.

\*\*\*\*\*[Olympia, WA](#).....Washington Center for Performing Arts

\*\*\*\*\*[Snohomish, WA](#).....Downtown in front of old bank building

\*\*\*\*\*[Cedarburg, Wisconsin](#)

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If you know of existing Brown Street Clocks, or have an original factory catalog,  
Please use email below.

steveschmidt at hotmail.com

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## ***HISTORY OF THE BROWN STREET CLOCK COMPANY***

### ***Monessen, PA***

In the early 1900's, several U.S. street clock manufacturers produced various style and sizes of post and sidewalk clocks.

E. Howard Clock Co., Seth Thomas Clock Co., Jos. Mayer Bros. and the Brown Street Clock Co. competed in the 'street clock' market.

The Brown Street Clock Company claimed at one time, 7 of 10 street clocks in the U.S. were Browns.

Whether true or not, the Brown company could sell a jeweler a street clock for as little as \$175 in about 1910 and give them credit to boot.

Seth Thomas and E. Howard street clock's sticker price was considerably more money at that time.

This webpage attempts to record all the known Brown Street Clocks that continue to provide service throughout the U.S.

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Below is the Brown street clock that stood in front of the Brown Jewelry Store  
in Donora, PA between 6th and 7th Streets on McKean Ave.





H.R. Brown was a jeweler by trade and he along with his sons, Ross M., Walter J. and Benjamin E. purchased the E.F. Segner Jewelry Store, located at 669 McKean Ave. Donora, PA in 1904. The Browns also bought the C.F. Blair Jewelry Store, located at 532 Donner Ave. Monessen, PA, which was operated by Ross and then later by Benjamin.

The local paper reported on Dec. 28, 1906 that Benjamin and Walter had purchased a two story brick building on Donner Ave. This partnership split up in Jan. 1911.



A 1909 newspaper article reported the Benjamin had secured an agency of the REO automobile.

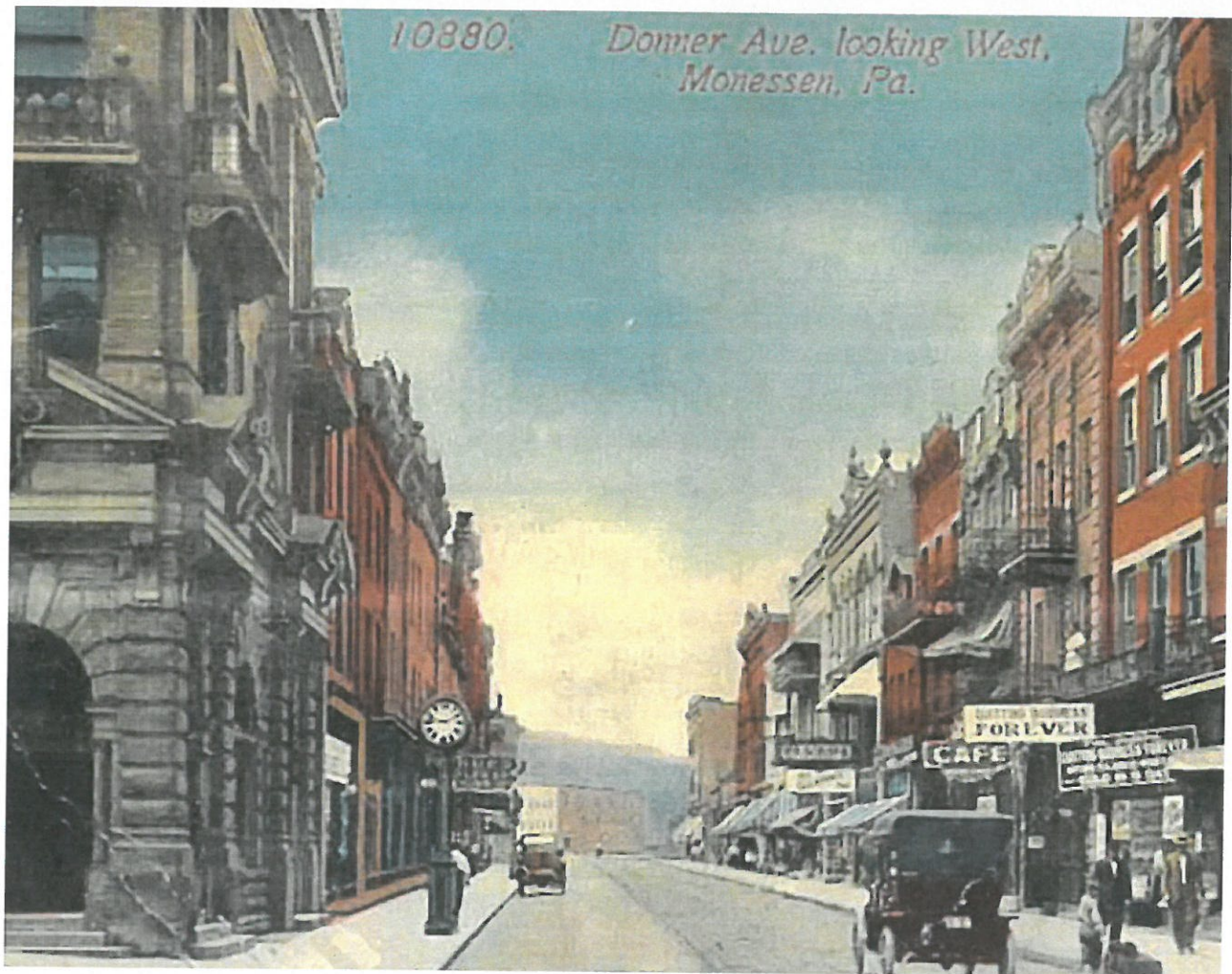
According to an article in the Monessen Daily Independent, May 19, 1911, the Brown Street Clock company asked the City of Monessen for a building permit to construct a new manufacturing facility. The company which was located in Donora, PA said that over 200 street clocks had been placed on market at as many points in US and Canada since 1908.

The new plant was designed to “increase the capacity by three times – or one clock a day”. Whether this goal was ever achieved is unknown.

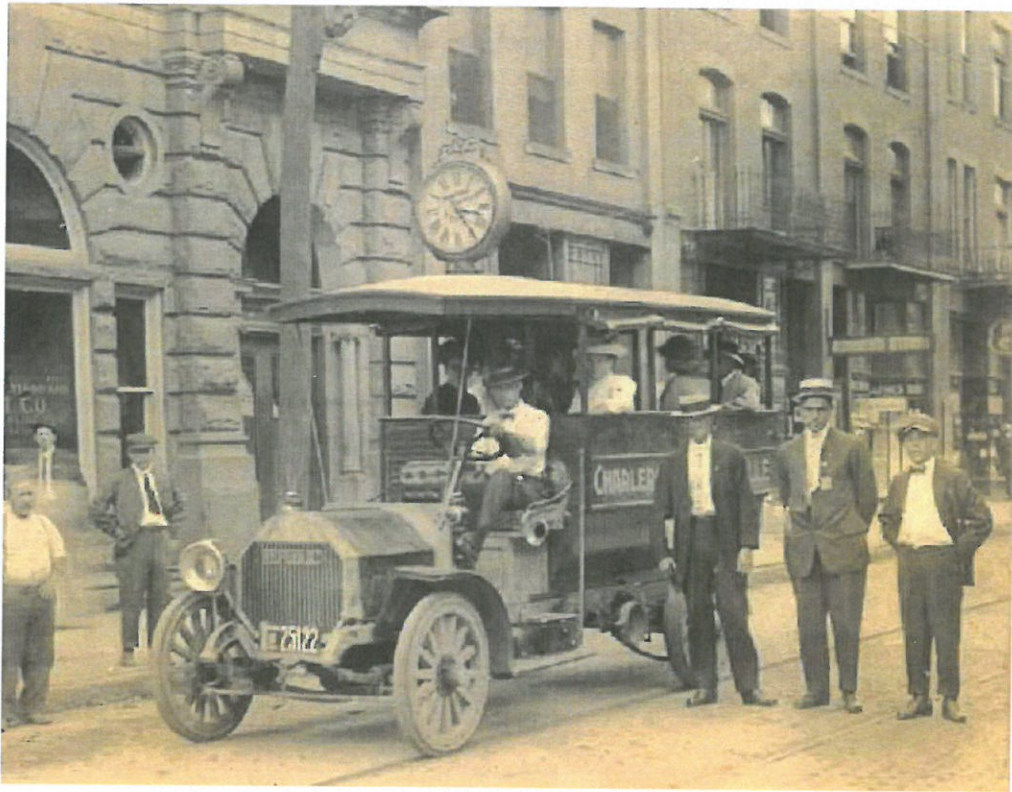
Benjamin E. Brown said he held the patent for the design and the company would take a street clock to the jeweler's convention later that year in Des Moines, Iowa to be displayed.

According to other articles, Benjamin's youngest son, Kenneth R., did service work on the street clocks through the years, even after the plant closed. He re-painted the cases and dials and serviced the movements. Other employees included a Mr. Craig, who painted dials and Lester Hunter who assisted Kenneth Brown in service.

The old postcard from about 1915 shows the Donner Ave. Brown Street clock







License plate on Republic Truck is a is 1914. Taken in front of Monessen Savings & Trust Bank. The clock is a Brown clock, model #13,400 and is lettered "Monessen Savings & Trust Co."



## Why Buy a Brown Street Clock?

by Benjamin E. Brown.....1916

*It's an established fact of business that to fix a thing in the public mind it requires on the average, not one but over twenty impressions. Fifty impressions make the fact stick harder. One hundred impressions make it a part of the mind itself.*

*This is the mission of the Brown Street Clock.*

*The people see the clock so often - they use it so frequently - they cannot think of clocks or watches or jewelry or even the strip of street on which your store stands without thinking of you.*

*The Brown Street Clock stamps you as a public spirited citizen who is willing to go right out on the street and serve everybody. This makes a deep impression. The people do not realize just how much of their confidence you have won by this simple service.*

*They may not resolve this impression into actual words of appreciation, but it is there and the time they want something they will go to you for it just as if they had always been steady customers. Subconsciously, they know that the man that renders unstinted service outside of his store, is going to give them good measure inside.*

*The Brown Street Clock is the ideal form of advertising - advertising that serves - that gives a man something that he wants. Advertising that instead of blatantly crying its wares once or twice and then stopping, is constantly on the job - establishing the dealers identity - embedding his name in public consciousness, winning for him that confidence and kindly appreciation that is 90% of the business mans assets.*

*If once you get a Brown Street Clock installed in front of your store, it will pay for itself. We can substantiate this statement by a column of testimonial letters from hundreds of the most progressive jewelers - in fact it would do you're heart good to read some of these enthusiastic testimonials which we are constantly receiving.*

*If there is anything about our proposition that you do not understand, don't hesitate to call upon us, and remember we give you a broad guarantee with every sale. If you prefer, you can write this guarantee yourself.*

*That is just how much faith we have in the Brown Street Clock from an efficiency standpoint. Pick out your clock today and we will load it on the next train headed your way.*

## **Brown Street Clock Advertising**

*Swartchild & Company of Chicago, a major jewelers supply company at the time, included in their catalogs the complete line of the Brown Street Clock Company. This form of adveristing more than any other was probably responsible for the large number of Brown clocks being sold to jewelry store operators. Brown Company records are non-existant, therefore it is hard to determine how many clocks were actually produced and sold. This registry includes approximately 60 known clocks in 2014. Our best estimate of total clock production is at about 1,000, as of 2014.*

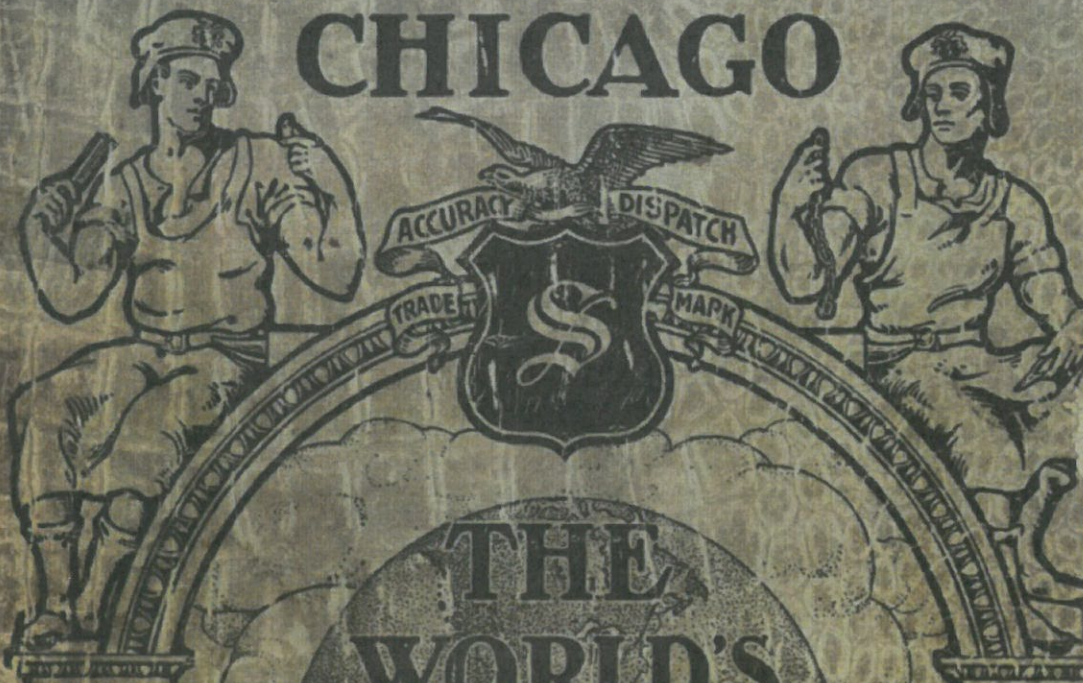
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## **1910 Swartchild Catalog**



# SWARTCHILD & CO

## CHICAGO



### THE WORLD'S LARGEST SUPPLY HOUSE

FOR  
WATCHMAKERS      JEWELERS  
ENGRAVERS      OPTICIANS

HEYWORTH BLDG. 42 E. MADISON ST.

CATALOGUE NO. B-14

ESTABLISHED 1870



## HIGH GRADE POST OR SIDEWALK CLOCKS

Something you have always wanted, but felt you couldn't afford

NOW AT A VERY REASONABLE PRICE

### DESCRIPTION

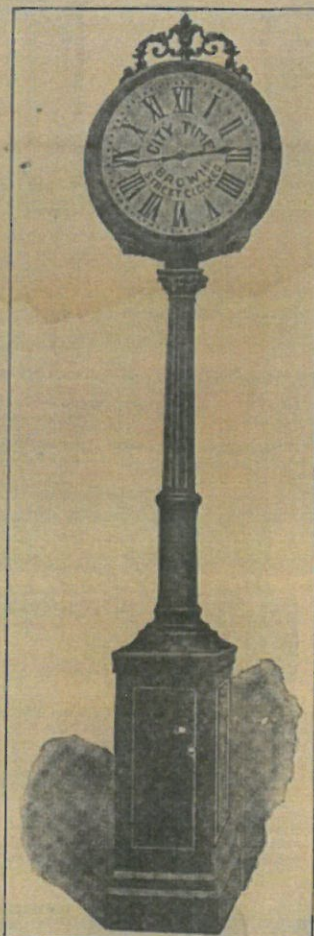
Case, column and head are made entirely of cast iron. Twelve feet high from base to center of dial.

**DIALS**—Two dials, 30 inches in diameter, of ground or opal glass, suitable for illumination; black numerals, minute dots, and diamond painted on the surface—shows equally well both day and night. The hands are covered by diamond polished glass circles to protect them from ice and snow.

**MOVEMENT**—Operated by a master movement which is confined entirely in the base. It is made throughout in the very finest manner, with cut gears and steel pinions. It is weight driven and runs eight days without re-winding. Beats sixty seconds to the minute.

The head of the clock is wired for electric lights and we place any lettering desired on the dial.

Clock weighs complete about 900 pounds.



### PRICE

No. L923. Clock as described, fitted with ground glass. . . . \$140.00  
net cash

No. L924. Clock as described, fitted with opal ribbed glass. . . . 150.00  
net cash

We particularly recommend the Opal Ribbed Dials, as they show to much better advantage both day and night. These prices are f. o. b. factory in Pennsylvania, complete ready for erection.

### TERMS

Above prices are net cash, but we will accept order from responsible dealers upon cash payment of \$25.00 and notes maturing 30 days apart of \$25.00 each and 6 per cent. interest added.

### GUARANTEE

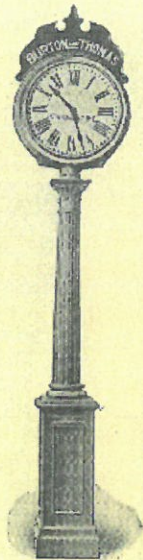
The Clock is guaranteed to be free from all original defects and to give entire satisfaction, conditional, of course, that it is set up strictly to our instructions and properly cared for after erected. It can, with proper care and attention, be regulated down to one minute per month.

## Circa 1915 Swartchild Catalog

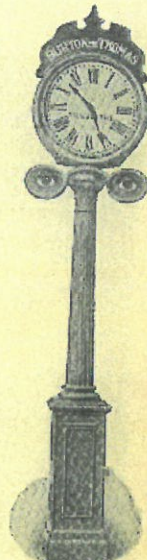
## STREET CLOCKS

**For the Jeweler a Street Clock is the Most Profitable of all Advertising  
Especially One of These, so High Grade and Yet so Reasonable in Price**

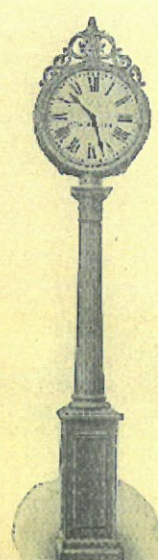




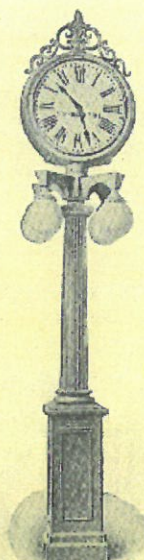
**No. 13402.**  
Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial.  
\$165.00



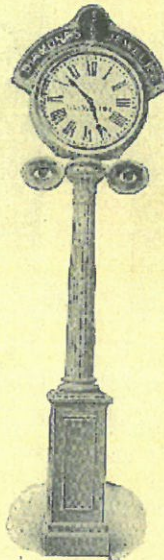
**No. 13403.**  
Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial and optical sign, which is of cast iron and fitted with dasher so the eyes will wink. Top sign in gold leaf lettering.  
\$215.00



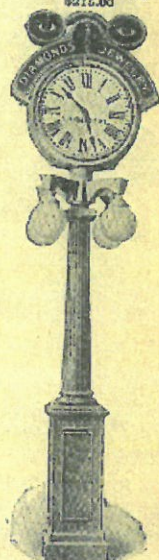
**No. 13400.**  
Clock fitted with opal ribbed dial, wired for electric lights to illuminate dial.  
\$150.00



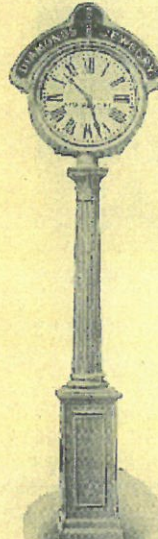
**No. 13401.**  
Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial and 4 drop globes.  
\$200.00



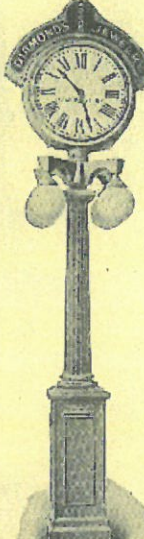
**No. 13406.**  
Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial, electric sign, and optical sign. Electric sign and optical sign are of cast iron and fitted with dasher separate from dial.  
\$250.00



**No. 13407.**  
Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial, electric sign, optical sign and the 4 drop globes. Electric and optical sign are of cast iron and fitted with dasher separate from dial and globes.  
\$300.00



**No. 13404.**  
Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial and sign, which is of cast iron; gold leaf lettering or glass; fitted with a dasher separate from dial.  
\$200.00



**No. 13405.**  
Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial, sign, and the 4 drop globes. Sign is of cast iron; gold leaf lettering or glass; fitted with dasher separate from dial and globes.  
\$250.00

## 1923 Swartchild Catalog

SWARTCHILD  
& COMPANY  
CHICAGO

World's Largest  
Watchmakers & Jewelers  
Supply House



COMPLETE CATALOG  
NUMBER B 27



# STREET CLOCKS

For the Jeweler a Street Clock is the Most Profitable of all Advertising, Especially One of These, so High Grade and Yet so Reasonable in Price.

## DESCRIPTION

**Height:** 12 feet from base to center of dial.

**Construction:** Base, signs and head are of cast iron, column of corrugated steel.

**Dials:** Two dials, 30 inches in diameter, Roman or Arabic, of opal ribbed glass, suitable for illumination; black numerals, minute dots, and diamond painted on the surface—shows equally well both day and night. The hands are covered with diamond polished glass to protect them from ice and snow.

**Movement:** Clocks are operated by a master movement which is confined entirely in the base. It is made throughout in the very finest manner, with cut gears and steel pinions. It is weight driven and runs eight days without re-winding. Beats sixty seconds to the minute.

**Guarantee:** It is guaranteed to be free from all original defects and to give entire satisfaction, conditional, of course, that it is set up strictly to instructions and properly cared for after erected. It can with proper care and attention be regulated down to one one minute per month.

**What They say:** These clocks have been on the market for some time and every owner of one speaks of its absolute satisfaction as a time-piece, as an advertiser, as an attraction and above all as a Business Getter.

**Terms:** Prices of all Street Clocks are Net Cash. Responsible dealers may purchase them on the partial payment plan as follows:

10 per cent cash, the balance in 10 monthly equal payments, secured by notes bearing 6 per cent interest.

These prices are f. o. b. factory in Pennsylvania, for the clocks complete, ready for erection. The heads of the clocks are wired for electric lights and we place any lettering desired on dial, or sign.

Clock weighs, crated complete ready for shipment, about 1,250 lbs.



No. 56309

Clock fitted with opal ribbed dial, wired for electric lights to illuminate dial.

\$350.00 Net



No. 563091

Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial and 4 drop globes.

\$410.00 Net



No. 56311

Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial and sign, which is of cast iron; gold leaf lettering on glass; fitted with a flasher separate from dial.

\$440.00 Net



No. 563111

Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial, sign and the 4 drop globes. Sign is of cast iron, gold leaf lettering on glass; fitted with flasher separate from dial and globes.

\$500.00 Net



No. 56310

Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial.

\$375.00 Net



No. 563101

Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial and optical sign, which is of cast iron and fitted with flasher to the eyes with wick. Top sign in gold leaf lettering.

\$435.00 Net



No. 56312

Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial, electric sign, and optical sign. Electric sign and optical sign are of cast iron and fitted with flasher separate from dial.

\$500.00 Net



No. 563121

Clock complete, fitted with opal ribbed dial, wired for electric lights to illuminate dial, electric sign, optical sign and the 4 drop globes. Electric and optical sign are of cast iron and fitted with flasher separate from dial and globes.

\$560.00 Net

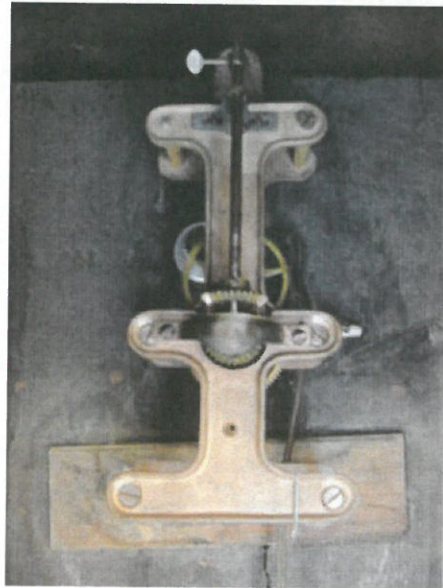
Brown built five different models with tallest being 14 feet, 10 inches. The head and base were made of cast iron and the fluted column of 2-ply, 22 gauge galvanized steel, doric design. These are the later style clock cases which are indicated on the U.S. map with a YELLOW PIN.

The dials were custom designed with the jeweler's name on it. Clock numbers could be ordered with either Roman or Arabic style font.

According to Brown, you could "buy a Brown Street Clock on easy terms - only \$15 down - the balance in monthly installments. No interest - no red tape of any kind."

The factory literature stated, "the Master movement is located in the base and runs eight days with one winding. Quality cast brass plates, Graham deadbeat escapement, maintaining power on cable barrel and cast iron motion works mounting bracket."

Electric lights were installed behind dials for illumination and the clock weighed 1,625 lbs. when crated for shipment.





## DESCRIPTION

**Height:** 12 feet from base to center of dial.

**Construction:** Base, signs and head are of cast iron, column of corrugated steel.

**Dials:** Two dials, 30 inches in diameter, Roman or Arabic, of opal ribbed glass, suitable for illumination; black numerals, minute dots, and diamond painted on the surface—shows equally well both day and night. The hands are covered with diamond polished glass to protect them from ice and snow.

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**Guarantee:** It is guaranteed to be free from all original defects and to give entire satisfaction, conditional, of course, that it is set up strictly to instructions and properly cared for after erected. It can with proper care and attention be regulated down to one minute per month.

Walter J. Brown died in Nov. 1920 at age 52 and it was reported that his wife, Isabelle C. and children, took over the operation of the Donora store.

Employee, Aderian Ferrier, recalled that the Brown Street Clock Company used the rear portion of this store building as it's warehouse. The iron castings were made by the Old Radiator Works in West Newton, PA. They were brought to the Donora store and the clocks were assembled there.

Lester Hunter recalled that some of the iron castings were also made at the Monessen Foundry.

In 1924, the Brown Street Clock Company was still in business and the name Richard M. Brown appeared on company letterhead. It is uncertain when this company closed, but probably in the mid to late 1920s.

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**F.A. Earl, Jeweler, downtown Traverse City, Michigan installed this Brown street clock in about 1920. In the 1990's it was moved to 112 N. Washington St. Owosso, Michigan and in 2013, it was relocated to Monessen, PA.**

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**This Brown clock is located in Cedarburg, WI**

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**Circa 1915 Brown Street Clock sales catalog listed the following known locations of Brown Street Clocks:**

**Salt Lake City, Utah  
North Platte, Nebraska  
Pueblo, Colorado  
Cleveland, Ohio  
Selina, Ohio  
Newark, Ohio....1915  
Montpelier, Ohio  
Milwaukee, Wisconsin**

Hollidaysburg, PA  
Nanticoke, PA  
Ford City, PA  
Sunbury, PA  
Donora, PA  
Monessen, PA  
Clairton, PA  
Medina, Ohio  
Barnesville, Ohio  
Sistersville, West Virginia

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## *Lets Look at the Different Style Brown Street Clocks and Their Component Parts*

The clock heads of all the Brown Street Clocks were identical throughout production. They were a heavy cast iron with a cast iron dial ring to hold the dial and the protective glass covers over the hands and dial. There is one access panel on the side, for service.

Buyers could order different style top ornaments, which are reviewed below.

The dials were milk glass and the hands were a spade design like the photo below.





# Brown Street Clock Toppers

Brown Street Clocks were adorned with three different styles of tops above the round clock head.

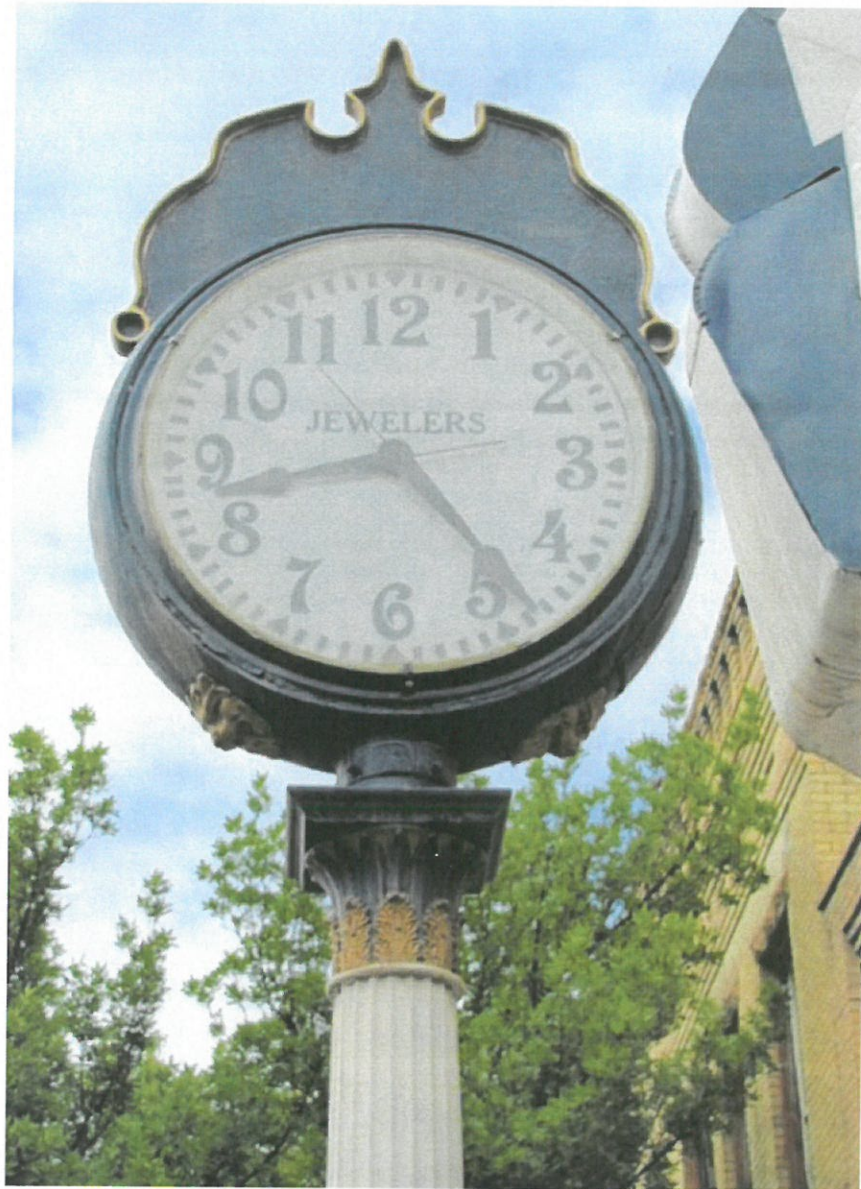
All clocks left the factory with one of the toppers. 100 years later, many of the Brown Street Clocks have lost these unique features due to weather, cars knocking the clock over or neglect.

Some owners added other styles, neon marquees or removed the toppers all together. The photos below show the toppers that adorned the clocks as they left the factory.

Below are a couple of examples of the 'finial style' topper



Below is an example of the 'closed crested' topper



**Below is an example of the 'marquee style' topper**

**These tops were lighted from within and you could order the clock with or without the 4 light globes.**





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Two of these Lions Heads adorned each Brown Street Clock.



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## **Clock Head Supports**

**Below, the early style clock head support was a one-piece cast iron unit and was smaller in size.**





**At the top of the column is a cast iron support for the clock head. The support of the later style clock case had the Greek acanthus leaves attached.**



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## COLUMNS and BASES

Notice the 2 different column designs of the Brown Street clock.

**LEFT:** The early style case which has a molded look - cast iron column and cast iron base.

**RIGHT:** The later style case - steel fluted column and a cast iron base.





**Below, the early style case has the name 'Brown Street Clock Co.' on one side of the base and 'Monessen, PA' on the opposite side of the base.**

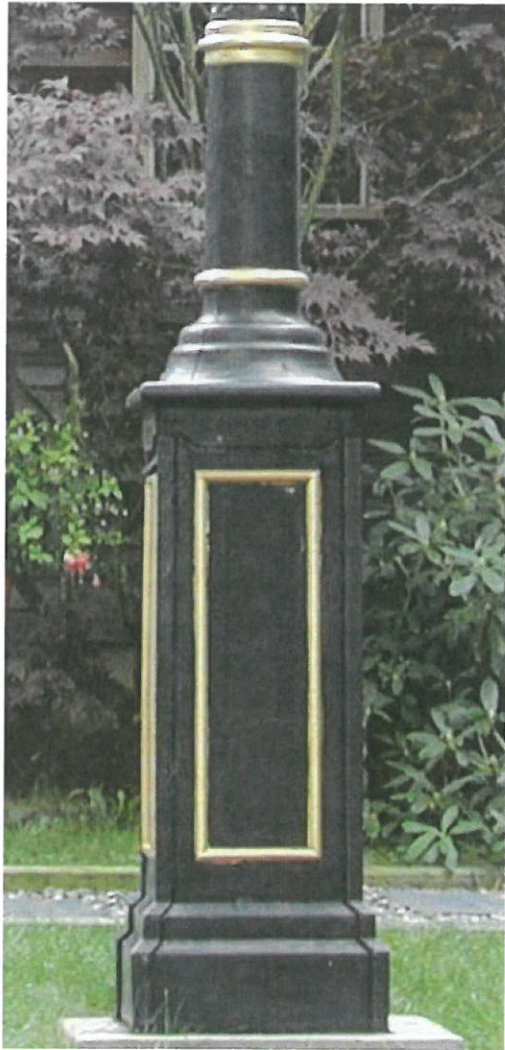




Below, the later style case has the company name and city on one side of base. The column has been removed from the base in this photo.



Below are the two different styles of bases. The base on the right is the later style base.



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## Brown Street Clock Movements

The Brown Street Clock movement is much smaller in size to the E. Howard or Seth Thomas street clock movements.

Below is a nice set-up of the dial gearing - movement - weight.

According to the company literature, "the Master movement is located in the base and runs eight days with one winding. Quality cast brass plates, Graham deadbeat escapement, maintaining power on cable barrel and cast iron motion works mounting bracket.

Electric lights were installed behind dials for illumination and the clock weighs 1,625 lbs. when crated for shipment."





**Below shows the set-up of the original movement, weight and pendulum of the Salewsky's Jewelry clock of Centrailia, WA**

**Two weights were suspended by brass pullys**

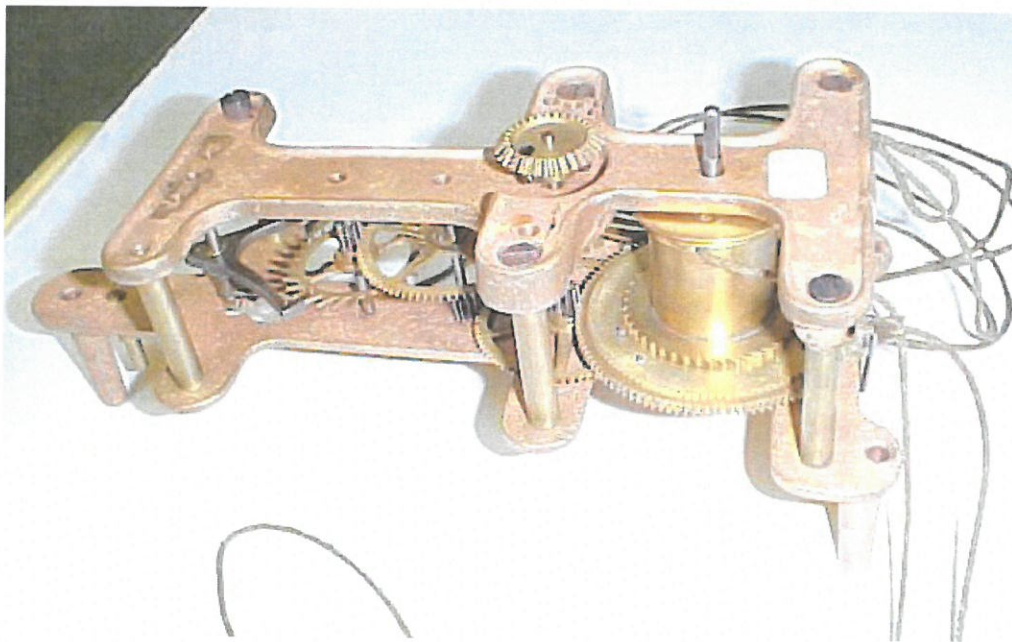
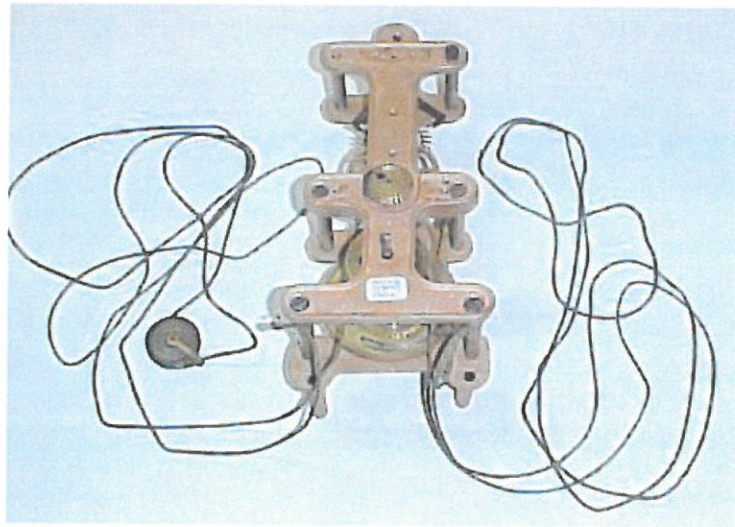
**A long shaft up through the column drives the dial gearing behind the clock dials.**





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**Below are more weight driven movement photos**







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**Below are photos showing the cast iron base and  
an original movement that has had a 1 rpm electric motor attached.**





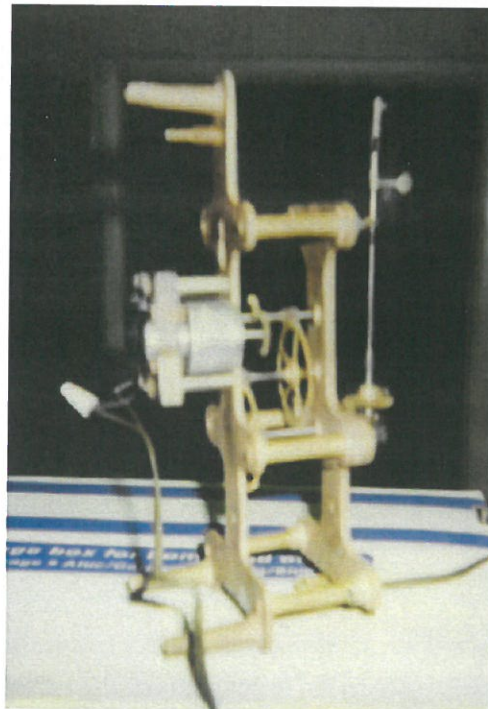








**Below, with 1rpm motor attached**



**The photo below shows the Brown movement that has an electric winding motor added to it.**



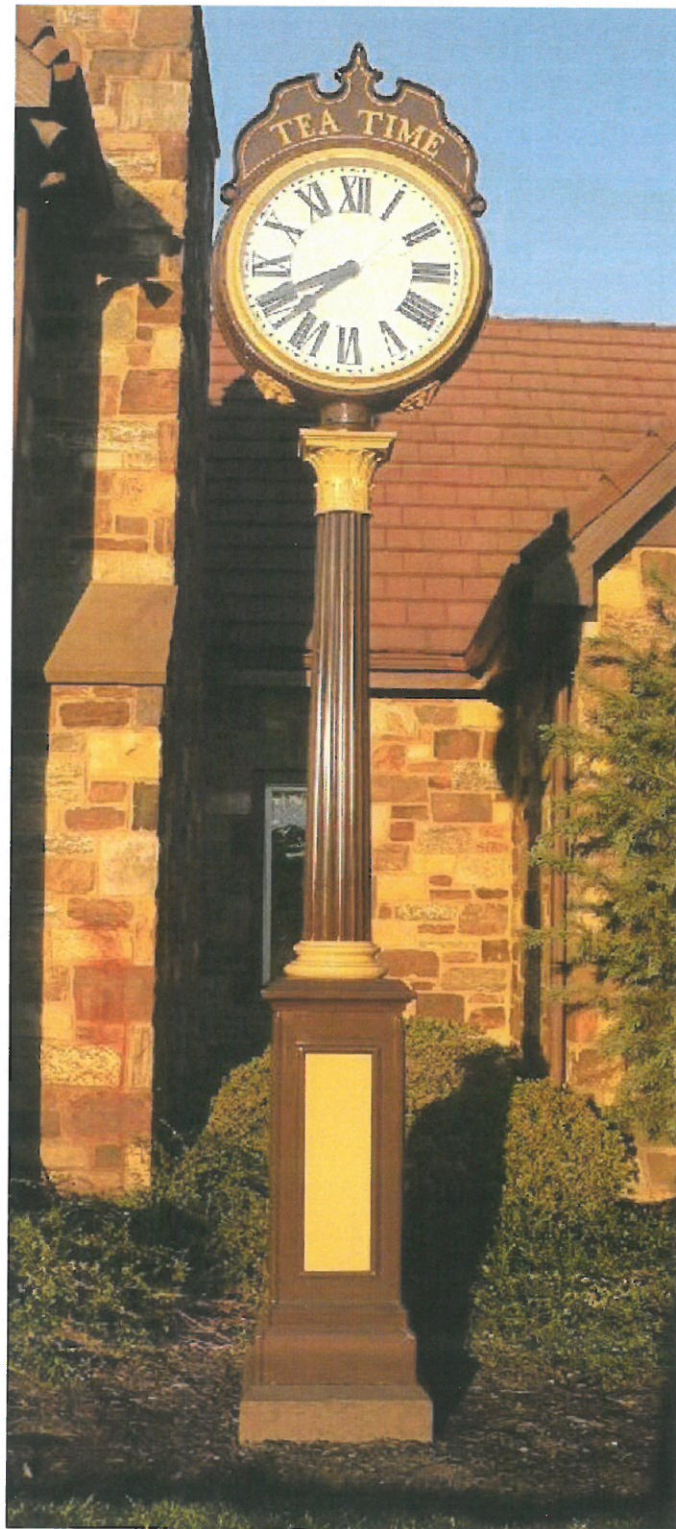
### **Brown movement video**

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**Located in Bedminster Township, PA, this beautifully restored Brown Street Clock is owned by Elmer Conti. Many hours were spent sand blasting, prepping and painting case. Also restoring the movement and dial.**

**This is way the all Brown clocks should look.**







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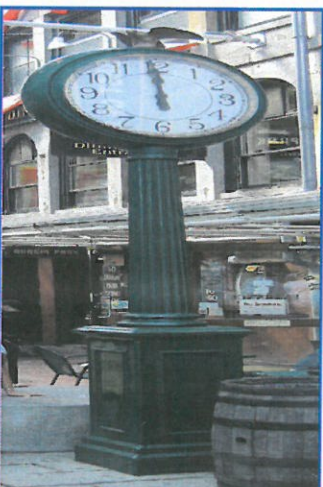
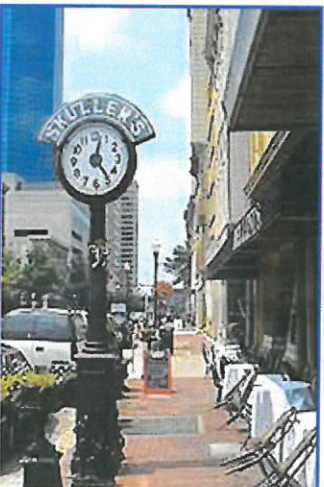
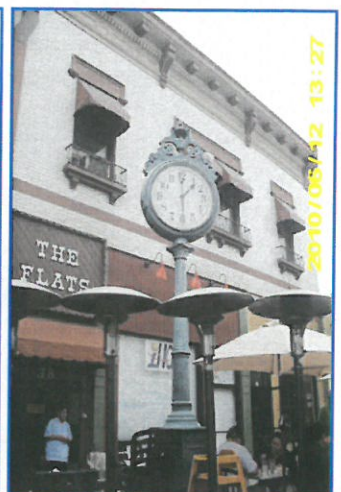
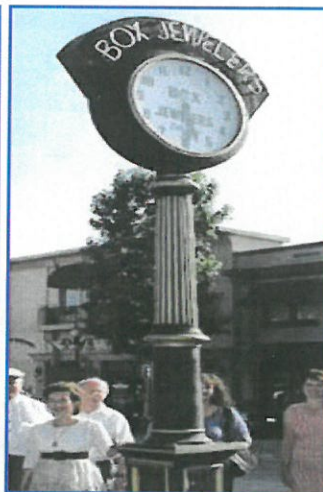
**We are always searching for more photos and factory literature of Brown Street Clocks. If you have anything, please scan and email to:**

**steveschmidt at hotmail.com**

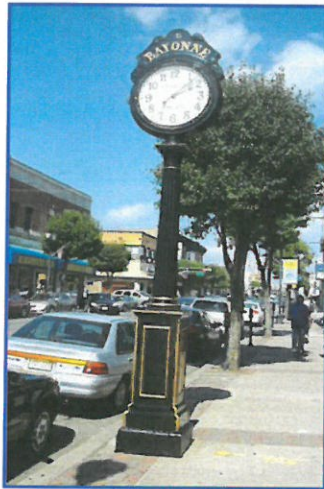
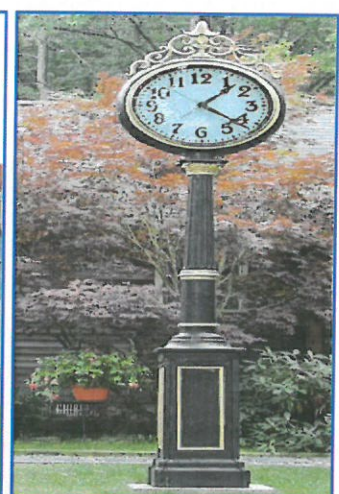
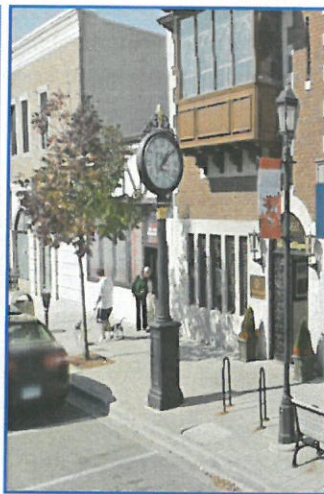
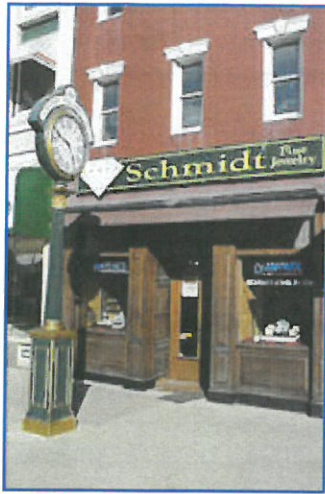
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**Click thumbnail to see full size image**

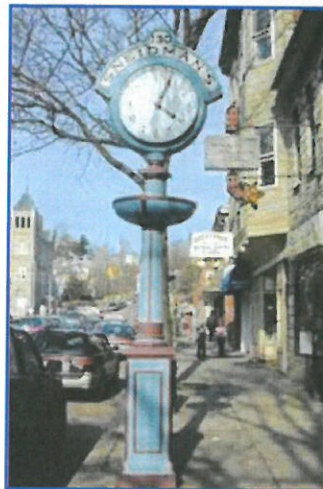
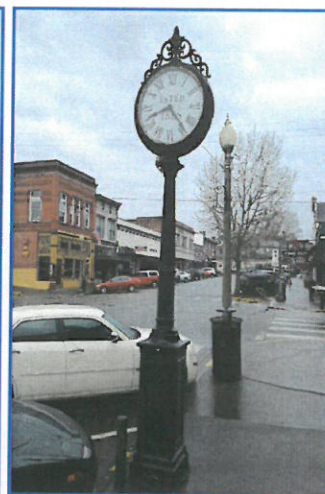
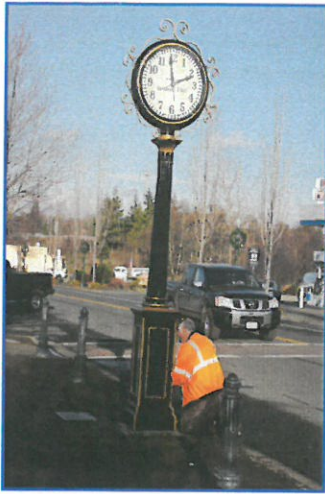




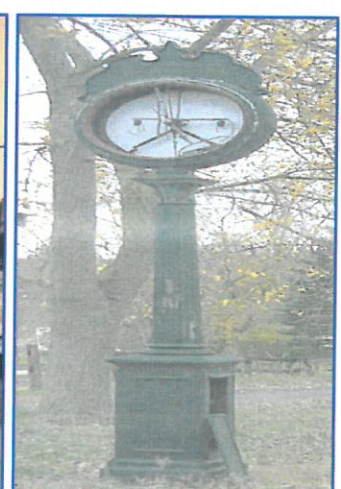
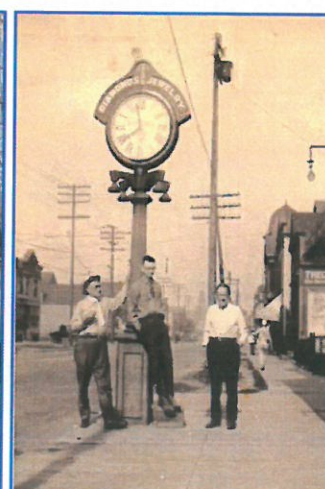
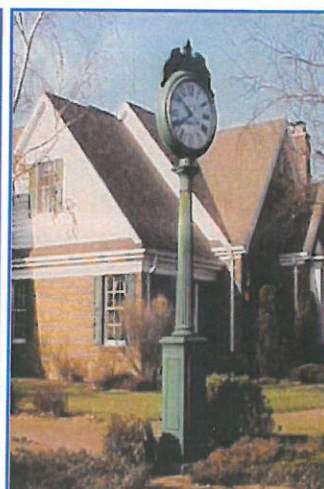








The exact location of these Brown Clocks today, is Unknown



## BROWN STREET CLOCK VIDEOS



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**We are always searching for more photos and factory literature from the Brown Clock Company.**

**If you have anything, please scan and email to:**

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**[More Street Clocks](#)**