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# AutoMobilia

*The Collector's Resource*



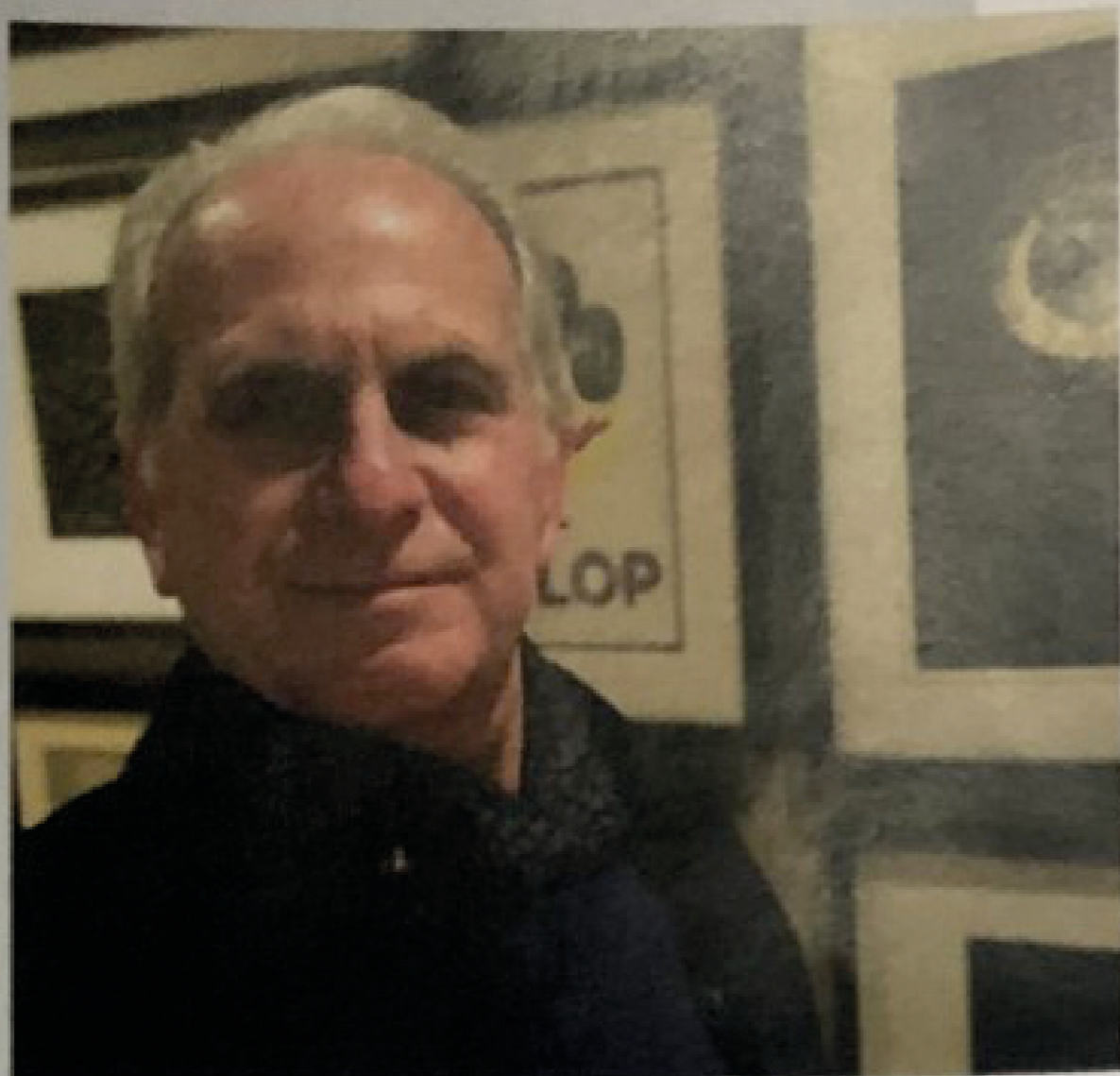
9.50US \$11.95CAN



#29  
Jul/Aug  
2023

# DASH CLOCKS

By: Dr. Ronald Frank



Dr. Ronald Frank, M.D., is a urologic surgeon practicing in New Jersey. A chance encounter with some automobile timepieces at a local show some 20 years ago led him to begin to amass an impressive collection of these devices and gradually become a leading authority on the subject. Reflecting a fusion of his appreciation for automobiles and wind-up spring-driven clocks, Dr. Frank's enthusiasm for automotive timepieces led to articles for a number of media outlets, including a feature in the *Wall Street Journal*.

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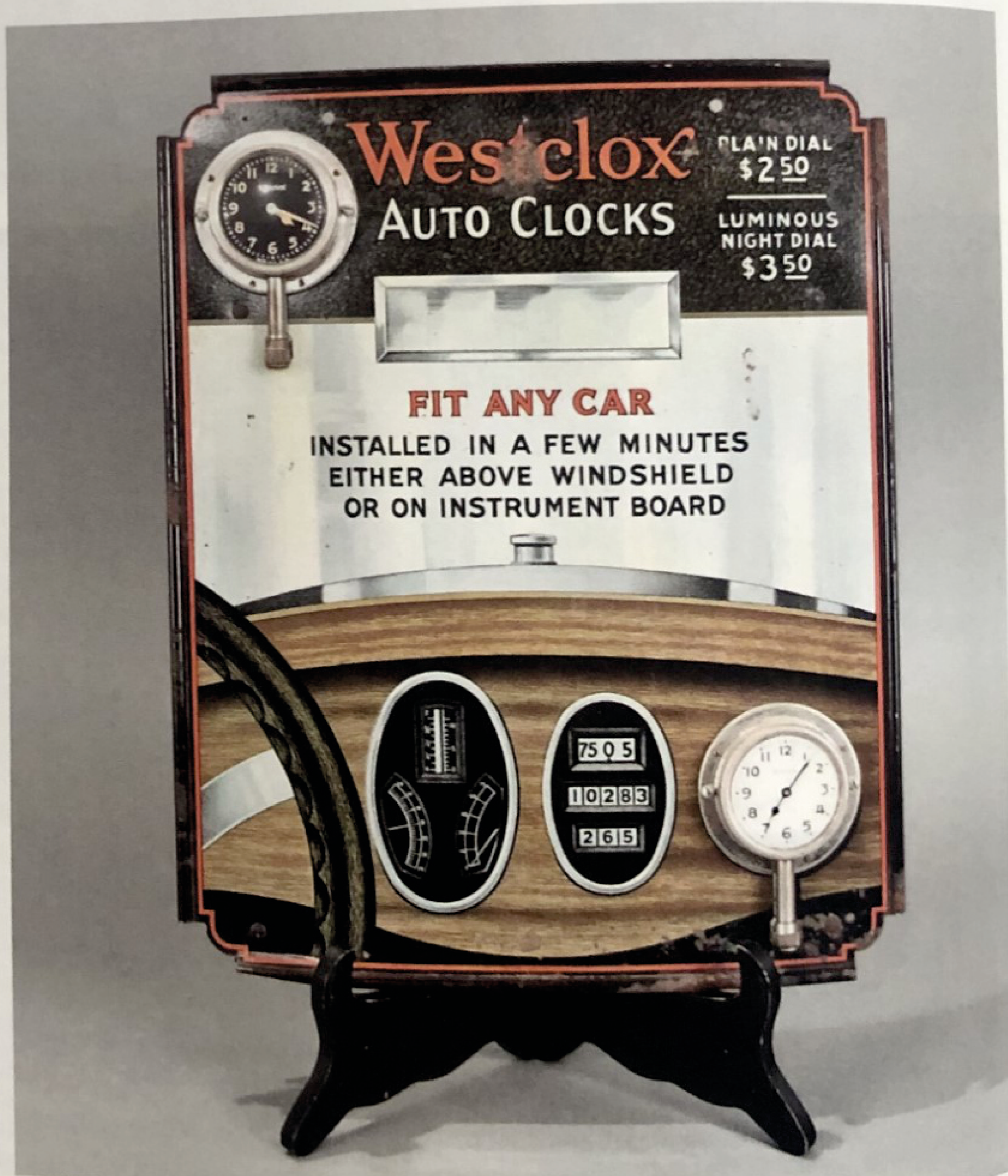
This 1929 Westclox tin countertop sign hammered for \$4,250 at Matthews Auctions, the Bob & Barbara Harrington Collection, April 1, 2023.

## OH, WHAT A TIME IT WAS! THE ADVERTISING AND MARKETING OF MECHANICAL AUTOMOBILE CLOCKS

In the March/April 2021 issue of *Automobilia Resource* (#15), I focused on an overview of mechanical dashboard clocks. This time we will look into a related aspect of this avenue of collecting.

Mechanical automobile clocks were among the many accessories offered in the early days of automobile production, at a time when vehicles were often manufactured with just the bare requisite necessities. As an offshoot of auto manufacturing, the aftermarket accessory manufacturers had a booming and vibrant business pitching their wares to automobilists. Creative advertising and marketing helped to make these ancillary and complementary industries successful.

Cont'd page 40.



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