

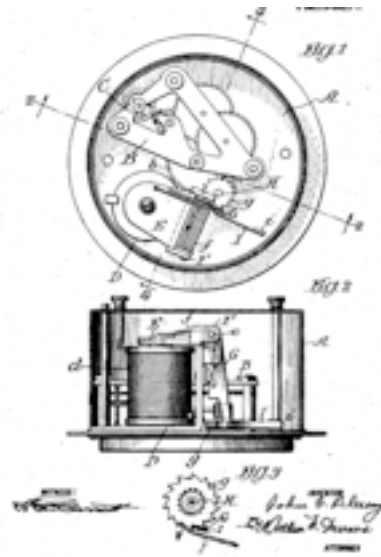
The Keith~Landis Corporation



“Who winds your clock?”

The Keith~Landis Corporation was formed before 1922 by Ellsworth Keith, President, Jerome Keith, v-pres, and Reed G Landis, sec-treas. The main Office was at 332 South La Salle Street in Chicago and with an office in 1925 at 25 West 45th Street in New York. Keith~Landis sold battery-powered clocks based on patents filed by John Blessing and assigned to A E Keith. There were two patents that are marked on their clocks. Both patents describe a self-winding spring driven mechanism that is energized by an electromagnet. The first, US Pat No. 1217557 was issued on Feb. 27, 1917 and the second, US Pat No. 1250782 was issued on Dec. 18th of the same year. The second patent described an improved version of the earlier design. Blessing’s objective was to “provide an improved construction and arrangement whereby the ratchet-mechanism and electric switch are simplified, thereby to reduce the cost of manufacture, and whereby the operation of these elements is rendered more certain and reliable.”

In fact, Blessing’s design was very simple and combined the ratchet-mechanisms and contacts in as single unit and married it to a simple balance wheel clockworks. Keith~Landis advertised clocks “made in several designs and finishes,



beautifully suited for the home, office and the motor car.”

Keith-Landis Electric Clock



Keith-Landis Electric Clocks are absolutely accurate. They lend a touch of distinction to your dashboard. No winding. Connects with battery. Satisfaction guaranteed. Price \$15.00. Other Clocks, \$3.85 to \$10.85

Alexander Keith, father of Elsworth Kieth, was an early inventor and pioneer in automated telephone equipment and worked for the Automatic Electric Company of Chicago. In 1921, about the time that Keith and Landis formed the corporation, a book on telephony was published with the following dedication, “To Mr. Alexander Ellsworth Keith who by his great

resourcefulness, unlimited enthusiasm, steady determination and keen foresight has been for twenty-seven years the leader in the development



of automatic telephony, this volume is respectfully dedicated.” John Blessing also was an inventor who worked at the Automatic Electric Company. Jerome Keith joined Keith-Landis from Photoplay and Reed Landis was a WWI aviator and hero who developed advertising agency in Chicago. The Keith-Landis company offered both automobile clocks and mantel clocks. Their trademark, an hourglass figure, was filed in 1922 and their advertising slogan was “Who winds your clock?” It appears that Keith-Landis had no factory of their own and all of their clocks were made by the Ansonia Clock Company of New York while the advertising and sales was largely the job of Keith-Landis. An advertisement in the Jewelers Circular shows an office clock that appears to be simply the automobile clock mounted in a case that holds the batteries.

By 1925, Keith-Landis was in serious financial difficulty and ceased to do business by 1929. A E Keith continued working with John Blessing at the Automatic Electric Co. developing switching equipment for long distance telephone systems. Reed Landis continued his successful advertising business and later had a major part in air power decisions in WWII. Following the war he was a regional president of American Airlines.



Necessities that make your Motoring a Pleasure

After all, it's the little things, the extras, that make motoring more pleasurable. The degree of comfort you receive from your car depends largely upon the comforts and conveniences you have. "Western Auto" carries a complete stock of the necessities you need. Step into our nearest store and let our willing salesmen help you in selecting the items you desire.

Tonneau Windshield



A distinctive tone of beauty and refinement is added to your car when an All-Angle Tonneau Windshield is installed. Made of clear heavy plate glass beveled edge finish, adjustable to any angle. Guaranteed not to match. Price, installed, \$18.75.

Other Shields, \$18.75 and \$22.50

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Reed Landis in WWI



Alexander Keith passport photo c. 1920

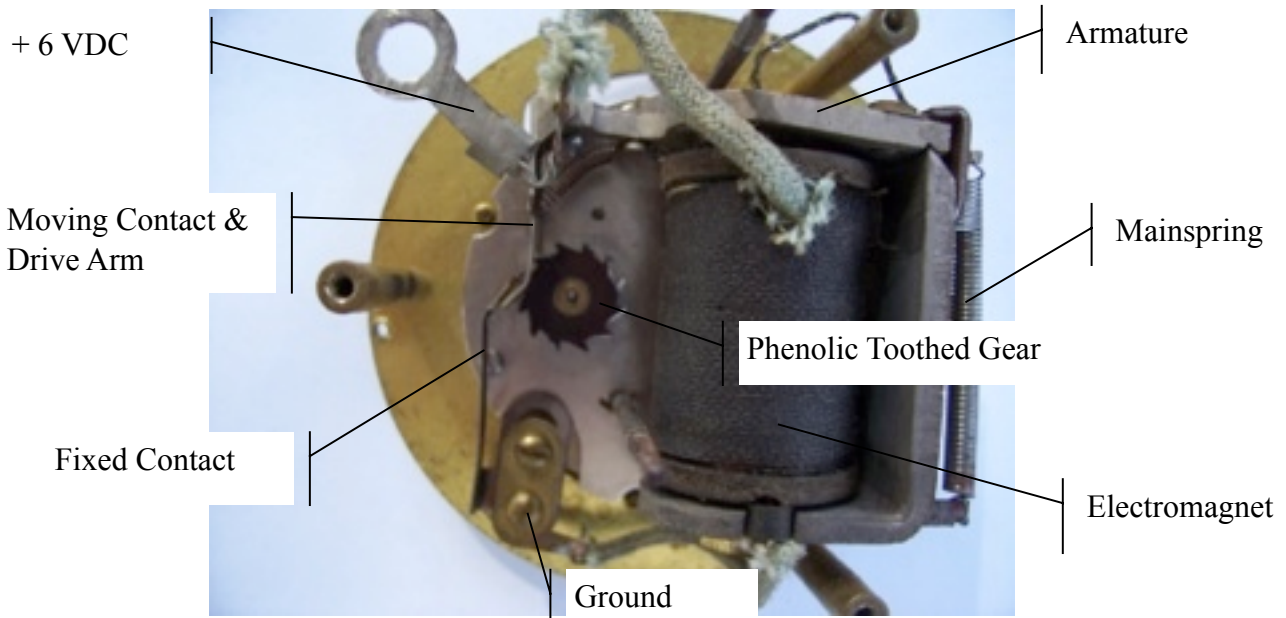
Keith~Landis Bench Notes

The Keith~Landis clock is built from two subassemblies, a simple balance wheel clockworks and an electromagnetic winder. The winder forms the foundation for the mechanism with the clockworks inserted into the winder base and held in with three screws. This is a common arrangement from the early self-winding clocks made by Thompson and Sterling Clock companies. Certainly Ansonia made the clockworks for Keith~Landis but the electromagnetic winder may have been manufactured by a separate subcontractor.

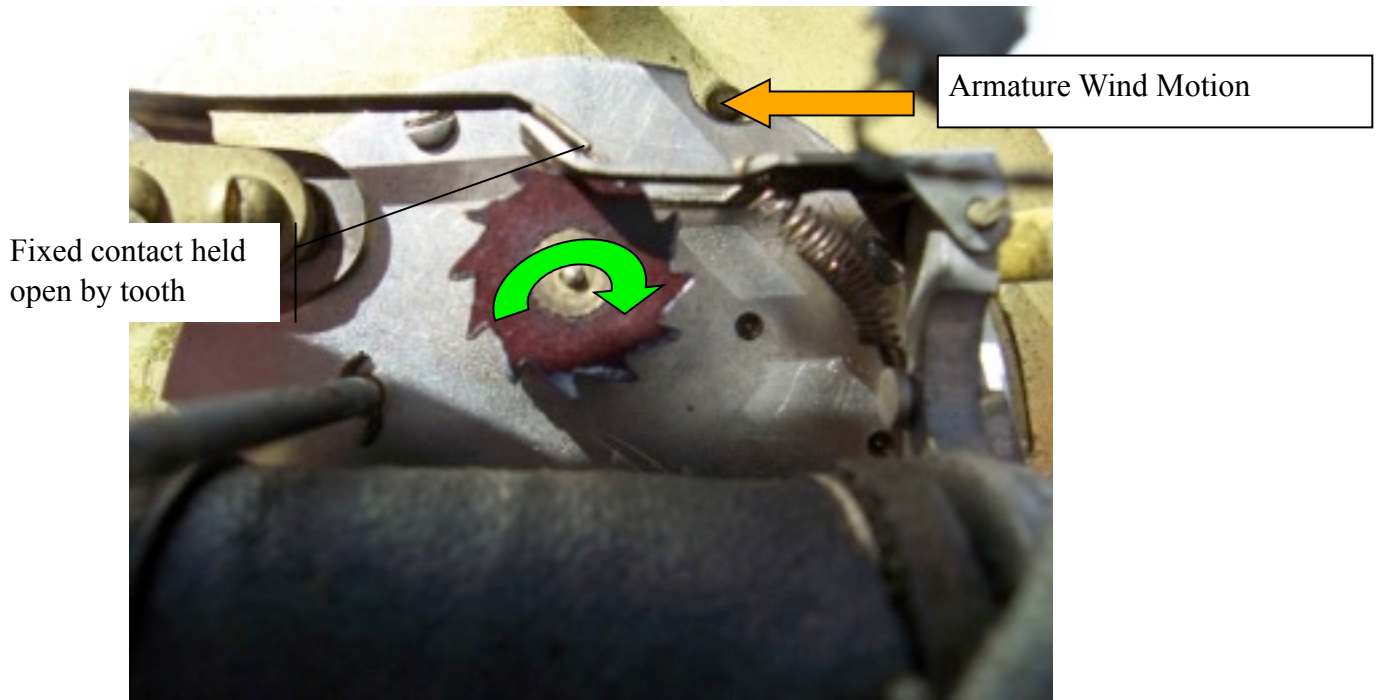


Front showing clockworks mounted in winder subassembly

A unique feature of the Keith~Landis winder is the design of the contacts and the mechanism to assure reliable contact operation. The design is extremely simple and uses one of the contacts as an arm that drives the clockworks. This arm is attached to the armature and is driven by the electromagnet and to engage a toothed phenolic gear that drives the main wheel. The gear must be insulating because it is this same gear that separates the contacts after winding and also provides for a fast drop of the fixed contact to initiate rewind. During rewinding the motion of the moving contact wipes against the fixed contact to avoid pitting and keeps the contact surfaces clean.



Keith~Landis clock mechanism from rear showing winder with contacts closed



Winder in wound position with contacts open

The Keith~Landis design allows for the clockworks to be removed from the winder body for cleaning, replacement or repair.



Clockworks removed from winder