

# The Tradition Lives on...

The Kit-Cat® Klock had its humble beginning in the mid 1930's when it brought mystery and excitement with its rolling eyes and wagging tail to an economically depressed nation ready for a smile and a friend. Since then Kit-Cat® has been developing into a recognizable character in cartoons, books, on clothing and other exciting products! His popularity as a positive character increases daily through the Kit-Cat® Fan Club, now boasting over 10,000 dues paying members from around the world. Members adopt Kit-Cat's positive philosophy towards life and live out the Kit-Cat® Creed:

**Put a smile on everyone's face;  
Love in everyone's heart;  
Energy in everyone's body;  
and Be a positive force in everyone's life!**

## BRINGING TIME TO LIFE FOR OVER FIFTY YEARS

Kit-Cat Klocks have been selling in stores across the country since the mid 1930's. His zany smile has filled homes and offices alike with joy and excitement. But why is he still so popular after all of these years? "Many letters arrive each year," says Woody Young, owner of the California Clock Company (Kit-Cat's home), "asking us to tell Kit-Cat's story."

### THE KIT-CAT STORY

The Kit-Cat Klock was created in a small town on the west coast during the Great Depression. While the people of this nation were struggling to survive, the Kit-Cat Klock gave them a smile and entertained them with his rolling eyes and wagging tail. Knowing this, it is easy for us to understand how he can still bring comfort to many who remember those trying times. But why does he grace the walls of those who are far too young to remember the Depression? For the answer let us turn to a couple of letters written to the California Clock Company:

"...when I was a young child, my pediatrician had a Kit-Cat Klock hanging on the wall next to the examining table. I was always scared of the doctor, but seeing Kit Cat's wagging tail and rolling eyes put my mind at ease. Now that I have my very own Kit-Cat Klock, I feel a touch of nostalgia each time I check the time. Thank you for reviving precious memories."

*Olinda Wilson, KY*

"Two years ago I purchased my first Kit-Cat Klock. It was exactly like the one my father had purchased many years ago. For more than 20 years Kit-Cat hung on the kitchen wall, delighting everyone who saw him. It may sound silly to you but Kit-Cat held many happy childhood memories for me and I have derived much comfort from him after losing my husband. This house needs Kit Cat's cheerful self.... My kids have heard about Grandpa's Kit-Cat and have come to love our Kit Cat as much as I had when I was growing up."

*Mrs. Judith B., FLA*

It seems as though Kit-Cat has played an important role in the making of childhood memories. Adults today remember the comforting feeling they received from Kit-Cat and they now want to share these fond memories with their children. A six year old from Austin, Texas writes:

"My parents have had a Kit-Cat Klock since before I was born. When I was born we had a pet cat named Sprite. She died. She was black and white like Kit-Cat. We have a picture of her on the wall next to our Kit-Cat Klock. . .Ever since I can remember, I've passed that wall as my daddy carries me to bed at night. He stops by the picture of Sprite and Kit-Cat so I can say goodnight to them, my kitty-cat friends."

The depression years have long past and yet Kit-Cat's popularity increases each year. Kit-Cat owners know that whether times are good or bad, Kit-Cat's smile is constant. And his reputation as a healthy cat, living as long as 25 years in some cases, precedes him wherever he goes. For these reasons having a Kit-Cat has now become a tradition in many families not only in America but around the world.



For the past fifty years The Kit-Cat Clock has provided American factory workers with employment. This animated timepiece, with its roots in the Great Depression, quickly became a staple in most American kitchens. But in the late 1980's, the legacy of The Kit-Cat was almost lost! The California Clock Company (sole manufacturer of The Kit-Cat Clock) was forced to make a drastic change to the inner workings of the clock. At that time, the scarcity and rising costs of American-made, electric motors, would have forced production of The Kit-Cat Clock out of the country. Yet, no battery technology powerful enough to move Kit-Cat's exclusive "one-second" animation had been invented.

With no other alternative, The California Clock Company decided to invent the new technology on its own. After several years of research, trial and error, batteries now supply the power for animation as well as keeping the proper time. This operation is accomplished through precision balancing

of all the inner workings of the clock, utilizing gravity to keep the "moving parts" in motion at a controlled speed. For this reason The Kit-Cat Klock runs best when hung in a straight vertical position. If the clock's motion is disrupted, it will commence again with a simple "push start" of its tail.

By creating his state-of-the-art technology, The California Clock Company simultaneously has kept production in America and has created a better quality, longer-lasting product. The Kit-Cat Klock, now virtually indestructible with snap-on parts, saves the store owner and consumer the time, money and aggravation of repairs.

The Kit-Cat Klock is a treasured, family time-piece, often handed down to the next generation. Therefore, before leaving the warehouse, each clock is individually tested and examined for proper workmanship.

**Below are two Kit-Cat Klocks in the Kit-Cat Museum.**

The first generation electric kit-cat manufactured in the late 40's and 50's in Seattle, WA, had no bow tie and only one set of paws. Below are pictures of this clock as packaged in the original blue and white box. The next generation clock featured the introduction of the bow tie, a second set of paws, and the packaging was a green and yellow box. This first generation red clock, in perfect mint condition, was recently acquired by California Clock Co. from Ebay.





Vintage 1950 - '54 Art Deco Animated Kit Cat Electric Klock with Luminous Glow in Dark Eyes, Mouth and Dial in the Original Box. Model D3, C05698. This clock is complete and in excellent condition. It appears that it may have never been used as the original chord seems to still be factory wrapped. It's been tested and is in perfect working order! The eyes roll and the tail wags back and forth while keeping time! The back reads: Kit Cat Klock Allied Mfg Co - Seattle, Wash 115 Volts-60 Cycles-5 Watts Model D3 C05698. Measures overall 15.25 inches x 4 inches. The original box is complete with inserts and in excellent condition. Box states that it features a self-starting synchronous motor, luminous eyes (glow in the dark), mouth & dial, molded plastic case, synchronous electric motor, 110-120 volt 60 cycle, alternating current only, quiet DuPont nylon gears, approved by UL Underwriters Laboratories, Inc. and Mfd. in USA Guaranteed.





**This is a Pre-1939 Black Classic Kit-Cat Clock.**

**Note the use of the red metal hands, paws only at the clock bottom, and no bow tie.**

**In particular, note the hole between the numbers one and two where a small key was inserted to set the time.**

**Shortly thereafter, the hands were changed to plastic and the key-set was eliminated. Eventually a the bow tie was added, then paws at the body top, and four toes on each paw soon followed.**