The POOLE
GRAVITY ELECTRIC
CLOCK

For the Home!

For the Store!

For the Office!

On Sale By

FORM 100

Inevitable as the Rise and Fall of the Tide!

The POOLE
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CLOCK

Foreword

Believing that the average person is really interested in procuring the utmost in timekeeping efficiency when purchasing a clock, we herein explain the "hows" and "whys" that make the POOLE the world's finest timepiece for accuracy, convenience, dependability and long life.

The scientific facts explained on the following pages are backed by the manufacturer's guarantee of accuracy and freedom from service troubles.

The Poole Manufacturing Co., Inc.
Ithaca, N. Y., U. S. A.

Dependable as Newton's Law of Gravity

IT IS inevitable as the rise and fall of the tide that within a few years the electric clock—and particularly the POOLE Gravity-Electric CLOCK—will completely replace the old style mechanical clock, just as the vacuum cleaner has replaced the carpet sweeper and the electric refrigerator the old ice-box—and for the same reasons. Less work, more efficiency, truer economy.

Meals late because the kitchen clock is slow? Children on the tardy list at school and daughter late at the office because the living room clock has stopped? Unimportant interviews at the office dragged on and on without realizing what time it is getting to be? A lot of work held over until tomorrow because there is not a dependable timepiece to plan your daily schedule by?

These things and many more have placed the average person in the market for dependable timepieces in the kitchen and living room at home and in every convenient location in the place of business. Time is too important in these days of making every minute count to put off spending the few dollars necessary to insure against such annoyances. Good clocks pay dividends in time saved and work accomplished.

Accuracy Guaranteed within sixty seconds per month

Dependable as Newton's Law of Gravity

Until the advent of the electric clock the inconvenience and lack of dependability of the old style hand-wound clock was not fully realized, and until the advent of the POOLE Gravity-Electric CLOCK universal accuracy was not possible at reasonable cost.

An entirely new timekeeping principle

The POOLE Gravity-Electric CLOCK embodies an entirely new application of the law of gravity combined with electrical operation which is revolutionary in its results. Springs and motors upon which most other clocks depend for their operation are subject to variations. The ordinary mechanical clock is operated by the tension emerged by a spring through a train of gears to an escapement wheel. Because of the varying tension of this spring as it unwinds and the very human fault of neglecting to wind it, this type of clock varies in accuracy or has stopped when most needed.

One type of electric clock is merely a mechanical clock with a motor provided to eliminate hand

Operates from a flashlight battery or any lighting circuit

Dependable as Newton's Law of Gravity

winding. This type of clock does not operate from all electric currents—and combines the wearing parts of a mechanical clock with those of a motor.

Another type of electric clock is operated by a high speed synchronous motor which measures the frequency of alternating current lines. This clock operates only from certain A. C. currents and is entirely dependent upon the regulation of frequency by the power company's central station for its satisfactory operation.

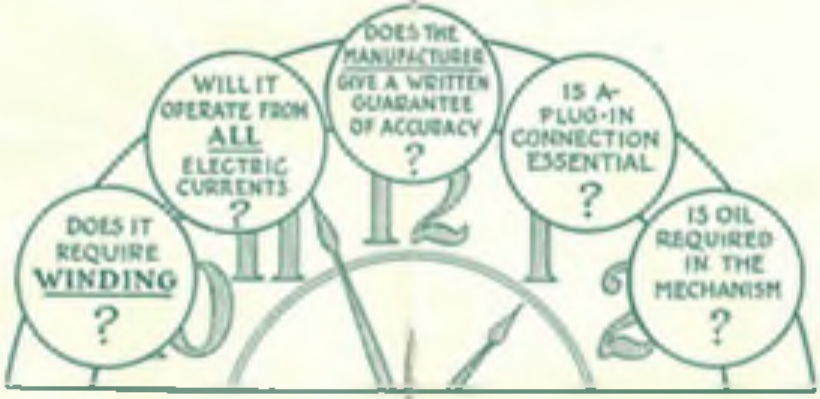
The POOLE Gravity-Electric CLOCK is an entirely self-contained timepiece. IT HAS NO SPRINGS OR MOTORS. IT WILL OPERATE FROM ANY ELECTRICAL SOURCE. GRAVITY CONTROLS THE TIME, ELECTRICITY DOES THE WORK.

Accuracy Guaranteed within sixty seconds per month

"DEPENDABLE AS NEWTON'S LAW OF GRAVITY"

Ask these Questions

WHEN BUYING A CLOCK



Question No. 1—Does it require winding?

In the Poole clock electricity does the work.

Question No. 2—Will it operate from A.C.E. electric currents?

The Poole clock operates from A.C., D.C. currents regardless of regulation of frequency.

Question No. 3—Does the MANUFACTURER give a written guarantee of accuracy?

The Poole is the only timepiece made for which the manufacturer guarantees the accuracy! Accuracy guaranteed within 60 seconds per month.

Question No. 4—Is a plug-in connection essential?

The Poole clock operates from a flashlight battery requiring renewal but once a year which eliminates unsightly cords and inconvenient outlets. The Poole is the only clock made which permits the choice of lighting current or battery as desired.

Question No. 5—Is oil required in the mechanism?

No lubricant is used on the Poole clock. It operates for a lifetime without oiling or cleaning.

"FEWER WEARING PARTS—LESS FRICTION—LONGER LIFE"

The Springless, Motorless Electric Clock

In the POOLE Gravity-Electric CLOCK the pendulum drives the gear train, just the opposite of the mechanical clock.

Obviously, the work exerted by the gear train will decrease the momentum, and hence the arc, of the pendulum. To restore this momentum to the pendulum there is provided a weight arm, which is normally held in an elevated position by a trigger. When the arc of the pendulum decreases to a certain point, this trigger is lifted, releasing the weight arm, which falls, giving a new impulse to the pendulum. When the weight arm falls, a pair of contacts mounted on it close the circuit of an electro-magnet which raises the weight arm to its normal position and hooks it on the trigger, thus completing the cycle of operation.

The pendulum is thus kept varying between two constant arcs: the minimum arc, determined by the point at which the weight arm is released, and the maximum arc, determined by the point to which the pendulum is pushed by the weight arm, just as you keep a swing in motion by periodic pushes. Since both of these arcs are constant, the average arc is also constant. A constant average arc is your assurance of accurate time.

Dependable as Newton's Law of Gravity

Operates from a flashlight battery or from A.C. or D.C. current!

Because the type or source of electrical energy has no bearing upon the accuracy of the POOLE Gravity-Electric CLOCK—gravity alone controlling the timekeeping—it may be operated from an ordinary three cell flashlight battery concealed within the case, which will keep it renewed about once a year. Battery operation eliminates the necessity for electric light outlets and unsightly cords.

Should you prefer to plug the POOLE Gravity Electric CLOCK into your lighting current however, an adapter will be provided to replace the battery at a small additional cost.

The POOLE Gravity-Electric CLOCK is the only clock made which permits this choice of current.

Whether you are supplied with A.C. or D.C. current, regardless of variations in frequency—or whether you have no electric current at all—the POOLE Gravity Electric CLOCK will give you the same dependable service.

Dependable as Newton's Law of Gravity

Guarantee against service troubles

Even the chance of defective parts marring the serene, carefree enjoyment of owning the POOLE Gravity-Electric CLOCK is guarded against by the manufacturer's ONE YEAR guarantee. During this period any trouble experienced with a POOLE Gravity-Electric CLOCK because of defective material or workmanship will be corrected free of charge by the manufacturer, provided the Dealer's Certificate attached to the GUARANTEE which comes with every clock is properly filled out and returned at time of purchase.

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Ithaca, N. Y., U. S. A.

Operates from a flashlight battery or any lighting circuit

Why the Poole clock is accurate

Springs vary in tension and electric currents vary in type and frequency, but the law of gravity remains the same; and the law of gravity alone controls the timekeeping of the POOLE Gravity-Electric CLOCK. As explained above, the only work done by the electric current is to provide energy to the electromagnet which restores the weight arm to its elevated position. The falling of the weight arm—controlled by gravity—is what keeps the pendulum in motion.

Manufacturer's guarantee of accuracy

The above explanation enables you to know how and why this clock can be depended upon to give you accurate and dependable service. Further than this, the manufacturer GUARANTEES the accuracy of the POOLE Gravity-Electric CLOCK within sixty seconds per month, provided the very simple instructions contained in the Time Manual which comes with every clock, are followed. It is probable that your clock will not vary even to this slight extent.

This unprecedented guarantee is only made possible by this new principle of timekeeping and the high standard of workmanship under which the POOLE Gravity-Electric CLOCK is made.

Why the Poole clock is dependable and free from service

Because of the fact that no power is transmitted through the train of gears, and they have only to overcome the friction of their own bearings, the wear on them is infinitely slight, and the steady, measured beat of the pendulum places no strain on any wearing part of the clock. For these reasons the POOLE Gravity-Electric CLOCK will last indefinitely, giving the same accurate, trouble-free service month after month, year after year. Even the periodical nuisance of oiling is eliminated! No oil is required on the mechanism.