

Electrifying Time

The PRINCEPS ELECTRICAL CLOCK

THE Princeps Electrical Clock is not just an improvement on ordinary clocks or merely another electrical clock. It is an entirely new departure in time-keeping. A revolutionary principle is used, whereby the pendulum does no work, but is virtually free.

The Master Clock will operate any number of subsidiary dials.

The Princeps Minor Electrical Clock is a small edition of the Princeps Clock, and is for household use. The Master will operate up to four Slave Clocks.

The Princeps Clock is remarkably cheap in cost and upkeep.

"The Book of the Princeps Electrical Clock," giving a full description of its operation, can be obtained on request from

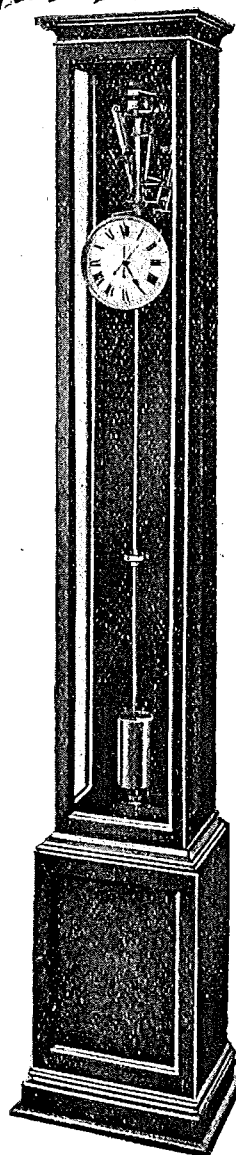
PRINCES ELECTRICAL CLOCKS

Ltd.,

173, New Bond Street, London, W.1.

Telephone—Gerrard 1142.

Telegrams—Princlox, Wesdo.



MENTION THE "HOROLOGICAL JOURNAL."