

PUNCTUALITY.

PUNCTUALITY is essential IN EVERY SCHOOL,

* * *

and can be assured by the use of SILENT ELECTRIC CLOCKS, solely manufactured by
THE SILENT ELECTRIC CLOCK CO., LTD., 192, Goswell Road, London, E.C.

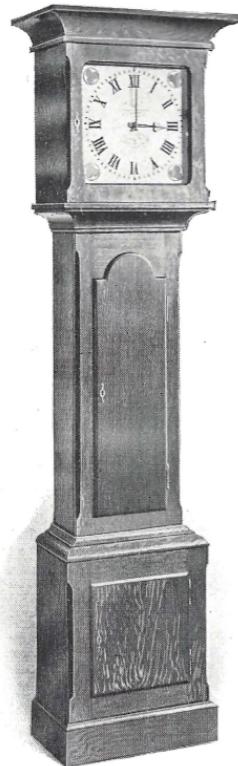
ABSOLUTELY UNIFORM TIME can only be obtained by the use of an ELECTRIC CLOCK SYSTEM, in which the various clocks of an Establishment **cannot** differ, because they are merely "indicators" of the time which is kept by the "Master" Clock.

The various clocks are connected by a simple wire, which is as easily installed as the wiring for electric bells or lighting. The current for working the clocks can be derived from a battery of wet or dry cells, from accumulators, or from the electric light supply—according to the convenience of each individual installation. There is **no winding** in any part of the system.

Our Patent "rotary armature" mechanism ensures SILENCE and RELIABILITY in each clock.

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The following pages illustrate the typical clocks in a SCHOOL INSTALLATION :—

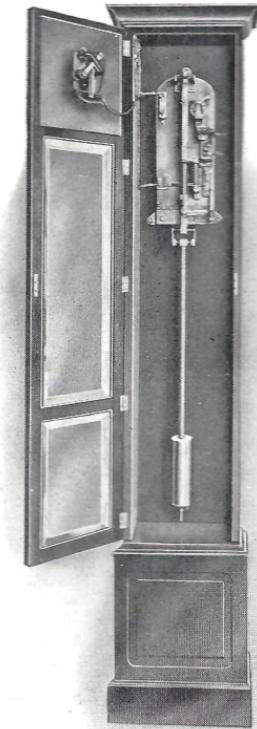


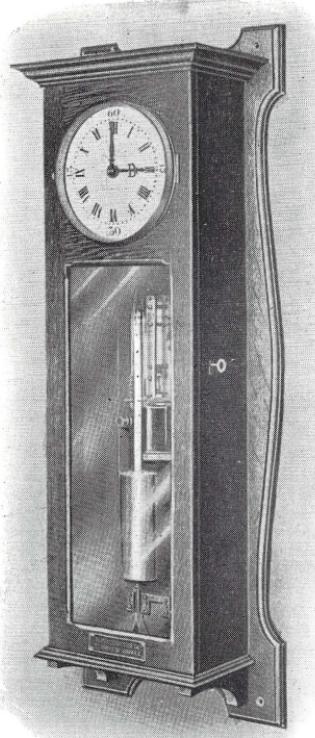
In the Private Study, or in the Hall stands the
MASTER CLOCK,
which controls **all** the other clocks in the house.

Only ONE master clock is needed in an installation, and we make a large variety of designs.

◀◀ THIS is a "Grandfather" design in oak with a long pendulum, giving the clock a dignified and majestic appearance.

THE MECHANISM of the Master Clock is ➡➡ simple, durable, and of **first rate** time-keeping qualities.





Or, the Master Clock might be of this design ➤

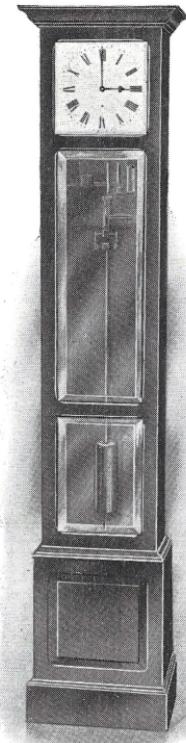
◀ Or, of the short pendulum type, much used by H.M. POST OFFICE (*to which important Government Department we have supplied clocks for over One Hundred buildings*).

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The Battery is not illustrated, because in practice it is not a prominent feature, being placed in a battery box in some convenient out-of-the-way position.

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Our next pages illustrate the ordinary clocks of the installation.



THESE CLOCKS are pleasing features in the Reception and Drawing Rooms.



[*We manufacture various other types of ornamental clocks.*]

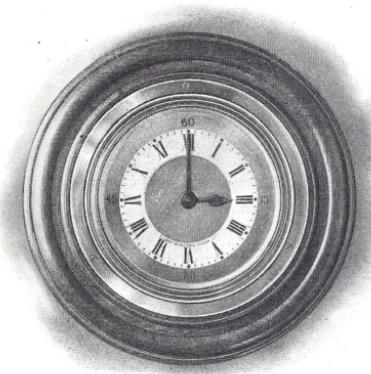
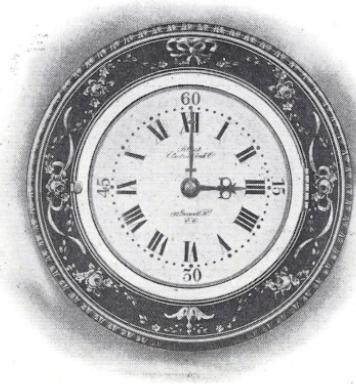


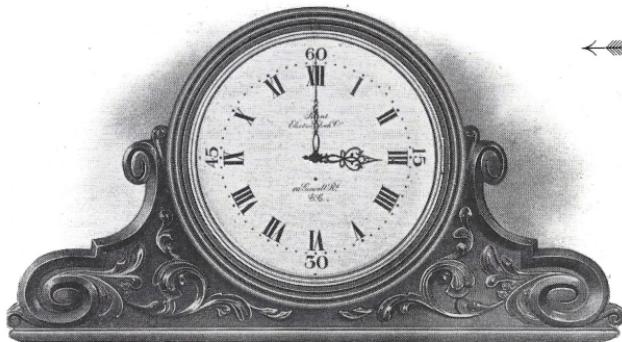
THIS CLOCK shows the time in the Study or other Sitting Rooms.



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Here is seen an Antique case fitted with electric mechanism. [*We often fit up old clocks in this manner, so that they retain all their handsome appearance and have the additional advantage of showing ACCURATE TIME.*]

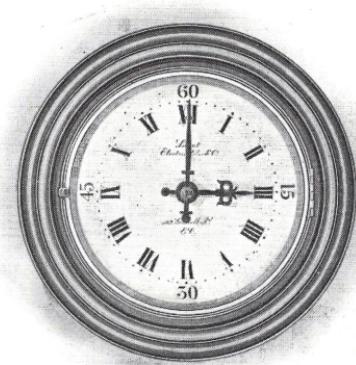




← In a prominent position in the Hall is placed this clock.



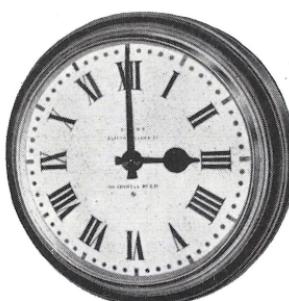
The Dining Hall clock is of this type but with a larger face. →



← For CLASS-ROOMS and DORMITORIES, the dials must be plain and clear, with clocks like this. There is no need to consult watches, and no excuse for losing time when changing over lessons.



In the Kitchen, Servant's Hall, and Servant's Bed-rooms, rigid punctuality is essential. Clocks of this type with a plain 12 inch dial are therefore fitted. →

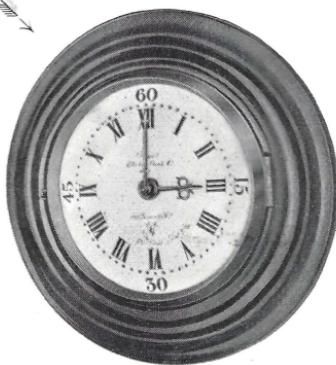




For the Common Room, or for private Bedrooms, this clock looks very well, being clear and yet not too conspicuous.



A four-faced Tower clock surmounts the main building, showing the SAME TIME as every other clock. Visible from the Playing Fields, it gives the time for Games.

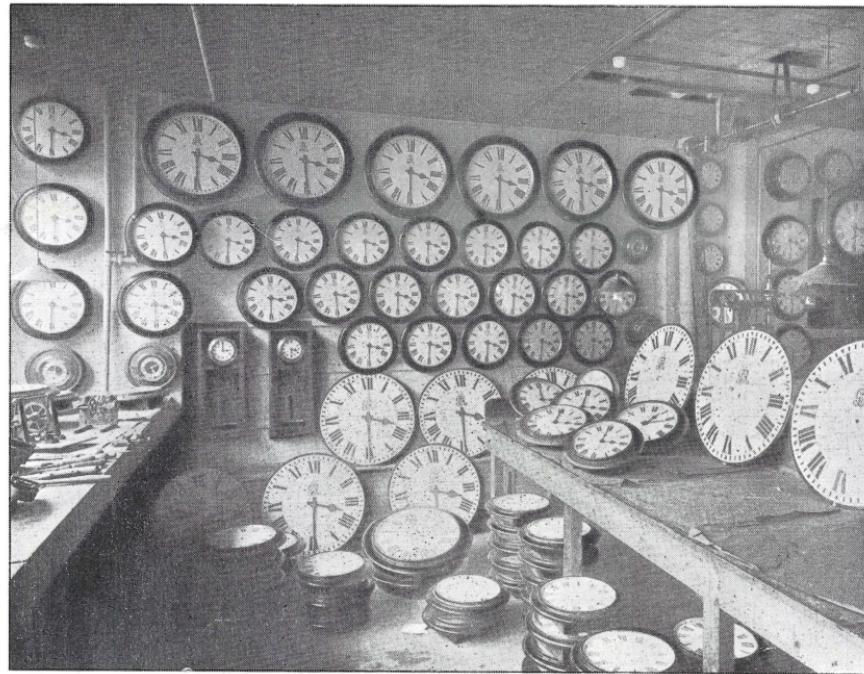


It is also a usual custom to instal "Programme Ringers," working off the clock circuit, to ring **bells** at any desired times. The Tower clock can be fitted with **STRIKING GEAR** to chime Quarters and Hours on a peal of bells.

THE ONE MASTER CLOCK CONTROLS
EVERYTHING.

EVERY CLOCK bought from us undergoes the same rigid tests as those shown below, which are part of one of our orders for the G.P.O.

To pass the stringent examination of this Department is no easy matter, and means that the work has been not only well designed, but also carefully manufactured from the **best** materials.

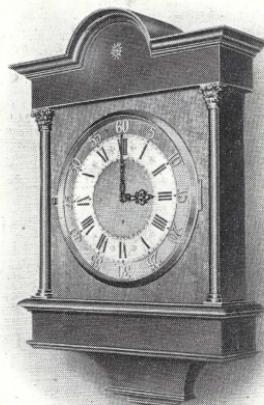


From THE SILENT ELECTRIC CLOCK CO., LTD.,
192, Goswell Road, London, E.C.

We are sure that this leaflet will have interested you, and we ask you to write to us for further details. Your visit to our Works and Showrooms would be welcome at any time, or we should be very pleased to send a representative to call upon you by appointment at your own house.

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THE "SILECTOCK" SYSTEM
is based upon
PRACTICAL EXPERIENCE
since 1894.



* * *

THE "SILECTOCK" SYSTEM
is
INEXPENSIVE
but
EFFICIENT.

ELECTRIC CLOCKS ENSURE PUNCTUALITY.