



### Standard Unbreakable Watch Crystals

#### 90 ADDITIONAL FANCY CRYSTALS.

AGAIN Standard Unbreakable Watch Crystals are leading in shapes and sizes of fancy unbreakable crystals. Many new shaped cases have recently been placed on the market. They are now followed by new Standard Unbreakable Fancy Crystals specially designed to fit these new cases.

These 90 new shapes, together with the 200 fancy numbers carried heretofore, render the most complete assortment for an easy, convenient and economical system of fitting fancy watch crystals.

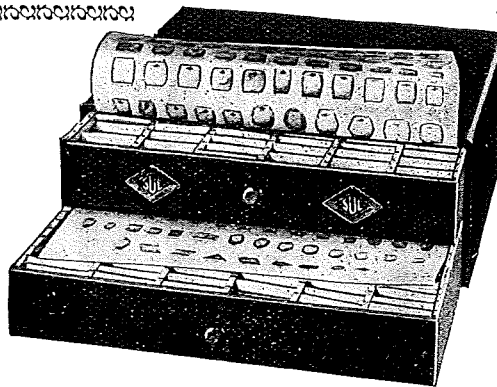
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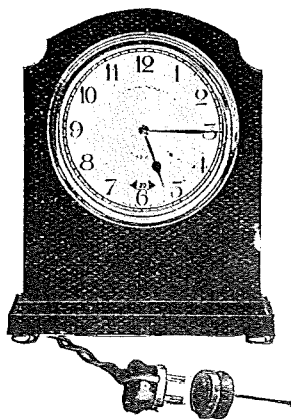
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Phone: Holborn 0772

Wholesale only



## The Synchronome Co. Ltd. announces a new departure in synchronous electric clocks, the **SYNCHRONOMAINS**



37 years experience of the pioneers will count in this latest development.

### THE MAGIC OF TIME FROM THE MAINS!

Just plug the Clocks in and they go. No escapements, no clock-works and no winding. A silent and continuously running synchronous motor translates the vibrations of the electric light supply into true time.

For 37 years you have been accustomed to go to Synchronome House "the home of electric clock inventions" in Clerkenwell, for all that is best in electric time service, and you will go there now for your A.C. Motor driven clocks.

The advantages of the SYNCHRONOMAINS Clocks are overwhelming, and their range of attractive cases at modest prices is irresistible.

The time produced by the famous Synchronome FREE PENDULUM at Greenwich is now offered in every household served with electric light under the Grid system by the SYNCHRONOMAINS clock.

**SYNCHRONOMAINS**  
CLOCKS from  
35/-

## The Synchronome Co. Ltd.,

(F. HOPE-JONES, M.I.E.E. F.R.A.S., Managing Director)

19 Caxton House, Westminster, S.W. 1

TEL. NO. VICTORIA 4157

## 1931 A BUMPER XMAS

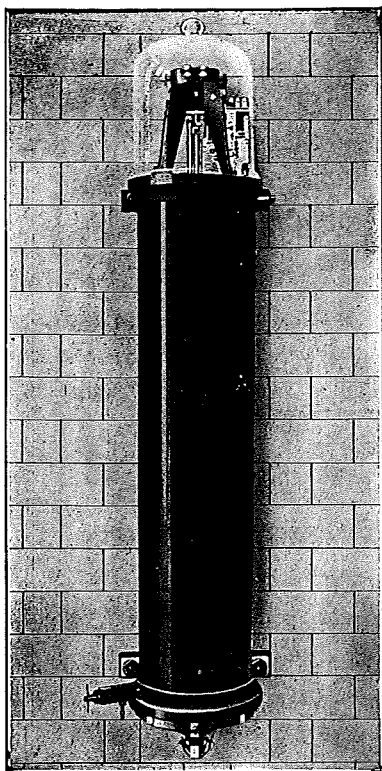
**SHOOT** has the Right Lines  
at the Right Prices  
giving Right Profits  
for bumper trade in "economy" days.

We are Manufacturers and Importers of Watches,  
Clocks, Jewellery, Tools and Interchangeable Materials

**A. SHOOT & CO.**

Telephone: Avenue 2860

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WHITECHAPEL, LONDON, E. 1

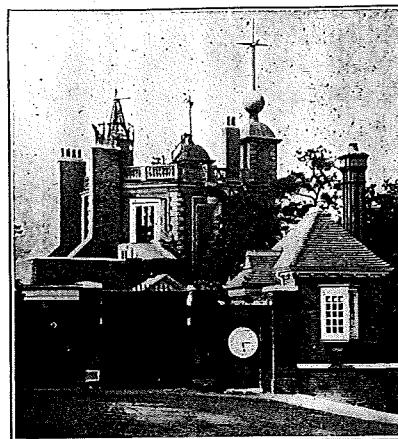


THE FREE PENDULUM  
at Greenwich.

## GREENWICH MEAN TIME

*is measured at the  
Observatory by*

SYNCHRONOME  
:: CLOCKS ::



GREENWICH OBSERVATORY

Your customer's own electric light wires now automatically bring this time into their premises.

Your customer will want to make use of it.

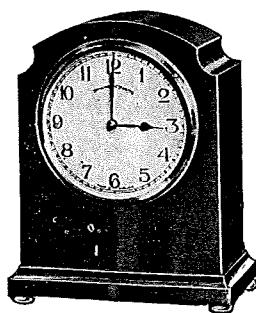
Your customer will demand synchronous clocks.

Your answer (if you value his custom) will be—

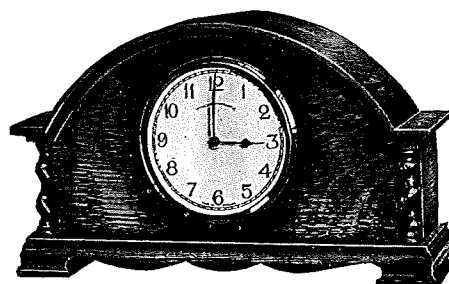
## **SYNCHRONOMAINS**

Supplied by the makers of the Greenwich Clock itself, which has created a sensation in Astronomical Circles.

*Designs to suit all Tastes*



Cat. 0101 Bakelite 35/-



Cat. 0151 Jacobean Oak 57/6

**YOU  
CANNOT  
AFFORD**

to ignore this  
demand

Send for  
Price List and  
Trade Terms  
to—

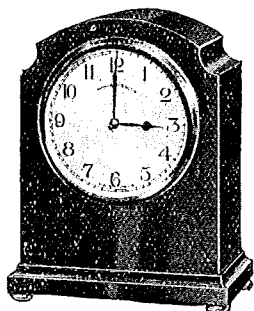
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*Sales and Contracts Department:*

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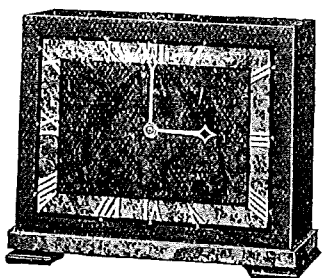
# SYNCHRONOMAINS



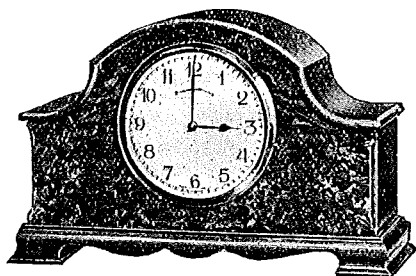
How do you pronounce the word

## SYNCHRONOMAINS ?

You cannot dodge it: it will be on everyone's lips soon, and you will show the superiority of your Oxford accent by remembering the great name SYNCHRONOME, with equal accent on all syllables—and adding to it the word MAINS.



For this clock is a real mains clock. It has neither escapement nor maintenance; you just plug it in with the guarantee of the Synchronome Company, the world's champion electric clock makers. *Any* kind of case.



*A wide range of cases in modern and attractive designs*

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MENTION THE "HOROLOGICAL JOURNAL."

# ARE YOU DEAD

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---

DOES

on the Six Dot Seconds ? Your clock must have a jumping seconds hand if you would be sure.

IT

your Power Station keep time with Greenwich ?

GIVE

is easy to tell if you have the new  
**SYNCHRONOMAINS**  
with the jump centre-seconds.

YOU

your Station Engineer a record of his performance : he will welcome it from you.

THE

must have jump centre-seconds for checking.

CREEPS

new SYNCHRONOMAINS is the right clock for all time. Other makes may be offered, but if the hand

and crawls round the dial, effective comparison is well nigh impossible.

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## THE SYNCHRONOME Co., Ltd.

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*Sales and Contracts Dept.*

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Telephone : WHITEHALL 4157

MENTION THE "HOROLOGICAL JOURNAL."



## STANDARD UNBREAKABLE WATCH CRYSTALS

Many new shaped cases have recently been placed on the market. They are now followed by new Standard Unbreakable Fancy Crystals specially designed to fit these new cases.

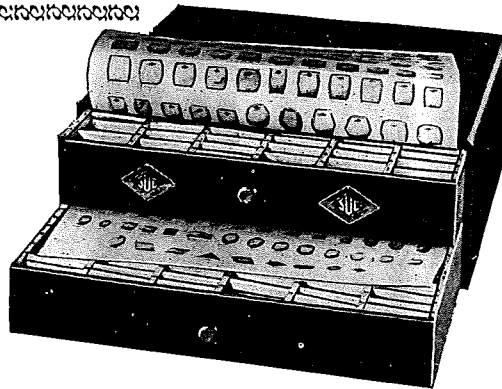
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## THE SYNCHRONOME COMPANY LIMITED,

(F. Hope-Jones, M.I.E.E., F.R.A.S., Managing Director - Author of the new book on Electric Clocks)

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ELECTRICALLY or HAND-WOUND  
We shall be happy to inspect Towers or other buildings, and furnish any information regarding new Clock installations, restorations or renewals.  
Makers of St. Paul's Cathedral Clock, and many other famous clocks in all parts of the world. Send for free booklet "Time and Chime".  
Clock craftsmen for over 100 years

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Telephone 2884 Central

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IMPORTERS OF  
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TOOLS MATERIALS ETC

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YOU

DON'T

STOCK

## SYNCHRONOMAINS

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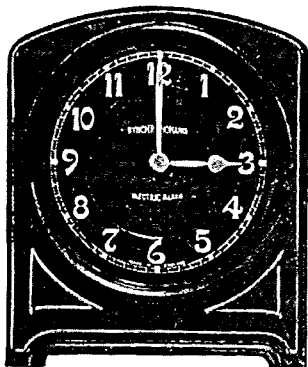
A. C. CLOCKS

YOU

SELL

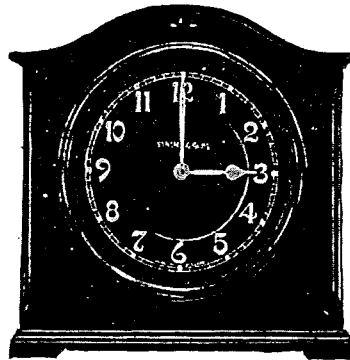
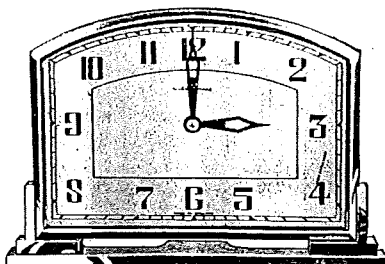
THEM!

Here are three new models which are going to make BIG PROFITS for Retailers. Order now for Xmas trade



**BAKELITE ELECTRIC ALARM**  
AC/3601 Mahogany Finish  
AC/3602 Walnut  
RETAIL PRICE 25/-

**CHROMIUM DESK CLOCK**  
Chromium plated frame and base, silvered dial. 5" high 7½" wide AC/3502  
RETAIL PRICE 42/6



**BAKELITE TIMEPIECE**  
AC/3701 Mahogany Finish  
AC/3702 Walnut  
AC/3703 Oak  
RETAIL PRICE 30/-

For full Catalogue and Trade Terms, apply:

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## C.J. Plucknett & Co.

THE NOTED HOUSE for all  
WATCH & CLOCK MATERIALS.

**Terms:**

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C.J. Plucknett & Co.  
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We have been established since 1885, and every order is handled by experts, most of whom have been with us over 20 years. Especial care is given to gauging and fitting of all materials ordered.

We have now taken over the Jewellers and Art Workers Tool and Material Department from No. 38, Poland St, W., and can give expert personal attention to same.

**We can satisfy all the requirements of the Watchmaker without delay.**

29, Poland Street, Oxford Street,  
**LONDON, W.1.**

Telephones: Regent 2705, 2706. Telegrams: "Smooth," Phone London.

## TOWER CLOCKS

**JOHN SMITH & SONS**



Over 100 years experience and knowledge places us in a position to be of great assistance to you regarding new clock installations, restorations and renewals.

We have installed many World-Famous Clocks, including those at St. Paul's Cathedral, and Trinidad Cathedral, British West Indies.

Send for our booklet  
"Time & Chime"

MIDLAND CLOCK WORKS, QUEEN STREET, DERBY

## CINEMA SLIDES

Attractive designs in full colours with your own name and address prominently and artistically included.

**6'6**

Each.

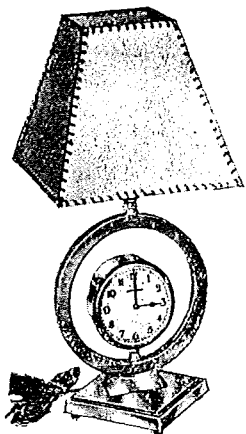
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**ARTHUR TREMAYNE LTD.**

26-34 OLD STREET, LONDON, E.C.

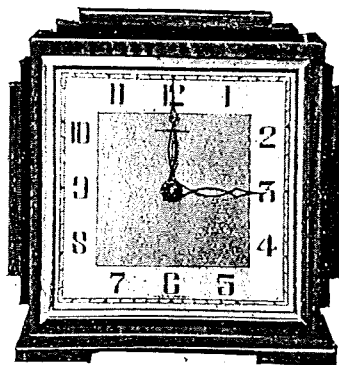
A NEW CATALOGUE OF

## SYNCHRONOMAINS



Heavily chromium plated Table Lamp of modern design, fitted with 3½ ins. dial as shown, and complete with chromium plated switch-holder, silver-grey flex and Bakelite adaptor.

Cat. AC/0203 - 65/-. Retail.  
(Ex. lamp and shade).



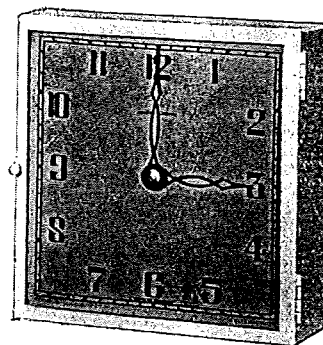
Cat. AC/0531. Oak - 55/-. Retail.  
Cat. AC/0532. Mahogany - 57/6. "  
Cat. AC/0533. Walnut - 65/-. "

7½ ins. high. 7½ ins. wide.

5½ ins. square matt silvered dial with chromium bezel.

## PLUG-IN A. C. CLOCKS

listing a greatly increased range of modern designs is now ready. Send a postcard for a copy to-day.



Wall dial in metal frame, cellulose enamelled white or to approved colour, with 6 in. square matt silvered dial with Arabic figures.

Cat. AC/5506. - 50/-. Retail.

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Sales and Contracts Department

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Telephone : WHItchall 4157

S.W.1

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THE NOTED HOUSE for all  
WATCH & CLOCK MATERIALS.

## Terms:

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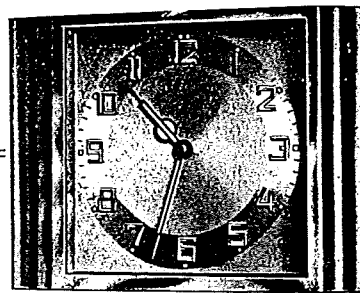
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TAKE PRIDE IN  
SELLING BEAUTY

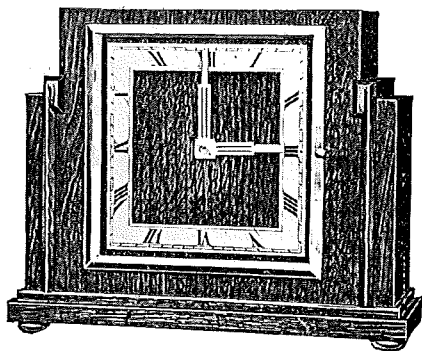
**MAUTHE**  
*Quality*

No. 2952.

**CLOCKS**

MAUTHE CLOCKS LTD., 2-3, CHARTERHOUSE SQ., E.C.1

# SYNCHRONOMAINS CHIMING CLOCKS



## IN OAK CASE

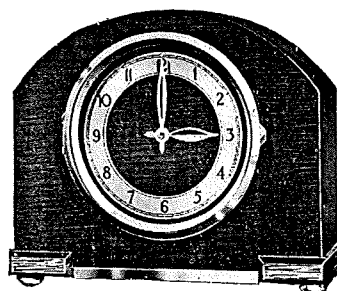
Cat. AC/0571	Timepiece...	...	69/6 List
Cat. AC/0571/S	Striking	...	79/6 ..
Cat. AC/0571/C	Chiming	...	129/6 ..

## IN WALNUT CASE

Cat. AC/0572	Timepiece...	...	84/6 ..
Cat. AC/0572/S	Striking	...	94/6 ..
Cat. AC/0572/C	Chiming	...	144/6 ..

8½ in. high, 10½ in. wide, 4½ in. deep

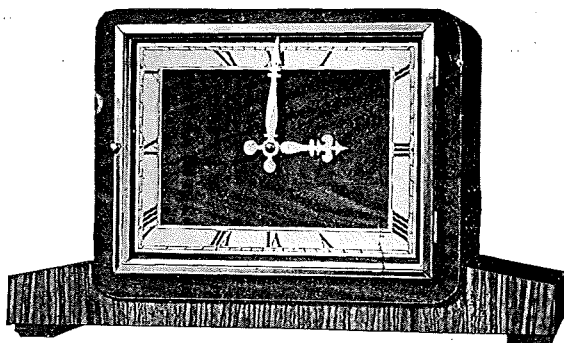
A NEW RANGE OF CLOCKS WITH WESTMINSTER CHIMING MOVEMENTS IS NOW AVAILABLE. THREE MODELS ARE HERE ILLUSTRATED. FULL ILLUSTRATED CATALOGUE AC/4 WILL BE SENT ON REQUEST



## IN OAK CASE ONLY

Cat. AC/0591	Timepiece...	...	55/- List
Cat. AC/0591/S	Striking	...	65/- ..
Cat. AC/0591/C	Chiming	...	99/6 ..

8½ in. high, 10½ in. wide, 4½ in. deep



## IN OAK CASE

Cat. AC/0581	Timepiece...	...	85/- List
Cat. AC/0581/S	Striking	...	95/- ..
Cat. AC/0581/C	Chiming	...	145/- ..

## IN WALNUT CASE

Cat. AC/0582	Timepiece...	...	97/6 ..
Cat. AC/0582/S	Striking	...	107/6 ..
Cat. AC/0582/C	Chiming	...	157/6 ..

8½ in. high, 14½ in. wide, 4½ in. deep

SEND ALL YOUR ENQUIRIES FOR ELECTRIC CLOCKS TO:

THE **SYNCHRONOME** CO. LTD.

*Sales and Contracts Department*

19 CAXTON HOUSE, WESTMINSTER, S.W.1

Telephone: WHitehall 4157

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