



## Standard Unbreakable Watch Crystals 90 ADDITIONAL FANCY CRYSTALS.

ALAIN 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.

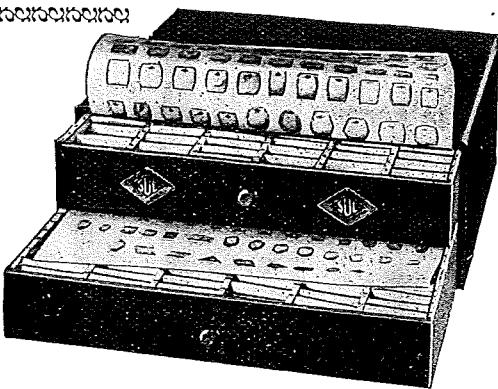
ASK YOUR Material Dealer for our latest illustrated catalogue.  
Free on Request.

On sale by all leading Material Dealers

8 Diamond House, 37-38 Hatton Garden, London, E.C. 1.

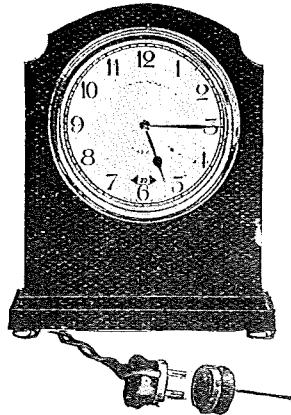
Phone: Holborn 0772

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

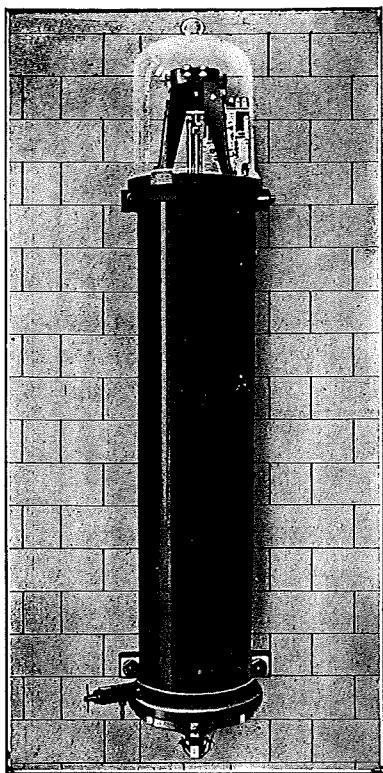
SHOOT has the Right Lines  
at the Right Prices  
giving Right Profits  
for bumper trade in "economy" days.

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

**A. SHOOT & CO.**

Telephone: Avenue 2860

85 HIGH STREET,  
WHITECHAPEL, LONDON, E.1



THE FREE PENDULUM  
at Greenwich.

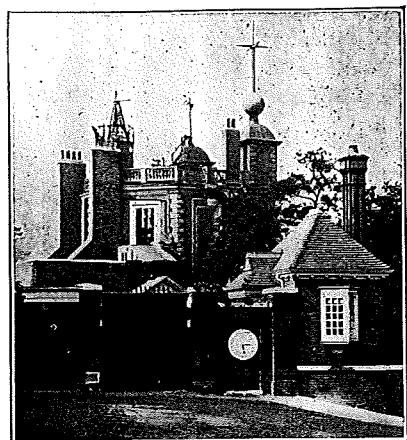
YOU  
CANNOT  
AFFORD  
to ignore this  
demand

Send for  
Price List and  
Trade Terms  
to—

## 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.

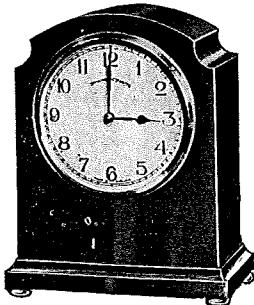
Your customer will want to make use of it.  
Your customer will demand synchronous clocks.

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

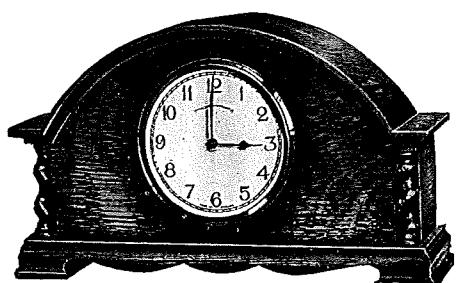
## **SYNCHRONOMAINS**

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

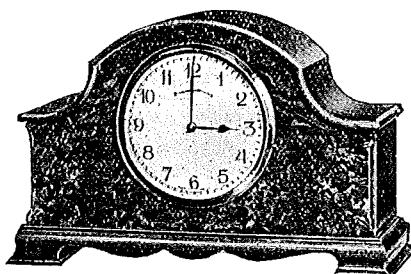
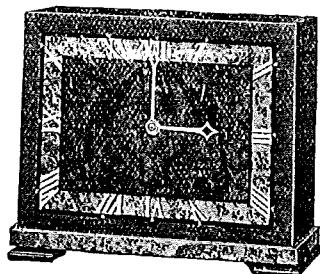
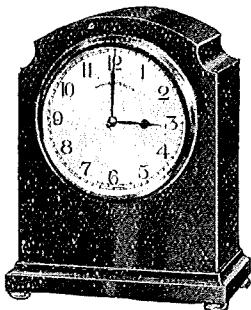
**THE SYNCHRONOME COMPANY LTD.**

*Sales and Contracts Department:*

19, CAXTON HOUSE, LONDON, S.W.1

VICTORIA 4157

# 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*

---

## THE SYNCHRONOME Co., Ltd.,

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

*Sales and Contracts Dept.*

19, CAXTON HOUSE, WESTMINSTER, S.W. 1

Telephone: VICTORIA 4157.

MENTION THE "HOROLOGICAL JOURNAL."

# ARE YOU DEAD

---

---

DOES

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

GIVE

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

YOU

must have jump centre-seconds for checking.

THE

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

CREEPS

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

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19, CAXTON HOUSE, WESTMINSTER, S.W.1

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.

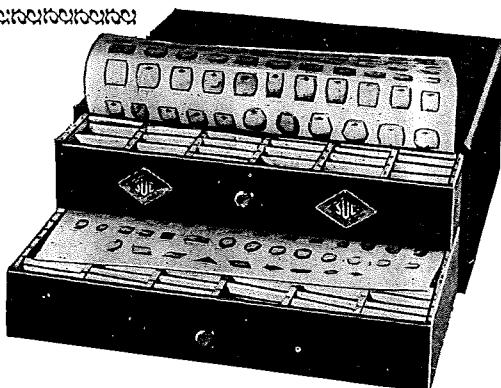
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Free on Request.

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Phone: Holborn 0772

Wholesale only



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clock must have a jumping seconds hand if you would be sure.*

**DOES  
IT  
GIVE  
YOU  
THE  
CREEPS**

your Power Station keep time with Greenwich?

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

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

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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.

### 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)

Head Office and Works: 32 & 34 CLERKENWELL ROAD, LONDON, E.C.1

All Enquiries to Contracts and Sales Dept:—  
**19 CAXTON HOUSE, WESTMINSTER, S.W.1**

Phone: WHITEHALL 4157

An advertisement for John Smith &amp; Sons. It features a silhouette of a cathedral tower with a clock face. The text 'JOHN SMITH &amp; SONS' is written in a bold, serif font. Below it, 'MIDLAND CLOCK WORKS, QUEEN ST., DERRY' is written in a smaller, sans-serif font. To the right, there is text about tower clocks, chiming machinery, and carillons, followed by a paragraph about electrically or hand-wound towers.

Telephone 2884 Central

### ANDERSON & SON

IMPORTERS OF

WATCHES, CLOCKS,  
TOOLS MATERIALS ETC

21 & 22 Northampton St.  
Birmingham

 A collection of various clock and watch components, including gears, hands, jewels, and small tools, arranged in a scattered pattern.

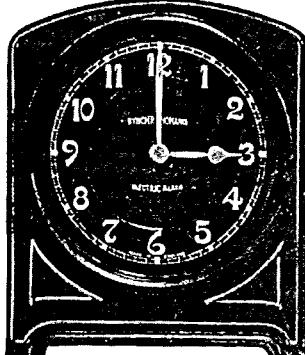
YOU  
DON'T  
STOCK

# SYNCHRONOMAINS

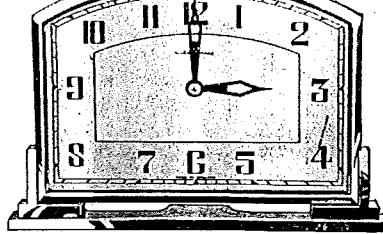
PLUG - IN — — — A. C. CLOCKS

YOU  
SELL  
THEM!

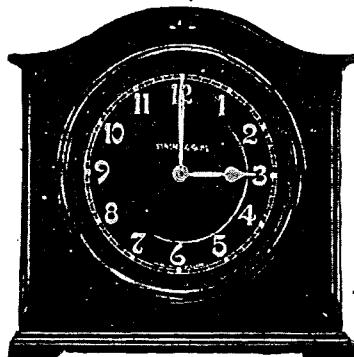
Here are three new models which are going to make BIG PROFITS for Retailers. Order now for Xmas trade



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:

**THE SYNCHRONOME CO., LTD.,**  
19 CAXTON HOUSE, WESTMINSTER, SW1

Telephone: Whitehall 4157

**C. J. Plucknett & Co.**

THE NOTED HOUSE for all  
WATCH & CLOCK MATERIALS.

Terms:

Cash with Order or  
sight draft on Bills  
of Lading.

C. J. Plucknett & Co.  
Fredk. A. Harvey.  
Sidney Swift.

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 fit-  
ting 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.**

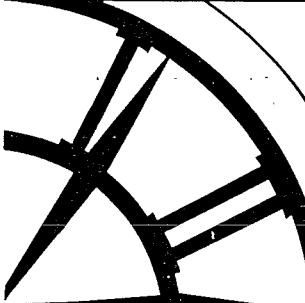
Telephones: Regent 2705, 2706. Telegrams: "Smooth, 'Phone London."

## 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 prom-  
inently and artistically  
included.

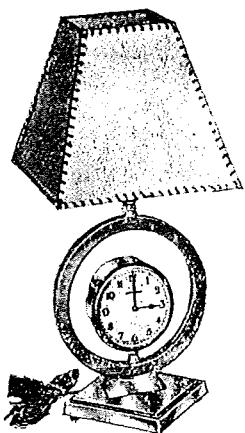
**6'6**

Each.

Write for Designs.

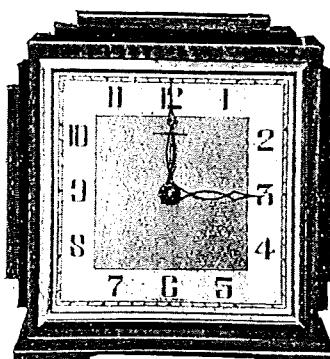
ARTHUR TREMAYNE LTD.

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



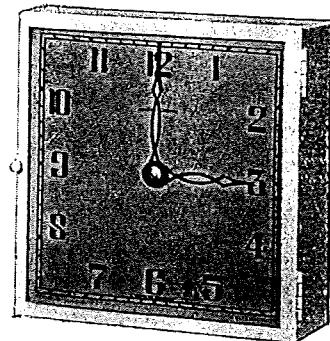
Heavily chromium plated Table Lamp of modern design, fitted with  $3\frac{1}{2}$  ins. dial as shown, and complete with chromium plated switch-holder, silver-grey flex and Bakelite adaptor.

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/- "  
 $7\frac{1}{2}$  ins. high.  $7\frac{1}{2}$  ins. wide.  
 $5\frac{1}{2}$  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*

19 CAXTON HOUSE, WESTMINSTER,

Telephone: WHItehall 4157

S.W.1

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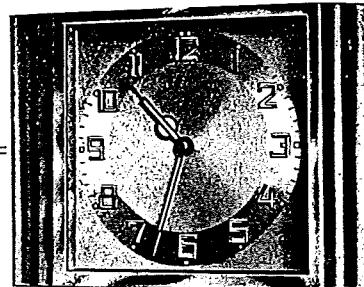
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Telephones: Regent 2705, 2706. Telegrams: "Smooth," Phone London."

## TAKE PRIDE IN SELLING BEAUTY



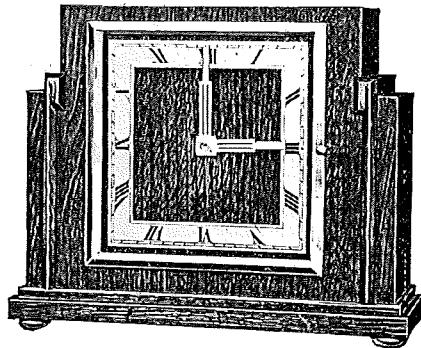
**MAUTHE**  
*Quality*

No. 2952.

**CLOCKS**

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

# SYNCHRONOMAINS CHIMING CLOCKS



## IN OAK CASE

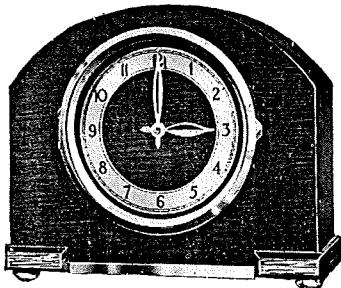
Cat. AC/0571	Timepiece...	69/6	List
Cat. AC/0571/S	Striking ...	79/6	..
Cat. AC/0571/C	Chiming ...	129/6	..

## 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

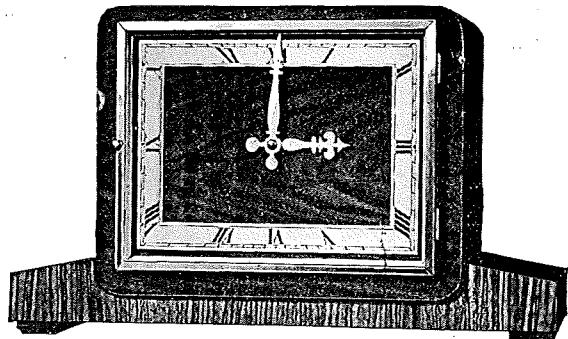
A NEW RANGE OF CLOCKS WITH  
WESTMINSTER CHIMING MOVEMENTS  
IS NOW AVAILABLE. THREE MODELS  
ARE HERE ILLUSTRATED. FULL  
ILLUSTRATED CATALOGUE AC/4  
WILL BE SENT ON REQUEST



## 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

Say you saw the Advertisement in "THE HOROLOGICAL JOURNAL."