

CHRISTMAS, 1938.

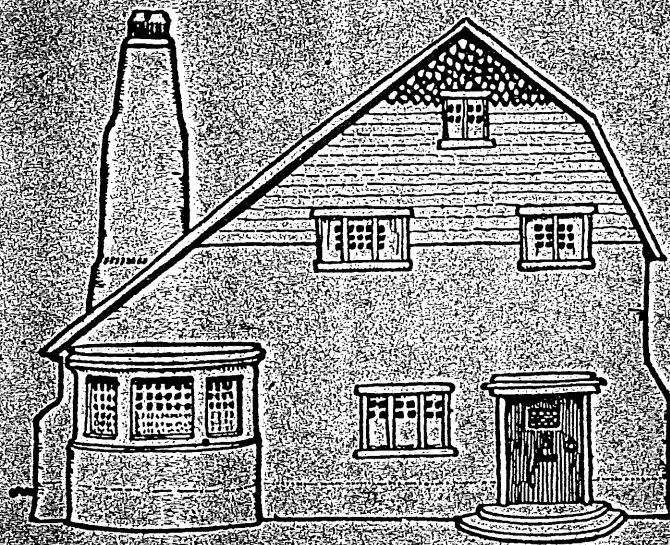
You have had some original
Christmas cards from me in my time,
but never a really useful one like
this, - just a wad of waste paper
which you can hang on a nail ready
for a brain-wave or a shopping list.

In the removal to our new Works
at Alpertton, a parcel was discovered
in an attic, containing this Nursery
Rhyme, which I wrote thirty years ago.

Christmas is a time of memories;
with my Season's greetings I send
this to record the passing of
SYNCHRONOME HOUSE, - for fortythree
years the home of Electric Clock
Inventions.

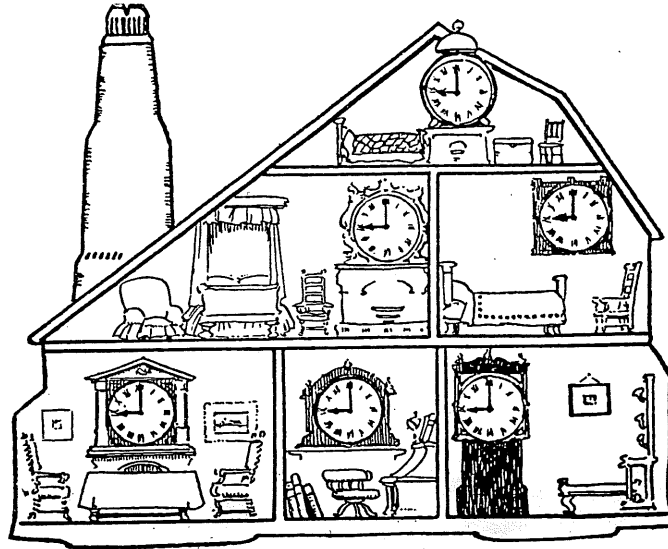
May Father Time deal as gently
with you as he has with me, and give
you a long succession of happy
Yuletides.

F.HOPE-JONES,
Abbey Electric Clock Works,
Mount Pleasant,
ALPERTON. Middx.



**THIS IS THE HOUSE
THAT JACK BUILT**

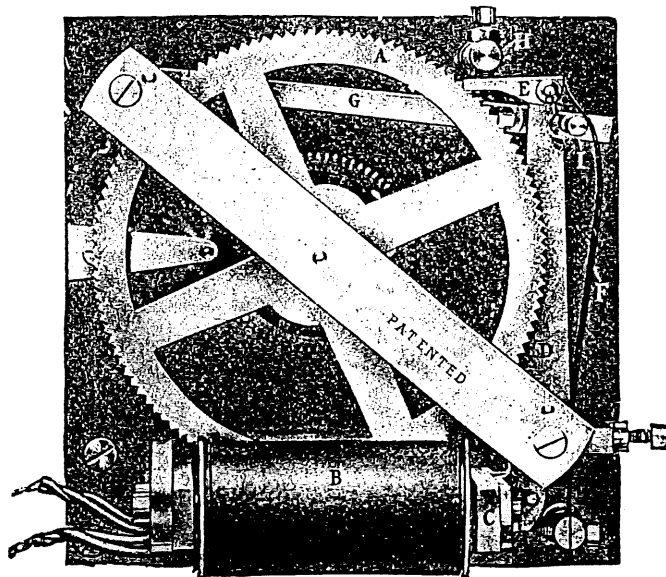




**This is the TIME
That's uniform
All over the House
That Jack Built**

You can't see the single line of wire
that connects the clocks, and you
can't hear them tick

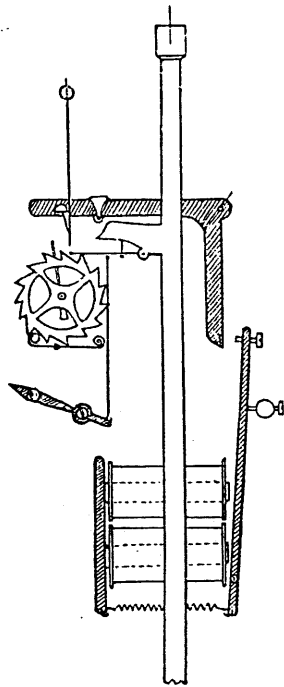




This is the WHEEL
 Behind each face
 That drives the hands
 Half-minute's space
 Which show the Time
 That's uniform
 All over the House
 That Jack Built

You don't need new clocks; if your
 cases are good enough to keep, put
 in this instead of their works.

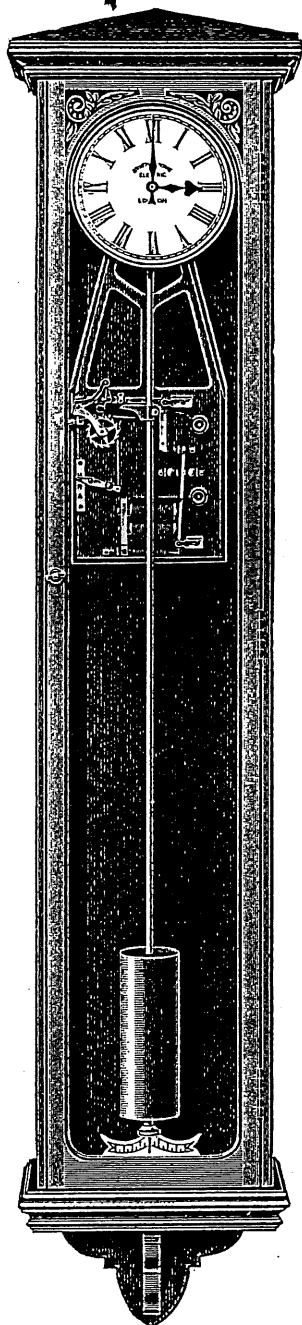




This is the SWITCH
 Called "Synchronome"
 That tells the wheels
 Behind each face
 To move the hands
 Half-minute's space
 Which show the Time
 That's uniform
 All over the House
 That Jack Built



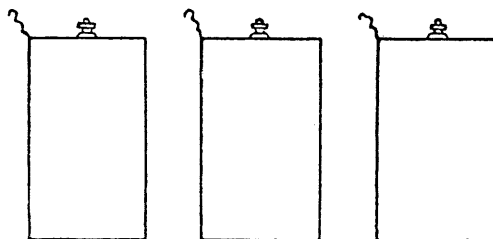
One capable master, controlling any
 number of simple servants.



This is the PENDULUM
 Swinging alone
 That times the Switch
 Called "Synchronome"
 That works the clocks
 Throughout the home
 That show the Time
 That's uniform
 All over the House
 That Jack Built

If you don't like the case, buy the
 instrument alone and put it in the
 body of your grandfather clock.

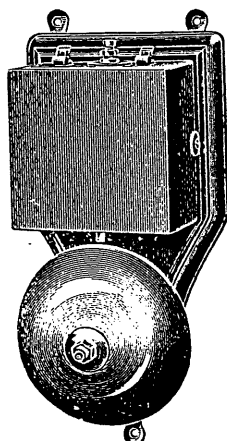




These are the CELLS
They are driven by
Or any source of
Electric Supply
Hardly sufficient
To kill a fly
That work the clocks
From dawn to dawn
That show the Time
That's uniform
All over the House
That Jack Built

Ordinary wet Leclanché cells will do, but larger cells require even less attention. Your electric light supply can be used if you have good wiring.





This is the Bell
That rings to warn
Before the battery
Loses form
That works the clocks
Called "Synchronome"
That show the Time
Throughout the home
That's uniform
Wherever we roam
All over the House
That Jack Built

The battery warning bell is put in
simple series circuit with the clocks
A single line serves all.





This is the TRAIN
 Jack caught in the morn
 And left his neighbours
 All forlorn
 Cursing the day
 That they were born
 As they thought of their
 key-wound clocks with scorn
 Compared with the Time
 Which was uniform
 All over the House
 That Jack Built





THE "SYNCHRONOME" BUILDING
 :: The Home of Electric Clock Inventions ::
 32 & 34 CLERKENWELL ROAD, E.C

This is the PLACE
 Where the clocks were born
 That woke Jack's slavey
 Up at dawn
 That cover the key-wound
 Clocks with scorn
 That measure the Time
 That's uniform
 All over the House
 That Jack Built



The Synchronome Company was established in 1885. Many other systems of electric clocks have come—and gone—since then.

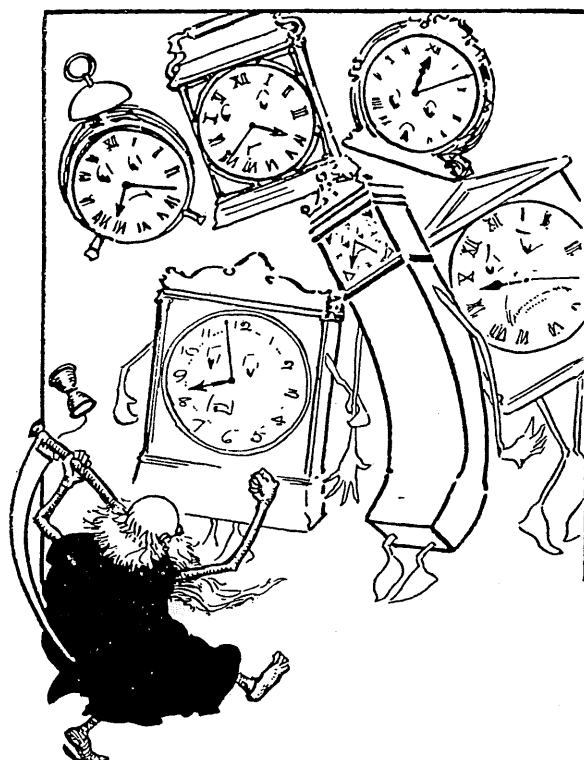
the Synchronome Company require even less attention. Your electric light supply can be used if you have good wiring



F. HOPF-JONES, M.I.E.E.
M. Brit. Horological Inst., etc.,
Inventor of the "Synchronome" System and
Author of numerous works on Electric Clocks.

This is the MAN
All worried and worn
Who makes so bold
As to blow his horn
As the Pioneer
Of this reform
And the walls of custom
Attempt to storm
That generations
Yet unborn
May profit by Time
That's uniform
As it is in the House
That Jack Built





These are the CLOCKS
 At sixes and sevens
 Which cost so much
 And lie— Oh, heavens !
 That have to be wound
 And are never right
 And are only harmless
 When out of sight
 No wonder that Jack
 Has put them in pawn
 And gone in for the Time
 That's uniform
 All over the House
 That Jack Built



SYNCHRONOME ELECTRIC + CLOCKS

Never want winding up

Always show the same time

Are correct to within half
a minute in six months

CAN
ANYTHING MORE
BE ASKED
OF THEM?

And cost no more than
ordinary eight-day clocks
which are always fast or slow,
never agree among themselves,
and are a source of expense
in cleaning and repairs :: ::

ARE YOU
GOING TO LET
THEM IMPOSE
UPON YOU
ANY LONGER?

It will cost you little to drop us a post card
for further particulars, and in the long run
it may save you a lot of money and trouble.

DO IT NOW.

THE SYNCHRONOME COMPANY, LTD.,
:: 32 & 34 CLERKENWELL ROAD, E.C. ::

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Old Father Time—
So runs the rhyme
Had a long curly lock
Of which he made
A spiral spring
And gave mankind the clock

But now at last
Its day is past
Its use is superseded
Electric clocks
Have come to stay
And no "clock works" are needed



The
SYNCHRONOME CO., LTD.,
32 & 34, Clerkenwell Road, London, E.C.

F. HOPE-JONES, M.L.E.E.
Managing Director.

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