

CHRISTMAS, 1938.

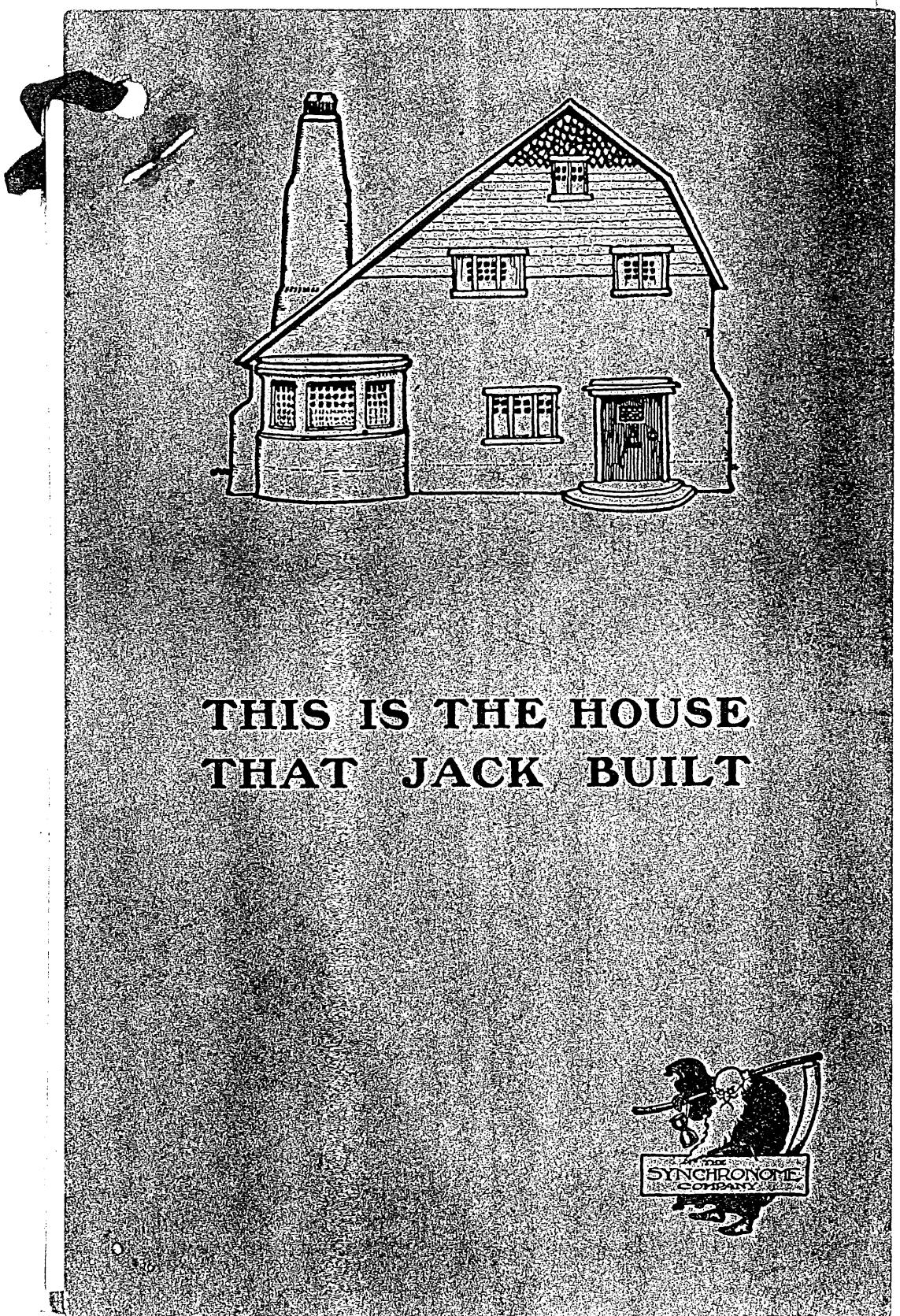
You have had some original Christmas cards from me in my time, but never a really useful one like this, - just a wad of waste paper which you can hang on a nail ready for a brain-wave or a shopping list.

In the removal to our new Works at Alperton, 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.

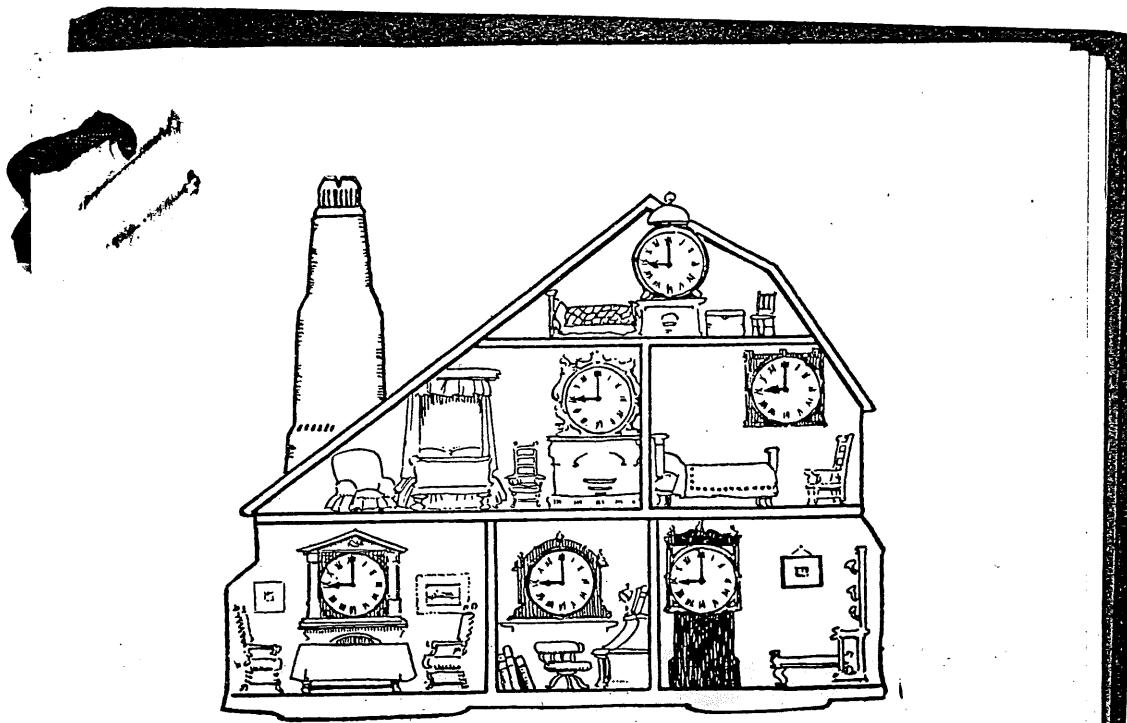
May Father Time deal as gently with you as he has with me, and give you a long succession of happy Yuletides.

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



THIS IS THE HOUSE
THAT JACK BUILT

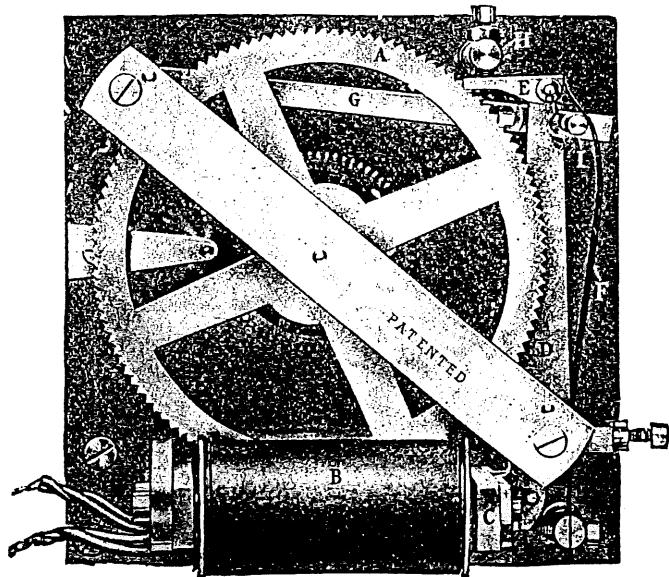




**This is the TIME
That's uniform
All over the House
That Jack Built**

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

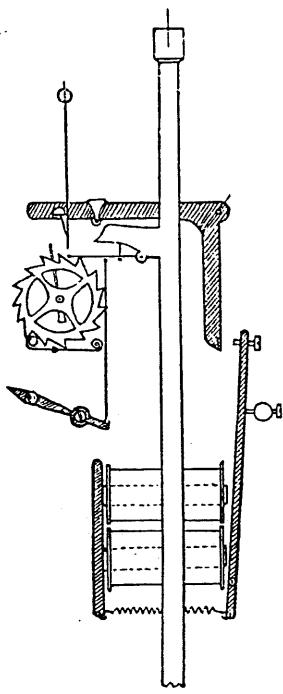




**This is the WHEEL
Behind each face
That drives the hands
Half-minute's space
Which show the Time
That's uniform
All over the House
That Jack Built**

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

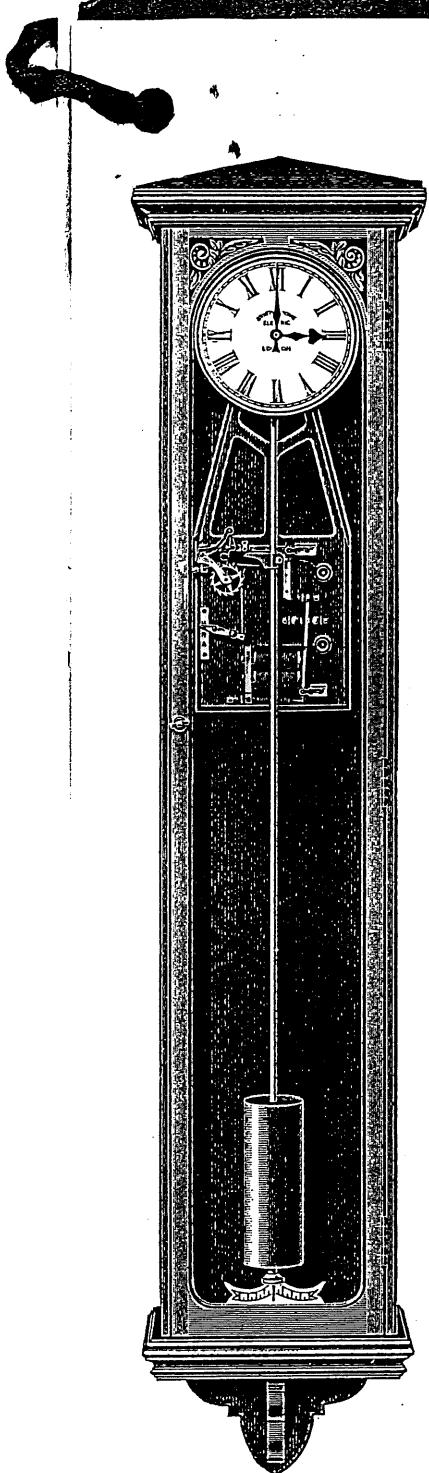




This is the SWITCH
Called "Synchronome"
That tells the wheels
Behind each face
To move the hands
Half-minute's space
Which show the Time
That's uniform
All over the House
That Jack Built



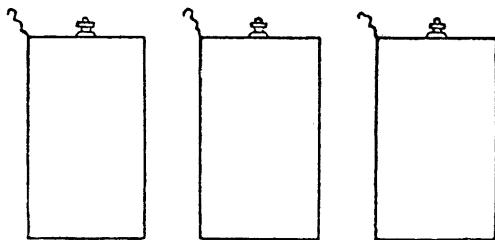
One capable master, controlling any
number of simple servants.



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.

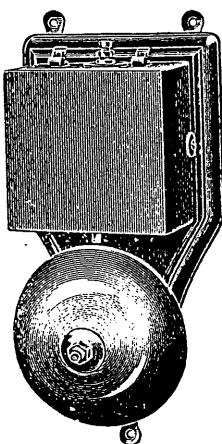




These are the CELLS
They are driven by
Or any source of
Electric Supply
Hardly sufficient
To kill a fly
That work the clocks
From dawn to dawn
That show the Time
That's uniform
All over the House
That Jack Built

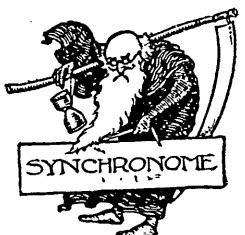
Ordinary wet Léclanché cells will
do, but larger cells require even less
attention. Your electric light supply
can be used if you have good wiring





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 1895. Many other systems of electric clocks have come—and gone—since then.

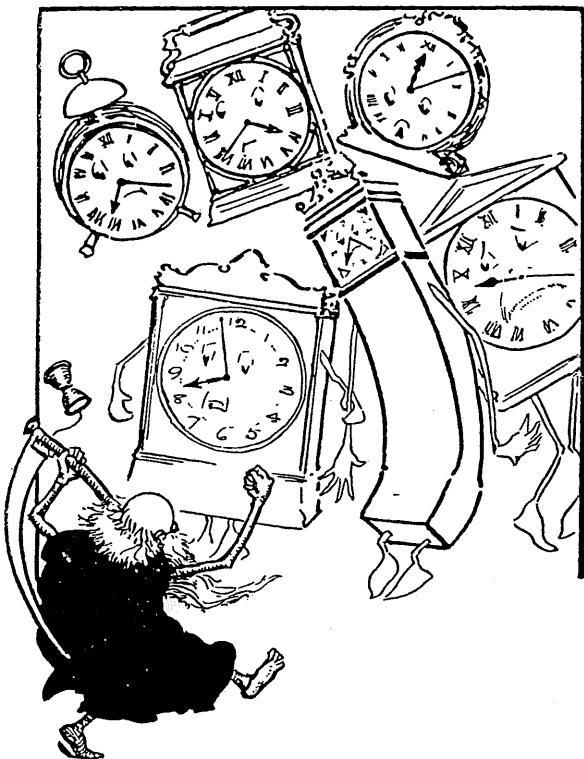
Our new Synchronome electric clocks do not require even less attention. Your electric light supply can be used if you have good wiring



F. HOPE-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.I.E.E.
Managing Director.

Telephone :
Holborn 4643.