**BULLE PRODUCTS LTD** 

Managing Director :

Henry Bingguely (Swiss)

### Horologix

Early Battery Clock Parts & Restoration



GRAND PRIX PARIS Phone: MUSEUM 6336 Telegrams: Bullcloks, Rath, London

### The acknowledged aristocrat of Electric Blocks

HB/a

BULLE HOUSE 167, Clapham Road, LONDON, S.W.9 Tel.: RELIANCE 4150

Mrs.Richards, 18, Partridge Ave., Darlaston, S.Staffs.

9.3.40

Dear Madam,

We thank you for your enquiry through 'Homes & Gardens', and have pleasure in enclosing a copy of our catalogue showing the range of models, modern or traditional in design, in which Bulle Clocks are made.

As you will see, both A.C.Mains and Battery-operated clocks are our standard productions, the former just plugging in to mains, the latter being driven by a small battery held inside the clock rendering it quite self-contained, movable anywhere, and independent altogether of mains installation.

Bulle batteries are guaranteed for 800 days, and usually last over 3 years.

We regret that list prices have had to be increased by 12½% owing to the war, and we recommend buying before further increases have to be imposed and before production difficulties worsen.

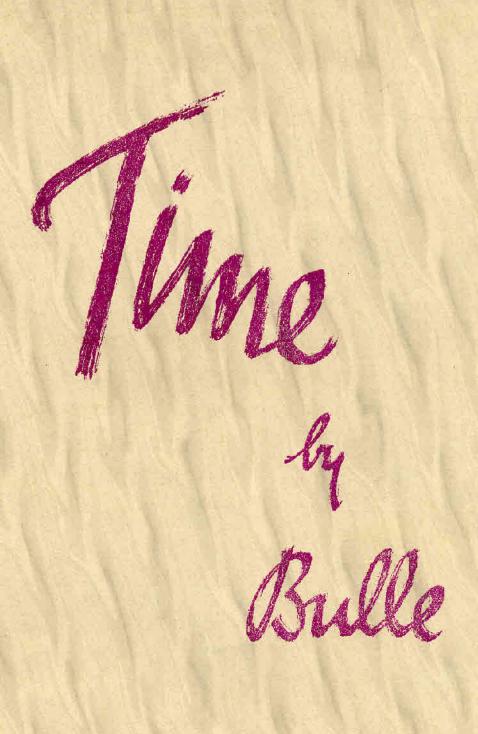
Looking forward to your instructions, and assuring you of our very best services,
Yours faithfully,
BULLE PRODUCTS LTD.

THE MOST WONDERFUL CLOCK IN THE WORLD

A.C. MAINS AND BATTERY OPERATED

# Horologix

Early Battery Clock Parts & Restoration



Early Battery Clock Parts & Restoration

. . . cheerily ticking whether you're home or away . . . .

All BULLE Clocks carry a 3-year written guarantee —such is the maker's knowledge of their utter reliability



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# BULLE

the Right Time
All the Time

Think of it—a happy, dignified, modern clock sitting on the mantelpiece, silently ticking, accurately time-telling for years without winding, without stopping! The splendid freedom from uncertainty it gives.

Do you realize that 99% of clock inaccuracies are due to winding? Minutes gained or lost, it's mostly the mainspring's fault. The clock is overwound, you forget to wind it, or lose the key—the old-style clock is always in your mind with some irritation or other.

What a relief is modern time, utterly reliable, intensely serviceable, and beautiful as well—electric time by BULLE.

All the joy of electrical precision without the necessity of installed mains—that's what BULLE provides. For Bulle Clocks don't need electricity laid on in the house. The Bulle Clock is entirely self-contained. It retains the "personality" of a clock. You can move it from niche to niche, from room to room.

Just insert a small dry battery every 2-3 years, and its time-keeping goes on accurately and tirelessly for a life-time. No winding, no attention, no trouble, no trailing wires or plugs, no doubt about time-rightness. (Of course you can have a mains-operated Bulle if you wish.)

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# ACCURACY and

Famous for twenty years, Bulle is always first to meet each changing moc

Years ago the famous inventor of the Bulle Clock devised this original model shown on the left. The movements were then made in French workshops, but with the development of business a British factory was established. While an almost identical design to the famous original is still a best-seller, it has developed through various stages to the delightful model you see on the right. This is made in one of the latest and most beautiful plastics yet discovered. There are many other designs,



ranging from the most unus but the same the same ac time-keeping i

### The NATION

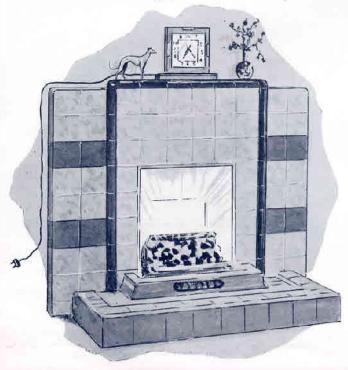
The original design Bulle famous all ove Beautifully polished chromium - plated fittings, moulded by Size 10 Ins. high.

£3

### A.C. Mains or

To move or not to move—that is the great controversy with an electric clock. Bulle have the answer.

These two mantelpieces tell the story of mains v. battery. If you have mains installation, and are happy to have a clock permanently in one position, and don't



mind the trailing wires and the need for a socket as the home of the plug, then you probably prefer the mains type of clock. But the battery type of clock has superabundant advantages. Move it where you will, when you will; no ugly

fittings, no need to monopolise a powe point—no need for electricity in the house at all!

Bulle Clocks with a mains movement are naturally cheaper than the battery type but the cost of current consumption

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### **AUTY**

need

traditional models to and fascinating types, ndard of movement, te and trouble-free mmon to all.

made world. ment, and

6 ins.

All Bulle Clocks are covered by a written guarantee for three years.



# BULLE

### The EROS

One of our latest and most interesting models. Made in an exquisite new translucent or opaque material, in green, cream, pink or blue, to blend with most delicate decorative schemes. Also in Black, Coloured dial to match. Raised figures. Size  $8\times7\times2\frac{1}{2}$  ins. 84/-

Plain silvered dial and plain chromium-plated base. 75'-



evens the cost in the course of a year or two. Most Bulle models can be supplied either mains or battery type. There is a superb Bulle model for every style of decoration or

### Battery?

person, for home, social, business or Institution. Bulle Clocks give pride of possession to owners all over the world. Members of the Royal family own them. They are the faithful friends of thousands of homes. Prices, sometimes higher than the cheap, carry the outstanding guarantee of a great name.

### The BULLE BATTERY

Retailed at BATTERY

BATTERY

Guaranteed

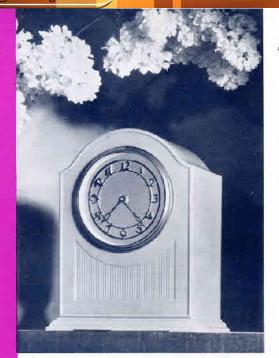
Guaranteed

for 800 days

Frequently lasts for 3½ years.

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Bulle-owners' comments :-

The clock is a monument to the excellence of your products, having run perfectly for 12 years.

G.E.B., Barnsley.

It has given every satisfaction for some years . . . with appreciations of a beautiful piece of craftsmanship.

BULLE for Pride of

Possession

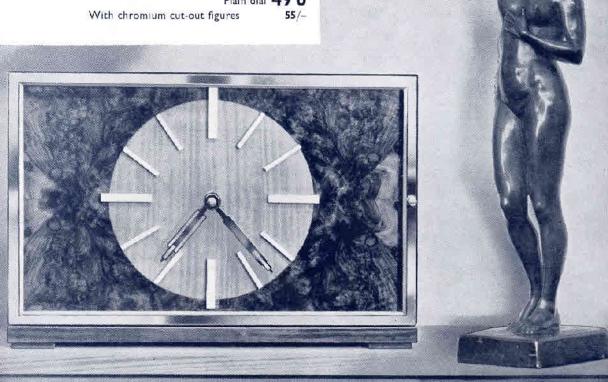
A full range of Bulle Models

is shewn on separate sheets.

### The LONDON

This attractive classical shape is charming for old-style or modern rooms. In delicate ivory or green moulded case. Size  $7\frac{1}{2} \times 5\frac{1}{2} \times 3\frac{1}{2}$  ins.

Plain dial 49'6



This handsome Clock is the design of lan Jeffcott, F.R.S.A., L.R.I.B.A., the well-known London architect. It has been accepted for exhibition at the Royal Academy. Fine craftsmanship distinguishes this model with a rare loveliness.

It breathes modern life and dignity. Beautifully figured walnut, chromium-plated frame and chapters. This exclusive model proudly carries its name of "Peer," the aristocrat of presentation clocks. Size 8×12×4 ins. 2 Gns.

### Horologix

Early Battery Clock Parts & Restoration

BULLE

puts
Greenwich
on the
mantelpiece

What users think of Bulle Clocks:—

T.A.C., Stockport.

My battery has lasted a good two years, the clock always keeping marvellously accurate time. I may add that no superlatives are too good to describe the accuracy of my Bulle Clock.

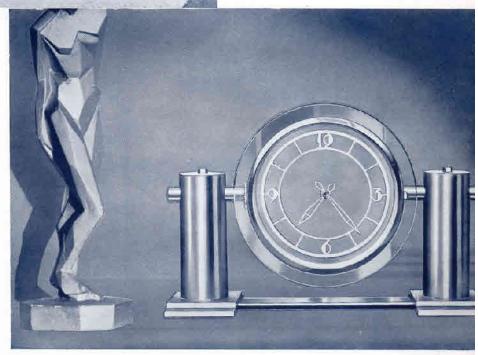
3-year written guarantee with every clock.

The DUKE
Upright, smart and dignified

Upright, smart and dignified. Highly polished plate glass

dial, in green, peach, blue. Silvered figures, chromium - plated rim and fittings. Walnut or ebonised base. Size 11×7×3 ins.

As illustrated,  $5\frac{1}{2}$  Gns. Without rim 5 Gns.



The PARIS DE LUXE

A model of distinction, originated at the Paris Exhibition. Chromium-plated or gilt pillars and fittings, with mirrored glass dial, in green, blue or peach. Also with square plate mirrored glass dial. Size 8 × 12 × 4 ins.

7 Gns.

### Horologix

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### The QUEEN

A beautiful modern Clock, dignified and smart in appearance. A great favourite in the home with its intriguing swinging pendulum bob. In chromium-plated case. Size  $8 \times 6 \times 3$  ins.

31 Gns.

### BULLE

cheerily after prolonged absence

What users say:-Major G. W., Kenilworth. I purchased my clock in 1929 and have just found the second bottery needs renewing. A wonderful performance.

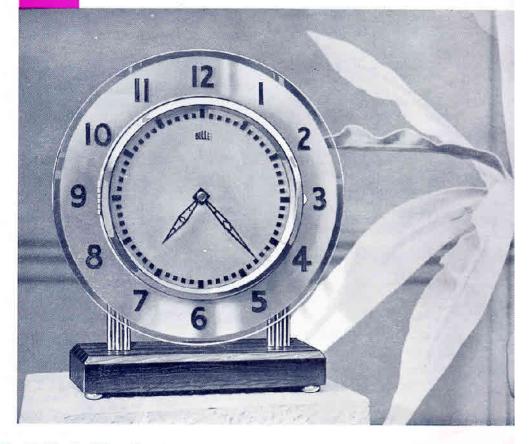
F. N. W., Bexhill.

I am pleased to say that the last battery you sent me ran for 970 days with complete satisfaction.

The ROYAL

The latest in smart design. Glass dial, in peach, green, blue or black. Chromium-plated rim and fittings. Walnut or ebonised base.

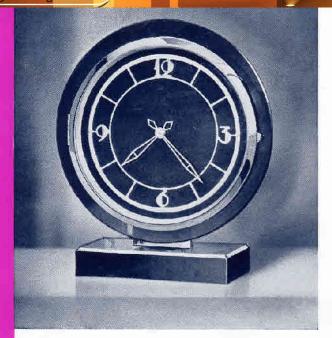
Size  $10\frac{1}{2} \times 9 \times 3$  ins. As illustrated. 5 Gns. Without rim. 41 Gns.



A.C. Mains or Battery-operated, Bulle Clocks are equally excellent. Mains movements cost 5/-

### Horologix

Early Battery Clock Parts & Restoration



BULLE

Clocks
flatter Time

Bulle's most brilliant notion for exquisite modern homes—clock-frames in Hand-wrought Iron!

### The PRINCESS

A gem in the Bulle range. A Bulle at its best. Highly polished plate-glass dial, in green, blue, peach or black. Silvered figures and chromium-plated rim and fittings. Walnut or ebonised base. Also produced in anodised aluminium dial in green or peach. Other colours to special order. Size  $9\times7\times3$  ins.

£5.0.0

### TWO MOST EXCLUSIVE . . .

in the new Bulle range—fine hand-wrought iron, finished in dull black or modern colours. They breathe an atmosphere of true craftsmanship almost unknown in these days.

The MARLBOROUGH (top right) With beautiful peach, green, blue mirrored, or black glass dial, and gold-leaf numerals. Size  $12 \times 14 \times 3\frac{1}{2}$  ins.

The ST. JAMES (bottom right)

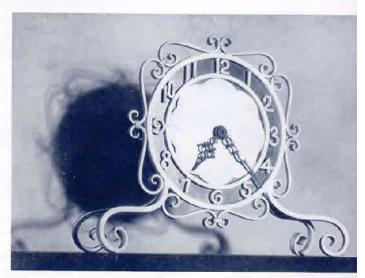
Wrought iron figures against a delicate anodised background. Size of dial,  $7\frac{1}{2}$  ins. across.

From a user's letter:---

D.W., Stowmarket.

The bottery I am now combelled to renew has been going for 1,010 days, and during that time the clock has neither gained nor lost.





### Horologix

Early Battery Clock Parts & Restoration

A 'flying' start for a magnificent Bulle The HENDON

Specially designed for commemorating the great feats of aviators, of a specially designed for commemorating the proud lightness of a specially designed for aviation. Suggests the proud lightness and for all interested in aviation. dial. chromium-plated digits and and for all interested in air-blue dial. Size of dial 6 ins.. 9 Gns. and for all solid walnut wings and base. Size of dial 6 ins.. 9 Gns. and base. All solid walnut wings and base. wing-spread 18 ins. The HENDON

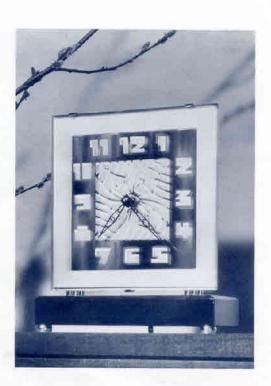
BILLE

For every room of character there is the perfect Bulle

What users think of Bulle Clocks:—

R.G.D., Norfolk

I might mention that I got my clock three and a half years ago, and the original battery is still in it. Up to last week it has kept precise time throughout, but the battery has at last run down.



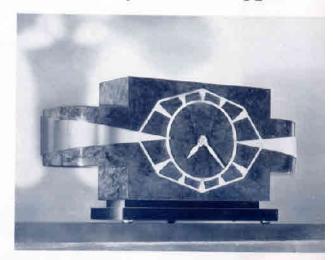
wing-spread 18 ins.

### The MARQUISE (bottom left)

A model from France, of a character to harmonise with the most individual interiors. Richly engraved with the most individual interest mirrored glass dial. Finished in blue or peach.  $4\frac{1}{2}$  Gns.

### The EMPRESS (bottom right)

An original modern shape with distinctive chromiumplated dial, embodying part of the design of the case. Produced in walnut and other precious  $8\frac{1}{2}$  Gns.



### Horologix

Early Battery Clock Parts & Restoration



and

for 'personality " atmosphere'

In perfect line with classic modern style. Simple yet decorative, in fine sycamore with walnut bands. Cone and hands, covered with convex glass. Finely curved with base Size 11 v 7 v 3 ins

walnut base. Size 11 × 7 × 3 ins.

What users think of Bulle Clocks:-A.C.N., Australia.

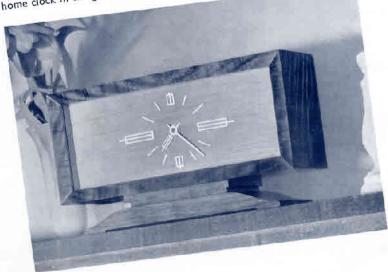
I was in London for the Jubilee and bought a Bulle Clack. I had it packed ready for taking to Australia with me. I reached Melbourne and unpacked the clock and joined up the circuit. It started off and has not lost a minute since. minute since.

Rev. W.J.J., Salisbury.

I have now had the clock in constant use for two and a half years without having had to renew the battery. I cannot speak too highly of it.



The BERKELEY Handsome and aristocratic, in highly polished walnut. Unusual anodised dial, flush with timber. Chromium possed wasnut. Unusual anodised dial, nush with timber. Chromium rim and neat bands. A superb gift or presentation model, or a home clock in the grand manner. Size  $13 \times 7\frac{1}{2} \times 3$  ins. The Bulle speciality is the ever-convenient BATTERY movement, but most models can be fitted with the equally excellent A.C. Mains movement, for 5/less, if required.



### The CARLTON (Left.)

An "aloof" Clock for the really discriminating—for those with appreciation of the different that is in perfect taste. In luxuriously polished Australian walnut, sycamore face, with gilt numerals and hands. Supported on interesting curved base. Size 12×  $6\frac{1}{2} \times 3\frac{1}{2}$  ins.

### Horologix

Early Battery Clock Parts & Restoration

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Most Bulle models can be fitted with A.C. Mains movements if required. The cost is 5/- less.

### The ROSEBERY

Glass and timber in modern partnership for this distinguished Mantel Clock. Magnificent polished walnut with copper fittings and curved glass front. Size  $12\frac{1}{2}\times8\times3$  ins.

10 Gns.

### The CUBIST

A pleasing study of square lines in walnut, mahogany or oak. Chromium-plated rim, and silvered zone dial. Ebonised base. Size  $7\times 6\frac{1}{2}\times 3\frac{1}{2}$  ins.

Oak ... ... £3 . 10 . 0 Walnut ... ... £4 . 0 . 0



### The CONNAUGHT

Smart, dignified, yet up-to-date. In oak or walnut case, chromium-plated rim and silvered dial. Also made with square dial. Size  $8\times10\times3$  ins.

Oak ... ... £4.0.0 Walnut ... £4.10.0 Square dial 5/- extra.

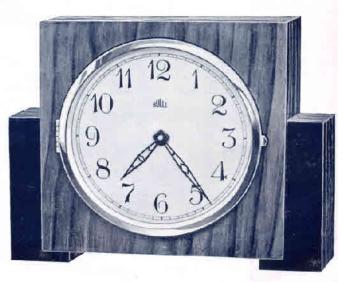
What users think of Bulle Clocks:-

C.T.W. Essex

The clock has gone 3 years, 4 months and 5 days on the one battery.

A.C.A.J., Glasgow.

This clock has now been going 1,369 days up to to-day, namely, 569 over your 800 days' advert. on clock. It is truly wonderful.



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Early Battery Clock Parts & Restoration

### Independent of Mains Break-downs



From users' letters :-

J.C.M., Cowes.

My Buile clock has started on the second ten years of its steady and truthful life.

W.G.H., Stoke-on-Trent. I have had such wonderful service from the clock in the eight years I have had it.

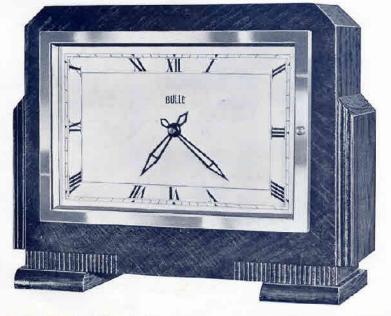
### The KNIGHT

An attractive model which will match any furnishing scheme. In oak, mahogany or walnut case. Chromium-plated rim and silvered dial. Size  $8\frac{1}{2} \times 8 \times 3\frac{1}{2}$  ins.

Oak £2.19.6 £3. 5.0 Mahogany Walnut ...







The Bulle speciality is the ever-convenient BATTERY movement, but most models can be fitted with the equally excellent A.C. Mains movement, for 5/- less, if required.

### The GLOUCESTER

A handsome model in pleasing modern lines, in oak or walnut case, with chromium-plated rim and silvered dial. Size  $8\times10\times$ 3½ ins.

Oak ... ... Walnut

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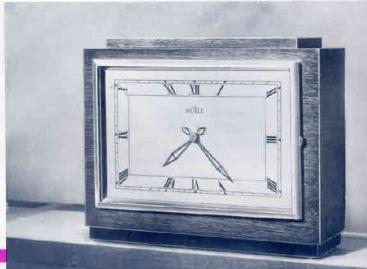
3-year written guarantee with every clock. BULLE
ensures loyal
fellowship
between
Man and Clock

### The OXFORD

A clock of style, beauty and good taste. In oak or walnut case, with highly-polished anti-corrodal numerals and hands. Size  $8\times7\times3$  ins.

Oak ... £3.15.0 Walnut ... £4. 4.0

With silvered dial and chromium-plated rim similar to Ambassador, but with Arabic figures, 10/- extra.





### The DORSET

With handsome oak case, chromium-plated rim and silvered dial to harmonise with most home decoration schemes. The ideal trouble - free and quiet home clock of proven reputation.

Size 7×5×3 ins. **59**/6

### The AMBASSADOR

Imposing and attractive, to suit narrow mantelshelf. In oak or walnut case, chromium-plated rim, silvered dial. Also produced with round dial. Size  $7\frac{1}{2} \times 9 \times 2\frac{1}{2}$  ins.

Oak ... ... £3.19.6 Walnut ... £4.10.0

With round dial, 5/- less.

What users think of Bulle Clocks:— W.C.L., Sussex,

Will you please forward on to me a Bulle battery, No. 153, as replacement of one which has been in use 4½ years without stopping.

### Horologix

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BULLE the Lordly Gift

A 3-year written guarantee accompanies every clock.

### The SUN

The ever-popular sun-ray model, ensuring a centre of outstanding interest in any room. Large enough for pleasing importance, but not too large for moderate-sized apartments. In gilt or silver, with silvered dial. Overall size 21 ins.

### The WATERLOO

Timber from actual piles of old Waterloo Bridge has been used for a limited number of this model. With dull, silvered digits and hands. A consummate example of distinguished clock design. Size  $12 \times 10 \times 3$  ins.

In finely polished oak or walnut. 9 Gns.

The ISIS
The epitome of elegance in the modern style. A masterpiece of craftsmanship, in walnut, with copper bands and digits. In one sweeping curve, it adds graceful dignity to any wall.

Size  $15 \times 9\frac{1}{2} \times 3$  ins.

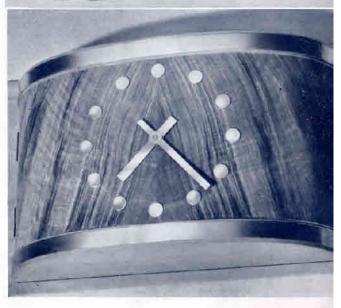
91 Gns.

From a user's letter:-

M.W., Kenya.

I bought one of your clocks at the ideal Home Exhibition, and find it invaluable. It keeps excellent time. Natives always ruin clockwork things, but the Bulie resists them, having no mechanism to go wrong.





ARISTOCRAT OF ELECTRIC CLOCKS

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### Horologix

Early Battery Clock Parts & Restoration



### The CINEMA

A 20 in. square model, chromium-plated frame, illuminated by standard strip lights. Specially made for cinemas or halls where current is cut off at night; the lighting is switched off but the clock goes on giving correct time. With white dial and black figures.

Lamps extra. Other sizes to special order.



Mains or Battery-operated, Bulle Clocks are equally accurate and reliable. A.C. Mains movements 5/- less.

A.L., Westcliff-on-Sea

The clock has been running perfectly, the battery giving out after 3 years 9 months service, which is far in excess of the normal 800 days it is supposed to last.



### The GOLD CUP

A most effective and imposing model. Interest lies in the contrast between rounded oblong and bold circular dial. Beautifully finished in pastel shades. A clock already installed in proud and exclusive surroundings. Size  $12 \times 9 \times 2\frac{1}{2}$  ins.



### The WHITEHALL

A beautifully curved face, with curving chromium hands and numerals. A quietly decorative wall clock of most useful size. In oak, mahogany or walnut, also bronze-green or other colours to special order. Size  $|1\frac{1}{2}$  ins. across.  $|4\frac{1}{2}$  Gns.

ARISTOCRAT OF ELECTRIC CLOCKS

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### Horologix

Early Battery Clock Parts & Restoration



### The SAVOY

Oak or cellulosed case in cream, blue, green or black. Other finishes to special order. Chromium-plated rim and silvered dial. Size 8 ins. square,  $2\frac{1}{2}$  ins. deep. Also 4 Gns. plain square case.

With round dial 5/- less.

### The CHUBBY

The only small Wall Clock on our list. Neat and comely appearance in white cellulosed or chromium-plated case. Ideal for bathroom, kitchen or nursery. Silvered dial 6 ins. diameter. £3.7.6

Other colours to special order. Seconds hand on A.C. Mains models 1/6 extra.

### What Users think of Bulle Clocks:

T.B., Surrey.

In writing to you may I express the great satisfaction which the clock has given during a number of years, and I would particularly stress the economy of battery current.



Ends mainspring troubles and

inaccuracies





The Bulle speciality is the everconvenient BATTERY movement, but most models can be fitted with the equally excellent A.C. Mains movement, for 5/- less, if required.

### The GRESHAM

A very serviceable Clock for hall, office or shop. In solid mahogany or oak case, beautifully finished. Also in chromium-plated case with very rich finish.

Oak or mahogany case.

8-in. or 10-in. dial ... 4 Gns. 12-in. dial ... ... 8 Gns. Chromium-plated case. 10-in. dial ... ... 4½ Gns. 12-in. dial ... ... 6 Gns.

### The SERVICE

A dignified Wall Clock for a dignified place. For halls, offices, shops of distinction. In square oak case with clear white dial. Size 13 ins. square, 4 ins. deep.  $\mathbf{4}_{2}$  Gns.

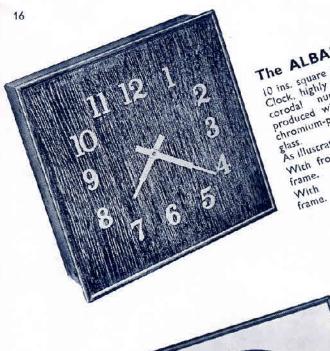


ARISTOCRAT OF ELECTRIC CLOCKS

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The ALBANY

The ALBANY

IO ins. square modern antiIO ins. highly polished antiClock. highly polished and
Clock. numerals.

Order numerals.

Order with rim

Produced with rim
Produced with rim
Order wood

As illustrated.

As illustrated.

With front glass on wood

As illustrated.

With front glass on placed

frame.

With chromium - placed

Frame.

With

BULLE
the distinguished
recorder
of the seconds

This actral wherever wherever wherever wherever baromer baromer baromer kirch when when you be

The CONTROLLER

This attractive Clock is required red time. This attractive Period of red.

This attractive Period of red.

This attractive Clock is required.

This attractive Clocked. It has a red.

This attractive Clock is red.

This attractive Period of time

This attractive

What users think of Bulle Clocks:—

G.W.D., Surrey.

If I remember rightly, your clocks are guaranteed for 5 years. Well, mine has been in constant use for 10½ years, and the battery which was in the clock when it was presented to me has not been changed. Needless to say, the clock has given entire satisfaction during the whole of the above mentioned period, and I cannot speak too highly of them.

The CHEF
The perfect Wall Clock
for modern kitchens.
for modern kitchens.
for modern kitchens.
for modern kitchens.
Superbly finished in
cher colours to
special of all and
round dial and
round dial and
chromium-plated rim.
Size 8 × 12 × 3 Gns.
Size 8 × 12 × 3 Gns.
Also produced with
numerals similar to the
numerals similar to the
Albany.

3-year written guarantee with every clock.



Early Battery Clock Parts & Restoration

A regular Bulle-owner remark:
"How did we ever exist without our Bulle?"

## Horologix

Early Battery Clock Parts & Restoration

ARISTOCRAT OF ELECTRIC CLOCKS

Issued by BULLE PRODUCTS Limited

BULLE HOUSE, LONDON, W.I.

BULLE HOUSE 167, Clapham Road, LONDON, S.W.9 Tel.: RELIANCE 4150