

## Design and Marketing

Having examined numerous early Ferranti clocks it is apparent that they were stamped, on the steel surround, in ink with the date of production. Once the movement has been chemically cleaned, which is an industry standard practice, this stamp will no doubt disappear.

From the beginning in 1931 W N Duffy was responsible for clock case design - all his designs numbered and planned out on A1 drawing paper. He was one of the domestic appliances team.

His influences were from general design at the time and the fashionable move towards glass and chrome in the late 1930s. Other manufacturers gave their clocks names to suit the style but Ferranti stuck with 'model number...'. Telechron in America also numbered their clocks although some also had a name. Numbering was far more straightforward and easy to manage from Ferranti's point of view but from a customer point of view I'm sure a name is more endearing.

It is quite likely that where a large retailer stocks Ferranti clocks that they give the clocks a different numbering scheme. I have such an advert - but at this moment I'm not able to determine from whom the advert comes.

Production of their first clocks started in the last quarter of 1931. By November 1931 Ferranti were already talking to other clock manufacturers about fixing the minimum price for their cheapest clocks.

The first four clocks, Model No.1, No. 2, No.3 and No.4, would be in bakelite cases with 3½ inch silver dials with the same hands on all clocks. In the 1932 Catalogue the bakelite finish offered was described as Walnut, Mahogany, Black, Mottled Red, Blue Enamel and Green Enamel.

The early catalogue described clocks available for 200/250 V at 50 cycles and 100/130V at 40,50 or 60 Cycles.

AUGUST, 1932 C1

Correct Time in your home  
Running cost penny a quarter  
No batteries goes for ever  
without winding or attention of  
any sort

The FERRANTI  
ELECTRIC  
CLOCK

30/4

An Ideal Present

Original held at MOSI (ref 1996.10/10/8/1/20)