

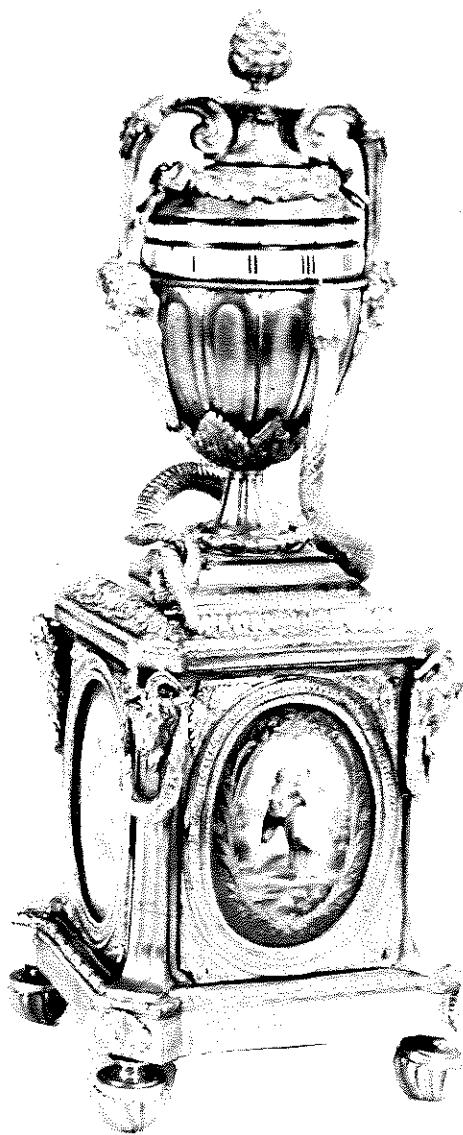


# NEWS

OF AND FOR THE WATCHMAKERS INDUSTRY

AMERICAN WATCHMAKERS INSTITUTE - NOVEMBER 1970 - VOL. 11 NO.11

**DEDICATED TO THE  
ADVANCEMENT OF ART  
AND SCIENCE IN HOROLOGY**



# NEWS OF AND FOR THE WATCHMAKERS INDUSTRY

VOL. 11 NO. 11

NOVEMBER 1970

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## PRESIDENT'S NOTEBOOK

### INCREASE REPAIR PRICES



Henry Fried

At almost every meeting of watchmakers and for as long as I remember, someone will invariably bring up the subject of salaries and earning power of the watchmaker. Although no watchmaker with any degree of competence has asked for a public dole, the feeling has always been that he is underpaid and exploited. This feeling persists despite the shortage of watchmakers, which normally would put them in the exclusive "driver's seat".

Every production employee is engaged for the purpose of expanding the profits of the employer. When profits allow some form of sharing, this excess with the employee is negotiated.

In our profession, either this does not take place often, or the claim that the repair department actually operates at a loss is the boss' cry. Counter-claims are valid when these include the non-paying but production chores of selling, fitting straps and bracelets, regulating new watches, maintaining stock and other time-consuming tasks.

Sometimes though, the margin of profit is tied to an archaic price structure. The watchmaker often is timid when he renders repair estimates. Often a low estimate engenders suspicion in the customer. We all know that even haircuts vary as much as, and more than, double yet few of us (with even fewer hairs) hesitate to patronize the more expensive parlor.

The price of watch repairs have not at all kept pace with the cost of other services or salaries. It is up to the watchmaker to put a realistic and higher value upon his services in order to command a greater return. That these estimates sometimes approach the purchase price of the watch, though true still does not scare too many customers away when estimates are rendered intelligently.

Without going into the merits of the plastic lubricants, a stern warning must be sounded. While those using this method might increase their production, the worst outcome would result from even the tiniest reduction in prices. Increase your prices to keep pace with the rising costs and self-respect!

### A. W. I. D U E S

Theodore Roosevelt said, "Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere".

AWI members whose dues come due on a calendar year basis have by now received their first billing for annual dues. Prompt payment of these dues will assist your association to serve you better. The money saved from the expense of processing and sending additional billings can be put to better use working for you.

How many minutes of each working day does membership in the national professional association cost you? Assuming that a year's earnings for an average member is \$10,000 per year in return for working 2,000 hours, the average member would work 1.33 minutes per day to pay his dues. This is the time it takes to light up a cigarette and savor that first puff. Compare this to Tax Foundation findings that the average American works 21 minutes per day for medicine, 25 for clothing, 40 for transportation, 57 for housing and 59 for food and tobacco. In addition, it should come as no surprise that the average American works 2 hours and 45 minutes per day for taxes.

Shouldn't you keep your professional association on the job with 1.33 minutes of your time each day?

## EDITORIAL

### NATIONAL CASE MARKING

By Sean C. (Pat) Monk, CMW



Sean Monk

Now that the winter is upon us and the flower pots have all been put away in Michigan, those of us who are committed to assignments with the American Watchmakers Institute, have little or no excuse but to get back to work. This winter, as appointed chairman of AWI's national case-marking committee, I intend to contact as many of the state watchmakers' organizations as possible. The purpose: to have as many watchmakers as possible registered with a national case mark.

The case-marking system which has been approved by A.W.I. was commenced about fifteen years ago in Michigan, when the watchmakers of that state agreed to the use of a simple triangle, together with a letter, or letters to identify the individual watchmaker. The first watchmaker in the state to be registered uses the triangle, followed by the letter A. The next registered uses the triangle, followed by the letter B. And so on, until triangle Z is reached..... The next "block" of registrations then commences with the twenty-seventh man registered using the triangle followed by the letters AA. The next AB, AC, AD, and so on.

This procedure many of our readers already know about. As it is simple logistics, we will not dwell on it. Why use it, many will ask?.... Simply because it is easily recognizable and just a plain good measure of public safety. Who could ever decipher the Watchmakers scratchmarks of the past? Half the time, not even the mechanics who made them.

There are many who are shunning the new system because they say they don't want their identification known. Well, the poor mechanics don't have to worry. A.W.I. has given its absolute assurance that names and addresses of registered watchmakers will not be accessible to any other than law-enforcement agencies in the performance of their duties of crime-detection, or personal identification..... Even the Michigan Board of Horology were hesitant to pass on their complete list to A.W.I., in spite of Michigan's leadership in this program. However, the assurance has been made to that horological

board that there is absolutely no chance of these lists being misused. Milton C. Stevens, Executive Director of A.W.I., will write an assurance to other states, if necessary. This means, of course, that the mail-order boys can forget about contacting AWI for watchmakers' names and addresses.

Yet, state by state, the list is growing. We have even received commendation from people in the British jewelry and horological field.

What has to be explained now is the state numbering system. The triangle mark followed by the letter, or letters, is the same for all states. The identification of the state is done simply by prefixing the triangle with a number. A.W.I. just went down the list of states, alphabetically, commencing with Alabama (#1) down to Wyoming (#51). Many of you will say: "How come #51, when there are only 50 states?".... We must not forget the District of Columbia, which comes out as number 9. Several of the states have made the case-marking system mandatory with their licensing Act. This, of course, was done in Michigan (#23) in order to keep the Act constitutional, under "public safety". Wisconsin, (#50) the first licensed state, now has a mandatory case-marking clause. Indiana, also, has recommended the measure with their Act.

You do not have to belong to AWI, or any state or local association, in order to obtain your personal case-mark. Just write to AWI headquarters in Cincinnati and you will be assigned one according to your state. You need only use it once in the back of the repaired watch. Whatever other hieroglyphics you may wish to use for your own information, or personal satisfaction, is entirely up to you. In the meantime, help yourself in a good cause and fine program for our trade. Write:

National Case Mark  
American Watchmakers Institute  
P.O. Box 11011  
Cincinnati, Ohio 45211

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NOTICE: Elgin Watch College students, 1943-45, I would like to hear from you, Dorothy Aderman, P.O. Box 394, Hallandale, Florida 33009.

## BOOK REVIEW

By J. E. Coleman, AWI, BHI, NAWCC

### THE WATCH ESCAPEMENT

By Henry B. Fried

6-1/4" x 9", hard buckram cover, 164 pages, 111 drawings, many of the isometric picture type, and an excellent index. \$4.95.



J. E. Coleman

Very often, either by a short printing or unusual demand, or a combination of these two, a book quickly becomes invaluable. Such was the case with a volume first released in 1959. It has recently, by reason of popular demand, gone to the second edition, and by the same token, we feel should be briefly reviewed.

Divided into three sections, section one is drawing; section two Escapement Adjusting, and section three Repairing the Escapement. Following each section are questions, totalling some 125, with an easy reference answer number opposite each,

To this reviewer's delight, this is a single-shot book, if I may borrow a slang expression. Namely, it deals with a single subject, the lever escapement - we sometimes feel that the reason so many bench watchmakers go light upon their reading is, books try to encompass the whole vast field of horology; flitting from subject to subject till the reader is weary from rapid change. To say nothing of it lessening his ability to gainfully assimilate all the territory he has covered.

The readers of the AWI News are all familiar with Mr. Fried's qualifications and to repeat them here would be consuming needed space. Truly, this book is all it's author meant it to be; a complete course of instructions in lever escapement work. He has filled it with easy-to-understand drawings, made for it a detailed index whereby you may instantly spot topics, all of which adds up to a must for every watchmaker's book shelf. Available from your regular supply house via B. Jadow.

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### NATIONAL CASE MARKING SYSTEM IS THE KEY IN THE APPREHENSION OF FRAUDULENT

#### CREDIT CARD USERS

Because a Kentucky watchmaker-jeweler was alert enough to use his national registered case mark in new merchandise, as well as old, an individual involved in massive fraudulent use of credit cards has been arrested and is to stand trial in Louisville, Kentucky. Because this case is still in the courts and additional investigation is being conducted, we have been asked not to reveal names or details at this time, which could hamper the investigation and possible apprehension of others involved in a large scale operation in the area.

All that we are at liberty to say now is, that the jeweler involved has reported to the AWI office that it was his national registered case mark in a new watch that directly led to the arrest of the first individual involved. We will release more details of this incident when we are permitted to do so.

Police officials and Federal Authorities were generous in their praise of the national registered case mark system. Incidents such as these should convince the doubters of the true value of this system. The prudent watchmaker-jeweler will do well to follow the example of our jeweler in Kentucky by making the maximum use of his assigned case mark. This is one of the most effective tools we have to combat the ever increasing crime wave that is plaguing our trade today.

# EARLY DEVELOPMENT OF TIMEPIECES

By Eve Dodson

## Part II

### Mechanical Timepieces

From the sandglass, water clock, sundial, candle clock, and oil lamp evolved the present-day clock--a mechanical, weight-driven, verge-controlled timekeeper. The word "Timekeeper" is used interchangeably with the word "Clock" in this report, but Mrs. Moore says, "The word 'clock' was not applied as we now use it till the time of James I, but horologue, was what the clock was called. 'Clock' referred only to the bell upon which the hour struck". (6)

During the Middle Ages, the Pope of the Roman Catholic Church decreed that the bells of the monasteries should be rung seven times during every twenty-four hours. These rules were very strict; the bells were rung for times of prayer, work, and rest. Since time-telling was so important in the lives of the monks, they worked hard to make better timepieces than any they had ever had. In Time-- The Emperor of Things, we are given this account:

The first modern clock of which we have any authentic knowledge was built by Peter Lightfoot in Glastonbury Abbey in 1335, and remained in working order for 500 years. But the grandfather of all modern clocks and honored as such was a clock built in 1360 A.D. It is revered today because it is unchanged..it is purely mechanical, self-contained, weight driven, and verge controlled. It was the clock built for Charles V of France and placed in the Palais de Justice by Henry De Vick of Wurttemberg. (7)

Historians tell us that De Vick's clock was strongly built and that it lasted for five centuries. They say, however, that it was not a very good timekeeper, but a wonderful machine for the fourteenth century. No great improvement was made in clocks for another three hundred years.

The first clocks did not have pendulums. It was three hundred years later that the famous Italian Scientist Galileo discovered the principle by which the pendulum works. Galileo never made a pendulum clock, but he suggested it to others. By the time of American civilization, many changes had taken place in the clock world.

### COLONIAL TIMEKEEPING

#### Clocks

Brooks Palmer says:

The story of American Timekeeping begins shortly after the separate colonies were settled. Public, or

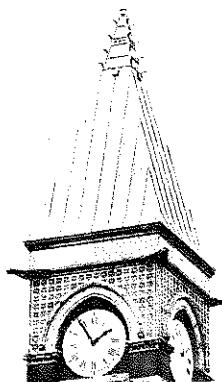
6. Mrs. N. Hudson Moore, The Collector's Manual, New York; Stokes, 1906, p. 223.
7. Orville Hagans and Fletcher Trunk, Time-- The Emperor of Things, Denver; Roberts Book Company, 1947, p. 3.

Tower, clocks are mentioned in town records as early as 1650; but we know little or nothing about them, or who made them, installed them, and kept them running. (8)

Mr. Palmer tells us that the records on Tower clocks are very vague. But diaries and other sources have shown evidences of Tower clocks in several cities during the early eighteenth century. Later, however, many famous clockmakers continued making Tower clocks; the list would include Simon Willard, Eli and Samuel Terry, and Seth Thomas.

Willis I. Milham discounted the fact that many Tower clocks had been built before 1800 when he said:

Thus it is almost correct to say that up to nearly 1800 the only clocks made in this country were grandfather clocks and some han-up clocks and that they were all made by hand. (9)



Tall clocks were made in early America wherever clockmakers flourished. The English prefer the name Long Case; Floor and Hall are two other names given to the Tall clock. George Eckhardt tells us why the common name of this Tall clock is "grandfather". He said:

It was a song writer, Henry Clay Work, not a clockmaker, who gave the tall case clock the name by which it is now almost universally known, "grandfather's clock". Since this was not until 1875, none of the men who actually made the clocks ever knew them by that name". (10)

This Tall clock was made as early as 1680 in the main centers--Philadelphia, New York, and Boston. It had a long pendulum and a flat-topped case of plain design. (11) The movements were made of wood, owing to scarcity of metal. These clocks were 30-hour clocks.

The hang-up clocks or wag-on-the-walls were often works of a grandfather clock without the case. The custom was to purchase the works from a clockmaker and to have the case made by a cabinet maker; sometimes the works were hung on the wall without having the case made and thus became wag-on-the-walls.

8. Brooks Palmer, The Book of American Clocks, New York; the MacMillan Company, 1950, pp. 1-2.
9. Willis I. Milham, Time and Timekeepers, New York; The MacMillan Company, 1945, p. 345.
10. George H. Eckhardt, Pennsylvania Clocks and Clockmakers, New York; The Devin-Adair Company, 1955, p. 71.
11. Eric Bruton, The Longcase Clock, New York; Fredrick A. Praeger, Publishers, 1968, p. 130.

# TECHNICAL BULLETIN



## ROLEX



### SERVICING OF SERIES 1500 CALIBER MOVEMENT

1. All movements must be disassembled carefully starting from balance, paying special attention to hairspring, pivots and roller jewels. Make sure the balance is true and poised.
2. Check carefully the escapement and the train while dismantling and see that all wheels have the proper amount of end shake and of play between wheel teeth and pinion leaves.
3. **IMPORTANT!** Check the barrel, barrel bridge and barrel arbor, also barrel arbor plate hole. Adjust end shake and side shake to a minimum and check mainspring strength.

On caliber 1530-1560 (18,000 beat) use strength 0.122 to 0.125mm.

On caliber 1520-1570 (19,800 beat) you can use up to 0.125 or 0.128mm.

If the barrel bridge and barrel arbor hole in the main plate are worn, they can be closed, using a flat punch on bottom and a round on top.

If the barrel bridge hole is badly worn, then it is advisable to fit a jewel, following these instructions:

- A. Open hole slowly and carefully so that it does not drift off center. Use two reamers starting with 1.20 and finishing with 2.30, carefully cleaning away any burr that may have been raised. The jewel to use is 2.30 x 1.60 and is available from Rolex Material Department.
- B. Insert the jewel from the lower side and leave it flush. After checking barrel arbor end shake it may be necessary to move jewel slightly.

The barrel, end and side shake must also be adjusted to a minimum.

- C. When adjusting barrel end shake, it is advisable that a small slot be made in the lid (if not factory made) so as to make it possible to open lid with a small screwdriver blade instead of pushing the lid off by applying pressure on the arbor end. This last method often bends the barrel lid and creates an excessive amount of end shake.

## REGULATING SYSTEMS

### MICRO-STELLA

1. This system is used in all 12 1/2" Rolex Chronometers of 18,000 and 19,800 beat. The balance wheel is fitted with 18 screws including two regulating screws with slotted heads for timing adjustments when the movement is uncased.
2. Two gold Micro-Stella (star shaped) regulating screws are provided for timing adjustments when the watch is cased.
3. The Micro-Stella wrench is comparable to a ring spanner, the type of which fits over the Micro-Stella regulating screws over the balance wheel.
4. When performing corrections, hold balance wheel with nickel tweezers, insert Micro-Stella tool over screw head and screw or unscrew each one of the two Micro-Stella screws exactly the same number of degrees.
5. The Micro-Stella wrench is provided with graduations corresponding to one second each.
6. Micro-Stella wrenches are available at no charge from the Rolex Material Department.

### HAIRSPRING GUARDS

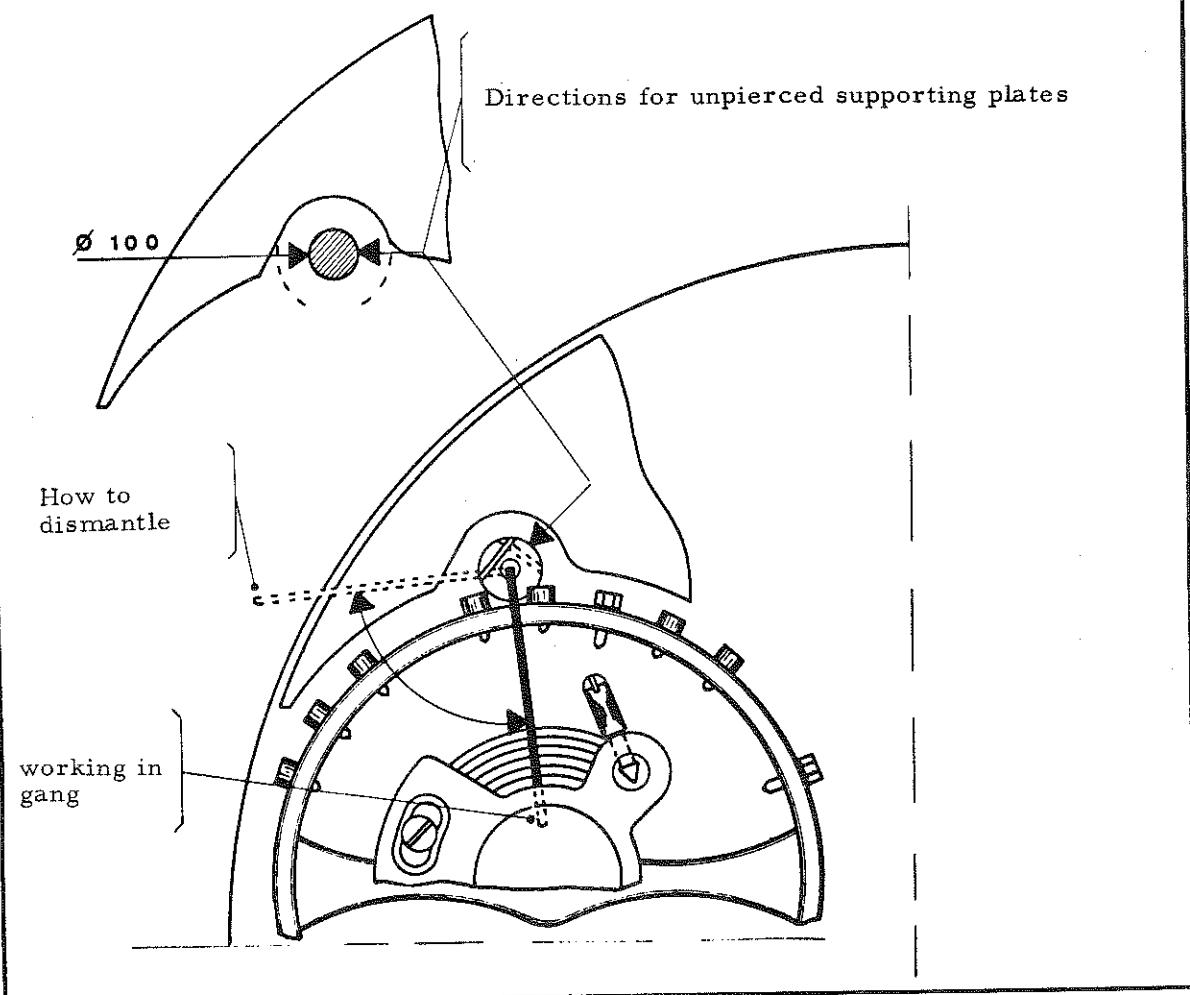
Most 18,000 beat movements fitted with the Micro-Stella regulating system are factory equipped with a hairspring guard to prevent the hairspring body from getting caught over the over coil in case of a strong shock.

See enclosed drawing for the proper insertion and handling of the hairspring guard and pay special attention to the following:

1. Adjust the hairspring guard so that it points directly to the staff and make sure that it reaches the second or third hairspring coil from the collet.
2. Ascertain that the guard is high enough over the hairspring body so that it will not rub when the movement is in dial up position.
3. Hairspring guards are available, free of charge, from Rolex Material Department.

CAL. ROLEX 1555-60-65-65G.M.T.

DEVICE FOR PROTECTING THE BALANCE SPRING (PROVISIONAL SOLUTION)



Feb. 27, Technical Workshop, Minnesota Watchmakers Association.

April 18, Horological Association of Iowa - Technical Workshop.

May 1 & 2, Wisconsin Watchmakers Association - Convention.

May 15 & 16, North Carolina Watchmakers Association Convention, Blockade Runner Hotel, Wilmington, N. C.

May 22 & 23, Horological Association of Virginia - 1971 Convention.

June 18, AWI Research and Education Council Meeting, Cincinnati, Ohio.

June 18, Affiliate Chapter Representatives Meeting, Cincinnati, Ohio.

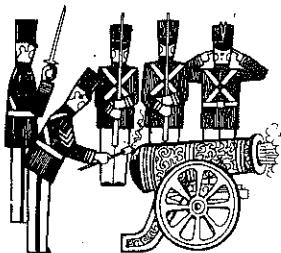
June 19 & 20, AWI Annual Board Meeting - Cincinnati, Ohio.

Jan. 4, Horological Society of New York - Regular meeting, 7:30 PM, Royal Manhattan Hotel, 45th Street and Eighth Avenue.

Jan. 19, Massachusetts Watchmakers Association - Regular Meeting. Hotel Sonesta, Cambridge, Mass. 8:00 PM,

Feb. 1, Rhode Island Watchmakers Association - Installation of Officers.

Feb. 21, AWI Technical Seminar, Orangeburg-Calhoun Technical Center, Orangeburg, South Carolina, 9:30 AM to 4:00 PM.



## WE SALUTE THESE NEW MEMBERS!

BARDEN, M. H. - Richmond, Virginia  
BOLLES, William, Jr. - Ft. Lauderdale, Fla.  
BUHAY, John J. - Hollywood, Florida  
COSTELLO, John L. - Canoga Park, Calif.  
ESSLINGER, Hugo W. - Los Angeles, Calif.  
HERROLD, Frederic B. - Mount Pocono, Pa.  
HILER, William Russell - Baltimore, Md.  
HUFF, Bernice M. - Daytona Beach, Florida  
ISON, Oscar S. - Seattle, Washington  
JACOBS, Ken - Miami, Florida  
KETTELKAMP, Wesley - Bloomington, Minn.  
KREITLER, John U. - Portland, Oregon  
LINCOLN, Ruth A. - Roseville, Michigan  
MANN, Jim L. - Newport News, Virginia  
MCWADE, Robert C. - Aurora, Missouri  
MILLER, Woody - Edmonds, Washington  
PHILLIPS, Marvin - Orlando, Florida  
RAMSEY, Philip S. - St. Augustine, Florida  
RICHARDSON, Marjorie L. - Union, Missouri  
RUSSELL, James M. - Miami, Florida  
SCHULER, Harry B. - Hialeah, Florida  
TALLEY, Joseph E. - Waldorf, Maryland  
TALLEY, Roy Douglas - Waldorf, Maryland  
TANEGA, Jesus - Honolulu, Hawaii  
TERRELL, James A., Jr. - Roanoke, Va.  
WILLOUGHBY, Harvey T. - Emporia, Va.  
WOOD, John J. - St. James, New York

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## TRAGIC ACCIDENT CLAIMS LIFE OF CHARLES S. ROWE - DEVELOPER OF MIR- ACLE PLASTIC LUBRICANTS

We regret to report the death of Charles S. Rowe, Lake Park, Florida. Mr. Rowe died October 5th as a result of a boat accident. The accident occurred in Evansville, Indiana where Mr. Rowe and Otis G. Wilson were attempting to make repairs on their boat. The two men were bound from Louisville, Kentucky to New Orleans, Louisiana. Reports say there was an explosion on the boat, followed immediately by two more. The burns suffered by Mr. Rowe proved to be fatal.

"Charlie" as he was known by his many friends, is well known for his development, along with his partner, A. C. "Johnny" Pyles, of the Miracle Plastic Watch Lubricant. He was also a member of the American Watchmakers Institute and an enthusiastic supporter of the national association.

## FRIED NAMED WMJDA MAN OF THE YEAR

Henry B. Fried, AWI President, noted horologist, author, lecturer, consultant and educator, was hailed as the ninth "Man of the Year" last month by the Watch Material and Jewelry Distributors Association of America. A luncheon was held in Mr. Fried's honor in New York City, this was in conjunction with the mid-term board meetings of WMJDA.

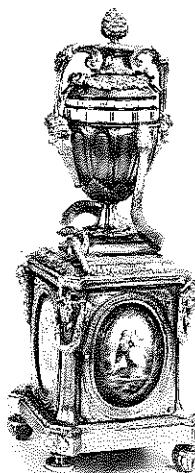
Nearly 100 industry officials and friends applauded Fried's selection at the Hotel Americana affair, presided over by WMJDA's executive director, Stanley G. House. The luncheon cumulated a day and a half of Board meetings under the gavel of Arthur O. Bush, President of the association.

Mr. Fried has served for nearly fifteen years as WMJDA's technical advisor. Fried was described by Stanly House as a "gentleman and a gentle man". In addition to serving AWI as its president, Henry Fried writes a monthly column in the Jewelers Circular Keystone, and until recently was head of the Horology Department at George Westinghouse Vocational and Technical High School in New York City.

Accepting the traditional WMJDA sterling silver tray, Fried said, "This honor bestowed upon me today serves as a symbol for every watchmaker in America. We are a vanishing breed; yet the future holds a great need for watchmakers. I appeal to everyone in the industry to rebuild the watchmaking profession". As President of the American Watchmakers Institute this year, Mr. Fried is working tirelessly to do just that.

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## COVER PHOTO



## FRENCH URN CLOCK

Louis XVI period 1750-90. The urn is fire gilt with porcelain inserts ornamenting the base. Circular minute and hour dials revolve and a serpent, which symbolizes eternity, indicates the time. Formerly in Hagan's Clock Manor Museum.

## ? QUESTIONS AND ANSWERS ?

By AWI Technical Committee

### NEW CASES FOR CHRONOGRAPHS RECHARGER FOR LE LANDERON 4750

Q. I have several chronographs which are in need of new cases. I have tried to obtain new ones from several sources, without success. Do you know where I can get them? Also I would appreciate it if you can tell me where a re-charger for the accumulator of the Le Landeron 4750 can be obtained. Joseph T. Schultz II, Pensacola, Florida.

A. For watch cases for your chronographs, write to Henry Sobel, 131 Canal Street, New York, N. Y., or to M. Kahane, 25 Ann St., New York, N. Y. 10038. As for your re-charging the Le Landeron 4750, this is described in the book, "The Electric Watch Repair Manual, by Henry Fried, page 190-191. These watches have two crowns. Remove the one at the 9 position and using a D cell, connect the +plus to the case as a contact and make contact within the crown tube (case) with the -minus lead for 12 hours. You may wish to write to the Watchmakers of Switzerland Information Center, 608 Fifth Avenue, New York, New York.

### CUCKOO CLOCK ILLUSTRATIONS

Q. Could you please tell me where I could get books on Cuckoo clock movements showing assembling and repairing? Leo Martin-eau, Fitchburg, Mass.

A. The book "The Modern Clock" by W. L. Goodrich, has a nicely illustrated chapter on this. Write to Ed. Burt, Box 399, Exeter, N. H. 03833, or Roberts Publishing Co., P.O. Box 758, Bergen Park, Evergreen, Colorado 80439, book dealers specializing in Horological books.

### PRINTING DIALS

Q. I have recently acquired a used Bergeon Dial Printer which I want to use for printing Watch Dials, with the buyers name on, perhaps a dozen lots or so. The troubles I have encountered seem numerous, first, can you tell me the best way to have the die made, by engraving, or Photo etching? Second, I have bought some Comp for making the ink pick up, but this seems to have small bubble cavities. Third, the ink itself, is this a special varnish; does the dial have to be prepared in any way such as a wipe over with benzol or some such fluid? If the die is etched does this have to be done lightly or

deeply to hold the ink? Hoping these questions are in the realm of your experts, as I quite understand that it may be a separate trade all of its own. N. E. Booth, Auckland, New Zealand.

A. Hand engraving is best. Photo etching good, if depth and definition are controlled. Not too deep, otherwise too much paint is picked up. If too shallow, you get no figures. Too much paint results in figures running together. This is bad for small names and sweep second dials. Use ordinary, good quality black enamel paint, such as bought in paint stores, not latex, etc. To be successful, it will take plenty of experience and experimentation.

### REPRODUCTION OF WILLARD MOVEMENT

Q. I want to make a reproduction of an old Willard movement, but do not want to copy the tooth form due to wear and possible errors. So far, efforts to make a 10-times scale mechanical drawing using Britten's Handbook, Levin's Practical Benchwork for Horologists, etc., have resulted in contradictions and drawings of gears that will not work. Can you recommend a source of information that will enable me to make accurate gear cutters? Preferably, I would like to use 10 or 20 times scale drawings or by mathematics. Your consideration of this request would be greatly appreciated. John Alexander, C. W., Beverly, N. J.

A. If you are going to reproduce a Willard clock, then you should copy the tooth forms. As a matter of fact, many clockmakers around the country have been doing this so that in years to come, no one will really know just what 'Willard' was the Willard. One fellow I met a couple of weeks ago in Charlottesville, Va. is making these movements and it was really tough to know the original. He had cutters made for him in Switzerland exactly to the tooth form used in the Willard clocks. Hamilton Pease of 51 Empire Street, Providence, R. I. 02903, just finished one such clock. As for gear cutters, I would suggest that you write to Bill Simmons of Eagle Rock, Va. 24085, who is the president of the Virginia chapter of the Clock Collectors. He knows everyone there and would put you in touch with the party who is making these movements, and then how this party got those cutters, each made to his specifications for about \$15.00 each in Switzerland.

## F. T. C. ACTS IN VOLTAIRE TIME CASE

Robert Krementz, President of Jewelers Vigilance Committee announced today that notification has been received from the Federal Trade Commission that Voltaire Time, Inc., Germinal Voltaire and Maurice Elk, individually and as an officer of said corporation have consented to an order prohibiting them from misrepresenting watches and using deceptive sales practices.

According to Joel A. Windman, JVC's General Counsel, complaints were first received about this firm in 1965 when promotional materials consisting of form letters requesting information from recipients and offering the companies watches at one-third of its prevailing prices as a "reward" for participating in the so-called survey were sent to customers throughout the United States. Windman stated that JVC had received a large number of complaints and, as a result, conducted an investigation into their allegations, and on January, 1966 JVC turned its evidence together with its research over to the Federal Trade Commission and requested that appropriate action be instituted. The matter was also forwarded to Louis J. Lefkowitz, New York State Attorney General for similar action.

In May of 1967, JVC was informed that Voltaire Time, Inc. had given the State of New York assurances that it would discontinue and no longer represent among others that:

1. The Germinal Voltaire watch is world famous.
2. That it was "one of the world's truly fine watches since 1848".
3. That persons participating in its questionnaire can purchase their watch at one-third of the suggested retail price.
4. That the advertising was sent to a select group of American business and professional people.

They paid New York State \$750.00 in costs but entered the Assurance without admitting it violated the law and for settlement purposes only.

After JVC received this positive action on the part of New York State, it continued to press the FTC for action for nationwide coverage. As a result of this insistence, this month, almost five years after JVC's initial complaint, the FTC has provisionally accepted a Consent Order to Cease and Desist not only from Voltaire Time, Inc., but also from Maurice Elk, individually and as an officer of this corporation.

According to Windman, the FTC Order was even more inclusive than New York's. Any violation may subject the persons involved to a civil penalty of up to \$5,000 for each violation.

The FTC ordered the parties to cease and desist from doing, among others:

1. Representing they had business headquarters or a factory located in Switzerland with offices located in the United States, or that letters, advertising, or

promotional or other printed material was distributed by a business based in Switzerland.

2. Representing that persons to whom advertising is sent are specially selected.
3. Misrepresenting the intent or purpose for which any solicitation, survey or inquiry is made.
4. Representing that its products are to be offered in stores in the United States.
5. Representing that its watches are being offered at a reduced price in return for the persons completing a questionnaire.
6. Representing that its watches are in limited supply or that the offer is limited as to time unless such limitation in fact existed and was adhered to.
7. Representing that any amount is the price at which watches will be sold at a future time unless said watches were, within the represented future time, put on the market in substantial numbers and in good faith offered to the public at the represented prices in the usual course of business, and for a substantial period of time.
8. Representing that their watches
  - (a) are world famous or,
  - (b) have been manufactured continuously since 1848, or,
  - (c) have been previously purchased by Americans in Europe or,
  - (d) have never before been sold in the United States.
9. Representing that watches are guaranteed unless the extent and nature of the guarantee, the identity of the guarantor and the manner in which the guarantor will perform are clearly stated.

A further deceptive practice charged against the firm was its failure to disclose the true metal composition of watchcase bezels and wristbands which have been processed to simulate gold or gold alloy. The order was for settlement purposes only and did not constitute an admission that the law had been violated.

Windman noted that although five years had elapsed from the time of the promotion until the signing of the FTC "Order", the results of the order will certainly set guidelines that the FTC will follow in its future dealings with promotions of this kind. Hopefully, a promotion following similar pattern lines will be quickly and forcefully stopped by the FTC without too much time elapsing between JVC's complaint and FTC action.

Krementz added: "Only by rapid action of the Federal Trade Commission can JVC continue to insure our industry against unfair competition".

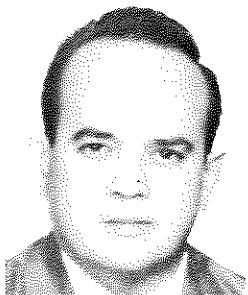
AWI adds "A MEN" to Mr. Krementz's comment! We have experienced the same unreasonable delays by FTC in matters we have brought before them.



## FLORIDA

The combined efforts of the Florida State Watchmakers Association, The Greater Miami Watchmakers Guild, The American Watchmakers Institute, the Lindsey Hopkins Vocational School, and the Florida Watchmakers Commission spelled COOPERATION recently. The first in a series of examinations was given to our Cuban friends, thus starting registration for them as licensed watchmakers in the State of Florida. Through the efforts of these groups, the examinations were brought to Miami; heretofore the applicants had to travel to Tallahassee, a good distance from Miami, saving them both time and money.

Coming to this country over ten years ago, homeless, bewildered and jobless, our Cuban friends have made a place for themselves with us, taking advantage of the opportunities offered them.



Eddy Cerra

Eddy Cerra, President of the Delcer Watch Company, represented the Greater Miami Watchmakers Guild, along with Joseph Liebman of the Liebman Clock Co.; also President of the G. M. W. G. Eddy, as he likes to be called, took the bull by the horns and was instrumental in doing the preliminary translating of the examination into Spanish. This involved much work and research, as the names of parts and functions are different in the various Spanish dialects. Study books, instruction sheets for procedure also had to be translated and made available to applicants. He also had the job of interpreter, so he was a very handy man to have help plan this event.

Charles Mezger, instructor at the Lindsey Hopkins Vocational School of Watchmaking was also on hand, along with Edward Miller, AWI and F.S.W.A. member, Clinton Aderman, past president of the AWI, and Robert

Pool, Chairman of the Florida Watchmakers Commission. It is gratifying to note that all who helped put this examination across are members of the American Watchmakers Institute. Again it is noted that the AWI is ready to help, being a non-profit organization, these men have put in a lot of their time. Several dates are scheduled for future examinations, so the boys aren't through with their job yet.

## KANSAS

On November 15th, the Kansas Jewelers Association held an educational clinic in Manhattan, Kansas. Kim Hutchinson of the Hamilton Watch Company, presented "The Pulsar" and explained what this timepiece and its effect will be on the watchmaker in the future.

Paul Collins, President of KJA, presented "Pearls and Colored Gemstones". He showed slides which he had taken during trips to the Orient and South America. Along with these fabulous slides, he gave a story of these gemstones from their source. How and where they are mined; how they look in the rough and right through the process to the finished product.

"Sales in the 70's" was the topic of Jack Parr of Jack Parr Associates. This was a real program of inspiration and ideas in the field of salesmanship.

"Store Remodeling" was the subject of Don Maun's presentation. Slides were shown of stores over the great Midwest and some from Europe, before and after remodeling. Mr. Maun also shared ideas on how to do showcases and show windows.

## NEW YORK

The New York State Watchmakers Association 32nd Annual Convention was held September 19 and 20 at the Flagship in Rochester, N. Y. The purpose of this convention was to bring the latest developments in the industry before the watchmaker and to bring him service tips on new products. Also important is the fellowship and opportunity for the watchmakers to discuss and solve common problems. Thanks to the efforts of the officers of the organization, this year's convention was very successful in accomplishing all of these objectives.

Seminar type meetings were presented Saturday afternoon and Sunday morning. Speakers at the banquet Saturday evening were Henry B. Fried, AWI President, who spoke about

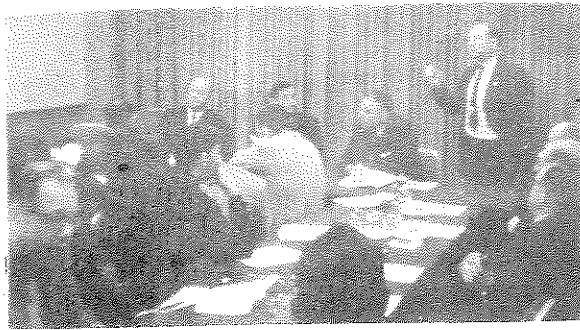
NEWS FROM ALL AROUND THE ASSOCIATION  
(continued from page 13)

NEW YORK (continued)

AWI and NYSWA; and Ed Wimmer, Vice President and Public Relations Director of the Federation of Independent Business who gave a stirring speech on the importance of The independent business man to the American way of life.

Presentations, display tables, ladies' program and door prizes rounded out the convention.

NORTH CAROLINA



On October 5th, the North Carolina Watchmakers Association Board met. The purpose of this Board meeting was to announce the implementation of the National Case Marking program, and to explore ways and means of inducing cooperation of the individual watchmaker and initiating publicity relevant to this program on the state and local levels. North Carolina Secretary, Walter Hanson, indicates that they consider this only the first step toward their immediate goal of amending their present law to make case marking mandatory. NCWA feels that an amendment of this type will safeguard the public and immeasurably strengthen their laws. By doing this, it is felt they can then seek further amendments that will enhance the watchmaker's chances of enjoying the "good life" with the fruits of his labors.

OHIO:

At a recent meeting of the Cincinnati Watchmakers Guild, Mr. Harold Herman, Past President of the AWI, was featured speaker. Mr. Herman, expert watchmaker and well-known lecturer, talked on motion with method with Duo-Lube. This slide presentation was detailed description of the latest production methods and techniques for the faster and better cleaning of watches and minimizing come-backs.

SOUTH CAROLINA

Lanier Williamson, President of the South Carolina Watchmakers Association announced today the formal addition of the Greater Columbia Guild into the State-wide organization. Elected President was Judd Herman-son, Carrol Cannon was named Vice President, Chuck Holland will serve as Secretary, and Steve Mendel was elected to become Treasurer.

Mr. Williamson stated that the South Carolina Watchmakers Association is very gratified with the growth of their new organization, and has faith that new guilds will be announcing their action to become a part of the state-wide association soon.

Anyone interested in becoming a member of this fast growing association, contact: Lanier Williamson, 225 King St., Charleston, S. C. 29401.

VIRGINIA

The Horological Society of Virginia held a technical workshop, October 25th at the Sheraton Motor Inn, Richmond, Virginia. The program featured AWI President, Henry Fried who presented a program on "Practical Hairspring Work" and a complete discussion of topics of current interest to watchmakers. Also appearing on the program was Mr. Jim Lazarus, Vice President of L&R Manufacturing Company. Mr. Lazarus discussed the best methods to use their product effectively.

Everyone who attended this workshop agrees it was one of the best organized events of this kind in recent years. Our hats off to AWI Vice President Ewell Hartman and his HAV Officers who did such an outstanding job. This once again points up the importance of teamwork which is effected through the AWI and Affiliate Chapters.

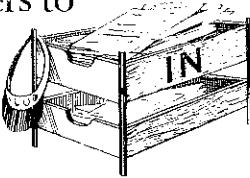
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WAO PLANS EUROPEAN TRIP

The Watchmakers Association of Ohio is planning a group tour of Europe. The tentative dates are April 22 to May 6, 1971. Participants will have the option of several plans.

1. A tour of Swiss watch factories, a tour of the Black Forest and other planned tours.
2. A railroad pass good anywhere in Europe for two weeks so you can roam about Europe on your own.
3. Special car rental plan so you can tour Europe in small groups or on your own.

For complete details and prices, contact the office of Watchmakers Association of Ohio, P.O. Box 5021, Columbus, Ohio 43212.

## Letters to the Editor



Dear Sir:

..... Let me make a suggestion reference our A.W.I. News.... Frankly, I do not care too much for its format. Others I have spoken to are of the same opinion. Once again, I do not believe in purely destructive criticism. However, I find that my name is listed as a member of the Editorial Committee and that puts me in a position of personal criticism.

My suggestions for a better and more economically produced monthly publication are listed as follows:

1. Use no more than a nicely printed 4-page folder type publication, similar to Mickey's Michigan Sheet only twice the size.

2. Continue using photos of personalities, seminars and other important events.

3. Most important: Use one major "leader" article. This should not be of a technical nature. It should be written about something on the immediate agenda program of A. W. I. ie: Clock certification, Case-marking, Licensing, Economic Stability, Credit Unions, Hospitalization, Group Insurance Programs, How to run and operate a local guild or chapter, How to sell a repair, Your national office and what it does, etc. I could go on.

4. Make sure that the leader item is written by someone competent and in concise English (or good American-English). If you do not have anything lined up, notify someone on the Editorial Committee to send an article in before "deadline". Suggested length of the "leader" should not exceed 1,000 words. This takes about 4-pages double-spaced quarto with one-inch printer's margins down each side.

5. Get compacted material about individuals around the 50 states, plus D. C. More personal info on people, meetings, seminars, etc. Photos are always good.

6. Personal letters should be minimized. Print only the very best, but limit.

7. Technical information should be limited to one page. Something very new, like "Pulsar" is okay. Most information of a technical nature is sent to the watchmakers, or through jewelry establishments, direct from the factories. In addition, it is carried by American Horologist & Jeweler (which all A.W.I. members get), as well as by all the leading Horological and Jewelry industry publications.

8. Use the back page for trade advertising (paid by advertisers). This is a source of revenue; will cut overall costs of publication. Back page can also carry "want ads", Job opportunities, etc.....Also, don't forget an application blank for A.W.I.

Sincerely,  
Sean C. (Pat) Monk  
Birmingham, Mich.

I can't say I was pleased to learn of your opinion of the A.W.I. News, but I do appreciate the forthright way you present your criticism. I honestly believe you are wrong, but that won't stop me from seeking a true appraisal from other members and the Board. You know, sometimes you can be so close to something and not be aware of its faults. This may be the case with the A.W.I. News; if it is, we want to know about it. It takes a fellow like you with your sincere frankness sometimes to make us step back and take another look at things.

With this in mind, I am going to print your criticisms and suggestions in the News, so we can get the reaction of the membership. I promise you, I'll send you a copy of every reply we get, good or bad. In addition, I'll send copies to the entire Board, so we can have their reaction, too. Then, if we are on the wrong track, changes will be made.

Thanks for keeping busy in the interest of  
A. W. I. and the watchmaking trade.

## POSITIONS AVAILABLE

11/70-1A- Watchmaker-Manager, full time. This position is open in the Ayres Store, Fort Wayne, Indiana. Contact: Mr. Sidney D. Josephs, Repair Services Management Co., 616 The Arcade, Cleveland, Ohio 44114.

11/70-2A-Watchmakers! Join our fine staff of Horological craftsmen whose aim is excellence. Choose from positions in our development Laboratory; in Accutron Manufacturing; in servicing and repairing or in one of our Service Centers throughout the United States. The starting salaries are liberal and the fringe benefits include free pension fund and medical insurance. Contact: Mr. G. Boerum Bulova Watch Company, Bulova Park, Flushing, New York 11370.

## TRADE WORK WANTED

11/70-1B-Trade watch repair. 1 week service. Guaranteed. Ultrasonic cleaning, Electrically timed. 12 years experience. Write for price list. Campbell's Watch Repair, 16 N. Main St., Englewood, Ohio 45322.

## NOTICE!

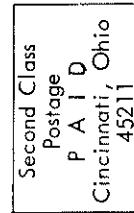
Sandra L. Ohlenkamp, 22239 Marine View Dr., Des Moines, Wa. 98188, reports a Ball Railroad Watch, Size 16, 21 jewels, movement #B-644043 as stolen. If you come across this watch, please contact her.

## CAN YOU HELP?

The South Lake Tahoe Police Department is trying to identify a deceased male subject. This man was wearing a Hamilton, 17 jewel, Model 672, 10K rolled gold plate, waterproof case, self winding watch. The case is #P196177. The scratchmark in the case is #26-8182. Approximate value of the watch is \$80.00. If you have any information that might be helpful, please contact: Detective Bergman or Sgt. Dezanson, South Lake Tahoe Police Department, Tahoe, California, Phone: (Area 916) 541-4060, Extension 34.

## CAN YOU HELP?

AWI member is in urgent need of a used Bulova 10 COACD Calendar Movement. If you have such a movement for sale, please contact Stuart Lawrence, Stuart's Watch Repair, 11 Back St., St. Thomas, V.I. 00801.



AMERICAN WATCHMAKERS INSTITUTE  
P. O. Box 1101  
Cincinnati, Ohio 45211  
Send Form 3579

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## URGENTLY NEED HELP IN LOCATING CUSTOMERS' STOLEN WATCHES

A large number of watches (customers' repairs) was stolen early this month in Southwestern Ohio. These watches will be marked either with the National Registered Case Mark symbol 36 FE or a marking like this: 9395-S11.

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The numbers missing are as follows: 9324, 9366, 9387, 9395, 9400, 9402, 9407, 9412, 9413, 9414, 9415, 9416, 9419, 9422, 9424, 9427 to 9439 inclusive, 9441, 9444, 9445, 9446.

If you have information about any of these watches, please contact the AWI office.