

# The H.I.A. Journal

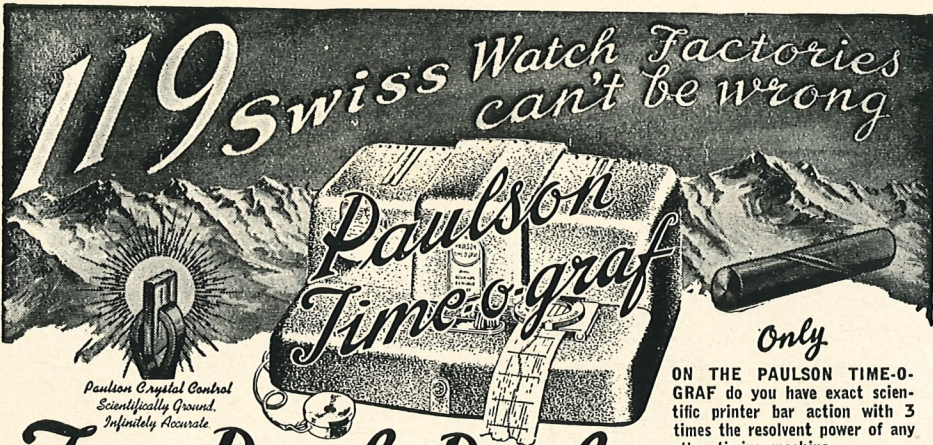
OFFICIAL PUBLICATION OF THE HOROLOGICAL INSTITUTE OF AMERICA.



PP. 53

**October, 1949**





Paulson Crystal Control  
Scientifically Ground.  
Infinitely Accurate

# For Peak Performance

## THE TIME-O-GRAF

USED IN THOUSANDS OF JEWELRY STORES AND AMERICAN FACTORIES

*is the Choice of 119 Swiss  
Watch Manufacturers*

### BECAUSE

*Only* ON THE PAULSON TIME-O-GRAF with continuous tape record, it is possible to get all the answers including the train, pallet stone, roller jewel, etc., on one complete record.

*Only* ON THE PAULSON TIME-O-GRAF can you regulate your watch and see exactly what it is doing as you move the regulator. Wonderful for hairspring work, too.

*Only* ON THE PAULSON TIME-O-GRAF it is possible to reveal a continuous record of all positions on one tape without stopping the machine.

*Only* The PAULSON TIME-O-GRAF gives you superior scanning speed and also unparalleled scientific accuracy.

**PROVE IT YOURSELF WITH A  
NO RISK TRIAL**

*Only* **\$490<sup>00</sup>**  
LESS 2% FOR CASH

PAYMENT PLAN AS LOW AS

**\$24<sup>27</sup> PER  
MONTH**

**Henry PAULSON & Co.**  
131 S. Wabash Ave., Chicago 3, Ill.

USE THIS HANDY COUPON

HENRY PAULSON & CO., 131 S. Wabash, Chicago 3

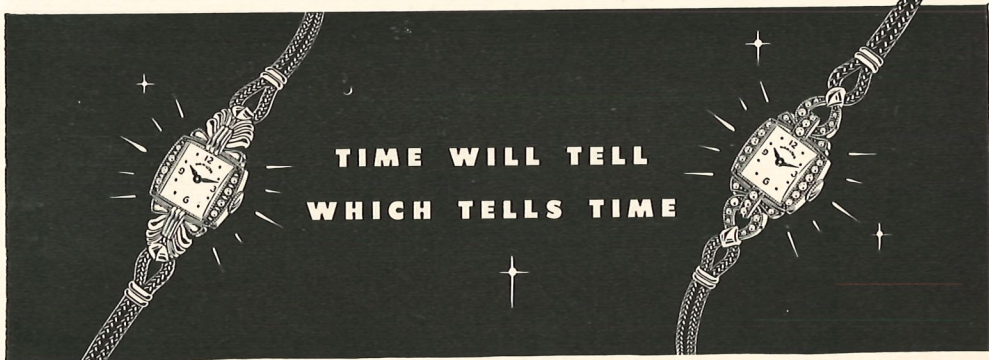
- Please send information on no risk trial on Paulson Time-O-Graph.
- Please send Paulson Time-O-Graph at \$490 less 2% for Cash.
- Please enter order for Time-O-Graph—\$100.00 with contract. Balance \$24.27 per month for 18 months.

Name.....

Address.....

City..... State.....

WHICH IS THE *Authentic* HAMILTON?



Although the timepiece on the left has a Hamilton movement it is not an authentic Hamilton diamond watch. For after it left the factory it was put in a case of inferior quality. Without its original case, designed specifically for that movement, it is no longer a true Hamilton. And your customers will not have Hamilton's prized accuracy. The watch on the right is an authentic Hamilton diamond watch. The case was quality-made to protect the movement. It contains fine stones, is guaranteed. It is a Hamilton through and through. It offers a fine value and a fair profit.

Lower quality cases may produce a few quick dollars of extra profit for you. But the customer's ultimate disappointment will change that extra profit into a very real loss to you.

For your customers who want a really fine diamond watch, Hamilton offers a complete selection of styles and prices in the Lady Lancaster and Lady Hamilton series in both gold and platinum. Protect your customers and your own reputation by selling only authentic Hamilton diamond watches.

HAMILTON WATCH COMPANY, LANCASTER, PA.

*Hamilton*  
THE FINE AMERICAN WATCH

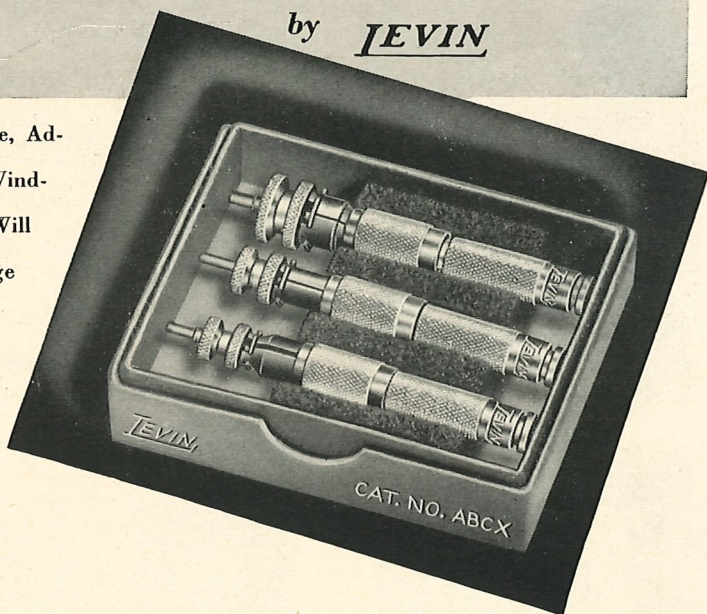
This guarantee folder and the name HAMILTON on the back of the case mean the watch you sell has been timed, cased and packaged at the Hamilton factory. No diamond-set Hamilton is authentic without both—no unauthorized recased Hamilton is covered by the Hamilton guarantee.



**YOU'LL WANT THESE**  
**NEW ADJUSTABLE MAIN SPRING WINDERS**

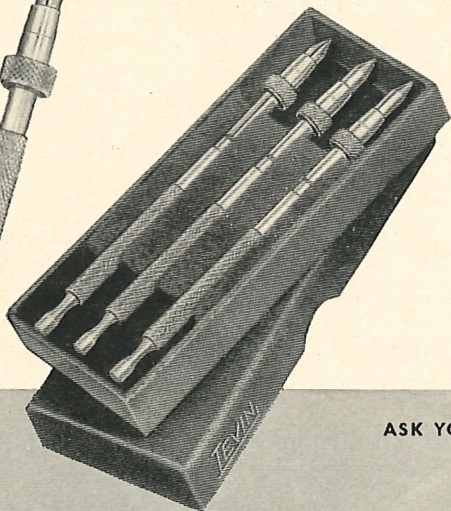
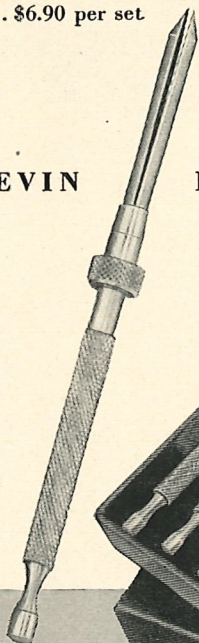
by **LEVIN**

Exceptionally well made, Adjustable Main Spring Winders. Set of three sizes. Will handle complete range of wrist watch barrels, down to the smallest baguette size. Cat. No. ABCX  
 .... \$6.90 per set



**LEVIN**

**PRECISION BALANCE SCREW HOLDERS**



Set of three balance screw holders made in the popular slide style. The jaws are precisely made of tool steel and the tips are hard. Sizes .010", .025", and .040". Knurled handles are brass and nickel plated. Cat. No. BSHS... \$4.50 per set.

ASK YOUR DEALER FOR CATALOG "E"

GENUINE **LEVIN** TOOLS  
 CARRY THIS TRADEMARK

LOUIS LEVIN & SON, INC.

782 E. PICO BLVD., LOS ANGELES



*Sell  
Do What Comes Naturally...*

**...An  
ELLANAR  
PRODUCT**

REPLACEMENT OR A REFUND OF MONEY  
★  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

**with Every Sale of Jewelry or Silverware**

Precious things feel the ravages of time and usage. With every sale of jewelry or silverware just say, "Sir" or "Madam" (as the case may be), "I heartily recommend Ellanar to help keep that Brand New Look forever". It's an irresistible appeal. At the price it's an additional sale. For you a tidy profit. Do it always!



**16 oz. ELLANAR  
JEWELRY SERVICER**

Great, NEW packaged combination complete with exclusive L & R Safety Cleaning Tray, new giant size 16 ounce wide-mouth jar of Ellanar Jewelry Cleaner and brush in self-selling, 3-color counter display carton. **\$1.00**

COST TO RETAILER:	
1 Doz.	\$ 7.00
6 Doz.	39.00
1 Gross	72.00



**8 oz. ELLANAR  
JEWELRY CLEANER**

Over a million jars sold—striking testimonial to America's favorite jewelry cleaner.

Generous 8 ounce jar with brush **50¢**

COST TO RETAILER:	
1 Doz.	\$ 3.50
6 Doz.	19.50
1 Gross	36.00
FOR SHOP USE:	
1 Quart	\$ 1.00
1 Gallon	3.50



**ELLANAR  
SILVER GLEAN**

'Flood-treated' by exclusive process to produce a scratch-free, gentle cream that puts a brilliant, longer-lasting luster on sterling and plate. Never settles out in bottle, is kinder to hands, more economical to use.

8 oz. **65¢** • 16 oz. **\$1.00**  
32 oz. **\$1.75**

COST TO RETAILER:	
8 oz. size	16 oz. size
1 Doz. 4.50	1 Doz. 7.00
6 Doz. 25.50	6 Doz. 39.00
1 Gross 46.75	1 Gross 72.00
32 oz. size	
1 Doz.	\$12.25
6 Doz.	68.50
1 Gross	126.00

ELLANAR Products are NATIONALLY ADVERTISED • FREE WINDOW AND COUNTER DISPLAYS • FREE MAT SERVICE • FREE STORE NAME IMPRINTS ON GROSS ORDERS.

Ellanar Products are made only by **LER** World Famous for Watch & Jewelry Cleaning

Main Offices and Plant: 577 ELM STREET • ARLINGTON, NEW JERSEY

# THOUSANDS OF JEWELERS HAVE RECEIVED THE OFFICIAL CATALOGUES

*Here's how they say Parts 1 and 2 help them...*

- By simplifying identification of parts.
- By speeding up ordering of repair parts.
- By minimizing the possibility of mistakes in ordering and in filling orders.
- By providing a simple system for identifying movements—even when unmarked.
- By increasing the total number of Swiss watches which they can service.

*And here are the features that make  
Parts 1 & 2 of the Catalogue so useful...*

- Both use the same Official numbering system for all Swiss Watch Repair Parts.
- Both include a list of principal parts and materials for the movements that they cover. Each part is illustrated, described in 4 languages, and numbered according to the Official system.
- Both have a dictionary section that's complete enough for everyday needs.
- Both have a simple method of identifying unmarked movements, and complete indexes that give full information on marked movements and manufacturers.
- Both are loose-leaf, easily kept up to date, and both have complete instructions on their usage.

## ARE YOU TAKING FULL ADVANTAGE OF ALL THESE SERVICES OF THE OFFICIAL SWISS WATCH REPAIR PARTS PROGRAM?

- 1. The Official Swiss Watch Repair Parts Information Bureau.** Located at 730 Fifth Avenue, New York 19, N. Y., to answer repair questions.
- 2. The Official Catalogues of Swiss Watch Repair Parts (Parts I & II).** A complete and standardized listing of materials for almost every current type of movement manufactured in Switzerland.
- 3. The Official Dictionary of Watch Parts.** Recommended for large watch-repair departments and highly skilled watchmakers.
- 4. The Official Package for Swiss Watch Repair Parts.** Now being introduced for staffs and stems of the most widely used Ebauches movements.
- 5. The Official Cabinet for Swiss Watch Repair Parts.** New, efficient design that holds both packaged and unpackaged parts. Order from your supplier.
- 6. A Speaker's Kit** — for talks on the Repair Program — includes text for speaker, slides and instructions. Obtainable from the Information Bureau.

*For the gifts you'll give with pride—let your jeweler be your guide*

The WATCHMAKERS OF



SWITZERLAND





# YOUR QUALITY WATCH SALES

## 2. The Pre-Christmas Push

Here's the ad that will work for you in November, making 77,176,900 reader-impressions in LIFE, LOOK, SATURDAY EVENING POST, TIME, NATIONAL GEOGRAPHIC.

This special "month before Christmas" ad starts your customers thinking about watches as Christmas gifts. And it backs up the gift theme with a strong "what to look for" story that features the four vital quality points below.

**1.** In every watch it's the movement that counts—be sure the watch you buy has a quality Swiss jeweled-lever movement.

**2.** Don't be fooled by so-called "watch bargains"—you usually get just about what you pay for.

**3.** A smart Swiss watch is a treasure of lasting pride—for you—or for the fortunate one who receives it from you.

**4.** When you buy a new watch, rely on a jeweler in whom you have confidence—he'll show you the best jeweled-lever Swiss movements in your price range.



**1** A watch is the most wanted gift of all, the gift that stands for love and courtesy and friendship—a wonderful reminder of the giver through the years. When you buy a watch for yourself or for someone you love—the sure it has a quality Swiss jeweled-lever movement, you know a source of security, dependability and value. Rely on a jeweler to show you these confidence-inspiring and beautiful jeweled-lever Swiss movements in your price range.



**2** Some dealers will help you choose the right watch about quality, value and price. But beware! Beware of the watch bargains, imitations and cheap watches. Because most of such watches are made by hand, they are not made to last.



**3** The quality feature of a jeweled-lever movement (also a trademark) is a guarantee, the assurance of the manufacturer's skill and the ability of the watch to keep time. The only watch in the world that is made by hand and that is made in Switzerland is the Swiss-made watch. It is the only watch in the world that is made by hand and that is made in Switzerland.

What to look for in the watch you buy for Christmas



**4** The jeweled-lever Swiss watch you buy today is not only a masterpiece of art and science, but it is also a masterpiece of engineering. It is a masterpiece of engineering. It is a masterpiece of engineering. It is a masterpiece of engineering.



**5** The gift you want most is a watch because you know it will give you years of joy. It will give you years of joy. It will give you years of joy. It will give you years of joy.

For the gifts you'll give with pride—let your jeweler be your guide

The WATCHMAKERS OF SWITZERLAND



© 1949 Swiss Federation of Watch Manufacturers

## 3. And, for Christmas, the best ad of all! Plus—a free, full-color, 7-piece display. Watch for announcement in next month's trade ads.

**Remember**—Christmas time is the best time of the year to sell watches, and the best watches for you to sell are quality watches—with Swiss jeweled-lever movements. So plan now to build your sales and merchandising plans around this triple "now 'til Christmas" Program. This way you'll get full benefit of the big advertising campaign plus the added impact of merchandising displays.

Be sure to play up this slogan in your store, for it works harder than ever for you during the Christmas season...

For the gifts you'll give with pride—  
let your jeweler be your guide

See Next Two Pages For More News!

The WATCHMAKERS OF

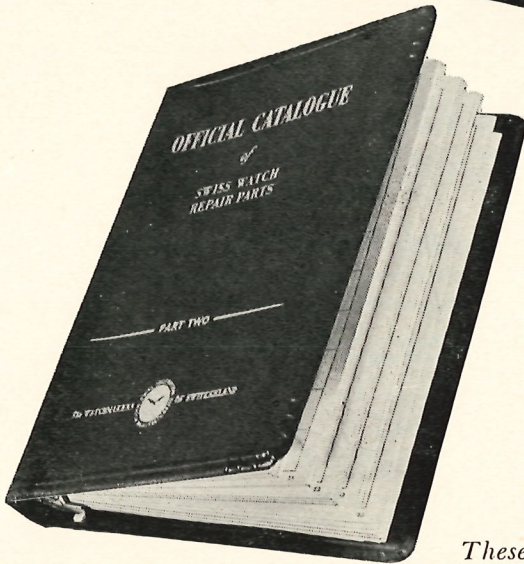
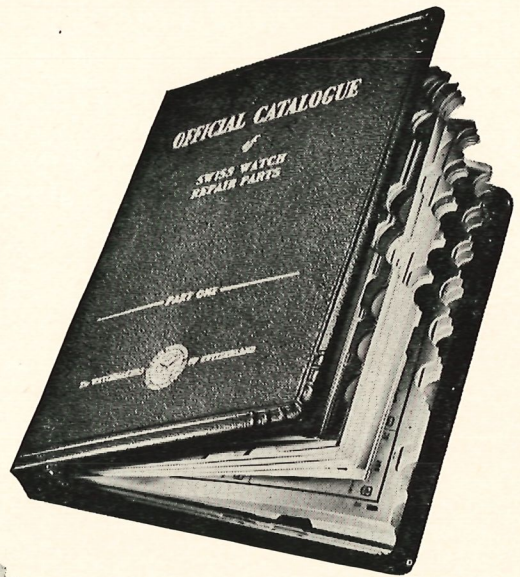


SWITZERLAND

# THE OFFICIAL CATALOGUES OF SWISS WATCH REPAIR PARTS MAKE WATCH REPAIR EASIER!

## PART ONE

For all  
Ebauches movements



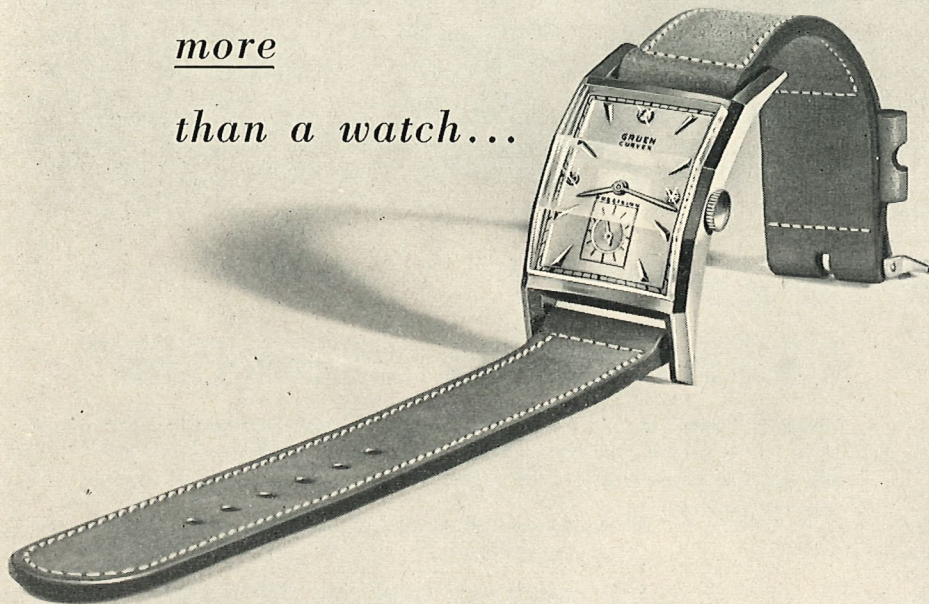
## PART TWO

For Swiss lever  
movements not listed  
in Catalogue Part 1

*These two books work together—to help you give fast and efficient repair service for practically all makes of Swiss watches. Be sure that you keep them up to date by inserting the new pages as they are sent to you.*

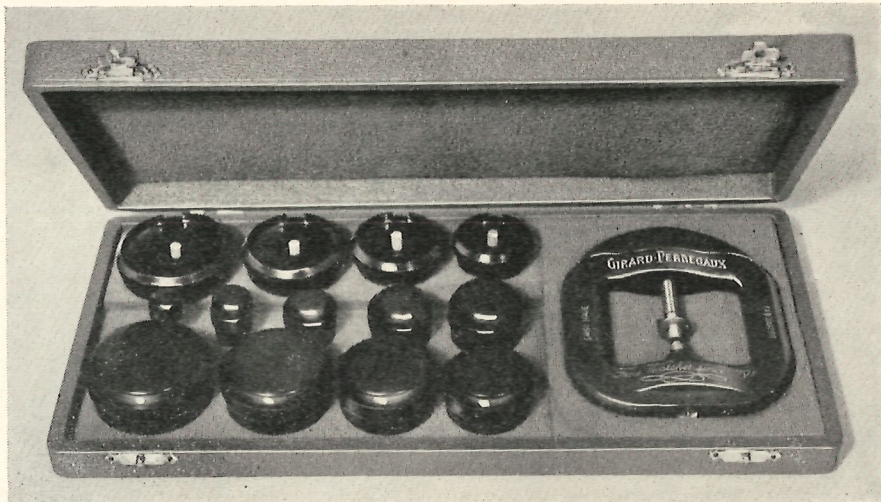
The WATCHMAKERS OF  SWITZERLAND

*they*  
*take home*  
*more*  
*than a watch...*



Every Gruen watch you sell—sells you! Every customer who leaves your store with a new Gruen watch, takes with him an increased appreciation of your standing as a merchant, and a better understanding of the fine reputation you enjoy. As the Gruen watch he wears continues to give steadfast service, his esteem for your store increases. Your good-will comes from many things—your integrity... your good taste... your superior values. But it is noteworthy that where the Gruen name is displayed and Gruen watches sold... there you will find public confidence and public respect. This is a goal which The Gruen Watch Company will always keep, as it has for three-quarters of a century. The Gruen Watch Company, Time Hill, Cincinnati, Ohio. In Canada: Toronto, Ontario.

**GRUEN**  
THE *Precision* WATCH



*Now You May Obtain A*

## **GIRARD - PERREGAUX "PRESTO-PRESS"**

The G-P "Presto-Press" is a new valuable tool that will help you in many ways. Each part is precision-made by famed Swiss craftsmen. You will find that the "Presto-Press" is the perfect instrument for use in your watch repair department.

- To remove or fit round unbreakable crystals up to 48 mm. in diameter.
- To open or close friction type waterproof watch cases (such as the "Sea Hawk".)

Each "Presto-Press" comes in a sturdy kit containing a hand vise and a set of 21 assorted bakelite blocks as follows:

- Four notched blocks (in upper row of kit) used for opening or closing waterproof cases.
- Eight blocks with raised edges on both sides used either for removing or fitting unbreakable crystals or for opening or closing waterproof cases.
- Nine convex blocks used only when removing or fitting ordinary unbreakable crystals.

**All for \$10.00.**

# **GIRARD-PERREGAUX**

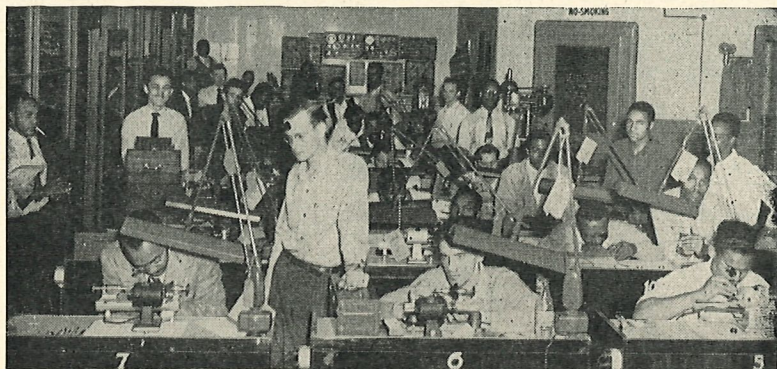
*Fine Watches since 1791*

Girard-Perregaux Watches • 30 Rockefeller Plaza • New York 20, N. Y.

# Morgan Vocational Schools

BALTIMORE, MD. and RIDGELEY, W. VA.

*"Certified Schools for Certified Watchmakers"*



School at Baltimore, Maryland



School at Ridgeley, W. Va.

Courses offered in  
Horology, Precision, Mathematics, Machine Work and Mechanical Drawing

**P. K. MORGAN, Owner of the Schools**

# Speaking of Success . . .

## Let's Look at the Records

**Washington Tech graduates are 100% Employed!**

### WATCHMAKING AND ENGRAVING

One of the country's largest and fastest growing industries. Washington Tech men undergo a course of deep-down training that qualifies them as first class craftsmen in the field. Many of our graduates are holding responsible, top salaried positions.

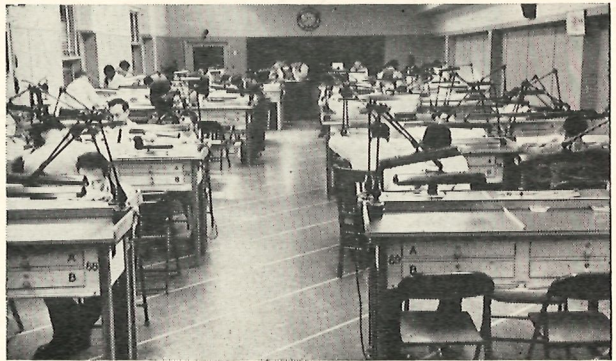



### SECURITY SUCCESS BIG EARNINGS

*Approved  
for Veterans!*

- Good Salaries
- Tools Supplied
- Individual Instruction
- Dignified Profession
- Experienced Teachers
- Day and Night Classes

*Special Engraving  
Class for Jewelers  
and Watchmakers*





# Washington Technical School

*Incorporated*

**WATCHMAKING & ENGRAVING**  
S & M BLDG. 9TH AND D STS., N.W.  
WASHINGTON, D. C.

**DON'T DELAY!**  
Write today  
for Booklet.  
No obligation

# We Believe In Brand Names

K & D Staking  
Tools

Levin Tools

L & R Products

*you should too because . . .*

SPEIDEL . . . GEMEX  
J. B.  
WATCH BANDS

*They're Trademarks of Quality*

QUICK FIT  
BEST FIT  
NEWALL SYSTEMS

*The Pledge of Responsibility*

GENUINE WATCH  
MATERIALS

*The Guarantee of Satisfaction*

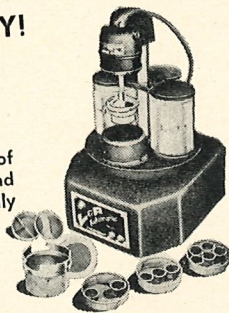
Today when your dollars can't be squandered on unknown, take-a-chance, maybe-it's-good and maybe-it-isn't merchandise, we're proud to have you buy at SOBEL'S. We protect you by buying the best merchandise from the most reputable manufacturers. Yes, we cling to our standards of quality—for we know that dependability will continue to bring you to our doors.

**THE BEST YOU CAN BUY IS THE BEST BUY!  
... AND, IT ACTUALLY COSTS LESS**

**New! L & R Completely Automatic  
WATCH CLEANING MACHINE**

Just press the starter button and you'll enter a new world of watch cleaning. Fully automatic thorough cleaner, rinse, second rinse and dryer. Complete cycle for L & R Perfect results only 12 minutes. List Price

**\$249.50**  
Complete



*Eugene Sobel Co.*

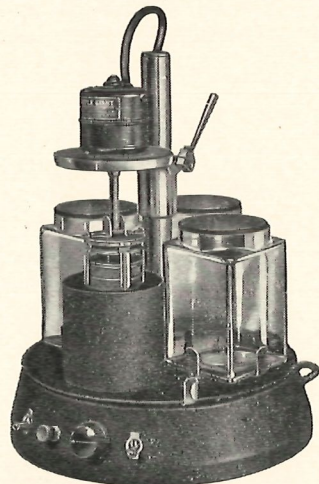
610 9th St. N. W.

WASHINGTON I, D. C.

WHOLESALE DISTRIBUTORS • JEWELRY • WATCH MATERIALS • TOOLS

**SAME DAY  
MAIL SERVICE!**

**PEERLESS** AND **LITTLE GIANT**  
REG. U.S. PATENT OFFICE REG. U.S. PATENT OFFICE NO. 349883  
**WATCH CLEANING MACHINES**



**PEERLESS**  
REG. U.S. PATENT OFFICE

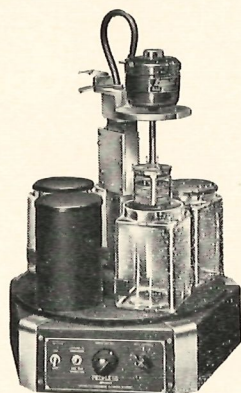
The Peerless is equipped with an automatic reversing operation which is controlled by a heavy duty Universal motor wound for both forward and reverse operation. This automatic action plus square jars prevents a vortex from forming in the solution and creates complete agitation of the solution over and through the basket at all times. Four square jars insure removal of all gummed oil or dirt particles commonly found on movement parts. No brushing necessary. Does complete thorough job. No. 36118

A "LEADER IN ITS FIELD" WITH  
 AUTOMATIC REVERSING OPERATION

**BASKET FEATURES FOR BOTH MACHINES**

The basket features more improvements. Made of stainless steel, or Monel Metal, it is so constructed that the various sections fit together in one frame. Thus the solution passes straight to the parts to be cleaned. The various sections of the basket are held in a new type of frame that can be removed or attached to the basket holder instantly. Finger-tip locking device at any height, no screws or knobs to turn.

FOR  
 BEST  
 RESULTS,  
 USE  
 ONLY  
 PEERLESS  
 CLEANING  
 SOLUTIONS



**LITTLE GIANT**  
REG. U.S. PATENT OFFICE NO. 349883

- Push Button Reversing . . . Simply push a button to make basket turn in reverse.
- Metal Shielded Heating Unit . . . Prevents oxidation of heating coil and gives uniform heat to all watch parts.
- Black wrinkle finish . . . Designed to last and is attractive as well.
- Turntable keeps work in front at all times.

No. 36119 ..... \$67.50

**C. & E. MARSHALL CO.**  
 BOX 7737 CHICAGO 80, AND PRINCIPAL CITIES



# THE H. I. A.

DEDICATED TO THE PROGRESS  
AND DEVELOPMENT OF  
HOROLOGY IN AMERICA



# JOURNAL

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Institute of America, Inc.

Volume V

OCTOBER 1949

Number 7

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## ADVERTISING

All advertising material must be received  
before the 5th of the month of publica-  
tion. Advertising rates will be sent on  
request.

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## Subscription Price of H. I. A. Journal

The subscription of the H. I. A. Journal, single copy, is 25 cents. It is mailed free to members of the Horological Institute of America. The subscription price to individual members of State Horological Associations and/or Guilds (Certification of membership MUST be made by Secretary), is \$2.00 per year, which includes Institute membership. The subscription price to all others is \$3.00 per year. Checks are to be made payable to: "The Horological Institute of America, Inc.," and should be mailed to: "RALPH E. GOULD, Secretary, Washington 12, D. C.

*Swartchild's*  
**SILVERVEIN  
 GIFT BOX  
 ASSORTMENT**

A comprehensive variety of beautiful gift boxes in sizes especially suited to the jewelry store. These twelve sizes were not picked at random, but were selected after a careful analysis of the requirements of the jewelry store's packaging problem. Each box is well made of stout, durable board and covered with handsome SILVERVEIN paper.

SILVERVEIN gift boxes are a fitting container for your most expensive gift and silver packages, yet priced so that you can afford to use them on popular priced merchandise as well.

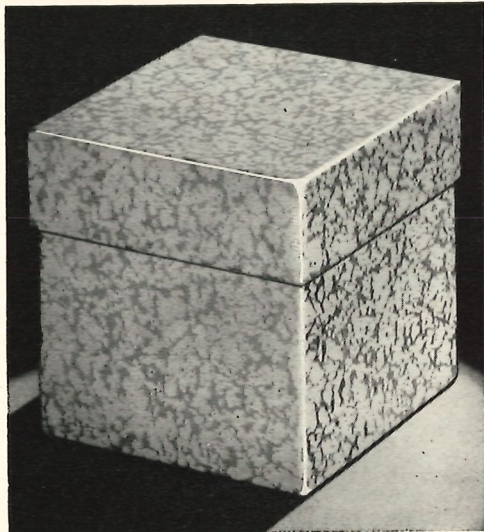
**ASSORTMENT INCLUDES**

4 Each of These Useful Sizes

(Note the generous proportion of large sizes)

3 x 3 x 3    10 x 10 x 2    12 x 12 x 8  
 4 x 4 x 4    12 x 12 x 2 1/4    7 x 7 x 3 3/4  
 6 x 6 x 6    9 x 9 x 5    13 x 13 x 2 1/2  
 8 x 8 x 8

and 3 each 12 x 8 x 8 and 7 1/2 x 5 x 4



**46 BOXES**  
**12 DIFFERENT SIZES**  
*to hold popular jewelry  
 Store Gift items such as:*

- |             |             |             |
|-------------|-------------|-------------|
| Clock       | Goblets     | Sugar and   |
| Jug         | Baby Cup    | Creamer     |
| Jars        | Berry Bowl  | Cups        |
| Tumblers    | Fruit Dish  | Book Ends   |
| Sherbets    | China Plate | Glassware   |
| Silverware  | Pocketbook  | Vanity Case |
| Smoking Set | Leather Bag | Salt and    |
| Picture     | Bread Tray  | Pepper      |
| Frame       | Ash Trays   |             |

No. 750794 Assortment of 46 Silvervein Gift Boxes  
 (not printed).....**\$11.95**

**SWARTCHILD & CO.**  
 World's Largest Watchmakers' and Jewelers' Supply House  
 CHICAGO    NEW YORK    DALLAS    ATLANTA  
 BOSTON    BUFFALO    DENVER

## VALUE OF A COMPETENT WATCH REPAIR DEPARTMENT FOR INCREASING STORE TRAFFIC

*EDITOR'S NOTE: The following is an address by Alvin Levine, formerly editor of JEWELRY. MR. LEVINE is now associated with FOOTE, CONE and BELDING, America's outstanding Advertising Councilors.*

Mr. Rowe, members of the H. I. A.: I deem it a great pleasure to have been invited to speak here this morning. I have attended a lot of conventions when I was with JEWELRY MAGAZINE. I think this is the nicest convention I have attended.

Before I start discussing these few notes, I was very interested in schools of America and the work the H. I. A. has been doing, and I think the students who are here will be interested in a thing that happened when I was with JEWELRY MAGAZINE. I spent five years in the war, in personnel classification, giving aptitude tests to soldiers throughout the country, and as far as I was concerned, these aptitude tests did a good job; and when I arrived in the jewelry field I was told to feel my way around in the industry. One of my first stops was in a school in metropolitan New York, which we will leave unnamed, but which is not connected with the H. I. A., I am very happy to say—it is just another school as far as I am concerned. I remember chatting with the director, and I saw these veterans running around having a wonderful time and very little work accomplished. I asked casually if they had any aptitude tests in order to determine their abilities. The director said: "Sir, I want you to know that before any men are admitted to this school we subject them to very rigid and stringent tests." I thought that was wonderful because every G. I. was needing it. So we pursued our course of discussion. I said: "Tell me, these men that you give aptitude tests to, to see whether they are going to be watchmakers, what percentage of those men flunk out before they even start?" He looked at me and said: "It's a

peculiar thing. We have a very high type of applicant. We have never flunked anybody."

That is something the H. I. A. does not condone. I think H. I. A. has been doing wonderful work for my brother veterans. That is one of my reasons to work with the Watchmakers of Switzerland because I felt their program which is being carried on will help to make many of the veterans better watchmakers, by acquainting them with new methods, new procedures, and helping set themselves up so they can do a good job for the public. I am working for Foote, Cone and Belding, which is an advertising agency working for them. We are doing the advertising—I am not in the advertising department—I'm with the international press bureau supplying the technical journals with information on advancements in technical subjects. The H. I. A. JOURNAL is beginning a series of cover pictures of antique Swiss watches, which we were happy to give to you people.

The articles on automatic watches in international publications came through our office. We are also working with the various guilds faced with the problem of getting public relations material to acquaint people in their areas, telling them their story in plain English. One of our primary functions is the working function of the Watchmakers of Switzerland program in this country. That is one of the reasons I am interested in the watch repair department.

I think a lot of the old watchmakers, I mean veteran watchmakers, and fellows that, when they started, built up their business through the watch repair department and then when they were getting enough merchandise, they sort of forgot the watch

repair department and it became a headache. During the war years, when they could sell so many things, they forgot the watch repair department. It was just a little headache of the store. Those days are on the way out right now. The dollar is becoming a little harder to get in the store, with the result that the jewelers are going back to the cubbyhole in the store and cleaning up that department. They are facing the situation. It is not the tail of the dog—it's the head of the dog. We have seen surveys on watch repair departments, and we found that these surveys show that the Watch repair departments of the average retail jewelry store range from 10% to 25% of the total volume of sales or close to 15%. JEWELRY MAGAZINE in 1949 showed 21.4%. Others range, as I say, from ten to twenty-five, which proves that it is an integral part of a jewelry store as the jewelry and jewelry repair department. The watch repair department is one function that cannot be taken away from the jewelry store. While a man may buy a watch, only a watch repair man can repair a watch, and if the customer wants satisfaction, they must go to the jewelry store and the watch repair department in that store. We must remember that there is no better way to make a better customer for your jewelry store than a satisfactory watch repair job. He remembers every time he looks at his watch—he will be indirectly led to think of your store and the work in your store. P. S. This works both ways if it is not a good job.

A satisfied customer will recommend his jeweler to his friend. It is good will. The question then comes as to how your watch repair department can be merchandised best, so that it will bring customers to your store. Take stock of your circulation of customers and what you can do for them. Have your watch repair department placed so that it is readily reached. Some have their watch repair departments in front of the store and some in back of the store. Only by checking your traffic in the store can you figure

what is best in your own position. Is your repair department clean and orderly? Are the personnel working in your repair department so presentable as to instill confidence in the customers? I know my wife has looked into a butcher shop and just turned around and walked out because it was not clean. I feel the store is just as clean as the man who works there. If the man is clean, he should do a clean job.

Are your personnel trained on handling prospective customers? Too many people working in jewelry stores are not sales people; they are clerks. They think they are working in the 5c and 10c store. People come into a jewelry store because they feel the jewelry store itself is a store where they can go and buy with confidence. The jeweler and clerks know what they are selling and the customer can buy with that confidence. His repair analysis is sufficiently business-like so that he feels his watch and his pocketbook are getting a going over.

Many stores during the war had expensive watches that were difficult to repair and replace as there was a delay in parts, etc. Those years it was one problem. Today that problem does not exist. Generally you can get the parts to repair the watch. If you cannot find the part, get in touch with us and we will help you.

We are advertising to the quality jeweler, a quality watch. The Watchmakers of Switzerland are selling only quality watches. Our department is not for pen leaders. If you can't get through your jobbers the parts you need, we will look everywhere to try to get those parts for you.

Are your watches and watch attachments attractively placed so that your customer can see them while his watch is repaired? Very often customers while waiting for a fellow to check his watch—it is just normal, people are curious—like to look around and kill time. Make certain that your display cases are attractive enough with merchandise that there's always that added plus

that can be gotten out of that repair job. There are a number of merchandising suggestions for your department. Advertise the department in the local papers. Advertising pays here as well as for other departments. It is true that the average person does not take his watch in for repair until it is broken. When it breaks, he thinks of Mr. Smith, because Mr. Smith's jewelry store has advertised. Once you have a customer in your store, he is exposed to you and your selling opportunities.

Does the space in your window tell the story of your watch repair department? That you repair watches in the same way you inform them you sell jewelry?

The Jewelry Industry Council is sponsoring watch inspection time, which will be a national program.

The slogan will be "Check up and then dress up your watch." The Watchmakers of Switzerland and others are promoting this slogan for the public to get in and have their watch fixed with anything to make it new. It may mean sales for new watches when they do come in. There is always a possibility of a plus sale. The Watchmakers of Switzerland—we may break the news here what our part will be—has a super duper display that we will offer for our Fall advertising. We had a painting done by Norman Rockwell; the picture we have entitled "The Watchmaker." It is the picture of an old watchmaker with a little lad looking over the glass counter in front. In fact, we have all fallen in love with it. We are putting it in a frame with a natural cover which will be used in the windows of the

stores during watch inspection time. These pictures can be hung on the wall afterwards with a little chain that is attached to it.

Use your regular customers for telling them of your repair service. Your notices will be reminders that it is time for a repair job. Follow up with reminders that it is time for cleaning, etc. The average customer appreciates the reminder and when back in your store, becomes a customer for other merchandise.

What price for service? Few people expect to get anything for nothing. Small courtesy jobs such as cementing in a loose crystal, etc., are fine; however, when a customer is told that he is getting a free crystal, you can bet that the cleaning job is also paying for the crystal. He will have more respect if you charge him for the job and give him a legitimate price for the work you do. A good stunt we found for using your repair department for merchandising, is the extension of loaners. "By the way," he says to the customer, "don't wind that watch; it's a self-winding one." Ninety per cent of the loaners of these watches has ultimately led to the sale of a new automatic. This investment has paid dividends.

A competent watch repair and service department can ultimately be a medium for increasing store traffic, if operated properly.

Recently, I had a talk with Bert Hassie, Executive Secretary of the Jewelry Industry Council, and he has found it to be a topnotch traffic builder and that, of course, jewelers found they could keep customers as regular customers when they came to the store.

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## **TEDD JOSEPH NAMED NEW SWISS MANAGER**

Tedd Joseph of New York has been appointed manager of Foote, Cone & Belding International Corporation's central European office in Bienne, Switzerland. He will be in charge of coordination of campaigns for accounts in Switzerland, aiding the

agency in handling international accounts as well as in the United States.

Prior to joining Foote, Cone & Belding International Corporation, Mr. Joseph had worked in international public relations and advertising. He had also served as foreign correspondent for International News Service in Europe and the Near East.

# THINGS YOUR CUSTOMER SHOULD BE TOLD

By

MARY BOYD WAGNER

EDITOR'S NOTE—Reprinted from the *National Retail Dry Goods Association's Retail Selling Manual*, "CLOCKS AND WATCHES."

You can never live up to your "four-square gospel of faith" if you are unable to instruct your customer concerning the care of his timepiece and rid him of the erroneous ideas he is apt to have about it. Because of their more delicate mechanism, this statement is particularly applicable to watches. Many a fine watch has been doomed to a bad reputation because its owner failed to understand it and give it the proper care. The injustice resulting from an abused watch is liable to be so far reaching that it reacts on the manufacturer who made it by having the worth of all his watches questioned, on the store from which it was bought for having had it in stock, and on the salesman for having sold it. The wave of dissatisfaction thus set in motion may go on indefinitely—pyramiding ill will toward everyone concerned with the making and marketing of the watch.

Did you ever stop to consider that while such sturdy machines as vacuum cleaners, washing machines, mixers and food choppers are usually carefully demonstrated and their purchasers instructed as to what to do and what not to do to them, a watch is all too often sold into a life of such service as only a watch can know without any precautionary instructions to its purchaser? And the watch is the smallest accurate mechanism in general use. Furthermore, it is delicately constructed. Of its two hundred or more parts some are so exact that they are measured by instruments capable of determining the width of a line so finely drawn as to be invisible to the naked eye, while others are weighed by scales sensitive enough to show the weight of a lead pencil mark. It contains screws so small that it takes half a million of them to weigh a

pound and twenty thousand to fill an ordinary thimble. It beats five times every second, three hundred times every minute, eight thousand times every hour, four hundred thirty thousand times every day. Rain or shine, hot or cold, it is expected to be on duty twenty-four hours a day, run in any position.

## *The Sensitive Mainspring*

Statistics show that most mainsprings break during the summer heat, and, though the exact connection is not evident, more break during thunder showers than at any other time.

It is estimated that a high grade watch, kept in proper repair, could last five hundred years or longer. Of course, you are not likely to have a customer who expects to need a watch for five hundred years. Nevertheless, this should be a potent selling point and show the extent to which the life of a watch depends upon its care.

Watch owners usually fail to realize that if a watch has a hard fall or knock, it should be at once taken to a reliable watchmaker. Though it may continue to run, the chances are that it has suffered an injury of some sort—perhaps a broken jewel which, if not taken care of, will have serious results later on.

## *Warning Against "Quacks"*

Another piece of missionary work which naturally falls to the lot of the salesman is teaching people to beware the "quack" watchmaker, who lures the public by advertising ridiculously low prices and ruins their watches by his incompetence or wilful dishonesty. Good parts are apt to be replaced by worn or inferior material which does not fit. In an attempt to make the substitute replacements fit, other parts of the watch are bent, warped or sprung and the watch damaged beyond repair.

### *Jobs for a Specialist*

Cleaning and oiling is also a job for the expert watchmaker, since it requires that the watch be taken apart completely. Scrupulous care must be used, for the smallest particle of dirt or moisture might easily make the whole performance useless. Especially is this true of the tiny baguette. We are told that to clean one of these requires that the sight, nerves and delicate touch of the watchmaker be about perfect.

Since taking proper care of a watch consists largely in knowing what *not* to do, the following "prohibitory rules" should prove helpful to your customers:

#### *Helpful Don'ts for Watch Owners*

*Don't* let your watch go without cleaning and oiling till it breaks down. Have it serviced regularly.

*Don't* wear your watch if the crystal is broken, loose or out. Dirt will seep in.

*Don't* shake or jar your watch if it stops; take it to your watchmaker.

*Don't* expect your watch to be undamaged after you have dropped or knocked it. Take it to your watchmaker at once.

*Don't* wear your watch to the seashore or let it touch water. A single drop of salt water may ruin it in an hour. If you should get it wet, give it "first aid" by

opening the case and rinsing the movement in fresh water. Then fill it with alcohol or oil (preferably kerosene or motor oil) and rush it to a watchmaker.

*Don't* wrap your watch in cotton wool.

*Don't* set your watch by public clocks. Get the correct time from your jeweler.

*Don't* open the case to your watch.

*Don't* allow your watch to come in contact with face powder.

*Don't* try to regulate your watch yourself. You may damage it.

*Don't* expect a wrist watch to have the timekeeping accuracy of a pocket watch.

*Don't* be afraid to set your watch back. If you twirl the hands clear around the dial to set it, you may loosen the pinion that carries the hands and cause it to lose time spasmodically.

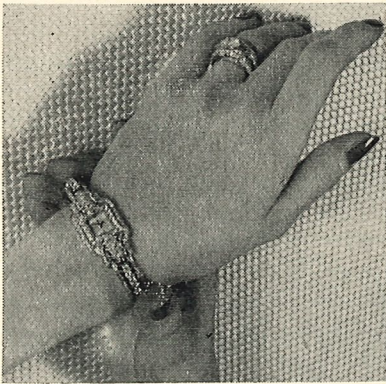
*Don't* wind your watch every time you think about it. Wind it regularly, preferably in the morning.

Wind it fully. Over-winding is impossible.

*Don't* carry your wrist watch in your handbag unless it is wrapped.

*Don't* put pictures or other things in your watch.

*Don't* expose your watch to electric generators; it will become magnetized, ruining its timekeeping.



Another popular jeweled-lever Swiss timepiece modeled by the American women's colony was the illustrated diamond-studded watch. The matching diamond bracelet included a unique feature in the form of a black suede drawstring. With it was worn a cut diamond ring.

## **H. I. A. WASHINGTON (D. C.) OFFICE EXPANDS**

Due to the unprecedented increase in H. I. A. membership, it has again become necessary to increase our office space in Washington, D. C., in order to adequately take care of the rapidly increasing business of the Institute, stated A. S. Rowe, president of the Institute. The Institute's office now occupies office rooms, 206-07-08 Bailey Building, 327 Carroll Street, Washington 12, D. C. Ralph E. Gould, executive secretary, is in charge.

# "Educate the Watch-Owning Public" Says A. C. Henry

(EDITOR'S NOTE: Mr. A. C. Henry, manager of Loftis Jewelry Company of Houston, Texas, is a regional Vice-President of the Horological Institute of America; a St. Louis horological graduate of 1918; and is well known as a practical writer of Horological progress and ideas.)

American watchmakers and jewelers should take steps to educate all watchowners—this is the belief of A. C. Henry of Houston, Texas—and he has done something about it.

Mr. Henry has prepared a little pamphlet, in which he has outlined some pertinent and practical ideas for watch-owners, and copies of it are being mailed to many patrons of watch repair departments.

"The word 'HOROLOGIST' designates the watchmaker who has studied the science of 'HOROLOGY,' one who is a master craftsman in the construction and repairing of fine watch pieces and in the science of time measurement," states Mr. Henry.

"During the last thirty years of my personal contacts with people connected with HOROLOGICAL service, I have found the average person has very little knowledge of the history of their timepieces. I felt it is my duty to be helpful to patrons, teaching them how to take care of their timepieces.

"Now is the time to educate the public as to the value of the HOROLOGIST, who is a member of the highest profession, which is so often called a 'trade.' So much depends in our moving world, and in every walk of life, upon the measurement of TIME."

In the pamphlet prepared by Mr. Henry, here are some of the "Do" and "Don't" ideas he seeks to get over to the average watch-owner:

"Wind your watch in the morning. There are fewer atmospheric changes during the day than at night."

"Should your watch begin going slow or stop, do not force the winding button. You



A. C. Henry

may break the mainspring or damage the winding gear. Above all, do not poke the movement with a pin or drop oil into your watch to make it go."

"Treat your watch with care and respect if it stops; do not try to repair it yourself. Trust your jeweler."

"Due to different climatic conditions in various areas of our country, it is advisable to have your watch examined at least twice a year by a reliable watchmaker."

"Do not expose your watch to moisture, excessive perspiration or sand."

"Remove your watch from the wrist when washing hands, winding, or setting."

"Do not continue to wear your watch with a worn strap or bracelet, or with a cracked crystal."

"Do not sleep with your watch on your wrist."

"Do not allow dust to collect on the dial, or attempt to open the watch, or make any



adjustments. We are glad to regulate the movement, remove dust from the dial, seal the crystal, or advise you regarding the condition, without charge."

"Watch movements, like all other delicate pieces of mechanism, require periodical cleaning and oiling, whether they are being used or not."

Also featured in the pamphlet is some data on the history of timekeeping.

"The importance and value of the word TIME was so highly valued by one of our great Americans, Benjamin Franklin, that he often stated, "TIME IS MONEY," writes Mr. Henry.

"It is high time in America that all HOROLOGISTS create and use educational programs for Americans and patrons, so that they may have a better understanding of the profession of HOROLOGY and its value to Americans in peace and war," declares Mr. Henry.

## THE CHICAGO INSTITUTE OF WATCHMAKING

Invites you to write for our latest booklet "H" describing the courses and shops, and containing some pictures and letters from a few of the many satisfied graduates and employers who can truly explain our successful plan of sound training—Accredited by H. I. A. and U. H. A. A.

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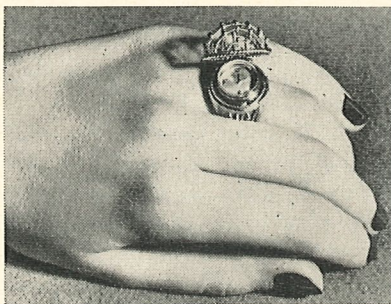
## NEWSPAPER COLUMNIST WRITES OF HOROLOGY

Frederick C. Othman, Scripps-Howard columnist, has become an horological contributor. In one of his daily columns in July, Mr. Othman, writing under the caption, "Got the Time?" deplores the fact that "nobody in all the world knows what time it is."

He declared that the U. S. Navy "stargazers" report too much hot air, and too much smoke and dust in the air above the U. S. Naval Observatory, to be able to do a good job of "stargazing," and wants Congress to appropriate \$8,500,000 to build an observatory on a small mountain top near Charlottesville, Virginia.

He also pointed out that if Congress does dig up the dough, it will take three years for the naval astronomers to move their stuff over under the clearer blue skies of the Old Dominion State, including, as he stated, "their two second-hand periscopes from a defunct submarine" used to observe their clocks in an underground vault in the Observatory.

### WATCHES COMBINE FUNCTIONAL DESIGNS WITH NEW DRESS MODES



Latest in fashion-wise watches shown by The Watchmakers of Switzerland at the annual trade show of the American National Retail Jewelers Association in New York included high-precision timepieces which can be worn as fashion accessories. Among the many style leaders displayed was this handsome ring watch with hand-worked gold filigree protecting its raised crystal. The filigree masking is hinged, permitting its opening by a simple flip of the finger.

## ELGIN PUBLICATION TELLS STORY OF AMERICA'S WATCH INDUSTRY

An unusually illuminating story of America's jeweled watch industry has been told by Elgin National Watch Company in the 85th anniversary issue of its employee publication, "The Watch Word," just off the press.

The 74-page magazine carries an interesting word-and-picture record of Elgin's progress since the company was founded in 1864 by Benjamin W. Raymond, commemorating the milestones of history of the company, one of the three exclusively-American jeweled watch manufacturers.

In tracing the history of the American jeweled watch industry, the article in the magazine reveals that modern factory methods of precision watchmaking originated in this country and was later taken abroad.

The article admits that the first portable clocks were assembled in Germany about 1500 A. D. by Peter Henlein, and that watchmaking was introduced in Europe less than a century later, but it also states:

"It was left to American ingenuity to develop watchmaking machinery and set up the first real watch factories which were capable, not only of mass production, but

of making a product of more accuracy and precision than had ever been possible by hand methods."

Stirred to action by an exhibition of American watchmaking machinery and methods at the Philadelphia Sesquicentennial in 1876, the article points out that the Swiss in the 1880s "imported a large quantity of American machines and revamped their entire system of watchmaking."

"They adopted the 'American system' and added to it through the ingenuity and genius of their own craftsmen. But it was more than 50 years before they were able to recover the American market, the article states.

In relating Elgin's contribution to watchmaking science, special reference is made in the article to the DuraPower mainspring, M56b watch oil and Elinito hairsprings. It also stresses the company's rigid inspection standards, pointing out that there are 40,000 mechanical checking gauges at Elgin for inspection of watch parts to maintain accuracy of three one hundred thousandths of an inch.

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### "BOX OF WONDERS"

By L. E. HEALY

In your pocket or on your wrist, you really have a "Box of Wonders."

A watch is one of the most extraordinary things made by human hands. It contains about two hundred parts, requiring more than four thousand mechanical operations to produce them. With modern factory methods a year's time will elapse from the time the first part is started until the watch is completed and ready to leave the factory.

One-third of these two hundred parts of which a watch is made are screws. Some so small that half a million will not weigh a pound, yet each is a perfect screw with

a spiral groove or thread cut into it and a slot in the head.

There are four major units of the watch, each of which serves its separate function in this "Box of Wonders." They are: Power Unit, Transmitting Unit, Controlling Unit, and Indicating Unit.

The power unit or mainspring consists of a coiled ribbon of steel from eight to twenty-four inches long, depending upon the size of the watch. This spring is enclosed in a circular box called the barrel. The edge of this barrel is provided with gear teeth which mesh with the first pinion or small gear of the transmitting unit.

The transmitting unit which transmits the power of the mainspring to the con-

trolling unit consists of a series of four wheels and pinions. Each successive wheel turns with greater speed and less power than its predecessor. In the higher grade watch, these wheels all turn in jeweled bearings.

The controlling unit could very easily be divided into two parts: (1) The escapement, which changes the rotary motion of the transmitting unit to an oscillating or vibrating motion; and (2) The balance and hairspring which is often termed the "Brains of the Watch," and is the most extraordinary of all the marvels in this "Box of Wonders."

This balance wheel is supported by two tiny pivots not more than three-thousandths of an inch in diameter and turn in ruby or sapphire jewels. The outside rim of this balance wheel makes one and one-fourth turns each tick. During a year it makes 157,680,000 such ticks, or the equivalent of traveling six thousand miles.

The speed of this balance wheel is controlled by a hairspring that is literally as fine as a hair. A pound of steel costing five or six dollars will make eight miles of hairspring wire which is then worth over sixty thousand dollars.

The indicating unit consists of the hands, dial or face, and under-the-dial mechanism.

The minute and second hands turn direct from the wheels of the transmitting unit, while the hour hand is driven from the minute hand through a series of reducing gears.

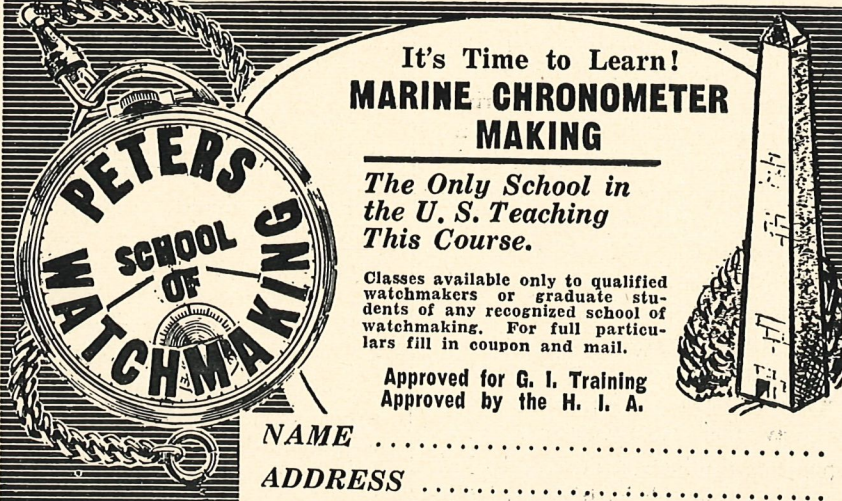
The winding and setting mechanism might almost be considered a fifth unit. The winding wheels are normally connected with the stem so that a watch is always ready to be wound. When it is to be set the winding wheels must be disconnected and the under-the-dial mechanism connected to the stem. This operation is very similar to the shifting of gears in an automobile.

A well known soap manufacturer in the past has spent an enormous sum of money to boastfully tell the public his product was 99.44% pure; yet a watch with this percentage of accuracy could vary eight minutes a day. Even the very lowest grade of timepiece is expected to run without much variation.

This "Box of Wonders" is expected to do what no other machine in the world can do: to run in any position, twenty-four hours a day, seven days a week, fifty-two weeks a year, for an indefinite number of years—truly it is a "Box of Wonders."

L. E. HEALY

Certified Master Watchmaker  
Pensacola, Florida



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## ROWE SPEAKS AT LANCASTER, PA.

Speaking at the first fall meeting of the 1949-50 season of the Hamilton Watch Management Association in Lancaster, A. S. Rowe, Indianapolis, retail jeweler, certified watchmaker, and president of the Horological Institute of America, gave a retailer's and benchman's eye view of Hamilton watches. In his talk before 200 members of the H. W. M. A., Mr. Rowe discussed the excellent engineering and basic design that contributes to the overall accuracy of Hamilton watches.



Three prexies strike a pose. (Left to right) R. M. Kant, president of Hamilton Watch Company; A. S. Rowe, president of Horological Institute of America; and H. C. Dobbs, president of the Hamilton Watch Management Association, pause for a moment in Mr. Kant's office prior to Mr. Rowe's talk to 200 administrative and supervisory personnel of the company.

Mr. Rowe addressed the meeting after an afternoon tour of the factory. He commented on various aspects of the manufacturing processes that impressed him as important to watchmakers. Speaking from a retailer's point of view, he commended Hamilton for its outstanding advertising program and the excellent customer and trade relations resulting from this program. As a successful watchmaker-jeweler in Indianapolis, Mr. Rowe drew from his wide experience in dealing with customer-owners of Hamilton watches who had come to him for information and to have their Hamiltons serviced.

In response to the interest aroused by his visit, Mr. Rowe gave a brief history of the H. I. A. and its accomplishments since its

founding. In April 1946, there were only 485 watchmakers enrolled. Through the continued efforts of Mr. Rowe and his associates the H. I. A. membership now tops 5,500.

The watchmaker tests inaugurated by the H. I. A., are having a satisfactory effect, too. Retail jewelers are beginning to recognize the H. I. A. stamp of approval as a valuable standard of employment, because the watchmaker certified by the H. I. A. must possess a high degree of tested ability. Mr. Rowe expressed the belief that state licensing, H. I. A., watchmaker tests, and better watchmaker associations are all helping to raise the watchmaker to his proper status among professional men.

### "AN APOLOGY"

In the August issue of the H. I. A. Journal, the closing paragraph on "John R. Arnold" was inadvertently omitted, and we are reprinting the entire paragraph as it should have been.

"Concerning the balance spring and the closeness of the edges of its coils to each other when the spring is unpinned and free, although they separate decidedly when the spring is pinned up into collet and stud—this was 'planned that way' by John R. Roger, Senior. The idea is explained in the record of John Roger Arnold's hearing before the British Board of Longitude, where he described his father's cylindrical hairspring as intended to suspend part of the weight of the balance, so that, he said: 'the balance is made to bear (only) a little on the cock; by this means a considerable degree of friction is avoided, which must take place if the whole weight of the balance rested entirely on the endpiece, without relief.'"

## MORE WATCHMAKERS CERTIFIED (219)

During the months of May, June and July, 1949, the following watchmakers have been granted certificates by the *Horological Institute of America* after having passed all the requirements of the prescribed examinations.

### Certified Watchmakers

<i>Name</i>	<i>Address</i>	<i>Employed by</i>
Paul G. Agnew, Jr.	Odessa, Texas	Shaw Jewelry Co., Odessa, Texas
Harold Cooper Bowden	Atlanta, Ga.	Self
Barth A. Cummins	Big Rapids, Mich.	Stanley Maney, Big Rapids, Mich.
LaMar O. Carson	Springfield, Ohio	Edw. Wren Co., Springfield, Ohio
Harold A. Elliott	Shelby, N. C.	Dixie Jewelry, Blacksburg, S. C.
Alben W. Featsent	Youngstown, Ohio	A. Baltrus, Youngstown, Ohio
Fred G. Fedder	Westfield, Pa.	
Yale Feldman	New York, N. Y.	Harry Selger, New York, N. Y.
Earl P. Greenmayer	Jacksonville, Ore.	
Norman Edwin Hale	Norway, Maine	Ward Kilgore, Auburn, Maine
Rudolph August Heurich	Chicago, Ill.	Part owner of business
Jack W. Hostetler	Uniontown, Pa.	J. W. Nichols, Uniontown, Pa.
Edgar M. Kuhns, Jr.	Ellwood City, Pa.	Pug's, Inc., Ellwood City, Pa.
R. Earle Lyons	Whitman, Mass.	Self
Howard Kenneth McDonald	Los Angeles, Calif.	E. W. Reynolds Co., Los Angeles, Calif.
Edward E. Ossoff	Cleveland, Ohio	O. D. Eshleman, Cleveland, Ohio
Clyde W. Pollard	Norfolk, Va.	L. B. Roche, Norfolk, Va.
Henry E. Rolfe	Washington, D. C.	Naval Gun Factory, Wash., D. C.
Royce L. Rowe	Jackson, Tenn.	Lowenstein's, Memphis, Tenn.
Russell M. Sandow	Washington, D. C.	Naval Gun Factory, Wash., D. C.
Stanley H. Siegel	Washington, D. C.	Woodward & Lothrop's, Wash., D. C.
Wilfred A. Verhoff	Columbus, Ohio	Self
Morgan Norris Ward	Baltimore, Md.	John Wise, Baltimore, Md.
Francis Michael Zappen	Chicago, Ill.	McBath Jewelers, Chicago, Ill.

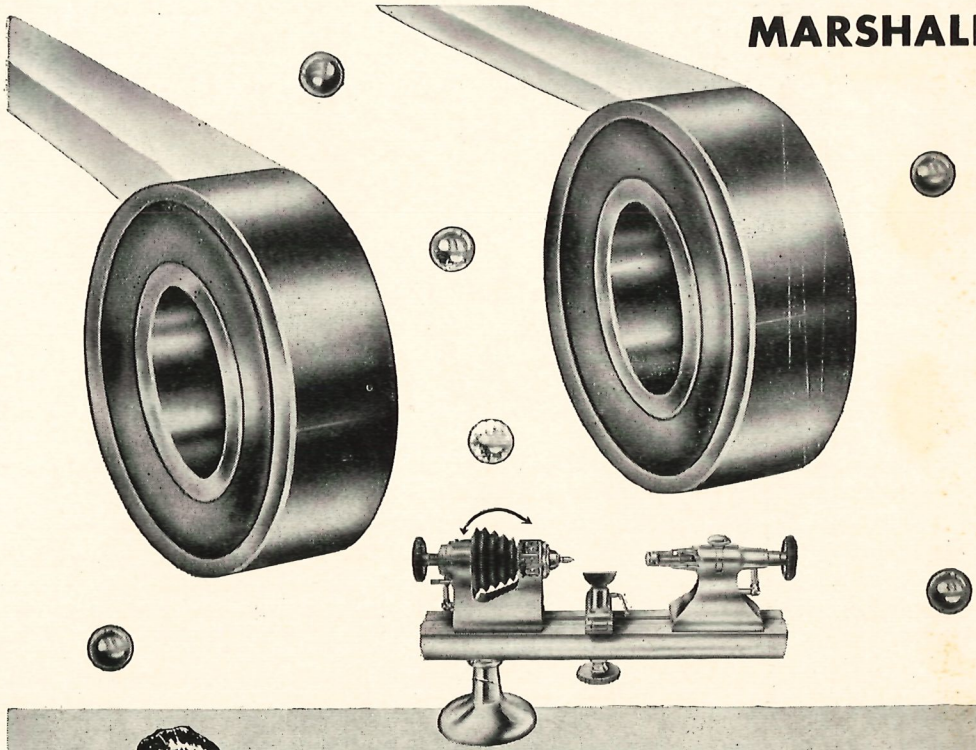
### Students at Baronian School, Inc., Philadelphia, Pa.

Michael Basheda	Gilberton, Pa.
John H. Burket	Essington, Pa.
John R. DiBenedetto	Philadelphia, Pa.
Gordon J. Erickson	Philadelphia, Pa.
Fletcher D. Grentzenberg	Philadelphia, Pa.
Richard Guarro	Glenside, Pa.
Harold Hallman	Conshohocken, Pa.
Newton S. Jaquillard	Camden, N. J.
Herbert J. Merz	Philadelphia, Pa.
Robert James Slee	Allentown, Pa.
Ralph T. Wolfinger	Quakertown, Pa.

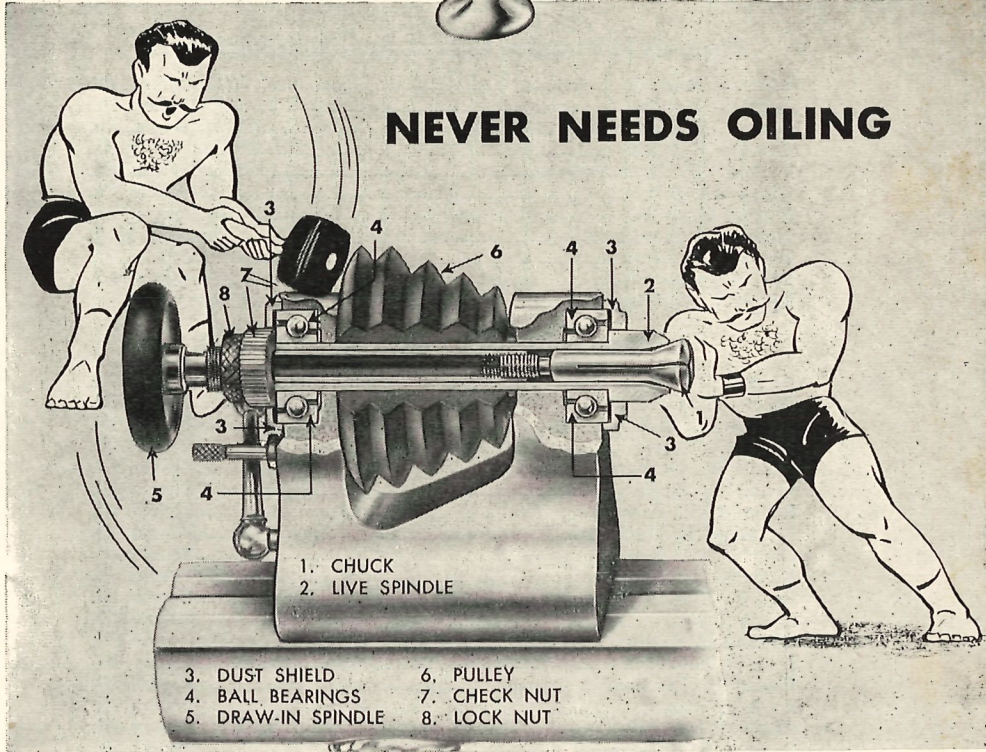
### Students at Bradley University, Peoria, Ill.

August W. H. Allard	Peoria, Ill.
Mary V. Burch	Peoria, Ill.
Melvin K. Burton	Peoria, Ill.
Nellis O. Danner	Peoria, Ill.
James W. Garrard	Peoria, Ill.
Frank E. Grice	Peoria, Ill.
Richard W. Gritz	Peoria, Ill.
Raymond E. Hunkins	Peoria, Ill.
Charles W. Jones	Peoria, Ill.
Richard N. Machamer	Peoria, Ill.
Roy C. McCowan	Peoria, Ill.
Ralph Olson	Peoria, Ill.
Charles E. Redig	Peoria, Ill.
John R. Schafer	Peoria, Ill.
Harry L. Thomas	Peoria, Ill.
Audy Wilson	Peoria, Ill.
Alden Wiseman	Peoria, Ill.
Charles R. Worrilow	Peoria, Ill.
J. Cecil Zoch	Peoria, Ill.

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William A. Hankins.....	Woodside, N. Y.
Paul Jordan .....	Woodside, N. Y.
Angelo Lombino .....	Woodside, N. Y.
Arthur L. Musil.....	Woodside, N. Y.
Edward R. Nowak.....	Woodside, N. Y.
Loreto B. Pellegrini.....	Woodside, N. Y.
William C. Roberts.....	Woodside, N. Y.
Ernest P. Volek.....	Woodside, N. Y.
George Peter Yantzer.....	Woodside, N. Y.

**Students at California Horological Institute, Los Angeles, Calif.**

Samuel Raboy .....	Los Angeles, Calif.
Sam B. Smith.....	Los Angeles, Calif.

**Students at Chicago School of Watchmaking, Chicago, Ill.**

John T. Cerjance.....	Chicago, Ill.
Kenneth A. Froh.....	Chicago, Ill.
Herbert R. Holzwarth.....	Chicago, Ill.
Peter J. Simonich.....	Chicago, Ill.
Ted J. Smokowski.....	Chicago, Ill.
Anthony Skowronek .....	Chicago, Ill.

**Students at Chicago Institute of Watchmaking, Chicago, Ill.**

Louis P. Bourdon.....	Chicago, Ill.
Willard J. Reed.....	Chicago, Ill.

**Students at Cleveland School of Watchmaking, Cleveland, Ohio**

Gerhardt Bachman .....	Lakewood, Ohio
------------------------	----------------

**Students at Cochran's School, Nashville, Tenn.**

Frank R. Hancock, Jr.....	Nashville, Tenn.
Harold D. Lairson.....	Nashville, Tenn.
John Moore, Jr.....	Nashville, Tenn.
Clarence E. Stamps.....	Nashville, Tenn.

**Students at Cunningham's School of Horology, Corydon, Ind.**

Robert F. Ireland.....	Corydon, Ind.
Irvin D. Williar.....	Corydon, Ind.

**Students at Elgin Watchmakers College, Elgin, Ill.**

Gus Adame .....	Elgin, Ill.
J. D. Carmichael.....	Elgin, Ill.
William A. Galle.....	Elgin, Ill.
Marvin E. Norden.....	Bemidji, Minn.
Walter James Rosborough.....	Elgin, Ill.
Lawrence Sewacki .....	Elgin, Ill.
Norman H. Spiering.....	Elgin, Ill.
H. W. Stevens.....	Spokane, Wash.
Terrence W. Sylvester.....	Elgin, Ill.
Robert A. Tucker.....	Wheaton, Ill.

**Students at Emily Griffith Opportunity School, Denver, Colo.**

Gail G. Berges.....	Denver, Colo.
Joseph H. Martin.....	Denver, Colo.
Ralph P. Paglione.....	Denver, Colo.

**Students at George Westinghouse Vocational High School, Brooklyn, N. Y.**

Yuso Kuramoto .....	Brooklyn, N. Y.
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### Students at Greensboro School of Watchmaking, Greensboro, N. C.

Irvin S. Garrish.....Greensboro, N. C.  
Herman Q. Wilson.....Greensboro, N. C.

### Students at Gruen Watchmaking Institute, Cincinnati, Ohio

Carl A. Doney.....Strasburg, Ohio  
Ben J. Simkin.....Cincinnati, Ohio  
William J. Sutton.....Norwood, Ohio

### Students at Houston Technical College, Houston, Texas

James G. Grant.....Houston, Texas  
Lester L. Hedstrom.....Houston, Texas  
Bernard A. Hunter.....Houston, Texas  
Willie J. Janik.....Houston, Texas  
James L. Rose.....Houston, Texas  
Thomas M. Tatum.....Houston, Texas  
George R. Webster.....Houston, Texas  
Grover C. Wilson.....Houston, Texas

### Student at Jewelry Training Service, Chicago, Ill.

John L. Hunter, Jr.....Joliet, Ill.

### Students at Los Angeles School of Watchmaking, Los Angeles, Calif.

Warner R. Brown.....San Gabriel, Calif.  
Dell O. Jones.....Los Angeles, Calif.

### Students at Mahoning Technical Institute, Youngstown, Ohio

Edgar M. Kuhns, Sr.....Youngstown, Ohio  
Nick Sabula.....Youngstown, Ohio  
Frank J. Salopek.....Youngstown, Ohio  
Frank S. Szabo.....Sharpsville, Pa.  
John C. Voytka.....Youngstown, Ohio

### Students at Massachusetts Trades Shops School, Boston, Mass.

Anthony DiNucci.....Revere, Mass.  
Orlando Merchant.....Manchester, Mass.

### Students at Morgan Vocational School, Baltimore, Md.

Frederick Cleveland Anderson.....Baltimore, Md.  
Gilbert S. Burgess.....Baltimore, Md.  
William LeRoy Canoles.....Baltimore, Md.  
Gerald William Morrison.....Baltimore, Md.  
Mervin W. Parrack.....Baltimore, Md.

### Students at Morgan Vocational School, Ridgeley, W. Va.

Harvey "B" Heath.....Fayetteville, Tenn.  
David Roy Propst.....Franklin, W. Va.  
Denver C. Riggleman.....Franklin, W. Va.  
Lee T. Robey.....Cumberland, Md.  
Neal Alston Sears.....Maysville, W. Va.  
Ernest Stoner.....Cresaptown, Md.

### Student at National Jewelry and Instrument Co., Training School, Columbus, O.

Eugene N. Snider.....Columbus, Ohio

### Student at Tampa Horological School, Tampa, Fla.

Paul T. Beckham.....Quincy, Fla.

### Student at A. W. Thacker Academy, Warren, Ohio

Karl A. Schmidt.....Warren, Ohio

## Students at New York State Agr. and Tech. College, Morrisville, N. Y.

Nicholas V. Annuich.....	Utica, N. Y.
Winifred Bentley .....	Pulaski, N. Y.
Grayson H. Hinman.....	Binghampton, N. Y.
Walter E. Miga.....	New York Mills, N. Y.
Roland R. Miller.....	Grand Island, N. Y.
William Rys .....	Utica, N. Y.
Donald M. Steer.....	Syracuse, N. Y.
Leon D. Thayer.....	Morristown, N. Y.

## Students at Oregon Technical Institute, Oretch, Ore.

Leland Verne Hall.....	Klamath Falls, Ore.
John Hoglen .....	Oretch, Ore.
Robert John Stapleton.....	Oretch, Ore.

## Students at Peter's School of Horology, Washington, D. C.

Ambrose B. Baldwin.....	Washington, D. C.
Elbert J. Carson.....	Arlington, Va.
Robert L. Chance.....	Annapolis, Md.
James E. Clapper.....	Washington, D. C.
Raymond G. Deniston.....	Washington, D. C.
Lloyd William Mummert.....	Allentown, Pa.
Thomas Wheeler Myrick.....	Silver Spring, Md.
Donald F. Saum.....	Hagerstown, Md.
Herbert T. Turner.....	Alexandria, Va.

## Students at Philadelphia College of Horology, Philadelphia, Pa.

Thomas Harrison Bolton, III.....	Philadelphia, Pa.
James E. Schneider.....	Oswego, N. Y.
Ernest W. Schuler.....	Upper Darby, Pa.
Warren W. Wood.....	Philadelphia, Pa.

## Students at San Jose State College, San Jose, Calif.

Edward B. Van Deusen.....	Santa Ana, Calif.
Jack W. Vickers.....	Hemet, Calif.

## Student at Sears School of Trades, Cleveland, Ohio

Earl Raymond Robinson.....	Meadville, Pa.
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## Students at Southern Watchmaking Institute, Ensley, Ala.

Henry L. Batton.....	Ensley, Ala.
Thomas H. Hughes.....	Ensley, Ala.
Alvin B. Irvin.....	Ensley, Ala.
Charles R. Martin.....	Ensley, Ala.
Donald R. McClusky.....	Irondale, Ala.
James C. Poole.....	Ensley, Ala.
Robert Wilbur Williams.....	Ensley, Ala.

## Students at Taus School of Watchmaking, New York, N. Y.

Joseph Barba .....	Ozone Park, N. Y.
Nicholas Botta .....	New York, N. Y.
Paul A. Buckenburger.....	Brooklyn, N. Y.
Harold Freedman .....	New York, N. Y.
Stanley J. Gabe.....	Maspeth, N. Y.
Edward J. Gadjek.....	Brooklyn, N. Y.
Edward Goodman .....	Brooklyn, N. Y.
Ernest C. Gosnay, Jr.....	New York, N. Y.
Julius Harris .....	Bronx, N. Y.
Johan O. Hegvik.....	Brooklyn, N. Y.
Joseph Janov .....	Bronx, N. Y.
Meyer Karen .....	Bronx, N. Y.
David M. Katzel.....	Albany, N. Y.
William J. Klein.....	Bronx, N. Y.

Leon Ladman .....	Jackson Heights, N. Y.
Joseph Loperfido .....	New York, N. Y.
Joseph Loriol .....	Brooklyn, N. Y.
Arthur J. Murphy.....	New York, N. Y.
Jack B. Newell.....	Bronx, N. Y.
Chester L. Pitkiewicz.....	Brooklyn, N. Y.
Herbert Rabin .....	Bronx, N. Y.
Philip H. Reaber.....	Flushing, N. Y.
Louis Richter .....	Bronx, N. Y.
Russ Scalzo .....	Bronx, N. Y.

### Students at Waltham School of Watchmaking, Waltham, Mass.

Raymond Sewell Elliott .....	Northampton, Mass.
Barkey Gulezian .....	Haverhill, Mass.
William Atwood Hanley.....	Warren, R. I.
David N. Kupelian.....	Waltham, Mass.
Frederick E. Lippman.....	Putnam, Conn.
George O. Paquin.....	Hartford, Conn.

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Ralph Fleming Geeslin.....	Lancaster, Pa.....	Student, Bowman Technical School
Kenneth H. Ginter.....	Mechanicsburg, Pa.....	Student, Bowman Technical School
Thomas H. Hatfield.....	Gadsden, Ala.....	C. F. Hoffman & Sons, Gadsden, Ala.
Raymond J. Hessler.....	Inglewood, Calif.....	Not given
Paul H. Hill.....	Fresno, Calif.....	Student, Elgin Watch College
Richard W. Hughes.....	Pampa, Tex.....	H. E. McCarley, Pampa, Tex.
Orville L. Johns.....	Campbell, Calif.....	Self
J. B. Johnson.....	Gadsden, Ala.....	C. F. Hoffman & Sons, Gadsden, Ala.
Clarence J. McConnell.....	Rochester, N. Y.....	Student, Bowman Technical School
Earl F. Miller.....	Pampa, Tex.....	H. E. McCarley, Pampa, Tex.
Louis P. Petroff.....	St. Louis, Mo.....	Midwest School of Horol., Albany, Mo.
Robert F. Price.....	Canton, Ohio.....	Harry E. Wysong, Canton, Ohio
Paul D. Reavis.....	Lancaster, Pa.....	Student, Bowman Technical School
Verlin M. Reid.....	Greensboro, N. C.....	W. F. Hayworth, Greensboro, N. C.
Ronald Reimer.....	Omaha, Neb.....	Zale's Jewelry, Omaha, Neb.
Walter B. Schaefer.....	Indianapolis, Ind.....	H. W. Schaefer, Inc., Indpls., Ind.
Joseph F. Schwende.....	Floral Park, N. Y.....	Student, Taus School, New York, N. Y.
T. M. Shiotani.....	New York, N. Y.....	Not given
Wataru Takesue.....	Elgin, Ill.....	Student, Elgin Watchmaking College
Joseph Tallal.....	Flushing, N. Y.....	Student, Geo. Westinghouse Voc. High School, Brooklyn, N. Y.
R. L. Underwood.....	Aurora, Ill.....	Student, Elgin Watchmaking College
F. Alan Walter.....	Lancaster, Pa.....	Student, Bowman Technical School
Merle A. Williams.....	Lancaster, Pa.....	Student, Bowman Technical School

## CHRONOMETRY CONGRESS COMMITTEEMEN ANNOUNCED

Members of the Honorary Committee of the International Congress of Chronometry to be held in Geneva, Switzerland, Aug. 26 to 29, have been named, as follows:

#### PRESIDENT:

M. Max Petitpierre, Federal Councilor, Chief of the Policy Department, former President of the Swiss Chamber of Clock-making.

#### MEMBERS:

Charles Duboule, President of the Council of State of Geneva.

Rene Baillaud, Director of the Observatory of Besancon.

G. M. Clemence, Director of the "Nautical Almanac and American Ephemeris, chief astronomer of the Naval Observatory, Washington.

C. G. Darwin, Directory of the National Physical Laboratory, Teddington, Middlesex, England.

Jules Haag, Director of the Institute of

Chronometry of the University of Besancon, President of the Society of Chronometry of France.

*Alfred S. Rowe, President of the Horological Institute of America.*

H. Spencer Jones, Royal Astronomer, Director of the Observatory of Greenwich, President of the British Horological Institute.

Orville R. Hagans, National Executive Secretary of the United Horological Association of America.

N. Stoyko, Chief of the International Bureau of Time, Paris.

Emil Bleuer, President of the Union of Annexed Branches of Clockmaking.

Sydney de Coulon, President of the Directing Committee of the Swiss Laboratory of Horological Research.

Edmond Guyot, Director of the Observatory of Neuchatel.

Adrien Jaquerod, Director of the Swiss Laboratory of Horological Research.

Georges Ketterer, President of the Union of Clockmakers of Geneva and Vaud.

Edgar Primault, President of the Swiss Chamber of Clockmaking.

Paul Renggli, President of the Administrative Council of Design S. A.

M. Vaucher, President of the Swiss Federation of Associations of Clockmakers (F. H.).

#### SCIENTIFIC DIVISION:

The scientific disclosures of the Congress will include, besides a series of short exchanges of ideas, some general lectures. The latter will be given by:

Messrs. Fayolle and Maslin, military engineers of the Central Laboratory of Armament at Paris, with the cooperation of Generals Nicolau and Libessart of the Engineers, on the subject of measuring very short periods of time.

M. Sollenberger, astronomer, chief of the Time Service of the Naval Observatory at Washington, on the subject of recent progress in the conservation of time.

C. A. Crommelin, Director of the Institute of the History of Sciences, at Leiden, on the subject of the contribution of the Low Countries to the development of clockmaking.



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## Chicago Institute of Watchmaking in New Quarters September 15

Because more men than anticipated are enrolling for advanced watch-repairing and jewelry training and to occupy more convenient and Chicago loop space, the Chicago Institute of Watchmaking, which has been located at 7 South Pulaski Road on Chicago's west side since its opening, is moving September 15 next to one of the city's choicest locations in the 6 East Lake Street Building, Paul Leeds, director of the school, has announced.

Under terms of a 5-year lease just negotiated the Chicago Institute of Watchmaking will occupy almost 7,000 square feet of the second floor of the 6 East Lake Street Building which will be directly across the street from the city's new downtown proposed Paramount Theater with the State-Lake and Chicago theaters now on other corners. The space is being remodeled into the most modern watch school in the country, Leeds has said.

Paul Leeds, director of the school, was formerly chief of vocational rehabilitation information for the Veterans Administration in Chicago before establishing the school on May 5, 1947. Within a year after opening, the Chicago Institute of Watchmaking succeeded in becoming fully recognized and accredited nationally by watchmaking and horological associations, becoming the first Chicago school to achieve these honors.

Over two thousand guests visited the Chicago Institute of Watchmaking throughout the day and evening of September 27, at ceremonies which formally marked the opening of the school's new quarters.

Among the honored guests were Dr. William Schilling, Swiss Consul General, Erwin Jost, Vice Consul, and Harry Yaseen, who displayed his fabulous, world collection of rare and unusual watches. In addition to Mr. Yaseen's display, the school

gave the premier exhibit of Norman Rockwell's painting, "The Watchmaker," which was loaned by the Watchmakers of Switzerland.



Harry Yaseen displaying his world famous collection of watches to a group of jewelers who visited the Chicago Institute of Watchmaking on the occasion of the grand opening of their new quarters.

## HENRY FRIED VISITS H. I. A. JOURNAL OFFICE

Ye Editor was honored recently by a visit from Henry B. Fried and his charming wife. Mr. Fried, who is one of America's outstanding horological authors, lecturers, and instructor, and his family, were homeward bound after an extended tour of the old West and Pacific Coast states.

Mr. Fried is president of the New York State Watchmakers Association; executive secretary, New York Horological Society; Instructor in Horology, George Westinghouse Technical High School, Brooklyn; author of *The Watch Repairer's Manual*, and member of the H. I. A. Advisory Council.

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## "Watch Inspection" Entries Now In Hands of Judges

Entries in "Watch Inspection Time" contest are now in the hands of the judges. The contest has been sponsored by The Watchmakers of Switzerland.

Judges are: A. S. Rowe of Indianapolis, president of the Horological Institute of America; Kenneth I. Van Cott, president of the American National Jewelers Association; H. A. Goldberg, president of the National Association of Credit Jewelers; and Fred Morey, president of the United Horological Association.

### INDUSTRY LEADERS JUDGING WATCH INSPECTION TIME CONTEST ENTRIES



Judges in the "Watch Inspection Time" Contest, sponsored by The Watchmakers of Switzerland, are now busy deciding which of the thousands of entries submitted are to be named winners. The judges are: H. A. Goldberg, president of the National Association of Credit Jewelers, top left; Kenneth I. Van Cott, president of the American National Retail Jewelers Association, top right; A. S. Rowe, president of the Horological Institute of America, lower left; and Fred Morey, president of the United Horological Association of America.

Twenty-four prizes, consisting of four valuable Neuchatel clocks and twenty official cabinets for Swiss watch repair parts, stocked with staffs and stems, will be awarded the winners.

The contest was held in conjunction with the Jewelry Industry Council's "It's Watch Inspection Time" campaign. Thousands of entries were received from retailers of the nation, Paul A. Tschudin, director of the Swiss Watch Repair Parts Information Bureau, Inc., announced.

Winners of the contest will be notified by mail on, or about, Nov. 1.

## H. I. A. EMBLEM BUTTONS ARE NOW AVAILABLE



A handsome 14K GF lapel button, bearing the official insignia of the Horological Institute of America, in the official colors of the Institute, an emblem which any H. I. A. member will be proud to wear, is now available at the price of TWO DOLLARS (\$2.00).

Send your request today to the executive secretary, Ralph E. Gould, P. O. Box 4355, Washington 12, D. C., as the supply is limited.

## Levin Issues Statement

Samuel Levin of Louis Levin & Son, Inc., Los Angeles, Calif., has written a letter to R. F. Derbyshire of F. W. Derbyshire, Waltham, Mass., regarding an article that appeared in The H. I. A. Journal. Mr. Levin's letter contained the following paragraph:

"In the article 'The Modern Lathe and Its Design,' published in the August issue of the H. I. A. Journal, it was stated that Louis Levin & Son, Inc., took the lead in abandoning the old style tail stock with a small taper hole and adopting a new design with a chuck holding spindle. Mr. Levin

points out that this statement refers to the standard models of lathes with plain push spindles, as lever feed tail stock with a chuck holding spindle has been marketed for many years by F. W. Derbyshire."

## TORONTO SWISS EXHIBIT



Shown above is the main entrance of the Watchmakers of Switzerland pavilion at the annual Canadian National Exhibition Association, recently held in Toronto, Canada.

The Watchmakers of Switzerland received at the exhibit the highest citation for industrial exhibits. The award was judged on color treatment; merchandising appeal; original design and maintenance neatness.

Practically a million people visited the Watchmakers of Switzerland Exhibit during the 14-day period of the 70-year-old event.

Hundreds of watches and clocks were displayed in handsomely decorated, brightly lighted showcases, with stress placed on fashion trends, new developments in automatic, self-winding, waterproof, shockproof and anti-magnetic watches, and the latest Swiss accomplishments in the fields of calendar watches, chronographs and chronometers. Huge working models of watch movements attracted much attention.

The exhibit was under the personal supervision of J. J. Belli, secretary of the Swiss Watch Chamber of Commerce.

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## THREE CHANGES MADE IN HAMILTON STAFF

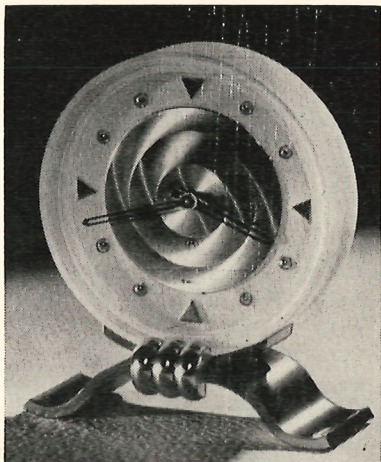


Hamilton's three new Assistant Sales Managers recently announced by W. R. Atkinson, Vice-President in Charge of Sales, are (left to right): F. J. Boulton, General Sales and Export Sales; F. S. Franklin, Administrative Sales Department; E. B. Silvius, Special Sales.

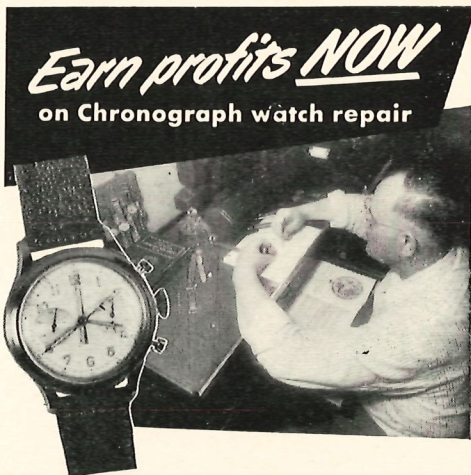
W. R. Atkinson, vice-president in charge of sales of the Hamilton Watch Company, has announced three changes in the Hamilton sales staff. F. Franklin has been made sales manager in charge of administrative sales department; F. J. Boulton, assistant sales manager in charge of general sales and export sales; and E. B. Silvius, assistant sales manager in charge of special sales. The three men are on the staff of Lowell F. Halligan, sales and merchandising manager.

Mr. Atkinson stated that the changes were made to gear up the Hamilton selling program more efficiently.

### FROSTED-GLASS MOTIF FEATURED AMONG SWISS CLOCK DESIGNS



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Merely open the appropriate volume in your bench tray and disassemble each part according to the brief instructions and diagrams shown on the page devoted to that part. There is a page for every part. Assembly of the chronograph movement simply reverses the procedure.

#### ESEMBL-O-GRAF PROCEDURE IS THOROUGH!

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#### ESEMBL-O-GRAF PROCEDURE IS FAST!

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# Your Questions Answered Here

By "THE PROFESSOR"

**EDITOR'S NOTE:** *A nationally renowned professor—who prefers to remain anonymous—has consented to answer questions from our readers pertaining to the science of horology and its various practical applications in the field of watch repair. Simply address your questions to the editor, H. I. A. Journal, 921 State Life Building, Indianapolis 4, Indiana. It will be our pleasant duty to forward all questions received to "The Professor" for a prompt reply and publishing in these columns every month.*

Dear "Professor":

Enclosed are photos of a 27 Ligne movement—which has No. 281 stamped on under side of balance cock; however, there are no other identification marks or imprint on it.

Would you tell me just where I may obtain an escape wheel and 2nd wheel pinion or just the escape wheel pinion without wheel and the pinion — I have samples from it.

I have unsuccessfully tried approximately 6 places (suppliers, etc.) and have not succeeded in finding the parts. The leather case (travel case) has BLACK, STARR & FROST name on it but they have not answered my query on it. Could you help me?

E. L. K.

*Answer:* Without any identification clues on the movement of which you sent photographs (the number 281 under balance cock is some manufacturer's factory routine, with no identification as to whose), we cannot tell you where you could obtain parts for it. However, you mention that on the leather case of this traveling clock, is the name Black, Starr & Frost; and that an inquiry addressed to that firm remains unanswered. The firm named has been succeeded by a new corporation: Black, Starr & Gorham, Fifth Ave. and 48th St., New York City. Perhaps if you would write again, as urgently as you can express the matter, enclosing the photographs, the present firm would tell you the name of the manufacturer of the movement. Mark your letter "For attention of Mr. Charles K.

Johns, Watch Repair Department," of the firm named; Mr. Johns is a member of the Educational Committee of the H. I. A.

"THE PROFESSOR"

Dear "Professor":

What is most likely to make a roller jewel hold up, just the slightest, going through the fork? I've had a few where the pivots on the staff seem to be straight, and the roller jewel has been pushed back as far as it can go and work effectively. The guard pin is free, and the pallet pivots are straight. Yet, there is still enough friction when the jewel goes through the fork to stop the watch after the mainspring power has gone half-way down. E. G.

*Answer:* Even assuming that the escapement is correct in the details your letter mentions, there are still so many other things that could cause a fault in fork-and-roller action, that it would be pretty much of a blind guesswork to say what might be wrong, without having the watch in hand for examination. You indicate that you "push the roller jewel back as far as it can go," in trying to correct the trouble. Really this suggests a questionable general practice in adjusting escapements, a sort of blind "cut-and-try" method, instead of a systematic examination, which should be based on a thorough understanding of the principles of escapement action. Maybe the best advice we could give would be that you study good books on escapement adjusting, and THEN be in a position to locate the cause of the slight hanging-up of free-

dom of the roller-jewel to pass through the fork, for unlocking the escape-wheel and receiving impulse. Your material dealer could no doubt send you a list of books you could obtain for this use.

“THE PROFESSOR”

Dear “Professor”:

Recently a customer asked me a question about the Roman figure dial. I didn't know the answer and the question made me curious. He wanted to know why they print the no. 4 with four “I's” (IIII) instead of “IV” as they do with “IX.” In school they always taught it as “IV” and in books and everywhere else it is written as “IV.” Could you tell me if there is a special reason or custom for writing it as “IIII” on watch and clock dials?

K. U.

*Answer:* If you will look at a dial with Roman numerals, and imagine what it would look like with the hour 4 indicated by IV, you will see plainly why dial-designers nearly always have taken the liberty to use IIII for 4. It is simply a matter of good taste, to design the dial so that it pleases instead of offends “the eye.” If IV were used, the lower right-hand quarter of the dial would look out-of-balance with the rest of it. The opposite side of the lower half of the dial has the heavy VII and VIII in it; these numerals cannot be “lightened” in appearance; so the heavier-looking

form of 4, or IIII, is used to balance the dial, and avoid what might be expressed as a “hollow” or empty appearance in that portion of the dial.

“THE PROFESSOR”

Dear “Professor”:

I have found lots of Lord and Lady Elgins with the roller jewel bearing outward from the balance staff. I always straighten them but I have seen so many in new watches, I am in doubt, especially since I straightened one on a Lady Elgin, then it touched the guard pin. And the roller jewel was in as far as it could go because the balance arm extended out under it. So I had to bend the guard pin down a little, which I don't like to do. Or put in a shorter jewel.

Can you give me any advice on where I might locate a center wheel for a 21 jewel, 19 ligne Vacheron & Constantine Swartchild Series 997. Swartchild has given it up; also Bonded Messenger didn't have it. Thank you very much.

H. L. F.

*Answer:* (1) You explain that you have been finding many new Elgin watches lately in which roller-jewels are set much out-of-upright; and that in re-setting these, you must make alterations in guard-point, that amounts to creating another fault in order to straighten up the roller jewels, in these cases. Since the original setting of the roller

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Temporarily, applicants are on waiting list, until “Jam” lessens, which we hope will be soon.

jewels, as we understand your statement, is as the movements are turned out by the manufacturer, we think the matter should be reported to him, and see what he suggests; and this would bring out whether there might be any fault in inspection of work at the factory, that would result in the conditions you have reported. This would be "going to the root of the matter" to start with; then, if you wish, you could write us again after your correspondence with the manufacturer.

(2) For the material that you have found difficult to obtain, you had better write directly to the American agency handling the watches in question, which is: Vacheron & Constantin, 580 Fifth Avenue, New York 19, N. Y.

"THE PROFESSOR"

Dear "Professor":

Three months ago I repaired a Wyler watch with 10-1/2-1, 17J General 820B movement and General case. The watch came back today with the dial full of water. My customer tells me he has not had it in water and that the watch has collected this excessive amount of water ever since it was purchased new. What could be causing this? The metal the dial is made of or what? Certainly appreciate hearing from you.

W. H. R.

*Answer:* If the watch case is as water-tight as this can be accomplished, and the wearer has not immersed it in water, then

the only way the moisture on the crystal inside the case can be accounted for, is by saying it is moisture that was originally in the air that is trapped inside the case when the case was closed, and later condensed on the crystal by a change in temperature. This is the same action as makes drops of water appear on the outside of a tumbler of cold water on a hot humid day, when the air is full of moisture. Fortunately, the condensation usually forms only on the inside surface of the crystal, and not on the steel parts of the movement. About the only thing you can do about it is, whenever possible, choose a dryer than usual day for casing up these watches; or maybe we had better say, don't case them on an unusually humid day.

"THE PROFESSOR"

# DEAN'S WATCH MATERIALS AND TOOLS

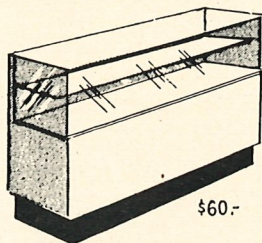
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Half Panel Show Case. Length 70";  
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shelf, open storage space in back.  
Also available in 12" front and side glass.

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No. 401A  
Watchmaker's Bench. (back view). Length  
40"; Height 39"; Depth 20"; with 9 drawers  
and pull-out frame for catch-all. \$60.-  
No. 401B  
Also available with 24" high glass enclosure  
around upper front and sides. \$75.-

# "The Half-Century Club"

Arthur O. Gott of Alameda, Calif., 88 years old, has spent 67 years as a watchmaker. He began work on a New England farm at the age of 8; attended school at Chelsea, West Medford, Mass., and Vermont Methodist Seminary. He has practiced many New England virtues — thrift, responsibility and resourcefulness.

Throughout his life, he has played the violin and has made several of them, including two violins, a viola and cello which he presented in 1948 to Harvard College. He has been interested in trotting horses, too.

He received his training as a watchmaker in Burlington, Vt., finishing his apprenticeship when about 20 years old, opening his own store at Lexington, Mass. He also worked in the repair department of the Waltham Watch Company. He met Delphos D. Palmer, head of the Palmer Horological School, and became his assistant.

While at the Palmer school, Mr. Gott finished making a watch in 1883, a watch he wears today, an excellent timekeeper. During his Waltham and Palmer activities, he carried on his own business, driving back and forth from Lexington in a horse and buggy.



Arthur O. Gott

In 1883, he moved to San Francisco, Calif., working for a time at Shreve & Company and later at Hirschman's. In 1884, he moved to Alameda, Calif., carrying on his trade until his retirement a year ago. Inventive and ingenious, Mr. Gott has made at least three clocks of unusual design and a removable potence so that the balance assembly and escape wheel can be removed in a unit.

## New H. I. A. Insignias



Reproduced above are the three designs which have been approved as the H. I. A. official insignia for "Certified Watchmak-

ers" (formerly "Junior Watchmaker") and "Certified Master Watchmaker" (formerly "Certified Watchmaker") and "Certified School."

The "Certified" Master and Certified Watchmakers cuts may be obtained by remitting \$1.50 to Ralph E. Gould, Sec'y, P. O. Box 4355, Washington 12, D. C., giving your certificate number. "Certified School" cut may be obtained by remitting \$1.50 to Secretary Gould.

## ELGIN ANNOUNCES PROMOTIONS

T. J. O'Connell, a member of the sales department since 1929, has been promoted to supervisor of Elgin sales in Western New York, Western Pennsylvania, West Virginia, Ohio, Indiana, Michigan and Kentucky.



T. J. O'Connell

O'Connell was formerly Western sales manager and assistant sales manager for the Elgin National Watch Company. A native of Chicago, he was an instructor in military tactics and science during World War I.

Elgin sales manager, A. L. Rowe, also announced the promotion of Maury Ash, to Eastern sales manager for New England states, Eastern New York, Eastern Pennsylvania, New Jersey, Maryland, Delaware, District of Columbia



Maury Ash

and Virginia. Mr. Ash is a native of Providence, Rhode Island, and a graduate of New York University. He resides at Rockville Center, Long Island, is married, and has two charming children.



## NASHVILLE GUILD HELD MEETING

Nashville Guild No. 1, T. W. and J. A., held their regular monthly business meeting at the Andrew Jackson Hotel in Nashville on Tuesday night, Sept. 6th, and elected officers for the ensuing year.

The following officers were elected:

L. D. Stallcup, President, W. E. Russell, Vice-President, Ed. Cochran, Secretary-Treasurer, Ralph Langreck and Gus Griffin, Members of the Board of Directors.

President Stallcup announced that the Board will meet at frequent intervals to assist and plan the activities of the Guild. He also stressed the need for preparation for legislation in 1951. Wm. S. Kline instigated a voluntary contribution fund for that purpose, resulting in raising \$46.00.

The Ladies Auxiliary held a very pleasant outing at the home of Mr. John Koehn, in Gallatin, Tenn., on the evening of Sept. 8th. Husbands were invited and many of them were at hand.

## Tennessee Ladies Auxiliary Units Active in Meetings

Ladies Auxiliaries of the Tennessee Watchmakers and Jewelers Association are engaged in a series of interesting meetings and organization activities.

During the state convention of the T. W. and J. A., held last May, a statewide group of women met in the Andrew Jackson Hotel in Nashville, Tenn., and organized the Ladies State Auxiliary No. 1. Elected to office were: Mrs. H. J. Webb of Nashville, president; Mrs. Ed Jones of Knoxville, vice-president; Mrs. L. D. Stallcup of Nashville, secretary; and Mrs. Ralph Langreck of Nashville, treasurer.

The Nashville group of women have been

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State President      State Secretary  
 Mrs. H. J. Webb      Mrs. L. D. Stallcup  
 Nashville, Tenn.      Nashville, Tenn.

enjoying a constantly increasing membership, holding meetings monthly, with an average of twenty women at each meeting.

On July 15, State President Webb and State Secretary Stallcup went to Chattanooga to meet with women of that city, resulting in the formation of Ladies Auxiliary No. 2 in that city, with 15 charter members. Officers elected are: Mrs. G. R. Bruce, president; Mrs. W. R. Kingston, vice-president; Mrs. W. J. Bradley, secretary; Mrs. Albert Archer, treasurer; Mrs. George Foote, membership chairman; and Mrs. O. H. Harding, publicity chairman.

On July 21, President Webb and Secretary Stallcup met with women of Knoxville in the Andrew Johnson Hotel and helped

The Chattanooga, Tenn., Ladies Auxiliary



Officers of Chattanooga, Tenn., Ladies Aux. No. 2, T. W. and J. A. Reading from left to right: Mrs. W. J. Bradley, Secy.; Mrs. R. W. Kingston, Vice-Pres.; Mrs. G. R. Bruce, Pres.; and Mrs. Albert Archer, Treas.

organize Ladies Auxiliary No. 3 of Knoxville, Tenn. Officers elected were: Mrs. Helen Jones, president; Mrs. Sallie Townsend, vice-president; and Mrs. Jean Cunningham, secretary-treasurer.

On Sept. 12, Cookeville Guild No. 8, T. W. and J. A., was host at a picnic held in the beautiful Cumberland Mountain State Park, and plans for forming a Cookeville Auxiliary were discussed.

## NEW JERSEY HOROS HOLD SUCCESSFUL MEETING



The regular monthly meeting of the Watchmakers' Association of New Jersey, Inc., will be held at the Ivanhoe, 925 Springfield Avenue, Irvington, Tuesday, October 11, 1949, at 8:30 P. M.

Our September meeting was very well attended by an enthusiastic group of craftsmen. The display of tools and watchmaking equipment brought there by a local material supply house, The Newark Jewelers Supply House, was extremely interesting. The bountiful buffet lunch and other refreshment provided by this firm were greatly enjoyed by all present. We wish to express our appreciation to them.

Our last meeting started the fall off with a bang and indicates an active winter. A committee appointed by the president met and fixed the date of the annual dinner-dance for Nov. 6, 1949 — the place, The Ivanhoe. This is to be the 10th anniversary and, since the membership is three times as large as it ever was before, it should be a gala occasion. The dinner committee headed by Eugene Jung has worked out quite a program for the evening. Among other things we plan to honor Mr. George Doehrmann, the first president, and all the presi-

dents who succeeded him. So mark your date-book, November 6th, and bring your wife or girl friend for an enjoyable evening of fun and dancing.

Not to be confused with the dinner is the annual convention which this year will be held on the regular meeting night, November 8th, at our regular meeting place. There will be election of officers and reading of the annual reports. Plans for the convention are still incomplete—so watch the November bulletin for further details.

Our historian, George Winton, plans to give an outline of the association since its beginning. This is quite a task as no report has been given since the association was founded. He reports he is well under way.

We are to have two films from Bulova Watch Company on vibrating a hairspring. They are very good films.

I have received a supply of Joseph Bulova Text Books and all students, members who are entitled to receive a copy, may do so at the next meeting. Any student wishing to avail himself of the offer formerly made by the association can still do so as long as our supply of these books lasts.

Remember the two dates, November 6th—the dinner-dance, November 8th—the annual convention. Come out to both of them—100% strong.

L. H. HAYENGA, *President.*

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WATCH REPAIR PARTS  
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Indiana's Largest Watch Material and  
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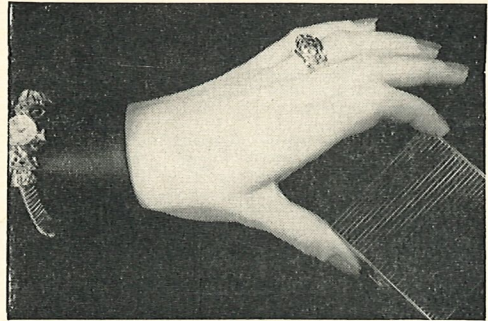
Now offering a complete course of 4320 hours in watch repairing and adjusting, covering all phases of the work to qualify for H. I. A. Master Watchmaker Certificate. Also a finishing course to those who have had previous training.

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For further information, write to

**DUKE CITY SCHOOL OF  
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One of the highlights of the fashion exhibit was an open-faced woman's watch with a high crystal and matching gold gooseneck bracelet. The ring and compact are also in gold.

**GRANDFATHER CLOCK MOVEMENTS**

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Westminster Chimes on Rods

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# Horological Society of New York Meet



The Horological Society of New York held their October meeting, Monday the 3rd, in the Caravan Hall, 110 East 59th St. The special feature was the "QUESTION AND ANSWER NITE" and a sound technical film.

Refreshments were served.

## MEMBER BACHMANN IN SWITZERLAND

Albert Bachmann writes us from La Chaux de Fonds, where he is staying for the next few months, working in the Vulcain Watch factory in that town. He misses the LOUPE and asks for back copies.

\* \* \*

Collectors and antiquarians of this society should be interested in the news that the National Association of Watch and Clock Collectors, New York Chapter, will meet in Middletown at the Mitchell Inn, home of one of the finest clock collections in America. Date—October 8. Contact Joseph Sternfeld, 115 Central Park West, N. Y.

\* \* \*

Barny has at last promised to give us that famous lecture on Time with his weird contraptions for telling time. It is set for November. This lecture demonstration was the hit of the Chicago convention as well as those before the clock collectors group. It is a MUST on your list.

\* \* \*

A whole list of lectures of great interest has been booked for the next few months. These will be announced in the next issue of the LOUPE.

\* \* \*

Bill Zint of Longines writes us that the edition of "Repairing a Longines Watch" is off the press and arrangements have been made to have each member in good standing receive one. Having pre-viewed this book, we say without reservation that it is one of the finest of manuals to come off the presses and something worth owning. The illustrations are of the highest calibre and the many hints of great value to all. These will be distributed at meetings only.

\* \* \*

A number of horological films are now in preparation by many horological companies. As soon as these are released, they will be shown here. Some are already booked for the premier showing here.

\* \* \*

Secretary Paul Roth was absent from his place at the desk due to the need and want of a well earned vacation. Hope you had a good rest, Paul.

\* \* \*

## TRADE DEFINITIONS NEEDED

This editor was most surprised to see in the Sunday edition of the New York Times advertisements illustrated with line cuts, "Chronometers—\$5.98." Obviously these were wrist pin pallet watches with a couple of control buttons for a sweep second. How many of you would take a chance to navigate by one of these three miles out of Coney Island?

The issue becomes serious, however, when one realizes that ads like these are accepted by a newspaper that claims to print none but the truth. Invest-

igation reveals that they do so because there exists no clearly defined terms for such items like "Roskopf," "Pin Lever," "Chronograph," "Stop Watch," "Split Second Timer," and the like. It is our belief that the industry ought to press the Federal Trade Commission for a meeting to arrive at official meanings for these terms. If we don't, the public will be fooled but eventually the industry will be the loser.

\* \* \*

## WATCHMAKER REGISTRATION LAW FOR NEW YORK STATE RE-DRAFTED

A meeting of some of the groups which have opposed the proposed watchmaking registration law in New York State has resulted in a new draft of the bill which will be presented at the 1950 session of the state legislature.

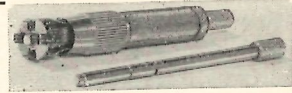
Provisions were included in the new draft which would automatically grant a license to any person engaged in watchmaking for at least three months prior to the effective date of the law. The old clause called for at least three years practice.

Exemption was also granted to persons regulating watches, factory employees of watch manufacturers and assemblers.

The new draft provides, in addition, that a person holding a license in another state would automatically be granted a license upon application, provided the state's standards are equivalent to New York's, or if the applicant has passed the HIA examination for certified or certified master watchmaker.

Stricken out of the old proposed bill were clauses which would require "good moral character" on the part of applicants. Also a provision was inserted which would require examinations for licenses to be held not less than four times a year, instead of two called for in the old bill.

Taylor announced that a draft of the new bill would be printed and sent to all interested groups.



## MAINSRING WINDERS

Pre-war quality . . . only \$2.20 each  
. . . with all the following features:

1. Winding cage is adjustable.
2. Winding arbor in handle.
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6. Bright nickel finish.

FITRITE No. 1323 for men's strap watches (barrel diam. 6 to 10 mm.)

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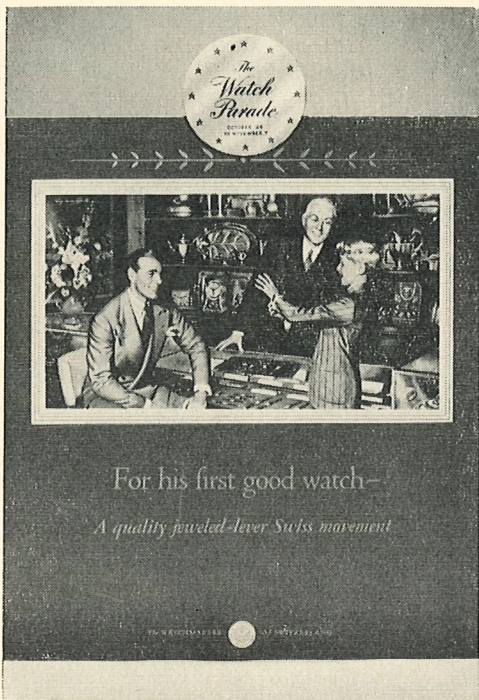
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## WATCH PARADE PROMOTION



### SWISS "WATCH PARADE" DISPLAY

Above is the center-piece of a full-colored window display which is being mailed by The Watchmakers of Switzerland to retailers throughout the United States for use during the Jewelry Industry Council-sponsored "Watch Parade," to take place October 24 to November 7.

The above illustration is the centerpiece of a five-piece, eye-appealing window display which the Watchmakers of Switzerland are mailing out for use in the Jewelry Industry Council-sponsored "Watch Parade," October 24th to November 7th.

The centerpiece is an enlarged full-color reproduction of the painting which is currently appearing in the national consumer publications.

In addition to this attention-commanding centerpiece, four smaller matching side-pieces, each carrying a different sales message, are included in this attention-attracting window display.

The Watchmakers of Switzerland are also mailing to jewelers an illustrated "idea-booklet" containing suggestions for the most effective use of this five-piece window display; also radio "spot" announce-

ments, local publicity releases, and tested direct mail promotions, for making J. I. C. "WATCH PARADE" an outstanding success.

For further information, address the Watchmakers of Switzerland, INFORMATION BUREAU, 730 5th Ave., New York City 19, N. Y.

## ANRJA HELD 44TH ANNUAL CONVENTION IN NEW YORK

Tributes memorializing the late Edward H. Hufnagel, former president of the Horological Institute of America, and "Andy" W. Anderson were paid by the American National Retail Jewelers Association at the forty-fourth annual convention held in New York City on August 18.

Mr. Hufnagel, ninth president of the Association, and Mr. Anderson, who served the Association for thirty-three years, were each eulogized in the memorial resolutions passed at the convention.

Mr. Hufnagel was well known as one of the outstanding horologists of the nation, and contributed many articles to the H. I. A. Journal.

The convention was one of the most successful ever held by the Association, and was well attended. Problems affecting the progress of American jewelers and watchmakers were discussed during the convention.

Resolutions were adopted including appreciation of the Armed Services Committee of the House of Representatives for due consideration of retailing problems involved in military stores; urging Congress to repeal wartime taxes on jewelry; favoring strict economy in Federal operations; commendation for the Jewelry Industry Tax Committee; thanks and gratitude to Retiring Presidents of the Association, and committee chairmen; deploring wide non-observance of fair trade practices; appreciating support of allied groups of the jewelry industry; thanks to speakers and exhibitors and urging support of trade press.

## L & R MFG. CO. WILL USE NAT'L MAGAZINE SPACE

<b>ELLANAR</b> <b>JEWELRY CLEANER</b>	<b>ELLANAR</b> <b>JEWELRY SERVICER</b>	<b>ELLANAR</b> <b>SILVER GLEAM</b>
		
Proved by over a million users. Marvelous for all jewelry, diamonds, crystal. Generous 8 oz. jar <b>50¢</b>	World-famous Ellanar Jewelry Cleaner plus Exclusive Safety Cleaning Tray & Brush. Giant 16 oz. jar <b>*1.00</b>	The Cream of Silver Polishes. For brilliant, longer-lasting luster on all sterling and silver plate. 16 oz. <b>*1.00</b>
 Guaranteed by Good Housekeeping If not as advertised therein	At Jewelry, Department, Syndicate and Gift Stores If unavailable, send check or money order to <b>L&amp;R MFG. CO., 577 ELM ST., ARLINGTON, N. J.</b> for prepaid shipment.	

Increased advertising space in national consumer publications will be used next year by the L & R Manufacturing Company of Arlington, N. J., to promote sales of Ellanar Jewelry Cleaner, Ellanar Jewelry Servicer and Ellanar Silver Gleam.

All of these products, which carry the seal of approval of Good Housekeeping Guarantee, will be featured throughout 1950 in advertisements in Good Housekeeping Magazine, as well as other national publications.

These three Ellanar products are now available from coast to coast through watch materials and jewelry jobbers. Sales promotion material is also available, and may be obtained at the main office in Arlington, N. J., or at branch offices in Chicago, 55 East Washington Street, and also at Los Angeles, Calif., 355 South Broadway.

## ELGIN OFFERS WATCH PARADE DISPLAY

Keyed in copy and art as a merchandising tie-up to the Jewelry Industry Council's 1949 Watch Parade, a comprehensive sale-aid portfolio has been mailed to its dealers by Elgin National Watch Company, Howard D. Schaeffer, vice-president, has announced.

### ELGIN'S FASHION ACADEMY TRAY



To help retail jewelers exhibit to the best advantage a selection of new Fashion Academy gold medal award Lady Elgin watches introduced this fall, Elgin National Watch Company has designed this combination tray and display piece, shown above. The tray is available without charge to dealers who receive the complete assortment of Fashion Academy watches.

Utilizing the parade motif as the theme of its promotion, the Elgin kit includes an outstanding array of dealer advertisements, varying in size from one to six columns; counter display cards; window streamers, postal cards; drop-in material for advertisements, and publicity ideas.

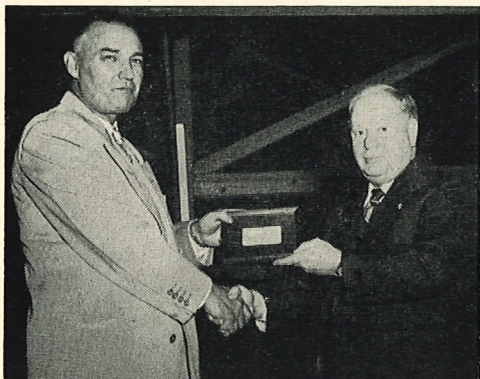
### *"A Government Approved Watchmakers' School"*

Terre Haute School of Watchmaking gives individualized instruction in a government approved training program for 200 students. Master watch and clock craftsmen make up the faculty. In an 18-months' course, YOU can pass the state examinations.

*Write for information folder*

**Terre Haute School of Watchmaking**  
Terre Haute, Ind.

## PRESIDENT OF W. P. H. I. HONORED



W. O. Smith

Geo. Neisslein

The Watchmakers Association of Pennsylvania honored William O. Smith, president of the Western Pennsylvania Horological Institute, at a corn roast September 11, which was attended by several hundred watchmakers and their friends.

George Neisslein, president of the association, presented Mr. Smith with a lifetime membership in the watchmaking group in the form of an engraved silver plate mounted on a wooden plaque. The award, given in recognition of service to the watchmaking profession, follows the development of a new time-saving method of repairing chronograph watches and other complicated timepieces by Mr. Smith and the research department of the W. P. H. I.

William O. Smith was appointed to the Pennsylvania State Board of Private Trade Schools. The board, comprising five leaders in various fields of technical training, has recently been created to deal with the problems of privately operated trade schools.

## HAMILTON STRESSES GUARANTEE POLICY

The Hamilton Watch Company's current diversified line of watches includes a complete selection of diamond-set models in platinum and gold cases. Prices range from \$120.00 for the lowest priced Lady

Hamilton to \$12,000 for a custom-styled model on special order. With such a wide variety of models from which to choose, a Hamilton dealer is seldom at a loss to satisfactorily provide his customers with fine highly-styled diamond-set watches in nearly every price category.

Only authentic Hamilton diamond-cut watches are stamped with the Hamilton name on the back of the case.



The word "Hamilton" appears on the movement, dial, and case of every Hamilton diamond-set watch. A small folder, "The Guarantee of Authenticity," is packaged

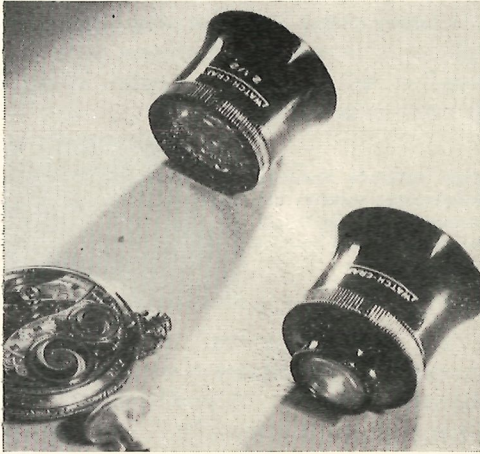


This small booklet, guaranteeing that the diamond-set watch was cased, timed, and packaged at the Hamilton factory, is enclosed in the box of every Hamilton diamond-set watch.

with each watch. Diamond-set watches returned to the company will not be accepted for repair unless they are returned intact, with the same case, dial, and movement they contained when they were shipped from the factory, the company has announced.



## C. & E. MARSHALL INTRODUCE TENITE EYE LOUPES



Tough, lustrous Tenite is used for the frames of these eye loupes. Ground lenses of optical quality are inserted into the molded frames under pressure; the resilient plastic holds them securely in place.

The loupes are available with both single and double lenses. Power magnifications for the single-lens models are 7, 5, 4, 3.3, 3, and 2.5; the double-lens loupe has 4 by 7 power.

The Tenite frames are lightweight, smooth, and pleasant to the touch. The exceptionally durable plastic is proof against shattering or chipping.

### 48 YEARS OF EXPERIENCE

In Supplying the Needs of the Jewelers  
in the Mid-Central States with

**Genuine American-Swiss**

**WATCH MATERIALS — TOOLS  
JEWELERS' SUPPLIES**

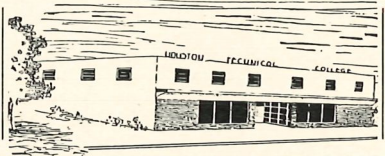
Is your guarantee of prompt  
mail order service.

One-Day Service on Odd-Shaped Crystals.

**HOFFMAN AND CO., INC.**

305 State Life Bldg., Indianapolis 4, Ind.  
"Indiana's Oldest Watch Material House"

## MR. JEWELER!



Why Take a Chance  
When You Can Get a  
**CERTIFIED WATCHMAKER**

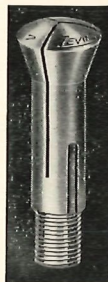
Through our

**FREE PLACEMENT BUREAU**

you are assured of THE  
BEST when you select a  
graduate from the—

**HOUSTON  
TECHNICAL COLLEGE**

1009 Waugh Drive — Houston, Texas  
Dept. "H"



TYPE WW

### ENJOY USING THE FINEST

Type WW Wire Chucks 5 mm  
capacity always in stock at  
leading material dealers.

No. 1	.....\$7.80
No. 1½	..... 7.20
No. 2	..... 6.60
No. 2½	..... 5.10
No. 3-64	..... 3.60

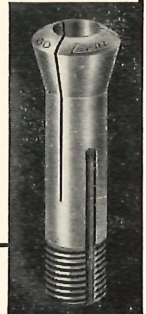
GENUINE **LEVIN** TOOLS  
CARRY THIS TRADEMARK

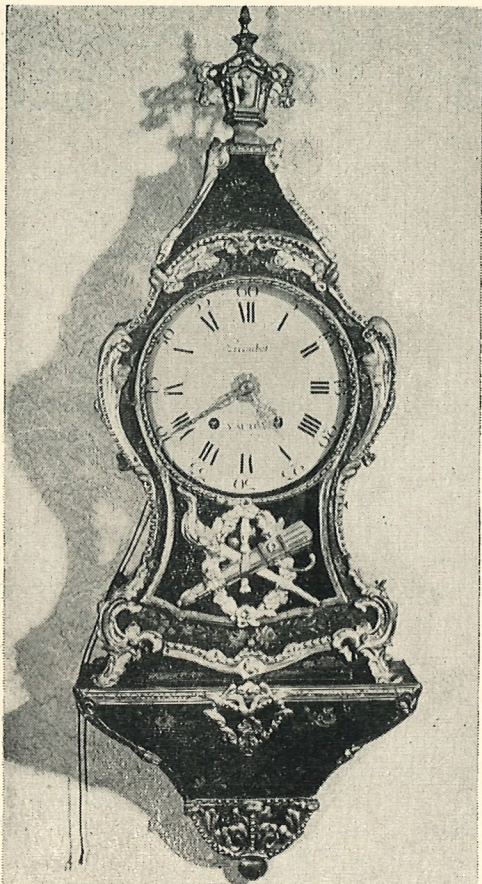
TYPE D

Type D Wire Chucks 8 mm  
capacity.

No. 1	....\$9.00
No. 1½	.... 8.10
No. 2	.... 7.20
No. 2½	.... 6.00
No. 3-80	.... 4.80

ASK YOUR DEALER FOR  
1949 LEVIN CATALOG "E"

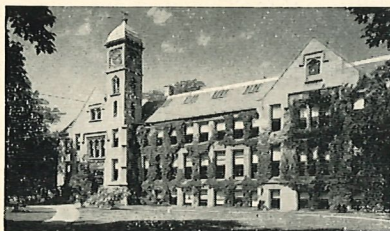




Loux XVI clock, red plated case, gilded bronze, with musical chimes. It is signed: "B Vuilliamy, London."

(NOTE: Also the work of Vuillemier.)

## Pathway to Success



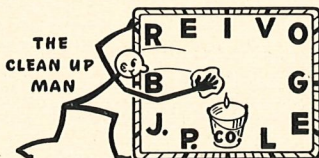
WATCHWORK  
JEWELRY  
STONESETTING  
ENGRAVING

### BRADLEY UNIVERSITY

Horology Division

Department I, Peoria, Illinois

### Meet "Little Dan"



Dan's been making new dials out of old ones at our place for 30 years or more. We keep him on because he has a habit of making friends—thousands of them—who'd swear on a stack of pocket watches that Dan consistently turns out the finest dial-refinishing jobs they ever saw. Every dial that Dan refinishes gets our exclusive PERM-ENAM treatment, the original dial-enameling process. Every dial job is guaranteed against tarnishing for ONE YEAR.

If you're the kind of fellow who insists on fine work and prompt service, drop Dan a line today and receive his price list and free mailing envelopes by return mail.

**P. J. Breivogel Co.**

65 Nassau Street, New York 7, N. Y.

**Bestfit**  
FIRST & FOREMOST IN—  
**SWEEP SECOND  
HANDS**  
IN SEALED ENVELOPES

- FOR PROTECTED QUALITY
- FOR EASY INTERCHANGEABILITY
- FOR MOST COMPLETE RANGE

1/4 DOZ. # 36  
"THE BESTFIT"  
#185  
SWEEP  
SECOND  
HANDS  
Color

ORDER FROM  
YOUR JOBBER

## OILING CENTER ARBOR UNDER CANNON PINION

When the undersigned first read in the April issue that "Do not put any oil on the center post," I immediately glanced craftily over my shoulder to see if anyone else read it with me. But my secret was my own with my thought, "All these years I've been oiling the center post and I've been wrong, tsk, tsk."

So my next job was a sweep-second automatic movement and I scrupulously avoided oiling the center post. So the cannon pinion was so dog-goned tight that if I hadn't bust a couple teeth off a minute when once, because of a tight cannon pinion, I would have done it again. But the movement was a little complicated with a flock of bridges and I already had my sweep arbor in and didn't want to remove it. Yeah — that's right; when I finally got that un-oiled cannon pinion off I had a bent sweep arbor and doggoned near a bent pillar plate. After I had repaired the damage I replaced the cannon pinion, having done nothing to it other than placing a greasing of oil on the center post and the watch set exactly as it should.

My next thought was—let's recapitulate. He says you shouldn't oil. I always used to oil and never had trouble. Maybe if I were to notice how tight the cannon pinion was before I dismantled the movement and when I had one that was a little loose, I would omit the oil when I later assembled it and perhaps thereby save myself the trouble of tightening the pinion. Could be, I'll have to give that a little thought and maybe do a little guinia-pigging.

I don't entirely agree with "I. W. L." in your July issue. It is my humble opinion that if the center arbor is properly oiled there just ain't enough oil to travel any where. But I belong to the school of thought that says about oil, "If you sees it, you got too much!"

Incidentally, we have just opened (7-7-49) this business here in Show Low after traveling around the country for three years

trying to find just the right spot to settle and we think this is it. The undersigned should be familiar to you just because of change of address notices; we think you have received the last such notice.

Very truly yours,  
TAYLOR & TAYLOR  
Watchmakers—Jewelers  
Show Low, Arizona

Dear "Professor":

I am of the same opinion as you in regards to oiling cannon pinions on watches. I would like to know just how many cannon pinions W. R. K. of Tennessee has seen frozen from lack of oil.

No doubt he has found cannon pinions as he has stated from lack of being cleaned in a half way job or from some one being too strong with a cannon pinion tightener, or too strong on a pair of dull cutting pliers.

Just why a cannon needs oiling is all a mystery to me, as the only time it moves on the center pinion is when you set the watch, and how often is that? And, with oil on it, is is more apt to slip and will not carry the hands.

From one who has seen cannon pinions on watches for forty years, maybe this is too long, but I still like it.

J. C. C.

### MEN'S AND LADIES' STAINLESS STEEL SPRING TYPE WATCH BANDS

25c to \$1.00 Each

Massive Stainless Eternium Skull,  
Saddle, and Indian Head Rings  
All Quarter Sizes—\$1.25 Each

### STAINLESS METALCRAFT CO.

1618 N. 77th Ave., Dept. J  
Chicago 35, Ill.

## *The October Cover Story . . .*

Antoine Arlaud, a Swiss watchmaker in the early part of the 17th century, designed and made a watch of unusual interest. Shown on the front cover is a reproduction of a picture of an Arlaud watch with a balance cock belonging to the second period.

The lengthy balance bridge, decorated with strawberry blossoms, is designed so that the center of one of the flowers is made to serve as a pivot point for the balance wheel, although not pierced all the way through. The filing down of the steel is so fine that it can almost be described as chasing.

Arlaud, who was made a citizen of Geneva in 1617, became renowned as a maker of complicated watches, calendar watches and alarm clocks. He was also a horological teacher and trained a number of apprentices. He made calendar watches in 1632 for Pierre Cuper, II, de Blois, and his uncle, Michel Cuper, who lived in Constantinople, Turkey.

Arnaud's sons and grandsons started a Geneva colony in Constantinople during the 17th century, developing a market outlet for Geneva watches.

*(This is the fourth of a series of cover illustrations of Antique Watches. The historical data was supplied by Prof. Eugene Jacquet, one of the world's outstanding horologists. Professor Jacquet is curator of the Geneva Watch Museum; President of the Swiss Chronometer Society; director and professor at the Geneva Watchmaking School for 30 years and professor of the renowned Bienne Technicum for five years.)*

### *Expert Watch Repairing for the Trade*

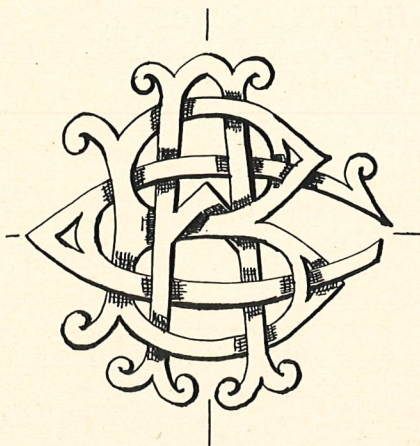
Contact Before Sending Work

All Work Checked and Timed on  
Paulson Time-O-Graf

Chronograph Service  
Our Specialty

**Robt. A. Nicholson**

506 State Life Bldg. - Phone CA. 5992  
Indianapolis 4, Ind.  
Indiana Licensed Watchmaker No. 1365



## NEWS COMMENTATOR RECEIVES WATCH



Accurate time is such an important factor with W. W. Chaplin, National Broadcasting news commentator, that he times his newscasts with a chronograph watch, which was presented to him by the Overseas Press Club of America and the Watchmakers of Switzerland, in appreciation of his leadership in three terms as president of the club. Mr. Chaplin is one of the outstanding news commentators of the world.

## J. H. PEARE RESIGNS FROM OREGON STATE EXAMINERS

J. H. Peare, founder and organizer of the Oregon State Board of Examiners in Watchmaking and Clockmaking, resigned his position on the board on July 18, 1949, in protest against the reappointment of one of the Board members, whom Governor McKay had appointed over Mr. Peare's protest.

In a statement regarding his resignation, Mr. Peare said that the Oregon Board of Examiners had only two "proven qualified watchmakers, these men being Certified Master Watchmakers." The other member is a qualified clockmaker.

Mr. Peare stated he would like to see the entire Oregon board composed of Certified Master Watchmakers of the Horological Institute of America, or men of "proven qualifications equivalent to such certification." The Oregon law became effective in July, 1941.

**COEFFICIENT OF EXPANSION:** A figure stated as a multiplier of another figure; for example, the coefficient of expansion of steel is .0000073 per degree centigrade; brass has a higher coefficient; the difference in these coefficients is the reason for choosing steel and brass for making bimetallic compensating balances.

### ILLINOIS BUNN SPECIAL

21-J., 16-S., 60-Hr. and Elinvar Like New, \$35;  
Waltham 21-J., 16-S., Adjusted, \$22;  
Adjusted to 5 positions, \$27.

### WRITE FOR PRICE LIST ON RAILROAD WATCHES

Bargains in Wrist Watches

### MORRIS FREY WATCH CO.

915-16 Holland Bldg., St. Louis 1, Mo.

## Classified Advertising

**CLASSIFIED**—Payable in advance. Rates under all headings, except "Positions Wanted," \$1.50 for first 25 words, five cents for each additional word. "Positions Wanted," 75 cents for first 25 words, five cents for each additional word. Bold face type five cents additional per word; capitals, also five cents additional per word. Box numbers for "Blind" advertisements, 50 cents additional for postage and handling.

## ● SPECIAL SERVICES

**WIRE CHUCKS** to fit W. W. & Moseley No. 2—No. 1 to 80, \$1.50 Ea. Special chucks—No. 1-3, \$3.50 Ea. No. 4-9, \$2.50 Ea. Also ½ sizes. Special Wheel cutting and Lathe Repairing our Specialty. Jess I. Hansen, 202 Denver Theatre Bldg., Denver, Colo.

**EXPANSION WATCH BANDS** repaired. Expert work. 75c first break—50c second break—25c each additional break. **STANLEY'S BAND REPAIR**, 150 S. Virgil Ave., Los Angeles 4, Calif.

**QUITCHERBELLYAIKIN** about mainspring breakage. SLYP costs just \$1.19 per vial. Ten for \$6.50 postpaid. Squeeze proof. Stops breakage due to grabbing. IGWTJ, Hot Springs, N. Mexico.



## WHEN IT COMES TO WAYS TO SAVE—Our Customers know We're EXPERTS

TO PROVE IT, just look at THESE OFFERINGS—Here are new, LOWER PRICES—DRASTIC REDUCTIONS—SAVINGS YOU WON'T WANT TO MISS—order today—NO RISK! REMEMBER — YOUR MONEY INSTANTLY REFUNDED IF YOU AREN'T PLEASED.

**SPRING BARS OR LUGS**—Assortment from 1/2 to 3/4 D. S.—100 for.....\$1.50

**CROWNS** Gold Filled . . . Bracelet sizes for ladies and gents . . . yellow, pink, white . . . assorted taps and posts . . . 100 crowns for only .....\$2.95

**CROWNS**—Waterproof. Assortment of Keystone and rubber washers. 50 crowns for only.....\$3.95

**JUMP RINGS**—Yellow or white—assortment of 4 gross . . . only.....50c

**BOWS**—Fancy 12 S. white or yellow; assorted, one dozen for.....\$1.75

**BOWS**—12 S—16S—18 S. Oval or round, white or yellow . . . dozen, only.....\$1.50

**SPRING RINGS**—Gold filled or Sterling, per dozen .....\$1.00

**SPRING RINGS**—14 Karat gold—Neck Chain size . . . dozen, only.....\$3.25

**LOCKETS**—Sterling silver; gift boxed. Complete with neck chains . . . Marcasite Cross or metal, each .....\$1.95  
Marcasite with Mother of Pearl Cross or metal; each .....\$2.95

**NECK CHAINS** with spring rings—Sterling silver—Rhodium finished, gold filled, 1/20—12 Kt. yellow English 18 inches . . . individually carded solid flat curb or rope link chain. Your choice, each—only .....50c

### BRAND NEW SWISS MOVEMENTS

Complete with dial and hands—  
10 1/2 L.....AS 984..... 7 J. Each \$6.95  
8 3/4 L.....AS 970 ..... 7 J. Each 6.95  
6x8 L. Font 60 ..... 7 J. Each 7.95  
8 3/4 L.....AS 970 .....ETA 980 17 J. Each 8.95  
8 3/4 L. Incabloc AS 970 .....17 J. Each 9.95  
8x9 ETA 1000—17 J. Sweep Second.....Each 9.95

**BRAND NEW GENTS' SWISS WRIST WATCH**—7 jewels, radium hands and dial; sweep second hand; round polished white case with leather strap. Suitable for volume promotion. Come and get 'em at our low price—Each, only .....\$5.50

**COMPLETE BALANCE WHEELS**—Top quality; flat hairspring, ready to install. Font 120, 123, 170, 17528, 1146, 155, 189, ETA 900, 980, 1080, 1000, 735, 887; Unitas 190; A. Schild, 970, 976, 984, 964, 1200, 1240; A. Schild, 1001, 1171, 1156, 1180, 1123, 1191. Come and get 'em. Your choice, each .....\$1.50

**COMPLETE PALLETS**—For Font 120—150; A. Schild 970—976—984—1012; Bulova 5 AB. Each .....\$1.00

**STEM CABINET**—(Leatherette) 36 bottles four stems in each for over 75 popular Swiss models (chart included). Complete—only .....\$6.50

**BALANCE STAFF CABINETS**—(Chart included). One gross staffs for over 75 popular Swiss models. Balance staff cabinet for popular American watches. Balance staff cabinet for Pinlever Watches. Your choice—all at one low price. Complete, only .....\$14.95

**HANDS**—Sweep second, ass't, dozen.....\$1.95  
Hands—Radium, 12 each, dozen.....\$1.95

Hands—M. & H. Blue and gilt. Stick—leaf. Ass't or specific, 12 each, only.....\$1.00  
Hands—Second, blue or gilt, dozen.....60c

**GENUINE TH. DUMONT SWISS TWEEZERS**—No. 3, No. 3c or No. 5—your choice, each—only .....\$1.50

**7 JEWELS**—8 3/4—6x8; recognized quality movements such as Font Schild ETA AURORE UNITAS—Each .....\$9.50

**WRIST WATCHES**—Brand new 17-jewel Swiss; 10 KRGP—SB cases. Fancy hidrome rock crystals. Latest designs. 6x8 ladies' silk cord, embossed dial. 8 3/4 Gent's pigskin strap, embossed dial. Your choice, only.....\$10.95  
Above with rhinestone dial.....\$11.95

Gent's 17 J. waterproof.....\$12.75  
Gent's 17 J. Waterproof—sweep second. A. Schild 1194; each.....\$13.95

### ANOTHER WILSON SCOOP—

Expansion bands and bracelets—latest styles plus quality and our low prices make this a real outstanding buy . . .  
Gent's Expansion Stainless—Each .....\$1.00  
Gent's Expansion G/F—Each .....\$1.50  
Ladies' Expansion G/F—Each .....\$1.75  
Gent's ultra modern expansion gold-filled, each .....\$1.75  
Gent's ultra modern massive expansion, 3/8 in. width overall. The finest looking band you've ever seen. Several styles—all at one low price—each .....\$1.95

**GENTS' G/F combination mesh and ultra modern expansion; each .....\$2.95**

**LADIES' DAINTY G/F WATCH BANDS** in four smart styles—link, snake, etc. (not expansion). Each .....\$1.50

**MORE GOOD BUYS ON MATERIALS AND PARTS**  
Hairspring pins or regulator pins, 1000 assorted for only .....\$1.50

**CABINET FRICTION BALANCE JEWELS**—Red ruby 144 jewels for most used sizes, complete with chart .....\$14.95

**SWISS STAFF CABINET** for over 100 most used sizes 144 staffs; 48 bottles; complete with chart .....\$14.95

**CABINET DIAL WASHERS**—5 gross.....\$1.00

**CROWN CABINET**—2 gross 144 yellow; 72 white; 72 pink. 48 bottles complete with chart .....\$17.95

**CABINET SET LEVER BRIDGES** for over 60 popular models; complete with chart. 3 dozen assorted in vials.....\$3.75

**ASSORTMENTS**—Budget priced. A few pieces used will more than repay you for the small investment.

Stems, Swiss, 4-10 1/2 L. Ass't, gross.....\$2.50  
Stems, American Ass't, gross.....3.50  
Cap Jewels—3-10 1/2 Ass't, gross.....\$1.95  
Roller Jewels, Ass't 3-10 1/2 lot, gross.....4.50  
Set Lever Bridges, Ass't, gross.....5.75  
Clutch Levers, Ass't, gross.....1.50  
Balance Jewels, 5-10 1/2 Ass't, 100 for.....3.50  
Timing Washers, Ass't, gross......30  
Dial Washers, Ass't, gross......20  
Click Springs, straight, gross......70  
Click Springs, circular, gross.....1.25

**SCREW ASSORTMENT**—Over 1000 screws . . . for cases, dial, balance, jewels, detent, etc. This assortment contains practically everything you need. Complete, only.....\$1.50

**WOOD CABINETS** for materials and parts. Built solidly. Will last a lifetime. 11x8x2 1/2. Contains 52 large unbreakable vials. Made to sell for \$13.50. While they last—out they go for, each .....\$4.95

**DIALS**—Assorted, only, dozen.....\$2.00

**GENTS' 10 1/2 Ligne** white round cases, solid lugs with dials—out they go at, each.....50c

**NECK CHAINS**—14 karat yellow gold, 18 in. carded; each .....\$1.95

EVERY ITEM FULLY GUARANTEED TO GIVE YOU COMPLETE SATISFACTION . . . TERMS . . . NET CASH. RATED FIRMS CHECKED BY CREDIT DEPARTMENT — NET 10 DAYS.

M. L. WILSON, DEPT. O (IMPORTERS)

811 HUNTS POINT AVE., NEW YORK 59, N. Y.

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**WATCHES USED:**

- 5—Swiss Wrist Watches in Y.R.G.P. and G.F. cases, needing minor repairs.....\$20.00
- 10—Swiss Wrist Watches needing repairs.....\$20.00
- 5—Assorted Wrist and Pocket Watches.....\$ 6.00

B. LOWE

2nd Floor Holland Bldg., St. Louis 1, Missouri

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Assorted staffs for American Watches: Elgin, Waltham, Hampden, Howard, etc., 50 for \$2.95; 100 for \$4.95. Mainsprings, assorted, same—\$1 per doz.; 100 for \$5.95. MORRIS FREY WATCH CO., 915 Holland Bldg., St. Louis 1, Mo.

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**FOR SALE—WATCH MOVEMENTS** for sale. For practice, hobby, or material. Sold 'as is.' Hundreds listed. Send 25 cents in stamps. LEO KHALIF, P. O. Box 2441, New Orleans, La.

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**TRADE**—Send us a pound of yellow gold-plated and gold-filled scrap, for our selection of 25 Swiss wrist watch movements, or 25 usable assorted yellow gold-filled and gold-plated wrist watch cases. B. LOWE, Holland Bldg., St. Louis 1, Mo.

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**● TRADE WATCH REPAIRING**

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*Expert Watch Repairing*

We Specialize in Fine Watch Repairing to the Trade.



Prompt Service

**Curtis V. Haskins**

1215 W. 32nd St., Indianapolis, Ind.  
(Indiana License No. 319)

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**WATCH REPAIRING** for the trade, estimates solicited. Price list upon request. Complicated and regular repairs accepted for complete or partial work. HOWARD SIMON, Box 273, Lake Ronkonkoma, New York.

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**GUARANTEED TRADE WORK** by Certified Watchmaker, Watchmaster rated. Prices reasonable, special discount for quantity. Free Price List. DICK'S REPAIR SERVICE, Box 143, Mohawk, N. Y.

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**HIGH-GRADE WATCH REPAIRING** for the trade. Work timed and checked on the WATCHMASTER. Satisfaction guaranteed. Complicated watches a specialty. 10-day service. Write for price list. CURTIS V. HASKINS, 1215 West 32nd Street, Indianapolis, Ind.

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**LOST AND FOUND**

**LOST**—The sale of a watch repair because you were unable to obtain the necessary part. Found, a complete supply house that specializes in "Hard-to-Get" watch parts. If you are having difficulty in obtaining a Swiss or American watch part, try JOHN A. POLTOCK & CO., 15 Maiden Lane, New York 7, N. Y. Write for FREE catalogue, ligne gauge and stationery.

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**KNOW YOUR VIBRATOR!** Mail direct. Same day service. Flat \$1.75, Breguet \$2.50. **FREE SERVICES!**—Restud, Recollet. Write for free envelope and containers. **HAIRSPRING VIBRATING COMPANY**, P. O. Box 330, 406 · 32nd Street, Union City, New Jersey.

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**● SITUATIONS WANTED**

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**ON-THE-JOB-TRAINING** for veteran, graduate watchmaker, 1½ yrs. experience, Indiana State Apprentice. Prefers work in Registered Midwest State. BOX 121, H. I. A. JOURNAL.

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**FIRST CLASS WATCHMAKERS**—Experienced in all types of chronographs and timers. Available at once. Write BOX 120, H. I. A. JOURNAL.

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**● HOROLOGICAL BOOKS**

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**WHAT MAKES IT TICK**—A text book for Watchmakers and Students; 64 pages, fully illustrated. 75c copy. DEAN CO., 116-H Nassau St., New York 7, N. Y.

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**OLD - NEW**—Practical, Theoretical, Historical, all phases Watch and Clockmaking. Liberal estimates entire libraries, books, periodicals, embracing horological subjects. Advise requirements; or what have you? "HOROLOGIAN," 841 S. Park, Springfield, Illinois.

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**BOOKS ON ENGRAVING**, Watchmaking, Watch and Clock Repair, jewelry, optics, etc. Learn for profit. Free catalogue. H & H SUPPLY, 1549-D, Lawrence Street, Denver 2, Colorado.

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**WATCHMAKERS**—Increase your earning power. Increase your skill quickly and easily; 7th edition, "PRACTICAL BENCHMARK FOR HOROLOGISTS," by Louis and Samuel Levine; 25,000 copies sold. **FOR SALE AT ALL LEADING WATCH MATERIAL AND JEWELERS SUPPLY HOUSES. PRICE \$5.00.**

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# "As the Pendulum Swings"

Millions of watch owners throughout America will be greatly benefited by the observance this month of "It's Watch Inspection Time," scheduled for Sept. 12-17. The general public, too, will be made more "time-conscious" as a result of the national campaign, in which most state watchmakers' associations will cooperate.

In various forms of advertising, including newspaper, radio, magazine, window display and direct mail, watchmakers and jewelers have invited the public to bring in its watches for free inspection. Because of the vital need of being able to keep correct time, watchowners will unquestionably take advantage of the opportunity to have their timepieces checked by skilled craftsmen.

Too often watches are "neglected"—a neglect that produces irritation, too. Being delicate mechanism, watches are subject to various stresses and strains in the daily routine. They must be repaired, efficiently, and expertly.

"It's Watch Inspection Time" should result in a splendid upturn of business for watchmakers throughout the nation. The campaign slogan, "Check up, then dress up, your watch," offers excellent sales possibilities for jewelers and watchmakers across the nation this month and in the months to come.

Any campaign, designed to interest the public in better timepieces, is a worthy one. "It's Watch Inspection Time" should definitely "click."

YOU OWE IT TO YOURSELF  
TO HAVE A

Watch  Master  
**DEMONSTRATION**

WITH THE "WATCHMASTER" VERY LITTLE  
OF YOUR TIME IS REQUIRED TO LEARN  
EXACTLY WHAT IT CAN DO FOR YOU IN  
BUILDING PROFITS. *And if the WatchMaster  
can save you as little as  
a dollar a day, it will  
quickly pay for itself.*



**American Time Products, Inc.**

580 FIFTH AVENUE

NEW YORK, N. Y.

*Distributors of Western-Electric Watch-rate Recorders*