

The H.I.A. Journal

OFFICIAL PUBLICATION OF THE HOROLOGICAL INSTITUTE OF AMERICA.



PP. 46

November, 1949

THIS *Exquisitely Styled*

BALL POINT PEN

Belongs where **FINE JEWELRY** is sold



"If not already on our mailing list — Write for FREE Jewelry catalog showing color illustrations of SPEIDEL HYDE PARK BRISTOL RONSON STURDY DELTAH GEMEX & J. B. lines"

Your Charge Account Is Invited

Merchandise Gladly Sent On Approval

No. 9245A. Refill Cartridges . . . per doz. \$2.52

Chrome and Gold finish have each proven good sellers. Buy both cards for only \$14.40

No. 9246. Yellow Gold Plated \$7.20

No. 9245. Lustrous, Chrome Plated . . . \$7.20

One dozen mounted on easel back card as illustrated.

BURTON M. REID SONS INC.

"The House of Friendly Service"

1st and Washington

Springfield, Illinois

TO SELL MORE QUALITY WATCHES THIS CHRISTMAS...

TIE-IN with the special Christmas merchandising and advertising program of The Watchmakers of Switzerland




There's a free, full-color, 7-piece display, featuring the warmly human illustration from our Christmas ad. It's a shopper-stopper and traffic builder that can make *your* store gift-headquarters for quality watch sales. Display your watches and related items with this merchandising piece for an extra-special Christmas window.

There's a free, 8-page merchandising booklet that contains a wealth of sales ideas. You'll find: Window suggestions built around the display, publicity ideas, copy for local radio and newspaper advertising, selling points for the jeweled-lever Swiss watch and many other sales-wise helps.

**Both the booklet and display
are yours, FREE! Just write to:**

THE WATCHMAKERS OF SWITZERLAND
c/o Dept. S, 325 East 44th St.
New York 17, N. Y.

The WATCHMAKERS OF  SWITZERLAND

AND THERE'S MORE!
SEE NEXT PAGE

Here's a preview of your special Christmas ad, No. 19 in the great watch-selling series sponsored by the Watchmakers of Switzerland. It will make 95,269,362 reader-impressions in LIFE, LOOK, SATURDAY EVENING POST, TIME, NATIONAL GEOGRAPHIC, COUNTRY GENTLEMAN AND FARM JOURNAL.

A CHRISTMAS PRESENT THAT EVERY JEWELER CAN USE!

THIS IS THE AD that will work for you in December—reminding millions of customers that a watch is the perfect Christmas gift, selling these customers on the quality advantages of a fine watch with a Swiss jeweled-lever movement.

Surveys show that 70% of the watches now in use were received as gifts. Christmas is the traditionally great gift season. So, it's to the advantage of alert jewelers to use sales aids that make the most of gift-buying.

That's why this ad, with its associated merchandising, is the perfect Christmas gift for you. It sells the gift idea, and it follows up with a strong sales story on quality watches with Swiss jeweled-lever movements. These are the four important points that every ad brings home to its readers:

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 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.*

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 build your sales and merchandising plans around this special Christmas program. This way you'll get full benefit of the big advertising campaign. And — play up the slogan that appears in every ad — it works harder than ever for you at Christmas time . . .

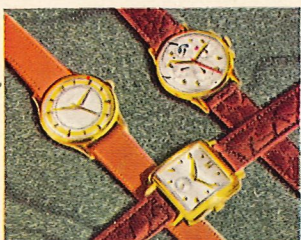
For the gifts you'll give with pride—let your jeweler be your guide

TURN PAGE FOR REPAIR NEWS

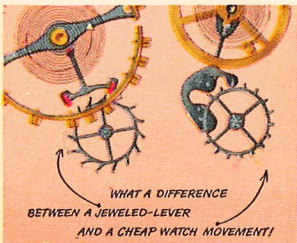


1. A watch is the perfect Christmas gift for someone you love —for no gift can be more beautiful, more useful, more dependable. And no gift can be a finer reminder of *you* than a smartly styled watch with a quality Swiss movement. Your

jeweler will be glad to show you the many new types and styles of watches with jeweled-lever Swiss movements—products of the famous Swiss craftsmanship that owes its perfection to a heritage of nearly 300 years of fine watchmaking.

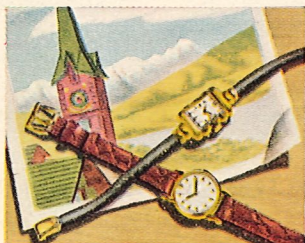


2. See shock- and water-resistant, self-winding and calendar watches, chronometers, chronographs, and combinations of these Swiss features. *It's the movement that counts—be sure your new watch has a quality Swiss jeweled-lever movement.*



3. In Swiss jeweled-lever movements, jewels are cut, polished, precision-set. *Most important jewels, at pallet ends, are not found in cheap movements. Don't be fooled by so-called watch "bargains"—you usually get just about what you pay for!*

What every Santa Claus should know about the newest watches



4. The latest fashions in women's watches are made possible *only* by their tiny jeweled-lever movements—bringing you the utmost in value and service. *These superb mechanisms are what make smart Swiss watches such treasures of lasting pride.*



5. If your watch has a jeweled-lever movement, it can always be repaired economically and promptly. When you buy, *rely on a jeweler in whom you have confidence—he'll show you the best quality Swiss watches in your price range.*

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

The WATCHMAKERS OF SWITZERLAND



© 1949 Swiss Federation of Watch Manufacturers

Repair news from The Watchmakers of Switzerland

ARE YOU KEEPING UP WITH THE OFFICIAL SWISS WATCH REPAIR PARTS PROGRAM?

Here's the status of the program to date—

- 1.** The official Swiss Watch Repair Parts Information Bureau, at 730 Fifth Ave., N. Y. C., is in full operation. Although the bureau does not supply parts, it is a source of repair information and data about the Repair Program. Trained technicians are ready to supply you with *any* information you may need.
- 2.** The Official Catalogue of Swiss Watch Repair Parts (Parts I & II) is in use. More than 45,000 requests for Part I have been processed, and recently Part II has been mailed out to all holders of Part I. This complete distribution insures wide usage and acceptance of the new identification and ordering system set into operation by the Official Catalogue.
- 3.** The Official Dictionary of Watch Parts has sold out its first edition. It's used principally by highly skilled watchmakers and large watch-repair departments—who need the complete coverage of parts given by the dictionary.
- 4.** Officially Packaged Parts. Jewelers and watchmakers are now receiving—through their regular distribution channels—packaged staffs and stems for the most widely used Ebauches movements. Refills, packaged in threes, are also available from regular jobbers.
- 5.** The Official Cabinet for Swiss Watch Repair Parts is being manufactured in the U. S. A. from a Swiss design. It has been well received by the trade as a companion piece to the packaged parts. This is the only cabinet especially designed to hold these new, packaged parts.
- 6.** Official Speaker's Kits. Two of these kits, complete with informative slides, are now available to jewelry and horological trade groups. The first kit covers the Swiss program and has already achieved wide use in the trade. The second kit—entitled "The Automatic Watch—Watch of the Future"—is now ready. Write to the Information Bureau to obtain these kits.

**OTHER NEW PROJECTS ARE NOW BEING PLANNED—
WATCH FOR ANNOUNCEMENT IN THESE TRADE ADVERTISEMENTS**

The WATCHMAKERS OF



SWITZERLAND

They Flock to You for Accuracy that Only the Paulson **TIME-O-GRAF** can give



Make more sales.

AWAKEN TO THE TRUTH ON WATCH TIMERS

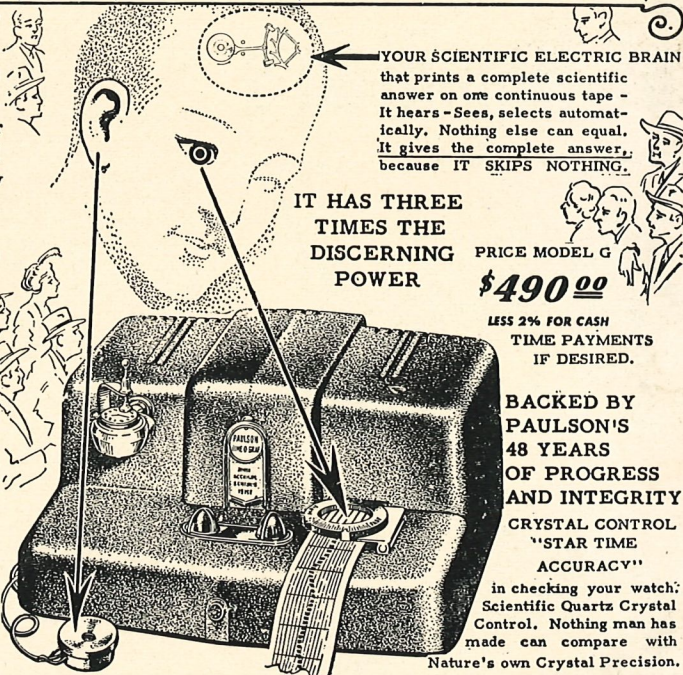
Only the Paulson can Give You a Complete Record of Every Essential Part on one Continuous Tape...

TYPICAL OF WHAT
THEY WRITE

"Have used others but there really is no comparison. Your Paulson is all that I can ask for". Emory D. McMillen, Ocilla, Ga. THOUSANDS OF USERS WHO WILL TESTIFY THE SAME.

ONLY THE
PAULSON

has this indispensable feature---like a scientific and penetrating eye, it has a scanning superiority three times that of the ordinary machine. It sees and selects ALL the necessary and important information.



YOUR SCIENTIFIC ELECTRIC BRAIN that prints a complete scientific answer on one continuous tape - It hears - Sees, selects automatically. Nothing else can equal. It gives the complete answer, because IT SKIPS NOTHING.

IT HAS THREE
TIMES THE
DISCERNING
POWER

PRICE MODEL G
\$490.00

LESS 2% FOR CASH
TIME PAYMENTS
IF DESIRED.

BACKED BY
PAULSON'S
48 YEARS
OF PROGRESS
AND INTEGRITY
CRYSTAL CONTROL
"STAR TIME
ACCURACY"

in checking your watch:
Scientific Quartz Crystal
Control. Nothing man has
made can compare with
Nature's own Crystal Precision.

You become the Indisputable Master of Accurate Time

Only the Paulson gives the complete answer.
Answers problems quickly saving days of time.
PROVE IT WITH A NO RISK TRIAL.

- Send information on no risk trial on Paulson Time-O-Graf.
- Send Paulson Time-O-Graf at \$490.00 less 2% for cash.
- Enter order for Time-O-Graf-\$100.00 with contract. Balance \$24.27 per month for 18 months.

Name.
Address.
City. Zone. State.

HENRY PAULSON & CO. 131 S. WABASH AVE. CHICAGO 3, ILL.

Command

Performance

of Hamilton's

Peggy and Jim



AGAIN the wonderful story of Peggy and Jim will guide the thoughts of millions to Hamilton watches. This year, the impact of these award winning full-color advertisements will be strengthened when the advertisements, "To Peggy" and "To Jim", actually come to life on television! Never before has Hamilton been able to bring this poignant story so vividly into the home. Now, many will know Peggy and Jim as real people—like the couple next door.

This extra promotion for Hamilton watches can't fail to build up tremendous consumer demand. In 13 national magazines alone there will be a total of 72 million Hamilton messages. Add to this the 2 million television receivers across the country that will carry the story of Hamilton watches 3 times a week for 4 weeks—a sales story that can be seen, heard and remembered by your customers.

Then too, a special style campaign will feature the beauty of Hamilton watches. This campaign in Vogue, Harper's Bazaar and the New Yorker will appeal to the lover of beautiful Hamilton watches.

In this year-end peak buying season Hamilton is telling the story of America's Fine Watch to millions of people—by word, by voice and by personality! This new technique in fine watch advertising will bring you more Hamilton customers—and a Hamilton customer is a satisfied customer.

HAMILTON WATCH CO. • LANCASTER, PA.

HAMILTON

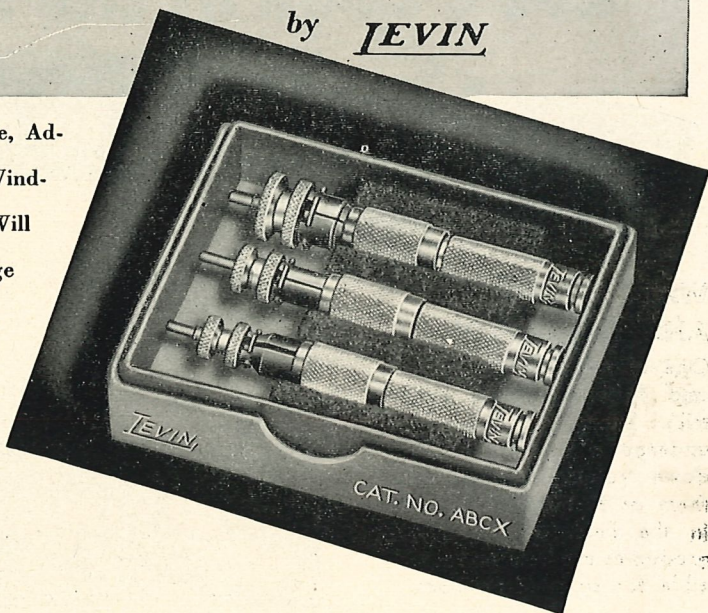
THE FINE AMERICAN WATCH



YOU'LL WANT THESE
NEW ADJUSTABLE MAIN SPRING WINDERS

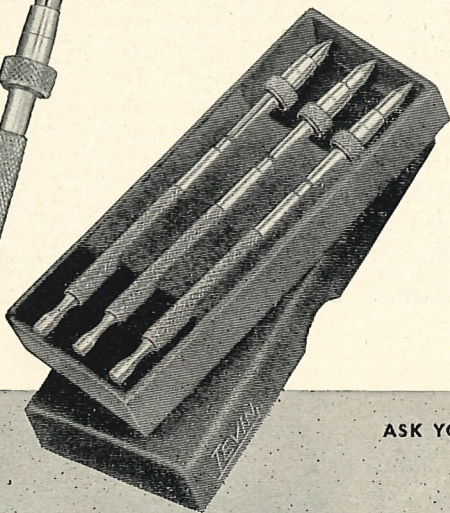
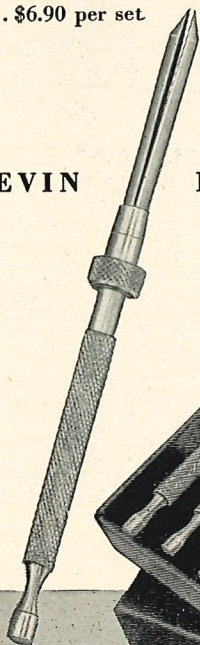
by **LEVIN**

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

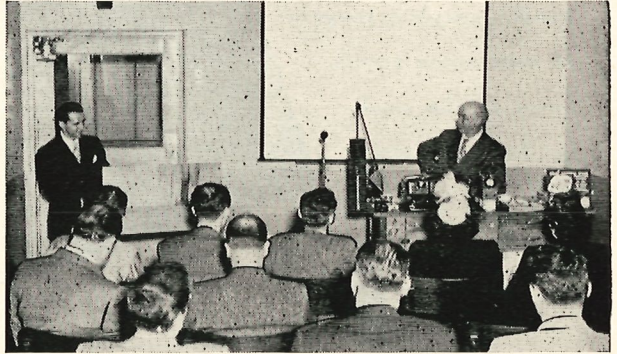
Speaking of Success . . .

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.

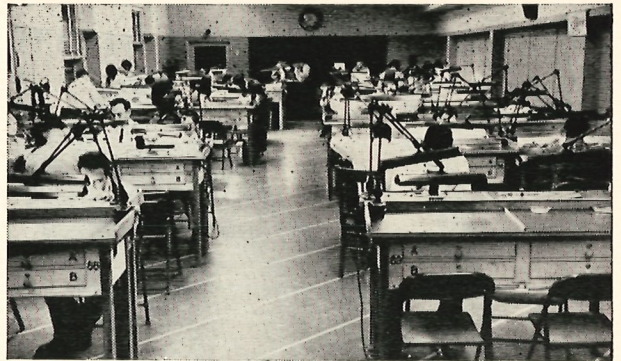


SECURITY SUCCESS BIG EARNINGS


*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

QUICK FIT
BEST FIT
NEWALL SYSTEMS

GENUINE WATCH
MATERIALS

They're Trademarks of Quality

The Pledge of Responsibility

The Guarantee of Satisfaction

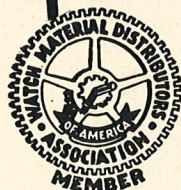
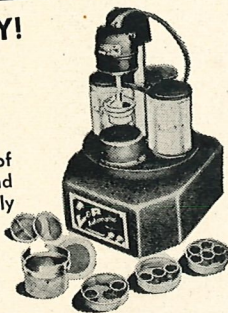
Today when your dollars can't be squandered on unknown, take-a-chance, maybe-it's-good and maybe-it-isn't merchandise, we're proud to have you buy at SOBEL'S. We protect you by buying the best merchandise from the most reputable manufacturers. Yes, we cling to our standards of quality—for we know that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



**SAME DAY
MAIL SERVICE!**

Eugene Sobel Co.

610 9th St. N. W

WASHINGTON I, D.C

WHOLESALE DISTRIBUTORS • JEWELRY • WATCH MATERIALS • TOOLS

YEAR
after **YEAR**
after **YEAR**



UNPARALLELED
L&R Extra Fine Watch Cleaning Solution
 Cleans in split seconds. Outlasts other products by far. Produces microscopically clean parts, highly polished.
 Quarts: \$1.50 Gallons: \$5.00

L & R
WATCH CLEANING & RINSING SOLUTIONS

SET SALES RECORDS!

Because



UNSURPASSED
L&R No. 3 Watch Rinsing Solution
 Non-explosive, fast-drying. Perfectly balanced for perfect results with absolute safety. Ideal complement to L&R cleaners.
 Quarts: 85c Gallons: \$3.00
 5-gallon can: \$13.50

**MORE AND MORE
 WATCHMAKERS
 RECOGNIZE
 INCOMPARABLE**

L & R
QUALITY!

WATCHWORD OF THE WATCHMAKER
L & R

ARLINGTON, N. J. • CHICAGO • LOS ANGELES

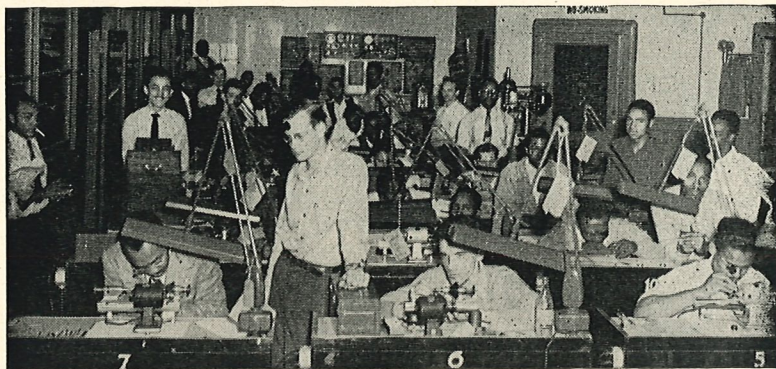


UNEQUALLED
L&R Waterless Nofome No. 1 Watch Cleaning Solution
 Sensational non-foaming cleaner. Assures marvelous results because it is soluble in L&R Rinse. Eliminates possibility of rust formation.
 Quarts: 85c Gallons: \$3.00
 5-gallon can: \$13.50

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

Only **ELGIN** has this winning



✓ **EXCLUSIVE SELLING FEATURES!**



Elgin Wins Fashion Academy Award

Elgin won the Fashion Academy Award for "Exquisite charm and high fashion." No other watch has this sales appeal. Use it to help you sell more Elgins.

Elgin's Style Endorsed by America's "Best-Dressed"

Elgin's great new advertising campaign speaks to your customers in the words of many of America's best-dressed men and women. No other watch has this endorsement.

*Elgin's DuraPower Mainspring**

eliminates 99% of all repairs due to steel mainspring failures. No other watch in the world has such dependable power for accurate timekeeping.

*Patent pending. Made of "Elgiloy" metal



combination for Christmas sales



✓ **DISTINCTIVE, POWERFUL ADVERTISING!**



NEWSPAPERS—biggest, most dramatic newspaper campaign ever run by any watch company in such a concentrated period of time—large ads (generally three and generally in 2-color) in 243 cities beginning in November, continuing through the very peak of the Christmas gift buying season.

MAGAZINES—Again Elgin leads in magazine advertising—the nation's best read magazines—16 of them with a combined readership of over 126 million. Beautiful, powerful advertising that *sells* Elgins.



DISPLAYS—the outstanding display material in the watch industry. Special displays that help you sell other jewelry items in addition to Elgin Watches. Featuring “best-dressed” Elizabeth Taylor and Lou Boudreau. Be sure to use them.

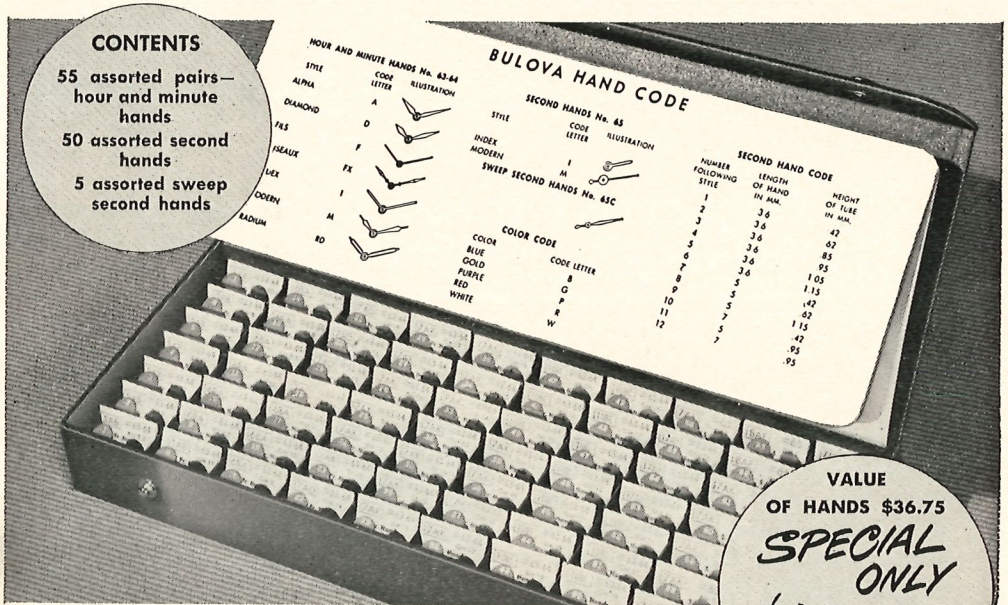
PLUS every type of advertising aid for you to use locally—newspaper ads, radio spots and transcriptions, direct mail folders and cards, counter and window displays, outdoor posters and car cards, movies . . . complete local campaigns.



Elgin National Watch Company
ELGIN, ILLINOIS

New! BULOVA HAND CABINET

for genuine repair work with speed and money-saving convenience!



CONTENTS
 55 assorted pairs—hour and minute hands
 50 assorted second hands
 5 assorted sweep second hands

VALUE
 OF HANDS \$36.75
SPECIAL ONLY
\$18.75
 FOR COMPLETE UNIT

Look at all these advantages!

- ✓ You save \$18.00
- ✓ You get a complete range of Genuine Bulova Hands for all popular Bulova models.
- ✓ All hands are of finest quality—all steel, hand-rubbed and polished, lipped and socketed for perfect fit.
- ✓ A complete Interchangeability Chart and Guide is permanently attached to the cabinet.
- ✓ The hour and minute hands are packaged one pair to a factory-sealed package.



IMPORTANT! Companion Kits for Stems, Staffs, Crowns and Mainsprings are also available. An order placed now with your Material Jobber will insure early delivery. **Place Your Order TODAY!**

BULOVA WATCH COMPANY, Inc.

MATERIAL SALES DIVISION

62-10 WOODSIDE AVENUE, WOODSIDE, L. I., N. Y.

SYMBOLS OF

Achievement

AUTOWIND †

CURVEX *

Veri-Thin †

Veri-Thin... Curvex... Autowind... three great symbols of achievement. They bespeak the maker's declaration of integrity and good faith. They are the wearer's symbols of pride and appreciation. But for every Gruen jeweler, they carry special importance. They stand for three great accomplishments in the art of fine watchmaking... three outstanding examples of the leadership that Gruen has maintained for over three-quarters of a century. They give continuing evidence that Gruen, the Precision watch... the proudest name in time... will continue to bring jewelers the prestige and profit that come from association with an outstanding product. The Gruen Watch Company, Time Hill, Cincinnati, U.S.A.
In Canada: Toronto, Ontario.

GRUEN

THE *Precision* WATCH

CURVEX* IS A REGISTERED TRADE MARK. U. S. PATENT NUMBERS 1855952, RE. 20480, 229330, AND 2194552. CANADIAN PATENT NUMBER 370997. VERI-THIN† IS A REGISTERED TRADE MARK. U. S. PATENT NUMBER 2194552. CANADIAN PATENT NUMBER 399616. AUTOWIND‡ IS A REGISTERED TRADE MARK. U. S. PATENT NUMBER 428316. "PRECISION" IS THE TRADE MARK OF THE GRUEN WATCH COMPANY, REGISTERED IN THE U. S. PATENT OFFICE IN 1906 AND USED CONTINUOUSLY SINCE 1893. "THE PRECISION WATCH", "GRUEN", AND "CURVAMETRIC" ARE ALSO REGISTERED TRADE MARKS.

COMPARE THESE PRICES

WATCH-CRAFT

REFILLS

AS LOW AS

\$1.35 doz.

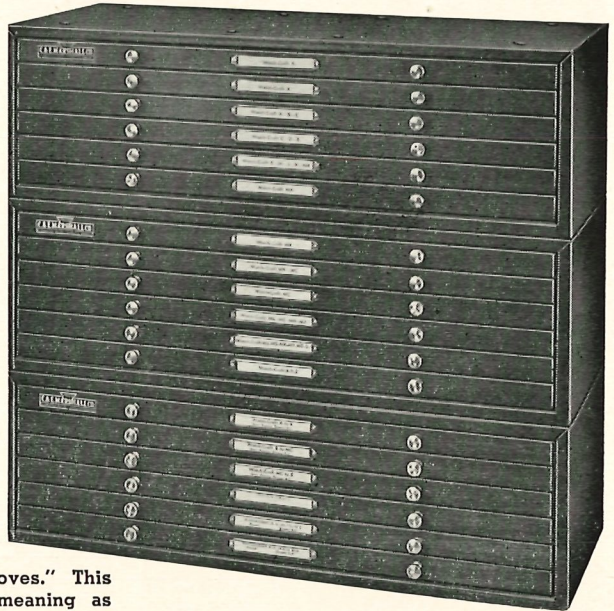
IN GROSS LOTS



WATCH-CRAFT

MOULDED CRYSTALS

35^c ea. for ladies **40^c** ea. for men's



It is often said that "Comparison Proves." This statement will take on an added meaning as you compare the down-to-earth prices of the Watch-Craft Refills. **PRICES THAT ARE THE SAME NOW AS BEFORE THE WAR!** After you've compared these low prices, check on your

crystal stock to see if you have an adequate supply . . . If crystals are your need, you cannot find a better buy than Watch-Craft Crystal Systems . . . **PLACE YOUR ORDER TODAY!**

WATCH-CRAFT
REG. U.S. PATENT OFFICE . No. 348436

CRYSTAL SYSTEMS

These systems are made up only after constant study of best selling watches and crystals. They include only the best of round and fancy glass crystals. The **FREE** Stock control service tells you when new numbers come out, send the very best numbers in in-

dividually labeled boxes with instructions for placing them in systems. It also tells you which crystals are growing less popular, so you can take them out and not re-order. **YOU SHOULD NEVER HAVE DEAD STOCK WITH A WATCH-CRAFT SYSTEM.**

TAILOR-MADE TO FIT. Each style and size of crystal is "tailor-made" to the exact watch manufacturer's bezel. Every crystal is uniform to give you a perfect fit each time. When you replace a broken crystal with a "tailor-made" **WATCH-CRAFT**, you are using the same quality, size, shape and style crystal the watch factory uses. **A SNAP-IN FIT.**

1728 Newest and Most Popular Round and Fancy Crystals. Master Crystal System in 18 drawer Steel Cabinet. Individually labeled boxes.

No. 44965\$212.95

936 Newest and Most Popular Round and Fancy Crystals in 18 drawer Steel Cabinet. Full set of individually labeled boxes for future expansion.

No. 44969\$130.80

C. & E. MARSHALL CO.

Famous for Quality Throughout the Watchmaking Industry

Box 7737, Chicago 80, Illinois and Principal Cities

THE H. I. A.



JOURNAL

DEDICATED TO THE PROGRESS
AND DEVELOPMENT OF
HOROLOGY IN AMERICA

Published monthly as the official
publication of The Horological
Institute of America, Inc.

Volume V

NOVEMBER 1949

Number 8

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ADVERTISING

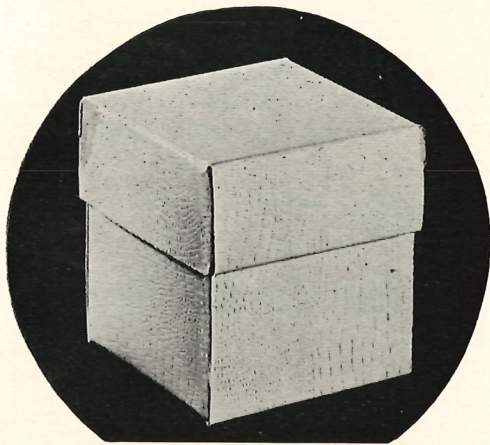
All advertising material must be received
before the 5th of the month of publica-
tion. Advertising rates will be sent on
request.

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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.

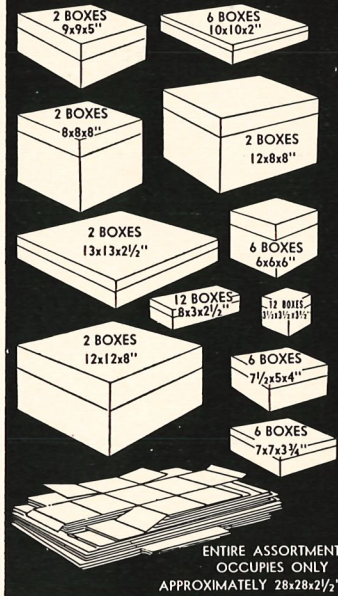


Swartchild's New

FOLDING DIMENSION BOXES

White Embossed Alligator Grain

*These are the SIZES and
QUANTITIES Included*



A new assortment of boxes added to our line this fall because of popular demand. More jewelers everywhere are using folding boxes today, and the reasons are many:

1. The storage space required to keep an ample stock is about one-tenth that required for regular dimension boxes.
2. Beautiful as they are, these boxes cost you a great deal less than ordinary ones.
3. They are strong, durable, and safe, and should not be confused with light-weight florist-type boxes. Ours are strong, heavy cardboard, scored to fold in a moment and lock into place securely.
4. They are attractive, and the embossed white alligator-grain covering is entirely appropriate for jewelry store use.
5. The eleven sizes we have chosen will properly box dozens of gifts, whether they be jewelry, silverware, pottery, porcelain, glassware, leather goods, or other gift items.

58 BOXES

No. M750795. Assortment of 58 Gift Boxes. **\$10⁹⁵**

(NOT PRINTED)

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The Yaseen Collection of Watches and Clocks

(Editor's Note—This is the first of a series of articles in which the collection of Harry W. Yaseen of Chicago Heights, Ill., will be described. We feel that the data will be of interest to all horologists of the country.)

The antique and rare timepiece collection of Harry W. Yaseen of Chicago Heights, Ill., is one of the finest and most representative private collections ever assembled in this country.

Horological collectors from all over the country have seen it and admired it. Undoubtedly it does tell graphically the story of the role the watchmaker has played in the cultural and scientific achievements of the world, clearly demonstrating the training and the skill of the watchmakers in the past.

"Unique" is the proper word for this Yaseen collection. Various items in the collection mutely portray the history of watchmaking in the world. Each item has a story to tell of mankind's historic advancement. One should realize that back of the creation of each piece in the collection was the "mental planning" of the originator. Craftsmanship superb has been stamped into each item.

Harry W. Yaseen is a jeweler of Chicago Heights, Ill. He is a past president of the Illinois Jewelers' Association. His collection now numbers more than 400 items. An interesting feature of his collection is that it is not "museumized," but is very much "on the go"—that is, it has been practically "housed" in suitcases and cigar boxes as Mr. Yaseen has made his way about over the country to talk to various groups.

Being a Rotarian, Mr. Yaseen has visited many Rotarian Clubs of the nation, telling his story, giving a bit of personal



HARRY W. YASEEN

history of each timepiece as he displays it to his listeners.

Mr. Yaseen learned the jeweler's trade in Europe as a boy under the supervising eye of his father. He helped make small parts for watch movements. Thus he is not just another "hobbyist" and collector. Watches "mean something" to him professionally.

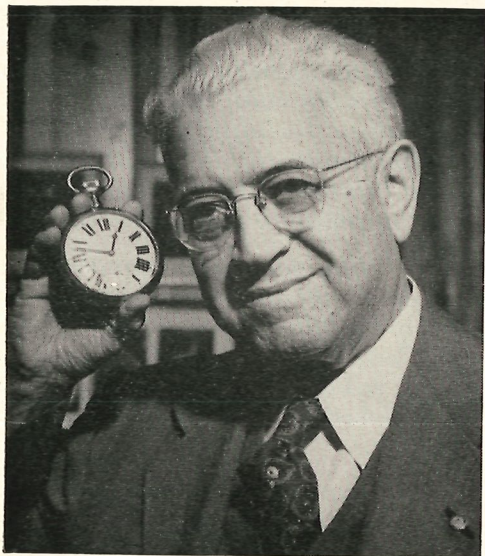
Mr. Yaseen was the founder and first president of the Midwest Chapter, Zone Seven of the National Association of Watch and Clock Collectors, and has served as director and officer in the Association. He has done much to stimulate interest in rare timepieces.

In his travels over the country, Mr. Yaseen has often found interesting timepieces to add to his collection, discovered perhaps in some old dusty shop, or acquired at an auction. He has made a diligent study of the history of timepieces, and knows about all there is to know of each timepiece in his collection.

Many of his timepieces ticked as far back as two centuries and a half ago. Few of them have jeweled movements, since such horological progress did not come until in

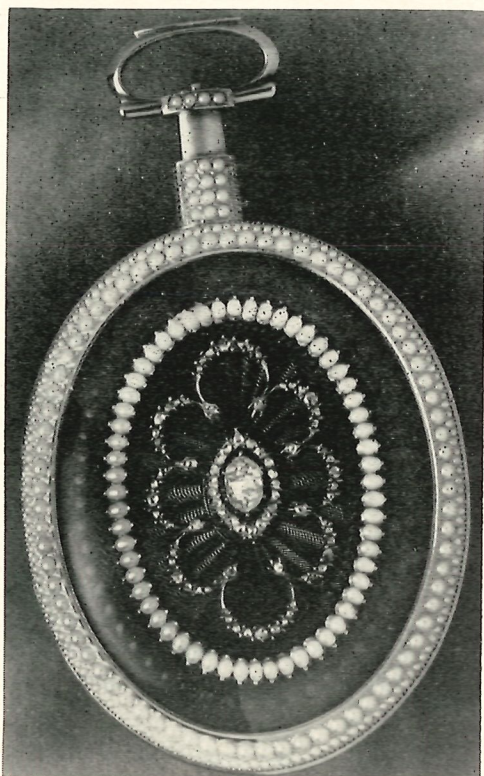
the 18th century. He does have representative timepieces of some of the finest Swiss, French and English watch craftsmen in the Yaseen collection.

As one witty Chicago newspaperman phrased it, "Rareties are the watchword of Mr. Yaseen." "Rare" watches were his basic desire when he began to collect forty-seven years ago. He lived then in Spring Valley, Ill. He told newspaper men that he got into the rare watch collecting field "by accident." A customer came into his shop one day and asked him to repair an oversized watch that had been made in southern Europe. Since the repairs to the old timepiece would have been costly, Mr. Yaseen told the customer that he would "swap" a new watch in good working condition for the old watch, and the "deal" was consummated.



Harry W. Yaseen showing the watch which started his collection.

That "big watch" started Mr. Yaseen in the rare watch collecting field. It is displayed at all meetings when Mr. Yaseen gives his talk. He usually gets a laugh when he tells his listener that "Time hangs heavy on his hands," which gives him a "vocal springboard" for his lecture, he says.



EMPEROR CHIEN LUNG'S WATCH (BACK)
(Harry Yaseen Collection)

One of his most prized items was once the pocket watch of Emperor Chien Lung, who ruled in China from 1736 to 1795. It is a large oval duplex with a sapphire staff. The case is set with many beautiful pearls on the edge of both sides. It has an inner oval set with sixty pearls, commemorating the sixtieth anniversary of the Emperor.

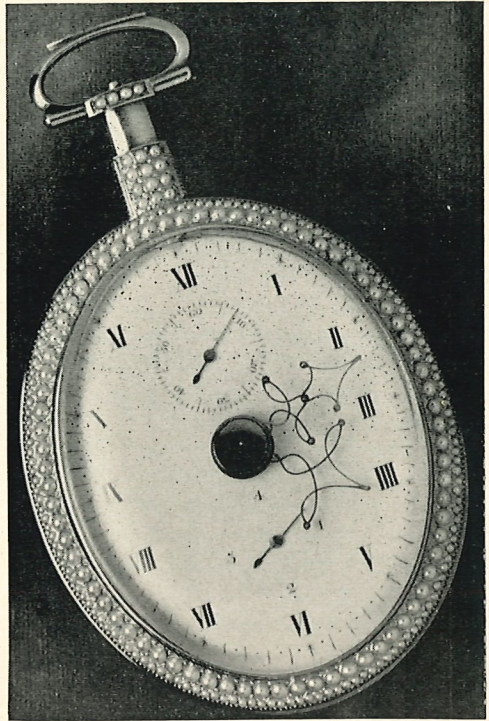
Within the oval of pearls is a beautiful garland of diamonds, centered with a large oval rose diamond, outlined by an oval of smaller diamonds. It is one of the rarest of watches in the Yaseen collection. Research has shown that it was produced by William Anthony of London, England, for the Emperor.

This valuable watch has platinum hands, which expand and contract, as the hands move about over the oval face, and is an example of skillful workmanship.

Also included in his watches with a "royalty" background is a "snuff box" watch, designed and created for another Chinese emperor, a beautiful piece of workmanship, set with many colored stones. Its age has been estimated to be two centuries.

Another item in the Yaseen collection is a "pair" of watches, also made especially for a Chinese overlord. The two watches are identical in design, and were produced so that the Chinese overlord could carry one of them in each of his two pockets, picking up the one most easily accessible.

Mr. Yaseen has operated his jewelry store on Halsted Street in Chicago Heights for the past forty years. Associated with him in the business are his two sons, Richard and Herbert.



EMPEROR CHIEN LUNG'S WATCH
(Harry Yaseen Collection)

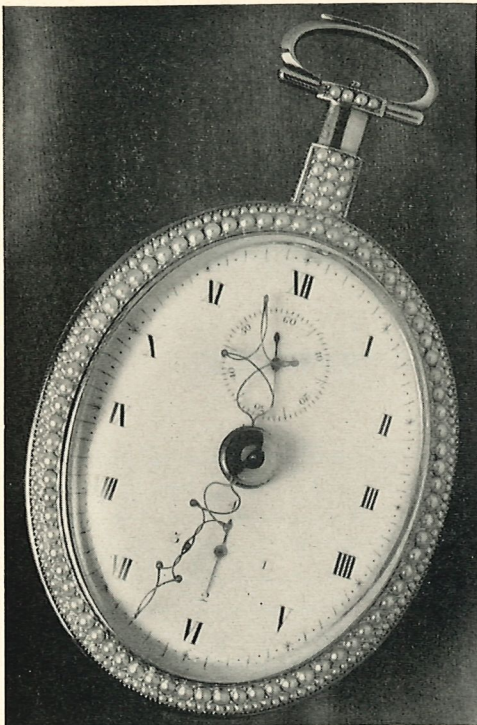
Note: Hour and minute hands contracted.

ELGIN HAS ENVIABLE PENSION PLAN RECORD

The Elgin National Watch Company is observing its thirty-first anniversary of a trail-blazing industrial retirement plan for its employees, which was initiated in 1918 with a 100,000 investment in Liberty Loan bonds.

Jointly sponsored by management and employees, the company has delivered monthly checks to 884 retired workers, and has a reserve fund of \$8,169,000. Annual pension benefits of approximately one per cent of employees' total earnings during service years are being paid to employees each year after retirement at 65 years.

Elgin, a pioneer in employee benefits, gives all personnel a two weeks' paid annual vacation after the first two years' service and, since 1936, has paid an annual wage bonus, which last year equalled 4.109 per cent of employees' earnings.



EMPEROR CHIEN LUNG'S WATCH
(Harry Yaseen Collection)

Note: Hour and minute hands extended.

JEWEL CHUCKS AND STEPPING DEVICES

By LOUIS LEVIN

Notwithstanding the fact that repair parts are now so readily obtainable, the watchmaker is not relieved of the necessity to make occasional alterations on factory made material. This is particularly true when adjusting the endshake of a balance staff after having stoned or polished the ends of the pivots. It is taken for granted that the endshake must be held within close limits or good timekeeping is out of the question.

Bumping the balance bridge is not always desirable and raising burrs on the under side of the bridge or on the plate certainly is not to be recommended. However, to alter the thickness of a jewel setting is a workmanlike method and is the only method which will leave no marks of mutilation on the movement.

Furthermore, the number stamped on the face of the chuck indicated the size of the hole and not the diameter of the recess. This was because the same chuck was also used as a regular wire chuck. No attempt was made to provide a series of graduated sizes of the recesses and to further aggravate matters the hole in the chuck was too small for the size of the recess so that one had difficulty in seating a jewel setting true in the recess.

The stepping device illustrated in Fig. 1 is intended to convert an ordinary wire chuck into a step chuck. At first glance it may appear that it is well suited to hold a jewel setting in the lathe. However, upon closer examination, we find that it is also open to serious objections.

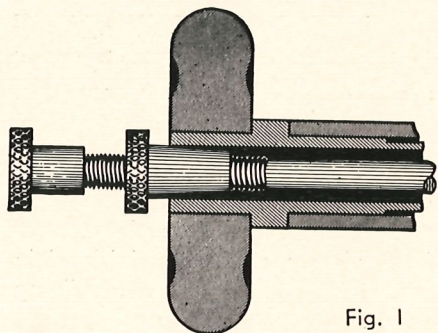
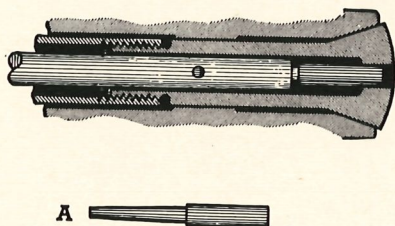


Fig. 1



The need for some good means of holding a jewel setting in the lathe is thus quite apparent. One of the early manufacturers of chucks attempted to solve this problem by marketing a regular wire chuck with a shallow recess turned in its face. But, this type of chuck had several serious drawbacks. First of all, when the chuck was used for regular staff work, the recess was invariably in the way and it was so stiff that there was always danger of crushing or otherwise mutilating a jewel setting.

To begin with, this type of stepping device is intended to be applied to any make of lathe and is supposed to fit friction tight in the hole of the draw bar. But unfortunately there is no uniformity in the draw bars of the various makes of lathes and often not even in those of a given make. Then, there is the fact that the inserts, A, Fig 1, are solid and do not offer any relief for the inner portion of a jewel setting. Also, due to being free to wobble in the chuck, it is difficult to seat a jewel true. There are,

however, even more important reasons why it is not satisfactory.

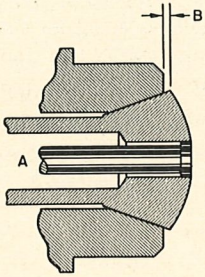


Fig. 2

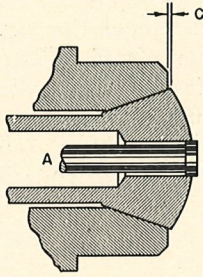


Fig. 3

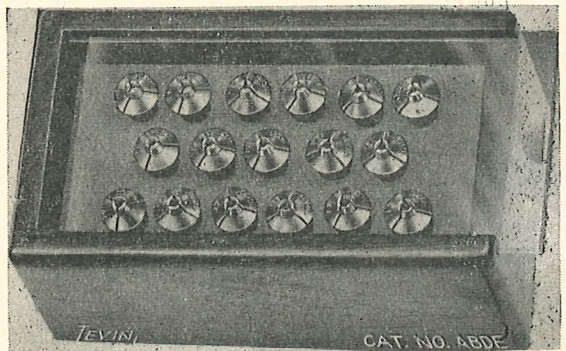
In Fig. 2 is shown a jewel setting which is placed against the insert A of a stepping device. Before the chuck is tightened, the edge of the chuck projects from the spindle an amount B. When the chuck is tightened it is drawn into the spindle a certain distance so that the amount projecting is only that shown at C, Fig. 3. The stepping device, however, is fastened to the draw bar and, when the draw bar is turned, the insert A maintains its longitudinal position while the chuck itself moves the distance represented by the difference between B and C. Thus, no matter how carefully one places a jewel setting in the chuck, the act of tightening it tends to push it out. Many a watchmaker can recall a setting suddenly jumping out of a chuck and striking him in the face when using a stepping tool.

Then there is yet the auxiliary jewel chuck with the adjustable stop which first appeared about fifty years ago. Technically, it is a workable design, but is impractical for the following reasons. Unlike the ordinary wire chuck which, in the case of a high grade one, is finished in a regular lathe spindle, it is drilled either in an automatic screw machine or while held in another chuck in a lathe. Such an operation can never insure close concentricity between the hole and the body. Each time a part is placed in another one there is a certain error and when one places a jewel chuck in a wire chuck and then the wire chuck in a lathe these errors are compounded. Work

done in this fashion lacks flatness and close concentricity.

The reader may recognize that these paragraphs have been written by a practical watchmaker, one who has had the experience of mutilating jewel settings in stiff wire chucks, getting them out of true in auxiliary jewel chucks and having them fly out of wire chucks when backed up by a stepping device. As a result of this experience the following conclusions have been reached.

1. A jewel chuck must be a special chuck designed for the specific purpose of holding delicate jewel settings and not for general work.
2. It should have a shallow step to permit holding very thin settings.
3. The chuck should be made of steel, but left soft so that the step can be re-dressed or altered when it is desired.
4. The face of the chuck should have a projecting cone of small diameter so as to facilitate re-stepping.
5. The hole in the chuck should be large with respect to the diameter of the recess so that the jewel setting will rest on the shoulder near its circumference.
6. The chuck should be marked with the size of the recess instead of the hole.
7. The jewel chuck should have long slots and a thin wall so as to be sensitive.
8. The hole should be made to a definite size and provided with a proper plug to prevent collapse when re-stepping.



No. 6

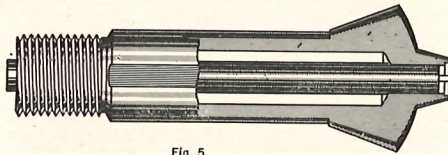


Fig. 5

9. A substantial box should be provided, in which the chucks and their respective plugs can be kept in numerical order.

The cross section of a jewel chuck meeting these specifications is shown in Fig. 5. By using the correct size of plug to prevent its collapse, the recess can be altered or the nose refaced. The set shown in Fig. 6 contains 17 sizes, all fitted with individual plugs. The steps are bored true and have sharp corners. Individual sizes are also available for replacement or special work.

BURR & CHITTENDEN, LEXINGTON CLOCK MAKERS

By BROOKS PALMER

(Editor's Note—Mr. Brooks Palmer, a member of the National Association of Watch and Clock Collectors, is a specialist in American clocks. He is well known for his articles on clocks and has contributed to several well known magazines. He has recently completed the section on clocks and watches for the new Collier Encyclopedia. Horologists and collectors will be interested in his history and description of acorn clocks. We wish to acknowledge our gratitude to the AMERICAN ANTIQUES JOURNAL for their permission to reprint Mr. Palmer's article.)

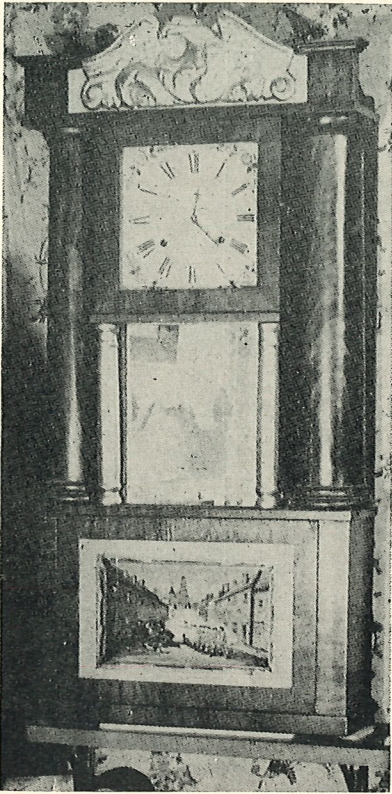
Lexington is that beautiful historic Massachusetts town where—"once the embattled farmers stood and fired the shot heard 'round the world."

Lexington, too, had clockmakers. From 1751 to 1775 three of the Mullikens, Nathaniel, Nathaniel 2nd and Joseph, made tall clocks here. This is a delightful story but not for now. Benjamin Willard—older brother of Simon Willard—is supposed to have made some tall clocks in Lexington which he so advertised in Boston papers about 1770. His mother, Sarah Brooks, was a native of Concord, Massachusetts. It has been suggested there was some possible connection between the Mullikens and Willard.

Lexington in Middlesex County is ten miles northwest of Boston, seven miles from Concord. It might be well to retell the events of that fateful day in 1775.

Paul Revere's ride on the night of April 18th ended near here after he alerted the inhabitants along his route. All the men of the town, then with a population of 700, were well trained in the use of firearms. By two in the morning about 130 of the militia assembled with their guns on the Common, under the command of Capt. John Parker, but were dismissed as there was then no sign of the British. About daybreak the advance of the enemy was reported and some sixty to seventy of the militia re-formed on the Green. Capt. Parker had ordered his men to load their guns with powder and ball but not to fire unless fired upon, saying, "If they mean to have a war, let it begin here."

The British under the command of Major Pitcarn did fire, killing four then and four more later, wounding nine. The Americans fired a volley, wounding three British, and dispersed, retreating toward



Bartholomew Hollow Column Clock with overpasted "Jonathan Burr" label from the extensive exhibit of clocks at the Collins Clock Museum, Georges Mills, N. H. Photograph courtesy of Clarence Dexter Collins, Curator.

Concord, harrying the British as they went. Then followed the Battle of Concord and the retreat of the British back to Boston where they were besieged. Thus began the War of the American Revolution.

During the retreat to Boston from Concord (which, too, had good clockmakers) by "wanton act of British soldiering . . . on April 19th burned" the house and clock shop of Nathaniel Mulliken 2nd, causing a loss of 431 pounds.

In 1831—fifty-six years later—Jonathan Burr and Austin Chittenden began their clock business in Lexington, which continued till 1837. Their first location was a shop in an ell on the second story of the pre-revolutionary house of Jonathan Harrington at the corner of Elm Avenue and

Bedford Street. Chittenden purchased the house from one John Augustus.

The business prospered, aided by the aggressive promotion of clock peddlers, who sold the clocks along the road. Houses on the opposite side of the road were used for the expanding business, either for the making of the clocks or for lodging of the workmen. This location is "just above the old Normal School Building—then the Academy."

Later the firm had a shop back of the houses on Massachusetts Avenue about opposite the present railroad station. Lexington is on a branch line of the Boston & Maine Railroad from Boston through Arlington and Lexington to Bedford. Chittenden tried later to buy some land near Bloomfield Street not too far from the former site of the Mulliken shop. He and the owner never succeeded in getting together on the price and nothing was done about it.

The terrible business depression of 1837 brought operations to a standstill. With this event came the end of clockmaking in Lexington. There seems to be no further mention of Chittenden. Burr went to Chicago in 1837 and may have continued there in the clock business for a time.

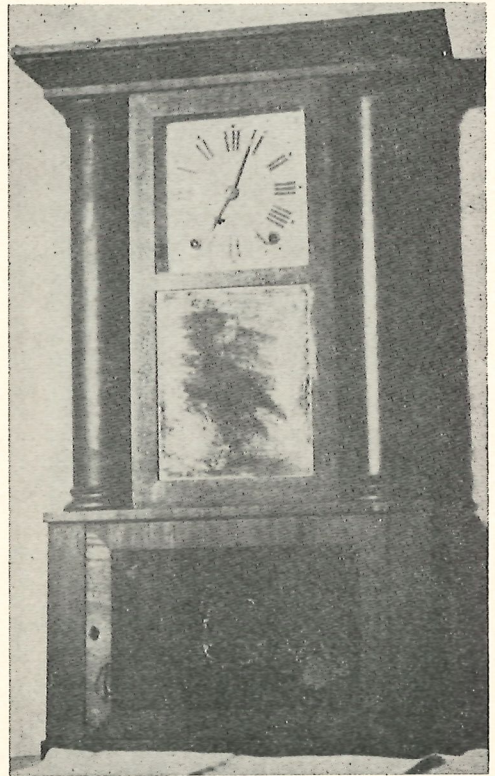
Supposition must be used as to what Burr and his partner, Chittenden, actually made and how much of their produce was purchased from others. It is the author's belief that they probably made a fair number of the looking-glass type cases, and possibly (though no proof either way has been found) some thirty-hour wooden movements of a type unlike those covered by the Terry Patents. These movements with an inside the plates verge and outside the front plate hour minute motion work were made and were also available for sale by Bristol makers. Supporting the idea that Burr and Chittenden made some cases is this statement, "Miss Sarah Studley and Miss Louise Muzzey did most of the glueing and bronzing."

Such production of their own was aug-

mented by the purchase of wooden movements of the different types and later complete clocks from Bristol, Connecticut, makers. Frequently today there have been found Connecticut made clocks with the Burr-Chittenden label pasted right over that of the actual maker. One of these is now in the collection of Richard Newcomb of New London, Conn. There is an "Austin Chittenden" label over-pasted in a wood works shelf clock made by the Bartholomews in the collection of Albert L. Partridge of Boston. The Bartholomew Hollow Column clock (illustration No. 1) is in the Collins Clock Museum in George Mills, New Hampshire. It has an over-pasted label reading "Clocks / manufactured and Sold by / Johnathan Burr / Lexington, Massachusetts / Warranted if Well Used.

Illustration No. 2 shows an unusual Hollow Column clock from the Collection of Frederick Mudge Selchow of Jericho, Long Island. Its label reads "/ Improved / Clocks / manufactured and sold / by / AUSTIN CHITTENDEN / Lexington - - - Mass. / warranted, if well used / /" This is the *only* label! It does *not* cover over that of another maker.

Compare this picture with No. 1 and observe the differences. The hollow columns and the base section look the same with both doors hinged on the right side, both upper doors are hinged on the left. The door covering the dial of No. 1 is the usual square, the mirror built into the clock case sided by the two small columns usually gilded. The door of the Selchow clock is oblong, containing in the lower part the mirror, opening in one piece with no side columns. The side posts and carved head-piece have given way to the flat top. So there is posed this question, Is this new discovery the deterioration of the type made in Bristol, or could it be an attempted reproduction made in Lexington under Chittenden's direction? The unusual label situation might suggest the latter, for it is surmised cases were made in Lexington. This



Unusual "Austin Chittenden" Hollow Column Clock from the splendid collection of Frederick Mudge Selchow, Jericho, L. I. Photograph courtesy of Mr. Selchow.

is pure supposition, but it should be mentioned. The Selchow clock is powered by a standard size 30-hour wooden movement of the Terry type.

While we are mentioning Hollow Column Clocks again, information has been received that there is extant a standard size model with an eight-day brass movement which appears to be the original power plant. There is also a three-quarter size clock similarly powered. The last word on this or any other American clock has not yet been written. It is helpful to find additional specimens and variants.

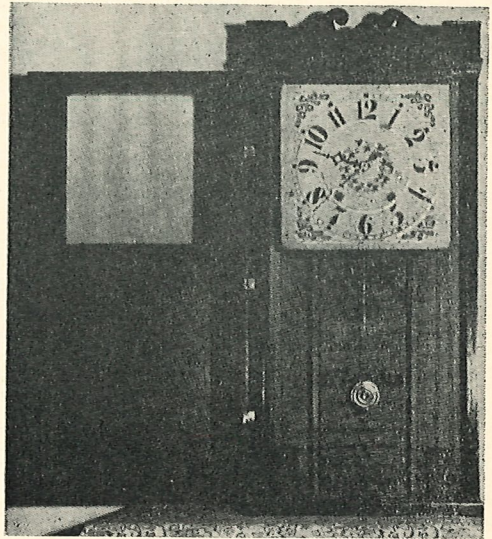
A typical looking glass clock was mahogany veneer over pine about 34-35 inches in height, about 16 inches wide and more than 4 inches deep. There is usually on top of

the case proper the two posts at each corner supporting the head piece, usually with gold stencil on dark mahogany veneer. On the Davis clock illustrated, with the door open (illustration No. 3) this piece is a scroll. The dial is of painted wood. The position of the wind holes gives indication as to the type of thirty-hour wood movement used. The first type winding at 9 and 3 contains the inside verge mechanism. The later ones have the verge on the front plate—after Terry—and wind at or near 7 and 5 as on the Davis clock. On each side of the door, containing a mirror not a tablet, are frequently split columns with or without ornamental turnings, some gilded, some stencilled, some painted black.

The labels used were in three different combinations all "Lexington":- BURR & CHITTENDEN, - JONATHAN BURR, - AUSTIN CHITTENDEN. The Davis clock label reads "Improved / clocks / manufactured and sold / by / Austin Chittenden /" Some of the labels bear a *date* in large type—extremely rare on Connecticut clocks but now helpful in trying to determine just how old the clock could be. The labels were mostly printed by Boston firms sometimes with an address "19 Water Street." From the borders, details, etc., other clockmakers could well have patronized the same printers.

Burr and Chittenden were at least partly responsible for helping Frost and Pratt start their clock businesses in nearby Reading. This was mentioned in the author's article *Daniel Pratt, neglected Clockmaker of Reading, Massachusetts* in the *American Collector*, January, 1948, page 10, ff.

"Jonathan Frost - - - set up in the spring of 1832 a small clock business, buying clocks from the nearby firm of Burr & Chittenden—1831-1837. It is believed that Burr & Chittenden purchased their clocks from Bristol and other Connecticut makers, reselling them after attaching their own labels. They may have made or purchased some clock cases from Pratt or later from



Austin Chittenden mirror clock from the collection of George B. Davis, 1714 West Magnolia Ave., San Antonio, Texas. Photograph courtesy of Mr. Davis.

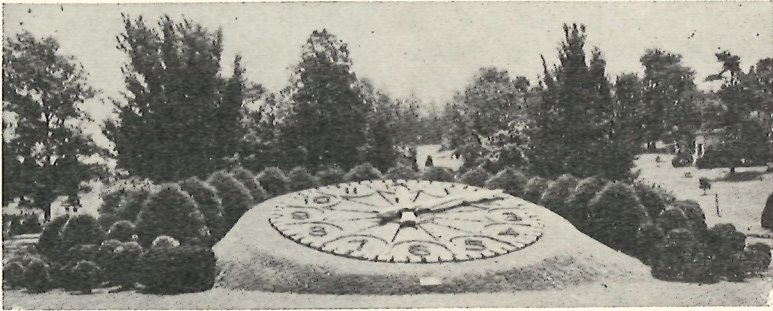
other makers. Frost is recorded as paying them a bit more than eight dollars each for wooden movements and casing them himself. Later the price was seven and a half dollars. These could well have been Connecticut movements. - - -"

Inquiries about their clocks have been many. The lists of Abbott, Moore and Nutting's *Clock Book* contain no mention of them. In Volume III of the *Furniture Treasury* there is only this:—"Jonathan BURR, Lexington, Mass. (c1835) shelf clock, wood movement."

This has been an attempt to give all the available information about them. Why they located in Lexington is not known. Records are lacking. Few facts relating to clockmaking in Lexington have been preserved. Jonathan Burr and Austin Chittenden were together and separately in the clock business for the five year period 1831-1837. From the numbers of their clocks extant today bearing their names they were well built—the last of them would now be 112 years old.

The Big Clock

By HAROLD HELFER



There are clocks and clocks . . . few items are more universal than timepieces . . . but positively the most beautiful clock in the world is one in Washington, D. C. . . . made of 10,000 colorful living flowers.

The face of the clock is a symphony of brilliant colors, as the intricate design of the plants make up the numerals, "framework" and embellishments.

To be more easily seen, the clock face has been made on a tilting mound of earth with hemlock cypress, yew and holly in the background.

The plants that make up the clock are many shades of green, red and pink alternanthera, sedum and crassula.

The plants are set out after the danger of heavy frost has passed—between May 10 and May 15 usually. It takes a week to complete the planting.

After November 1, the annual plants are destroyed and the clock face is sodded. The huge clock serves as a timepiece all year around . . . in plants for summer; in sod for winter.

The diameter of the clock face is 32 feet, and it keeps perfect time. The hands are aluminum; minute hand is 18 feet and weighs 400 pounds; hour hand is 14 feet and weighs 250 pounds.

The clock movement is electrically operated, with the motor housed in a concrete

pit, under the center of the clock face. This pit is large enough for several men to work, regulating the movement, oiling and making repairs when necessary.

The flower clock has been photographed by visitors perhaps as much as any object in Washington. It is located in Fort Lincoln Cemetery on ground which, in the early years of this country's history, served as a defense of our National Capitol. The original earthworks of Civil War fortifications are still present.

But, in recent years, the vicinity of the great flower clock has been the scene of more peaceful activities. The Little Church of Fort Lincoln is the scene of many weddings and christenings . . . and more than 75,000 persons attend the Easter Sunshine service on the Heights of Fort Lincoln Center.

CASTLE-RATCHET: (1) In chronograph watch mechanism, a steel wheel with several notches on its edge, superimposed on a toothed ratchet, the whole piece moved by a click operated through a lever by the crown or a button outside the watch case, and with a pawl that is operated by the notches to engage or disengage gearing, etc., in the chronograph mechanism. (2) Term sometimes used to mean the female part of stop-work mechanism.

ELGIN BRINGS SUIT

Legal action has been started by Elgin National Watch Company against Rhoads Jewelers, Louisville, Ky., and the Feffer Jewelry Company, Columbus, Ga.

The actions seek to restrain these firms from selling products of Elgin National Watch Company, or advertising these products below prices established under the fair trade acts of Kentucky and Georgia, respectively.

Both complaints seek to enjoin the Goodmans from similar practices in any other states where their stores may be located.

In Louisville, the Elgin company is represented by the legal firm of Middleton, Seelbach, Wolford, Willis and Cochran. In Columbus the company is represented by Young and Hollis. The company's general counsel, Gardner, Carton and Douglas, Chicago, Illinois, is supervising both actions.

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STEINER ON SWISS STAFF

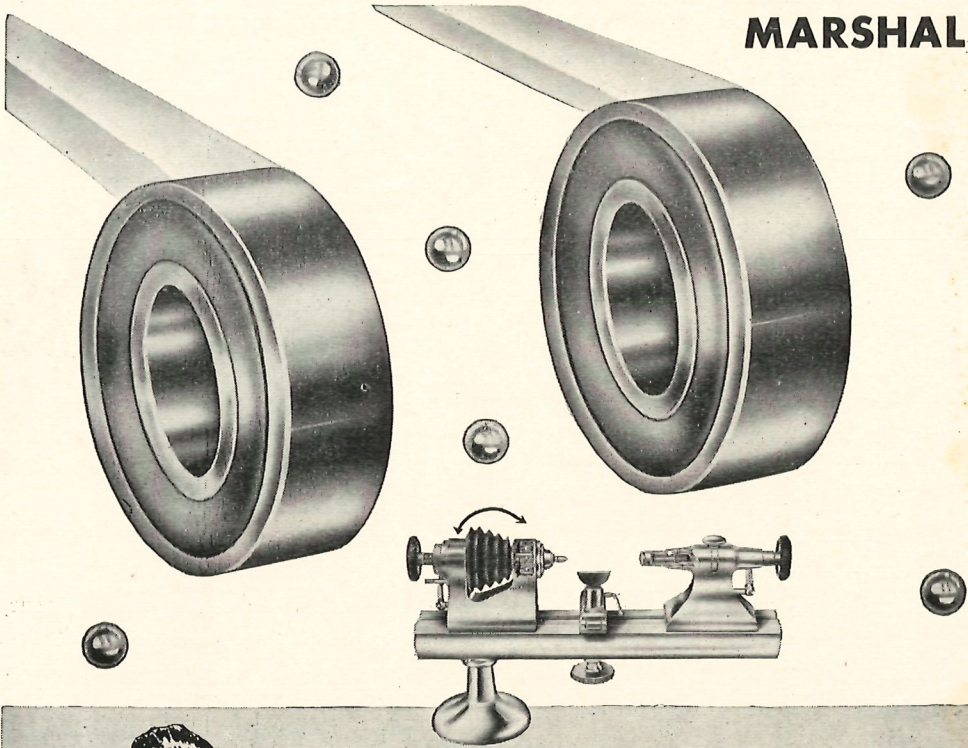


RENE A. STEINER

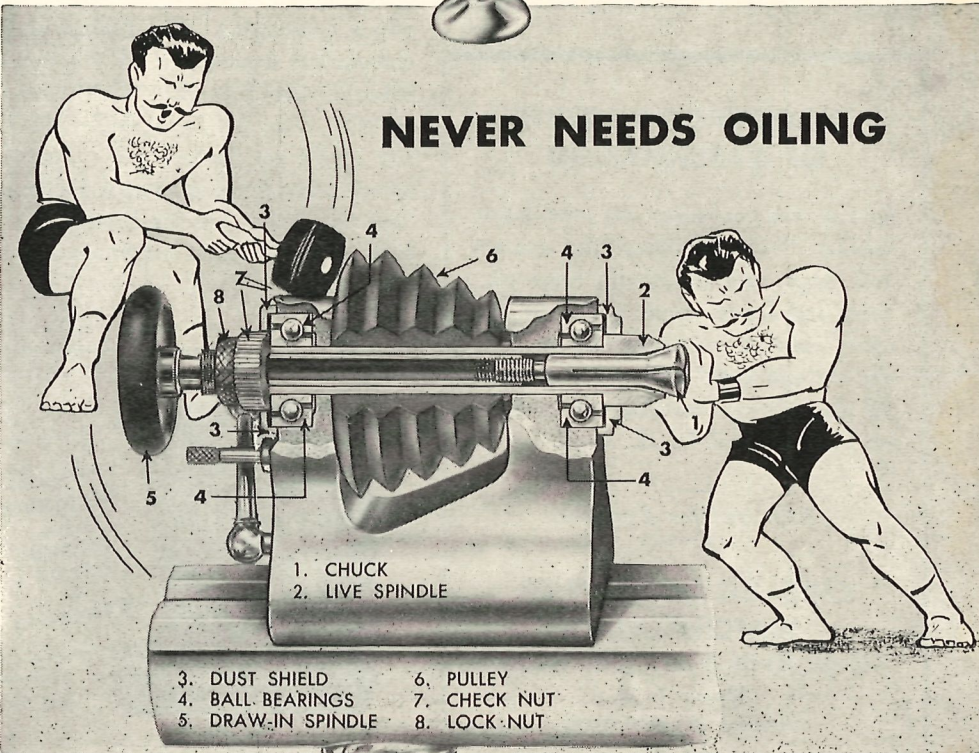
Rene A. Steiner, native of Berne, Switzerland, has been named to the executive staff of the Swiss Watch Repair Parts Information Bureau, Paul A. Tschudin, director, announced. Mr. Steiner was in the commercial department of the Swiss Consulate in San Francisco, Calif., from 1946 to 1948, after having attended the University of Berne, Switzerland. He formerly served Swiss firms in France, Holland, England and Italy. During World War II, he held the rank of first lieutenant in the Swiss Air Force.

An advertisement for Bestfit watch movements. The main text reads: "Bestfit FIRST & FOREMOST IN—SECOND HANDS IN SEALED ENVELOPES". Below this, it lists three bullet points: "• FOR PROTECTED QUALITY", "• FOR EASY INTERCHANGEABILITY", and "• FOR MOST COMPLETE RANGE". To the right, a tilted box contains the text: "1/2 DOZEN # 15 'THE BESTFIT' Genuine SECOND HANDS for #175-Assemblies". At the bottom right, it says "ORDER FROM YOUR JOBBER".

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makers College.

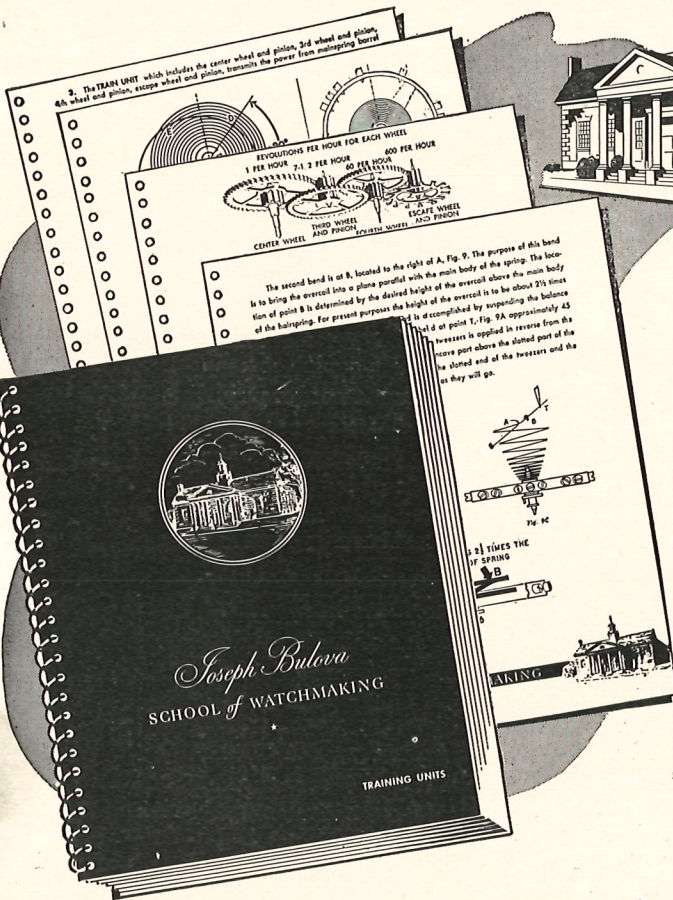
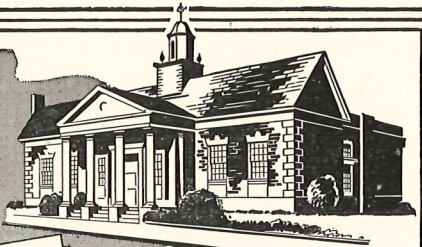
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H.I.A. Journal. If you are already a mem-
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be extended for one year. Send Training
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WISCONSIN WITHDRAWS FROM U. H. A. A.

Another state watchmakers association, the Wisconsin Watchmakers' Association, has withdrawn from the United Horological Association of America. The Association voted 68 to 2 to take such action at a special meeting held Sept. 27 in Milwaukee.

Members of the Wisconsin Association opposed the \$8 UHAA annual membership fee on the grounds that it impaired the work of the Association and that the service received from the national headquarters did not warrant the fee.

Expressions presented at the special meeting indicated that the national organization should operate more democratically and efficiently, and should be an organization "of, by and for watchmakers."

New National Watchmakers Association Formed

At a meeting held Oct. 3 at Cleveland, Ohio, a formal proposal was adopted creating a new watchmakers association—The American National Watchmakers Association, Inc. Temporary officers selected at the meeting were: F. A. Morey, of Cleveland, president; John J. Nooyen, Encinitas, Calif., vice-president; B. W. Heald, Milwaukee, secretary; William Ramish of Cleveland, Ohio, treasurer, and J. Phillip Sommer, of Pittsburgh, Pa., director. All these officers have formerly been active in an official capacity in the UHAA.

In the letters sent out to prospective members, it was stated that the new national association would be founded "upon the American principles of democracy and representation," and that the association was "to be managed and operated" by members, with safeguards established "to insure that you and your interests shall remain paramount."

The Cleveland proposal points out that "Membership in UHAA is falling," that "State organizations are withdrawing" and "UHAA represents too small a minority to

claim to represent the American watchmaker."

The new association proposes that officers shall not hold such other offices incompatible with the interests of the American watchmaker; shall not be interested in any way in any school of watchmaking; nor be engaged in selling watch materials or supplies to watchmakers or jewelers; and shall not be financially interested in any book, magazine or other publication distributed to watchmakers or jewelers.

Hamilton Chronometer Repair Manual Now Available

The newly printed service manuals of interest to owners of Hamilton marine chronometers and Hamilton 35 size chronometer watches are now available from the Government Printing Office for a nominal charge.

The Hamilton Watch Company contracted to produce these manuals for exclusive use by the U. S. Navy during the war. They contain complete information about overhauling, repairing, and handling of these famous timepieces. In addition, each manual includes the material parts listings of every part in each of the movements.

The manuals are profusely illustrated with exploded views of the movements showing placement of parts, and different operations necessary to expertly service either movement.

Heavy paper-covered copies of the Manual for Overhaul, Repair and Handling of Hamilton 35 size Chronometer Watch with Parts Catalog (Navships 250-624-1) are available for thirty (30) cents each. Copies of the Manual for Overhaul, Repair and Handling of Hamilton Ship Chronometer with Parts Catalog (Navships 250-624) are available for fifty (50) cents each. To obtain copies of the manuals write to Superintendent of Documents, Government Printing Office, Washington, D. C. Be sure to give the titles and form numbers listed above. Also include remittance in coin—no stamps.

"The Half-Century Club"

Henry Paulson, the latest member of the Half Century Club, was born in Chicago, and was graduated from grammar school at the age of 14. He immediately began his career under the supervision of George Baker, an expert and exacting English-trained watch material man, and manager of the Tool and Watch Department of Otto Young and Co., a leading wholesale and jewelry concern of that period.

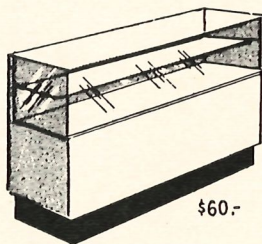
Since the ideals of many youths of the "gay nineties" were the "speed-demons" of the "safety-bicycles" young Paulson aspired to be a "cycling" champion.

A position offered him as a "pick-up and delivery" messenger for J. H. Purdy and Co., a pioneer Chicago watch material and jewelers supply house, was accepted, as it permitted him to ride his "bike" and keep in "training" for road-racing. However, it did not take young Paulson long to realize that he lacked the necessary requisites of a cycling champion. Abandoning this cherished ambition, he applied his agile mind, unbounded enthusiasm and physical energy to mastering the intricate details of the watch material business.



So thoroughly did Henry apply his talents that, in a comparatively short time, he was made manager of J. H. Purdy & Son. One of his managerial duties was compiling the firm's tool, material and jewelers' supply catalogue, and it was in this field he first received national recognition.

The cost of compiling and publishing individual catalogues induced Henry to investigate the possibilities of reducing costs through cooperative publishing. He found that a larger and more complete



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Watchmaker's Bench (back view). Length 40"; Height 39"; Depth 20"; with 9 drawers and pull-out frame for catch-all. \$60.-
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Also available with 24" high glass enclosure around upper front and sides. \$75.-

tool and material catalogue, in quantities, would cost less per unit, and, that by inserting a few pages of firm-featured merchandise and imprinting the name on the cover, the firm's identity and prestige would be preserved.

Henry visited the leading material houses in non-conflicting territories and explained his plan, which was immediately accepted, thus "The 20th Century Tool, Watch Material and Jewelers' Supply Catalog," most comprehensive in detail and a masterpiece of graphic art, became the standard material reference catalogue of that period.

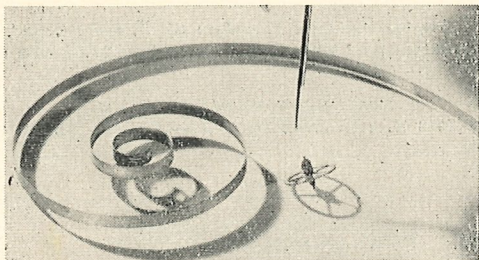
A few years later, Henry Paulson received and accepted a proposal from J. H. Norton & Son, wholesale jewelers of Kansas City, Mo., to join their organization, and the firm name was changed to Norton-Paulson Co. However, Henry's yearning to return to Chicago persisted and this partnership was dissolved. In Chicago, he and his brother, Albert, secured a small room in the Columbus Memorial Building, establishing a watch material supply

house under the trade name of Henry Paulson and Co.

The firm quickly outgrew its original quarters, and moved to the Powers building, (now the Champlain) 37 South Wabash avenue. The firm continued to grow and prosper and several times had to enlarge the floor space to meet the demands of its ever-increasing clientele. In September 1947, Henry Paulson & Co. moved to 131 South Wabash avenue, where greatly enlarged floor space and modern facilities combined to insure even greater efficiency in meeting business requirements.

In 1919, Miss Rosina R. Merritt, of Mondovi, Wis., a Columbia University graduate, and an instructor in the State Teachers' College, Oshkosh, Wis., and Henry Paulson, were wed. Two children, Henry Merritt, now associated with his father, and Phyllis, now Mrs. Charles Veazey Rainwater, Jr., of Beaumont, Texas, were born of this union. Mr. and Mrs. Henry Paulson are the proud grandparents of four charming grandchildren.

ELGIN DP MAINSPRINGS DO NOT RUST



A watch owner's actual experience established dramatically the claims of research experts at Elgin National Watch Company concerning the rust-proof DuraPower mainspring. Disassembled by the Moon Jewelry Company at Quincy, Fla., after its owner recovered the watch from a seven-day immersion in the Gulf of Mexico, close

study shows absolutely no rust on the Elgiloy mainspring but a badly corroded fourth wheel pinion. Other non-elgiloy parts were similarly rusted.

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WATCH INDUSTRY AID TO NATION'S SECURITY



Harry E. Blythe, Chief of the Office of Production Planning, Defense Department, applies the mortar to lay the cornerstone of Hamilton's Research and Engineering Laboratory building. A small copper box containing a sample of every movement (14) currently in production at Hamilton together with a microfilmed history of the company was sealed inside the cornerstone.

The American watch industry is of vital importance in national security, according to R. M. Kant, president of Hamilton Watch Company, and Harry E. Blythe, chief of the Office of Production Planning of the U. S. Department of Defense.

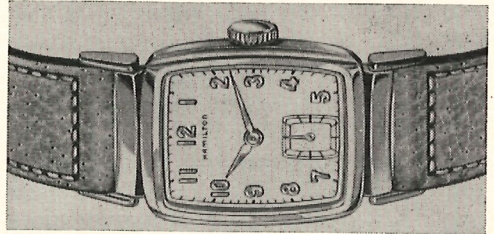
In speeches made by both men at the cornerstone laying of the new \$750,000 Engineering Research Laboratory at the Hamilton Watch Company in Lancaster, Pa., they stressed the significance of research and engineering of the watch industry.

"The National Security Resources Board has classified the timepiece manufacturing industry as one of the four most critical in

the nation," declared Mr. Kant.

"The creation or expansion of watch manufacturing requires specialized horological engineering and highly technical design and toolmaking knowledge that cannot be found elsewhere in the United States than in our efficient, but dangerously small, jeweled watch industry. In such expansion, national security would be safeguarded."

In his speech, Mr. Blythe declared that American freedoms are being threatened and that a strong industry is essential to provide weapons of war. He said the Department of Defense was interesting in the engineering research laboratory in order to maintain readiness for any eventualities.



The BRANDON, first model in the CLD series, is available with a choice of silver or black AGN dial is 10K gold-filled. It sells for \$67.50, tax included.

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62 MORE WATCHMAKERS CERTIFIED

During the months of August and September 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>
Charles W. Maney.....	Big Rapids, Mich.....	Self.
Roy L. Rainwater.....	Sapulpa, Okla.	Walton J. Miller

Students at Bradley University, Peoria, Ill.

Robert G. DuBose.....	Peoria, Ill.
Earl C. Kime.....	Peoria, Ill.
M. Krause	Peoria, Ill.
James R. Mair.....	Peoria, Ill.
Wesley S. Shaner.....	Peoria, Ill.
Harold E. Smith.....	Peoria, Ill.
Maurice D. Wigent.....	Peoria, Ill.

Student at Buckeye School, Youngstown, Ohio

Richard L. Brown.....	Youngstown, Ohio
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Students at California Horological Institute, Los Angeles, Calif.

James G. Bell.....	Azusa, Calif.
Omer N. Peiffer.....	Van Nuys, Calif.
Peter Sam	Los Angeles, Calif.

Students at Chicago School of Watchmaking, Chicago, Ill.

Max Bolin	Chicago, Ill.
Arthur F. Boruta.....	Chicago, Ill.
Leon A. Rashkin.....	Chicago, Ill.

Students at Chicago Institute of Watchmaking, Chicago, Ill.

Edward J. Brozik	Chicago, Ill.
Richard F. Druflke.....	Chicago, Ill.
A. B. Leininger.....	Oak Park, Ill.
Raymond W. Puccetti.....	Oak Park, Ill.

Student at Cochron's School, Nashville, Tenn.

Elbert H. Wright.....	Nashville, Tenn.
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Students at Elgin Watchmakers College, Elgin, Ill.

George E. Craft.....	Elgin, Ill.
Pierre Ralley	Elgin, Ill.

Students at Emily Griffith Opportunity School, Denver, Colo.

Gerald Wm. Burger.....	Denver, Colo.
Joseph F. Hastings.....	Denver, Colo.

Student at Greensboro School of Watchmaking, Greensboro, N. C.

Donald E. Jordan.....	Greensboro, N. C.
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Students at Gruen Watchmaking Institute, Cincinnati, Ohio

Walter J. Kalish.....	Cleveland, Ohio
Robert R. Milner.....	Erlanger, Ky.

Students at Houston Technical College, Houston, Texas

Theodore T. Dorsz.....	Houston, Texas
Joe E. Wheeler.....	Houston, Texas
Samuel R. Whittaker.....	Houston, Texas
Houston L. Worsham.....	Houston, Texas

Student at Jewelry Training Service, Chicago, Ill.

Martin R. Zawacki.....	Chicago, Ill.
------------------------	---------------

Student at Mahoning Technical Institute, Youngstown, Ohio

Stanley J. Gilkes.....Youngstown, Ohio

Student at Miller Vocational School, Minneapolis, Minn.

Donald W. Olson.....Minneapolis, Minn.

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

Carlton F. Collis.....Martinsburg, W. Va.

Garland E. Likins.....Westernport, Md.

James RitchieKeyser, W. Va.

Edgar A. Smith.....Circleville, W. Va.

Student at National Jewelry & Instrument Co. Training School, Columbus, Ohio

Justin B. Evans.....Columbus, Ohio

Students at Southern Watchmaking Institute, Ensley, Ala.

Cecil HighfieldPell City, Ala.

Robert M. Storey.....Fairfield, Ala.

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

C. LeRoy DanielNew York, N. Y.

James M. Davis.....Philadelphia, Pa.

Angelo GrassoBrooklyn, N. Y.

Sidney GreenbergBronx, N. Y.

Henry A. Schaffer.....Bronx, N. Y.

George SchweitzerBronx, N. Y.

Students at Waltham School of Watchmaking, Waltham, Mass.

Robert W. Lantz.....Keene, N. H.

Louis A. Messina.....Newton, Mass.

Julian J. Polanski.....Buffalo, N. Y.

David G. Purdy.....Waltham, Mass.

Felix A. Sultyla.....West Warwick, R. I.

Students at Western Pa. Horological Institute, Pittsburgh, Pa.

Alfred C. Chirieleison.....Pittsburgh, Pa.

Michael A. Eannarino.....Pittsburgh, Pa.

Eugene A. Fischione.....Pittsburgh, Pa.

Joseph C. Roebuck.....Robersonville, N. C.

Certified Master Watchmakers

<i>Name</i>	<i>Address</i>	<i>Employed by</i>
O. L. Beach.....	Levelland, Texas	Self.
William A. Ltta.....	Nashville, Tenn.	H. J. Webb, Nashville, Tenn.
Emmett F. Pack, Jr.....	Charlottesville, Va.	Emmett E. Pack & Son, Charlottesville, Va.
Elmer E. Smith.....	Chicago, Ill.	Instructor, Chicago School of Watchmaking, Chicago, Ill.
Anthony Vetrone	Glen Cove, N. Y.	Junior Instructor, J. Bulova School, Woodside, L. I., N. Y.

PAUL LEEDS ON TELEVISION

Paul Leeds, Director of the Chicago Institute of Watchmaking, 6 East Lake Street, Chicago, was a guest on the "Our Gal, Toni" program, Friday, October 7, over television station WENR-TV, Chicago, of the American Broadcasting Company.

Mr. Leeds told of the work being done

at the School in the rehabilitation of disabled veterans and related success stories about many of the Chicago Institute of Watchmaking graduates. He also demonstrated the Watchmaster, and explained its usefulness in modern day watchrepair. Mr. Leeds' invitation to be a guest on the program resulted from a visit to the Chicago Institute of Watchmaking by Toni Gilman, the star of the show.

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The world's first fully illustrated chronograph watch repair course has been developed by William O. Smith, Sr., president of Western Pennsylvania Horological Institute with the combined help of William O. Smith, Jr., and 13 American and Swiss chronograph technicians at an audited expense of more than \$100,000. Write to W. P. H. I., Desk 4, at the address below for information on day or evening classes.

A VOLUME FOR EVERY MOVEMENT
A PAGE FOR EVERY PART

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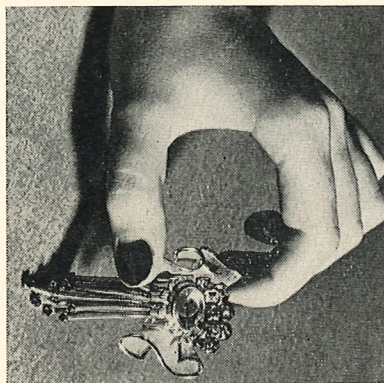
EVERT APPOINTED DEAN



HERMAN L. EVERT

William O. Smith, president of the Western Pennsylvania Horological Institute, Pittsburgh, Pa., has announced the appointment of Herman L. Evert as dean of the North Side watchmaking school. Before joining the school staff in 1948, Mr. Evert was in government service in Pittsburgh for 30 years.

He assumes his new duties after serving respectively as public relations director and registrar for the Institute. The appointment follows the resignation of H. D. Maxwell, who served as dean since 1943.



One of the outstanding watches shown at the annual ANRJA Trade Show in New York was this 18-carat gold lapel timepiece. Containing a quality jeweled-lever movement, this high-fashion watch has a fine tissue leaf-shaped decoration, with 22 rubies and 16 diamonds set in the center, and on the end of the delicate "dangles" or "drops," and retails for \$2,000. This is one of the many new style creations introduced for fall and winter by The Watchmakers of Switzerland.

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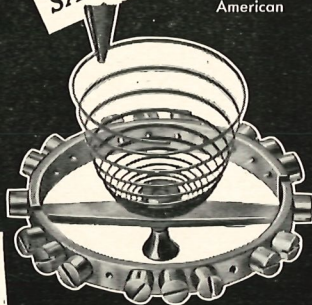
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Poise — Hairsprings Unravalled — Regulator Pins Fitted
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Inner terminal coil adjusted to meet Railroad inspection requirements.

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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":

(1) Is there such a thing as a price standard, in the watch repair field? If there is, I would appreciate very much to receive the charging price to the customer, for various repairs, and on various jeweled and size watches.

(2) I would also like to know how to repair a broken "rod-type" clock chime. How to regain its sounding note. At present, upon being struck with a leather hammer, a flat, dead "pluck" sound is heard instead of a clear note. Please advise how to regain its sounding note. Thanking you in advance.
R. H. LaP.

Answer: (1) From time to time, local horological or jewelers' organizations have made lists of prices for watch repairs; but these prices change from time to time, and we have no knowledge of where there may be lists that have been kept up-to-date; no one has made a duty of collecting and tabulating the many local lists, that we know of. You could probably inquire around among other watchmakers in your vicinity, and ask their prices for main items or repair work, to build a list that would be correct for your business. We know that some competitors might show a "none of your business!" attitude; but more would cooperate if impressed that your purpose is to keep prices up to a fair level, and not to cut prices; so that the success of the effort would depend much on tactful approach in asking for the information. Or, if there is any sort of watchmakers' organization in your city or state, you could join it and per-

haps influence the group to make a survey of prices.

(2) In obtaining good tone from a clock chime rod, the principle to remember is that the rod must be of metal in homogeneous condition for its entire length, which is why soldering a broken chime rod is usually not practical; a whole new rod should be substituted for a broken one. The other requirement is that the rod must be solidly fastened into its mounting or base. Whether the fastening is by a driven fit, or wedging, or screwed in, it should be securely tight, so no vibration is possible between the chime rod and its seat. The mounting in its turn must be fastened tightly to the clock case. Finally, the hammer must be adjusted so that after striking the rod, it will rebound and keep clear of the rod, so as not to interfere with the vibrations set up by the hammer-stroke.

"THE PROFESSOR"

Dear "Professor":

I have a very old watch in running order, but the hour and minute wheels are gone. The cannon pinion has ten leaves and the interset wheel has sixteen. I wonder if you can tell me how to find the correct number of teeth in the minute wheel and pinion and the hour wheel.

Thanking you very kindly. J. W. H.

Dear J. W. H.:

The object of the dial-train is of course to reduce the rate of motion, or "turns," from one turn per hour of the cannon pinion, to one turn in 12 hours, of the hour-

wheel and its "pipe" that carries the hour-hand; a reduction to one-twelfth. For this, select numbers for wheel-teeth and pinion-leaves so that the numbers of the *teeth* multiplied by each other, will be twelve times the number found by multiplying the numbers of the *leaves* together. This could be, for example: cannon pinion, 10 leaves; minute pinion, 12 leaves; minute wheel, 40 teeth; hour wheel, 36 teeth. The inter-setting wheel, in ordinary arrangement of the mechanism, has nothing to do with the ratio of turns in the dial-train; it only conveys power from the stem-gear during the setting of the hands.

"THE PROFESSOR"

Dear "Professor":

Please send me information concerning carbon tetrachloride used as a rinse for the purpose of cleaning watches.

This liquid was used several times in a cleaning machine for the above purpose instead of the regular rinse recommended with cleaning solution.

The results were good until several hours later many of the watch parts turned brown and corrosive. What do you determine causes this to happen?

The watches were put through the same

routine of cleaning as when L&R cleaning and rinsing solutions were used.

Would appreciate your reply by return mail at your earliest convenience.

W. H.

Dear W. H.:

Carbon tetrachloride is very apt to cause the trouble you report. It should not be used for a final immersion or rinse, in cleaning watches. Better use one of the very light petroleum products that are called, in that trade, "dry-cleaners' fluids." No doubt one of your local dealers in motor oils and gasolines could obtain on order what you want, in this, if he does not keep it in stock.

"THE PROFESSOR"

Dear "Professor":

Have an old English watch made by S. Mowbray, London. It is a Fuzee, beautiful engraved silver case, gold decorated on back. Dial is silver with cut out gold roman numerals laid on.

Would like to have approximate date of manufacture and whether it has any value as a collector's item.

Thanking you in advance,

V. E. U.

Dear V. E. U.:

We do not find "S. Mowbray, London," on any of our lists of some 50,000 names of

Bowman Technical School

Lancaster, Pennsylvania



John J. Bowman, Director

Sixty-two years' experience

in training successful Watchmakers, Engravers, Jewelers.

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Write for catalog.

Temporarily, applicants are on waiting list, until "jam" lessens, which we hope will be soon.

former watchmakers. But your watch may have hall-marks stamped inside the case. If you would press some hot sealing-wax into any such marks and send them to us, we could from them tell the year when the watch was made, hence its exact age. With the impressions, you might also send one or more clear photographs of the movement, showing its design and construction; or else a full written technical description of it. With this data in hand, we would write you our opinion as to whether the watch has in it any features of rarity, that would make it desirable to collectors.

"THE PROFESSOR"

Dear "Professor":

I am enclosing a self-addressed, stamped envelope and it will be highly appreciated if you would send me some information concerning a Shakesperian wall clock. This clock hangs by a heavy chain, is thirteen inches square with a two-inch velvet border around it. The face of the clock is in the upper left corner with a very detailed portrait of Shakespeare in the lower right and in the center is Orsino, Duke of Tilyria, with musicians. At the top are the words "Twelfth Night" and at the bottom "Shakespeare" with the first line of his play Twelfth Night, "If music be the food of love, play on." On the back is stamped: E. N. Welch M. N. F. G. C. Also may I add that at the present this clock runs very

well and keeps the correct time.

If you do not send personal answers, please answer in THE H. I. A. JOURNAL.

J. M. M.

Dear J. M. M.:

The maker's inscription on your clock is an abbreviation for "E. N. Welch Manufacturing Co.," who started business in 1855 under the firm-name Elisha N. Welch. In 1864, Welch incorporated his business in the style named on your clock; then in about 1887 there was another reorganization, under the corporate name Sessions Clock Co., which is still in business at Bristol, Connecticut. So your clock must have been made between 1864 and 1887. It is possible that if you would send a photograph of the clock to the Sessions Clock Co., they could tell you somewhat more exactly about when it was made, than just during the period between 1864 and 1887. We believe the Sessions Co. has some of the old catalogs of the Welch firm, which would reveal dates when various designs of their clocks were introduced and discontinued.

"THE PROFESSOR"

FORK-HORNS—The wing-like projections on the end of the fork. A substitute for the guard finger during the "inactive" period it is in the guard roller crescent or "passing-hollow."

STUDENT AND EXPERT

Both set roller jewels quickly with the Setsit tool—any size roller, off the balance wheel or on the balance wheel **WITH THE HAIRSPRING IN PLACE.** No part of the tool comes in contact with the cement or jewel; there is no time lost in cleaning off smeared cement or looking for lost jewels.

Buy it, try it and be relieved of the annoyance of setting roller jewels for all time!

Your money back if you don't like the Setsit way.

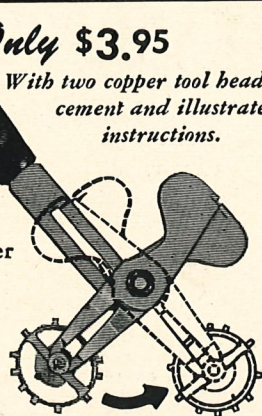
A Lifetime Tool

Sent prepaid if your jobber cannot supply you.

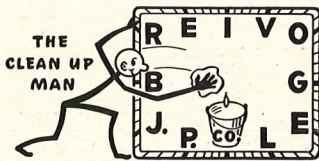
Distributed by,
P. A. HARMON
1821 E. ILLINOIS ST.
EVANSVILLE 14, IND.

Only \$3.95

With two copper tool heads, cement and illustrated instructions.



Meet "Little Dan"

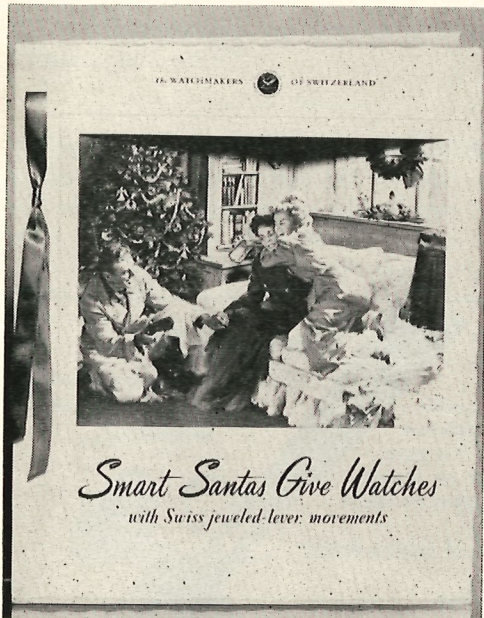


Dan's been making new dials out of old ones at our place for 30 years or more. We keep him on because he has a habit of making friends—thousands of them—who'd swear on a stack of pocket watches that Dan consistently turns out the finest dial-refinishing jobs they ever saw. Every dial that Dan refinishes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



FREE ATTRACTIVE CHRISTMAS DISPLAY

Centerpiece of an eye-appealing three dimensional full color window display offered to retail jewelers by the Watchmakers of Switzerland. This is a reproduction featured in their national consumer advertising promotion.

NEW "VIBRA-PAC" SHIPPING METHOD

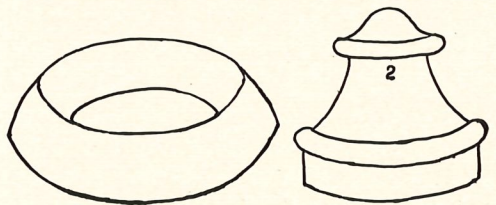
The Hairspring Vibrating Company of Union City, N. J., has developed a unique packaging for returning to customers a balance wheel, newly vibrated hairspring and cock attached, which can be replaced in the movement without further adjustment.

Designed by Charles Verde, the packaging service is known by the trade mark, "VIBRA-PAC." It provides for a special "padding" and container, in which the attached balance wheel, hairspring and cock are placed, keeping the parts in place at all times, and affording safe mailing facilities.

The cover of the container is set in place, forcing the pads of resilient material to fill in space between the wheel and cock, preventing movement in any direction. Movements of pocket sized watches, as well as other delicate watch parts, can be packed and safely shipped by the new "VIBRA-PAC" method, Mr. Verde announced.

Patent protection on the new method is pending, Mr. Verde said.

HANDY MOVEMENT COVER



The above suggestion was sent in by Harold K. Calvert, with the information that the "dish" and the cover may be obtained at any 5c and 10c store. The "dish" is a glass furniture or table-leg COASTER, with a 2¼-inch top opening, and a No. 2 PYREX coffee percolator top. The percolator top fits into the COASTER. The "dish" and cover are easily kept free of dust.

Folding Gift Boxes Preferred By Many Stores

More jewelers everywhere are using folding boxes today because, aside from their relatively low cost, they present no storage problems, occupying only a very small space when they are unfolded. Yet the better type boxes are strong and very nice appearing when they are put together, which operation incidentally, requires only a few seconds' time.

An assortment of various sizes specially selected to hold jewelry store gifts is being offered by Swartchild & Company in their advertisement on page 14. The boxes are white embossed alligator-grain, strong, durable and safe that lock into place securely when folded and should not be confused with lightweight florist-type boxes.

The entire assortment of 58 boxes when unfolded occupies a space of only 28x28 inches and 2½ inches high. The assortment may be ordered from Swartchild & Company with locations in Chicago, New York, Dallas, Atlanta, Boston, Buffalo, and Denver.

DETACHED SWING — BALANCE—

The "travel" of the balance assembly after the roller jewel has received its impulse from the fork.

DEAN'S

WATCH
MATERIALS
AND TOOLS

MAIL ORDER HOUSE

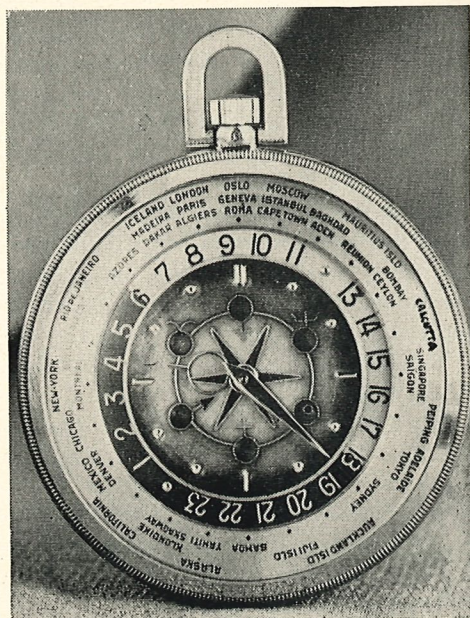
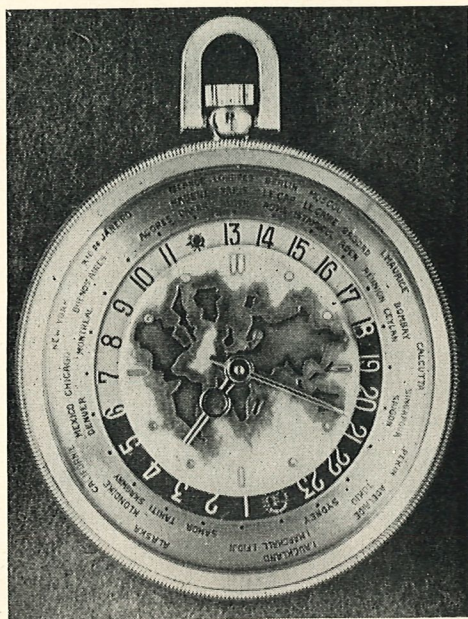
PROMPT MAIL SERVICE

Send 20c for a copy of
The WATCHMAKERS' JOURNAL

DEAN WATCH COMPANY

116-H Nassau St., New York 7, N. Y.

POCKET MODEL OF SWISS GLOBAL TIME TELLER



These handsome gold pocket-style Swiss jeweled-lever watches tell the time instantly in any part of the world.

WELL KNOWN HOROLOGIST IS VICTIM IN ACCIDENT



LOUIS DUBOIS

Louis Dubois of Denver, Colo., dean of the American Academy of Horology, internationally known horological engineer, died Oct. 9, following an accidental plunge in an elevator shaft at the school.

Born in Switzerland, Mr. Dubois was a graduate of the Technicum of Le Locle, famous watchmaking school and research institute. He specialized in work on complicated watches and was well known for his artistry and craftsmanship for such firms as LeRoy and Brequet.

He came to the United States in 1931 to aid in the development of self-starting electric chime clocks and other synchronous mechanisms for Herschede and Telechron Companies. For twelve years, he was experimental model maker for the Hamilton Watch Company.

During World War II, Mr. Dubois was a keyman in the U. S. Navy's marine chronometer program, putting the detent escapements of these precision time recording instruments into production and in quantities urgently needed for naval war-time operations.

He joined the faculty of the American Academy School of Horology in 1946, and

two years later was appointed dean of the school.

"LOOK-ALIKE" WATCHES BY ELGIN



Bettie Thomas displays new Lady Elgin sports model watch, one of the new Fashion Academy Award winners, an exact duplicate in miniature of the man's Elgin Deluxe timepiece shown beside it.

GRANDFATHER CLOCK MOVEMENTS

Imported "Enfield" Quarter Hour
Westminster Chimes on Rods

GRANDFATHER CLOCK SHOP

877 Michigan Avenue
Buffalo 3, New York

YOUR MAIL ORDERS

For Genuine American-Swiss
WATCH REPAIR PARTS
TOOLS AND
JEWELERS' SUPPLIES

Will Be Promptly and Accurately
Filled by Expert Personnel.

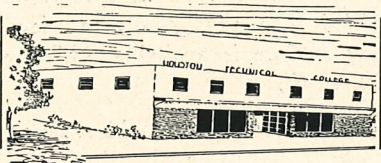
One-Day Service on Odd-Shaped Crystals.

INDIANA JEWELERS SUPPLY CO.

428-435 State Life Bldg., Indianapolis 4, Ind.

Indiana's Largest Watch Material and
Jewelers' Supply 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"

ELGIN NAMES SEVEN NEW SALES REPRESENTATIVES

Seven new members of the Elgin National Watch Company sales staff have been announced by Howard S. Schaeffer, vice-president.

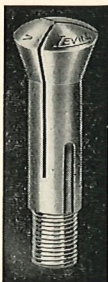
They are:

Joseph W. Strauss, assigned to the New York metropolitan area; David J. Willoughby, Jr., covering southeastern Pennsylvania and southern New Jersey; C. A. Schultz, central Ohio area; John E. O'Donohue, West Virginia territory; Vincent I. Mora, northern Indiana and southern Michigan; Ray Drexmit, who will cover Alabama territory; and Albert R. Hand, assigned to North and South Dakota, northwestern Iowa and western Minnesota.

The Elgin National Watch Company has scheduled a special pre-Christmas newspaper and magazine advertising campaign to aid in promotion of greater sales, stressing the winning of the Fashion Academy award, Elgin's exclusive "DuraPower" mainspring and endorsements by America's "best-dressed" men and women.

Elgin will use both black and white in four-color ads in magazines and 250 daily newspapers during the advertising campaign Gordon Howard, advertising manager, announced. Seventy college newspapers will also be used by Elgin to get its sales story over to collegians, Mr. Howard said.

A special kit of "point-of-sale" aids is being prepared for jewelers handling Elgin products.



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

TYPE WW

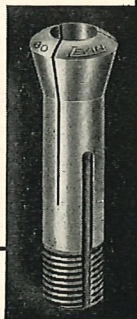
GENUINE **LEVIN** TOOLS
CARRY THIS TRADEMARK

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"



Bestfit FIRST & FOREMOST IN—

THIN STICK
HANDS

IN SEALED ENVELOPES

- PROTECTED QUALITY
- EASY INTERCHANGEABILITY
- MOST COMPLETE RANGE

MINUTE ~~15~~

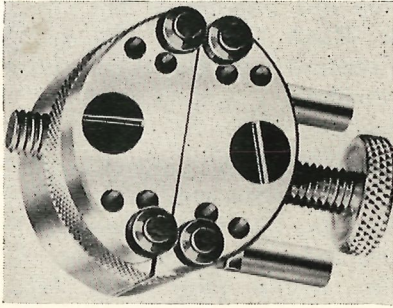
¼ DOZEN

"THE BESTFIT"

Genuine
6C

THIN STICK
HAND REFILLS

NEW JADOW MOVEMENT HOLDER SCORES SUCCESS



The new L-G movement holder, produced by B. Jadow, Inc., of New York City, has scored an outstanding success in the trade as one of the most versatile ever produced. Watchmakers can use the L-G movement holder to hold securely any watch movement, including the hard-to-handle Curvex models.

The L-G movement holder is designed to hold any movement from 2 to 18 ligne securely and without possibilities of marring or damaging movements. It is made in two sections, each having a semi-circular jaw which pivots inwardly for holding small bracelet and baguette watches, and pivots outwardly to clamp tightly larger sizes of watches.

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.

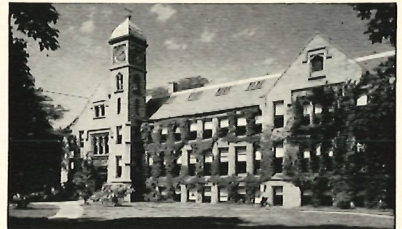
305 State Life Bldg., Indianapolis 4, Ind.
"Indiana's Oldest Watch Material House"

A small finger-control tension spring automatically locks the extended movement holder to prevent slipping out of position. The movement can be held high on the L-G holder so that complete view and working surface is available while repairing the watch.

The L-G Movement Holder, one of the many watchmakers' tools distributed nationally by B. Jadow, Inc., is sold only through wholesalers and is priced at \$5.25.



Pathway to Success



**WATCHWORK
JEWELRY
STONESETTING
ENGRAVING**

BRADLEY UNIVERSITY

Horology Division

Department I, Peoria, Illinois

A Practical Training Program for The Engraver-Beginner

EDITOR'S NOTE: *Engraving is both an art and a craft, and it is not the intention of this added training feature to create artists but to develop and apply the watch-makers and their apprentices' craftsmanship ability along mechanical lines to produce in a more or less mechanical way, a passable artistic effort or "a reasonable facsimile."*

It does not always hold true that an artist makes the most successful engraver, or is always true that a beautiful hand-writer makes a successful letter engraver. However, it is true that the outstanding engravers are a combination of both.

Therefore, this and the following series of instructions will be based on mechanical rather than artistic lines. A little practice each day, a little determination, and in a reasonable length of time you will be in position to do the simpler forms of engraving.

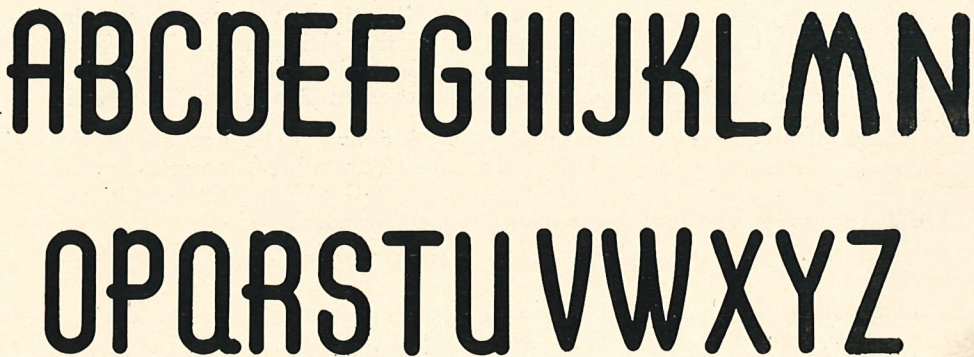


Fig. 1

ELONGATED GOTHIC BLOCK

The alphabet shown above (FIG. 1) is unusually attractive when "solid" or bright cut with a highly polished ROUND FACE engraving tool. The general outline of this letter, in a modified form, is easily converted into a RUSTIC letter as shown in FIG. 2.

RUSTIC LETTERS

Perhaps no style of letter is easier to design or engrave than "RUSTIC," or has more "popular appeal" where an "elaborate" initial is desired. The outline (FIG. 2) is cut entirely with a square or "script" graver, as are the "bark" and "twigs" cuts

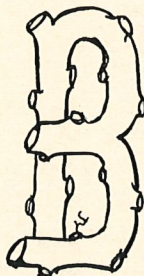


Fig. 2

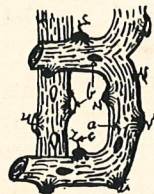


Fig. 3

(FIG. 3-a-a); however, no regular design is followed. The "branch" ends (FIG. 3-b) are bright cut with a round-face graver. The "rustic" letter can also be "wriggle-cut," using a "close-slip" lining graver.

The November Cover Story . . .

The watch pictured on our cover-page of this issue is an excellent specimen of the Huaud family creations, featuring hand-painted dial faces. This watch is signed "Huaud le puisne" (the second born), made between 1675 and 1682.

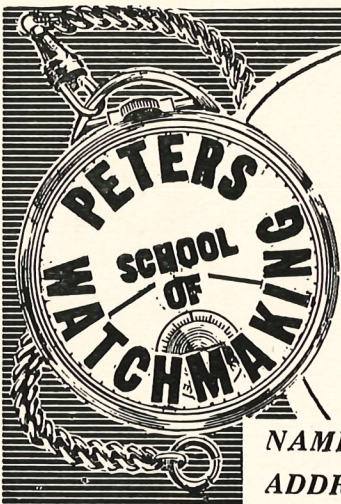
Pictured in the illustration is Cleopatra, shown as she lets the snake bite her breast, in colors that are strong and vivid. On the other side of the case is another picture of two persons. It is the work of Jean-Pierre Huaud, who signed his work as "Huaud le puisne," son of Pierre Huaud, a goldsmith and painter on enamel, who did not sign his art work.

The Huaud family, father and three sons, Jean-Pierre, Pierre-Huaud II and Amy, is credited with placing the Geneva workshops on the same high artistic level as those of Blois. Painting on enamel began in the goldsmith shops about the middle of the 17th century, and Jean Toutin of Chateaudun, France, is said to have launched the work. By the end of the 17th century, it was established in Geneva and England.

This pictured watch, made between 1675 and 1682, has an inside cover painting, showing a landscape with ruins, a lake, mountains and a traveler, a striking decor, indeed. The detail of the paintings is excellently portrayed, and the colors are well blended.

This watch is in the collection of H. Wilsdorf, Geneva.

(This is the fifth 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.)



It's Time to Learn! MARINE CHRONOMETER MAKING

*The Only School in
the U. S. Teaching
This Course.*

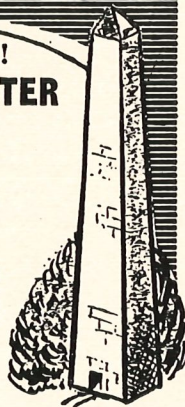
Classes available only to qualified watchmakers or graduate students of any recognized school of watchmaking. For full particulars fill in coupon and mail.

Approved for G. I. Training
Approved by the H. I. A.

NAME

ADDRESS

District 4223 817 14th St. N.W. Wash., D. C.



TERRE HAUTE SCHOOL HAS SPLENDID GROWTH



NEW HOME OF THE TERRE HAUTE (IND.) SCHOOL OF WATCHMAKING

The Terre Haute School of Watchmaking has shown a remarkable development in its three years of history. Established in 1946, the school has grown from a few students into an institution now capable of providing adequate individual instruction in all phases of watchmaking.

Approved by the Government under the G. I. Bill for veteran resident training and disabled veteran training, it also has the approval of the Indiana State Approval Committee of the Indiana State Department of Veterans Affairs.

Complete and supplementary courses in watchmaking are open to veterans and non-veterans, including men and women.

Adequately housed in a one-story brick building, located at 2831 Wabash Avenue in Terre Haute, Ind., the school is well equipped and staffed to do an excellent job of providing up-to-date instruction for watchmakers. The Counselling Depart-

ment of the school gives assistance to students in matters of housing, part-time work and other personal problems of students.

Courses in elementary watchmaking, practical watchmaking, finishing, engraving, clock repairing, store management, modern techniques, and shop practice are now being given students of the school.

An eighteen months' course in the school fits students to enter the watchmaking industry with qualified craftsmanship. Many students complete the entire course in less than 18 months.

George W. Sims, Jr., is president of the school. Mrs. Helen L. Sims is vice-president and treasurer; and Miss Edna Layer is registrar.

Faculty members are: Robert G. Ibaugh, dean; assistant deans, Bernard L. Seidel, Richard P. Beck, Hescal R. Sleeter, Marvin G. Dunlap and Virgil O. Simpson.

"A Government Approved Watchmakers' School"

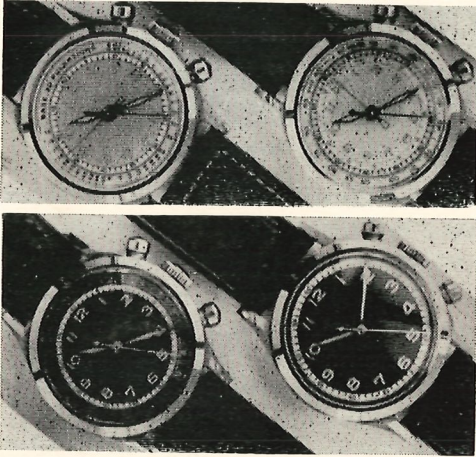
Terre Haute School of Watchmaking gives individualized instruction in a government approved training program for 200 students. Master watch and clock craftsmen make up the faculty. In an 18-months' course, YOU can pass the state examinations.

Write for information folder

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

NEW SPECIAL-PURPOSE SWISS WATCHES OFFERED

A group of "special-purpose" Swiss watches are now available to aid retail jewelers in selling a "sweep second-watch" to customers.



NEW SWISS CENTER-HAND CHRONOGRAPH

Each of the four jeweled-lever Swiss watches has a different type of changeable dial, but with the same center-drive for all hands. Left to right, the dials are for a minute-recording chronograph; telemeter; a tachotelemeter, and a pulsometer.

One of the new watches is a waterproof, shock-resistant chronograph with a changeable dial, adaptable for normal timekeeping, a sweep-second hand recording to one-fifth of a second, and a minute recorder up to sixty minutes in stop-watch operation, designed for radio, sports and industrial uses.



WRIST MODEL OF GLOBAL TIME-TELLING WATCH

This beautifully-designed Swiss jeweled-lever watch tells its wearer the time around the world. The strap is black suede.

Another watch is being offered which keeps normal time, but operates as a stop-watch chronograph, shows the phases of the moon and is a perpetual calendar, adjusted even for leap years.



CALENDAR WATCH ADJUSTED LEAP YEARS

This new jeweled-lever Swiss complicated perpetual calendar chronograph not only provides normal time, but also acts as a stop watch; it gives the phases of the moon, and has a calendar feature which shows the date and day of the week—including the 29th of February every four years.

Other movements have been designed as a tachometer to calculate the speed of moving objects, such as planes, race horses, automobile or motorboat over a measured course.

Other specialized timekeeping dials are: telemeter, to measure distance in miles between sight and sound; a "pulsometer" to count pulsations for the medical profession; and a "tacho-telemeter."

Another of the new group is a watch enabling wearers to tell time in any part of the world.

HARD-TO-GET

If you are having difficulty obtaining a Swiss or American watch part, try

J. A. POLTOCK & CO.

15 Maiden Lane - New York 7, N. Y.

Write Dept. H for FREE catalogue

• ligne gauge • stationery

ELGIN'S FORMULA FOR HOLIDAY SALES

ELGIN'S FORMULA FOR HOLIDAY SALES

SATURATION MAGAZINE AND NEWSPAPER ADVERTISING

HEAVY CONSUMER AD READERSHIP

CAREFULLY PLANNED DEALER HELPS

EFFECTIVE POINT-OF-SALE MERCHANDISING EFFORT

BIGGER HOLIDAY PROFITS FOR ELGIN JEWELERS

ELGIN DEALER AIDS FOR HOLIDAYS

To help jewelers build Holiday sales volume in fine watches, Elgin National Watch Company has prepared unusual eye-appealing series of envelope stuffers and folders, all in full color. They are available with dealer's name imprinted at nominal charge.

HEEL-ESCAPE TOOTH—The tip end of the escape tooth lifting plane. The "let-off" corner of the tooth.

DUKE CITY SCHOOL OF WATCHMAKING

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.

Located in the Rio Grande Valley, in an ideal year-around climate, with beautiful mountain views in the vicinity. We are also equipped for wheel-chair trainees.

For further information, write to

DUKE CITY SCHOOL OF WATCHMAKING

6902 East Central Avenue
Albuquerque, New Mexico

USED MOVEMENTS and WATCHES at LOWEST PRICES!

JUST OFF THE PRESS!

JOSEPH BROS. GREATEST AND BEST NEW 1950 CATALOG

56 pages jammed with the fastest selling jewelry items. Write for yours today.

We Can Supply New Cases and Dials
For All Makes and Movements
No Service Charge — We Carry a Complete Stock At All Times

These Hand Picked Movements Are in Perfect Condition
Needing Only a Cleaning or Minor Adjustment.

We have the Largest Selection of Used Movements in the World. Write for Your Needs.

SWISS

FF120 (6x8)
7-Jewel.....\$3.95
17-Jewel.....\$5.95

AS (5L)
17-Jewel.....\$6.95

AS (10 1/2 L)
7-Jewel.....\$4.50
15-Jewel.....\$5.50
17-Jewel.....\$6.00

9 3/4, 11-1/2, 6-3/4,
4-3/4, 6-1/2, 6 ligne
6 or 7
Jewel.....\$2.00
15-Jewel.....\$4.00
17-Jewel.....\$5.00

ALSO AVAILABLE
6 1/2 L oval
6-3/4 L tonneau
7x11 Eta

HAMILTON

6/0
17-Jewel.....\$15.00
(12 size)

17-Jewel.....\$11.50
(16 size)

17-Jewel.....\$14.00
(18 size)

17-Jewel.....\$ 7.50
21-Jewel.....\$14.00

BULOVA'S

8x12, 7x11, 8x9 ligne
7 A.M., 10AN-
8AH-8AE
15-Jewel.....\$10.00
17-Jewel.....\$12.00
21-Jewel.....\$15.00

5 AB—6x8 ligne
Bulova
17-Jewel.....\$12.00

GRUEN AND BENRUS

6x8
15-Jewel.....\$10.00
17-Jewel.....\$12.00

10-1/2, 7x11, 6-3/4, 6,
4-2/3, 5-1/4 ligne
7-Jewel.....\$5.00
15-Jewel.....\$8.00

**OTHERS—
16 SIZE**

21 Jewels—Elgin,
Illinois, Bunn
Special.....\$19.95

21 Jewels—
Hamilton
1 Million.....\$22.50

23 Jewel—Vanguard
Waltham.....\$22.50

10 Ass't American
Made Practice
Movements ..\$15.00

10 Ass't Swiss
Movements ..\$10.00

**WALTHAM
& ELGIN**

(0 and 3/0 size)
7-Jewel.....\$4.00
15-Jewel.....\$6.00

4/0
7-Jewel.....\$ 5.00
17-Jewel.....\$10.00

6/0
7-Jewel.....\$5.00
15-Jewel.....\$7.00

8/0
7-Jewel.....\$6.00
15-Jewel.....\$9.00

10/0
7-Jewel.....\$5.00

15-Jewel.....\$7.00

18/0
7-Jewel.....\$5.00
15-Jewel.....\$7.50
(12 and 16 size)

7-Jewel.....\$4.50
15-Jewel.....\$7.50
17-Jewel.....\$9.50
(18 size)

7-Jewel.....\$3.00
15-Jewel.....\$4.00
17-Jewel.....\$5.00

6 1/2—7-1/4—8-3/4
ligne Waltham
7-Jewel.....\$ 5.00
15-Jewel.....\$ 7.00
17-Jewel.....\$10.00

7 1/2 ligne-750
Waltham
7-Jewel.....\$ 6.00
15-Jewel.....\$ 8.00
17-Jewel.....\$12.00

25% with order—
Balance C.O.D.

JOSEPH BROS.

59 E. Madison St.
Dept. 1-11, Chicago 3, Ill.

GILLIAM GIVEN NEW ELGIN COLLEGE POSITION

James J. Gilliam, former watch and optical instrument expert with the U. S. Navy, has been named assistant director of Elgin Watchmakers' College, William H. Samelius, director of the school, has announced.

Mr. Gilliam, who joined the faculty of Elgin Watchmakers' College last spring after retirement from the Navy, had been for three years in charge of Navy watch repair school in Washington, D. C., an institution which had trained approximately 150 men a year. He had developed a curricula for primary and advanced watchmakers' courses for the naval service.

In 1948 Mr. Gilliam made the second highest rating in the nation in the certified Master Watchmakers' examination conducted by the Horological Institute of America, of which he is a member. He was the first president and the organizing chairman of the Washington Watchmakers Guild.

Mr. Gilliam, a native of Omaha, took up the study of watchmaking while a boy. He joined the Navy at the age of 16, and for 17 years of his 20 years of service, he specialized in watch and optical repair work in the Navy's precision-instrument program. During his naval service, he invented and turned over to the Navy a boresight for 20- and 40 m/m anti-aircraft guns.

In his new position at Elgin, Mr. Gilliam will direct the instructional program at the college, which has an enrollment capacity of 190 students, Mr. Samelius announced.

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.

IF YOU MUST MAINTAIN QUALITY and still **REDUCE YOUR COSTS**, then these offerings should interest you. No risk, remember—Your money instantly refunded if you aren't pleased.

Th. Dumont Tweezers No. 3—3C—5.....Each \$1.50
The famous Rubis Swiss Cutting Pliers—
Your choice of Nos. 16, 17, 18, 19, 20—
all at one low price.....Each 4.25
Screws, Ass't—Dial—Bal.—JewelGross .90
Bracelet Screw Assortment.....Gross .45
Click Springs Ass't.....Gross .70
Crowns G/F .60—Waterproof.....Dozen 1.50
Hand Sec. .60—Min. & Hr. 12 ea.....Dozen 1.00
Hands Sweep Sec. or Radium.....Card 1.95
Spring Bars Ass't 1/2-3/4.....100 for 1.50
Spring Rings G/F.....Dozen 1.00
Spring Rings 14 Kt. Gold.....Dozen 3.25
Swivels G/F.....Dozen 2.95
Stems, Swiss or American, pkg of 3.....Dozen .40

Complete Balances Flat Hairspring for F120-
AS 970—AS 976—AS 1012—AS984—Popu-
lar calibres, individually boxed in Switz-
erland; ready to install.....Each 1.50

FONT 120 ASSORTMENT—Containing 30 pieces:
1 Center Wheel, 2 Cannon Pinions, 1 3rd Wheel,
1 4th Wheel, 1 Min. Wheel, 2 Hour Wheels, 1
Winding Pinion, 1 Clutch Wheel, 1 Pallet, 1 Roller,
1 Click Spring, 1 Setting Spring, 3 Sets Lever
Bridges, 13 Ass't Screws for Dial, Balance, Jewel,
Stud, Ratchet, etc., etc.

A \$16.95 value if bought separately—Come
and get 'em and note our very low
price—Complete unit only..... 5.95
Staffs, guaranteed to fit (Swiss) pkg. of 3.....Doz. .50
Staffs, guaranteed to fit (American)
pkg. of 3Dozen .50
Screw Ass't., over 1000 for Dial—Cases—
Bal.—Jewels—Detents, etc., etc.....Complete 1.50
Crown Asst. Ladies' & Gents' Gold
Filled, white or yellow, Pk.....100 for 2.95
Jump Ring Ass't.....500 for .50

Wrist Watches, new Swiss movements, ultra
modern 10K GRP cases, Hidome crystals
—Gents' 8 3/4, L. pigskin straps; Ladies'
6x8 L., silk cord; embossed dials—Your
choiceEach 10.95
Rhinstone Dials—Your choice.....Each 11.95

Neck Chains—Sterling, Rodium—Carded, 18
inches long; spring ring flat curb or rope
link—Sterling or gold filled.....Each .50
Neck Chain, 14 Kt. gold, 18 in.....Each 1.95
Crown Cabinet, 48 bottles, with chart; 2
each (2 gross asst.) P.W.Y.....Complete 17.95
Stem Cabinet, 36 bottles; 4 each with
chart—Over 75 popular models — One
gross stemsComplete 6.50

Staff Cabinets—One gross with charts for
pinlever watches; for Bracelet Swiss
Watches; for American Watches—Your
choiceEach 14.95

Bargains like these will be scooped up fast. You can
avoid disappointment by getting your order in the
mail at once.

WILSON IMPORTERS

811 Hunts Point

New York 59, N. Y.

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—DRAMATIC 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 1/4 L.....AS 970..... 7 J. Each 6.95
6x8 L. Font 60..... 7 J. Each 7.95
8 1/4 L.....AS 970.....ETA 980 17 J. Each 8.95
8 1/4 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 1/4—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 1/4 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, 5/8 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.

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

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.

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.

FOR SALE — FREE LIST — WATCH — CLOCK — JEWELRY TOOLS — MATERIALS — ONE-HALF PRICE. \$47.50 Electric Soldering Machine—\$20.00. \$290.00 Round Glass Crystals in Cabinet—\$90.00. RALPH E. SIMPSON, Box 44, Boone, Iowa.

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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.

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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.

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.

● 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.

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.

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.

KNOW YOUR VIBRATOR! Mail direct! Same day service. Flat \$1.75, Brequet \$2.50. Staffs fitted \$1.25 with vibration, \$1.75 without. No extra charge from the largest to the smallest sizes, fast beats, slow beats, Roscoff, and Cylinder. Deal with an established concern and enjoy these advantages: FREE SERVICE, Restud, Recollet, Poise, Hairsprings Unravell'd, Regulator pins fitted. Inner terminal coil adjusted to meet Railroad inspection requirements. Ask for VIBRA-PAC, an exclusive patent pending method of returning a hairspring in beat and attached to both balance and cock. No further adjusting necessary. We assume full responsibility for parts while in transit. Write for FREE envelopes and containers. HAIRSPRING VIBRATING COMPANY, formerly in charge of hairspring vibrating Dept., Bulova Watch Co., 406 32nd Street, P. O. Box 330, Union City, New Jersey.

● HOROLOGICAL BOOKS

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.

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.

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.

WATCHMAKERS—Increase your earning power. Increase your skill quickly and easily; 7th edition, "PRACTICAL BENCHWORK 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.

"As the Pendulum Swings"

The work of artists throughout the history of Horology has been vital to its development and expansion. Even the crude drawings and diagrams that have been preserved from centuries ago of the details of watch and clock construction have added much to the knowledge of horologists.

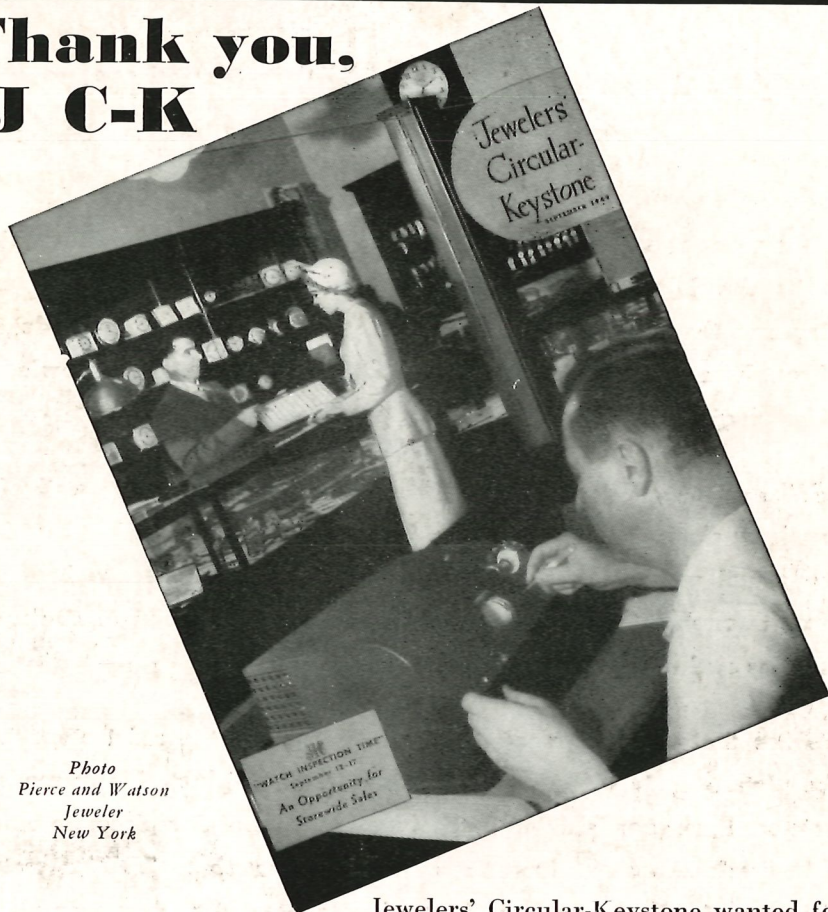
When a horologist gets an "idea" of some mechanical detail of a watch or clock, he "sketches" it; then seeks to obtain help to perfect the visual presentation of the "idea." Watches and clocks have all gone through a "blueprint" stage, just as have automobiles, airplanes, engines and other things that man has devised.

After the watch or clock has been produced, the artist steps into the picture again to help the makers sell the product. Many modern painters have greatly aided makers and retailers of timepieces to create a "buyer's appeal." Illustrations have done much to "sell" a watch. Salesmen in the shops have been able to present a picture or photograph of watches that stimulates greater interest in possessing them.

A potential purchaser of a watch may know nothing about the technical features of it, but when they see "pictured" satisfaction or interest in them, it helps him, or her, to decide to buy.

In the "march of Time," too, art has done its part to make the public TIME conscious. Alert watchmakers and jewelers are using good ART to help stimulate sales throughout the world.

**Thank you,
J C-K**



*Photo
Pierce and Watson
Jeweler
New York*

Jewelers' Circular-Keystone wanted for its cover a progressive store using modern equipment. It is significant that the picture features a WATCHMASTER, symbolic of more than 12,000 others now in use. They have been chosen thoughtfully by those watchmakers who are satisfied with nothing but THE BEST, — who demand the UTMOST in accuracy and dependability, — and a printed record UNEQUALLED in clarity and scope.



American Time Products, Inc.

580 FIFTH AVENUE

NEW YORK, N. Y.

Distributors of Western-Electric Watch-rate Recorders