

**National Association of Watch and Clock Collectors (NAWCC)**

**Chapter 154 – Daytona Beach, Florida**

[www.nawcc154-daytonabeach.com](http://www.nawcc154-daytonabeach.com)

**January 2012 Newsletter**

**NEXT MEETING & MART**

**Sunday, January 15, 2012**

**Doors Open at 9:00 am**

**Meeting Includes:**

- \* **Mart Table is included (bring your items to sell or trade.)**
- \* **Meet old friends and make new friends.**
- \* **Full Buffet Lunch.**

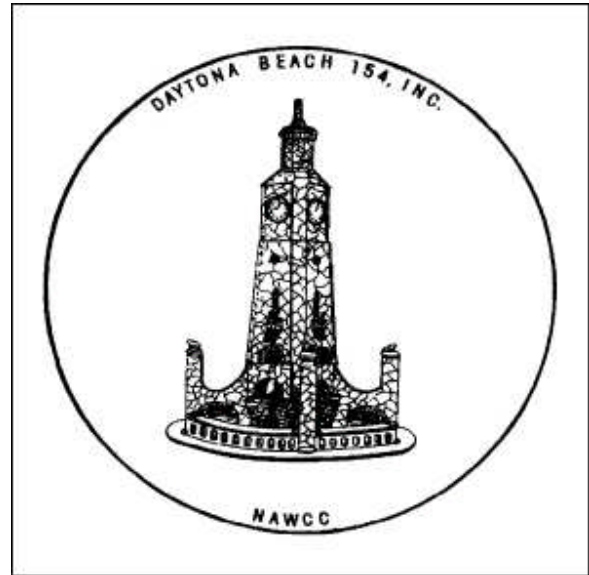
**Meeting Agenda**

**Guest Speaker/Presenter: Roger Moses**

**“The Easy Way to Clean a Clock”**

Roger is an active NAWCC member, former Winter Park Tech Clock Instructor and a professional clock repairman. His presentation will include a live demonstration using a Tumbler and other equipment and tools to show us “the easy way to clean a clock.”

**Show and Tell:** Any member or guest can bring a horological or related item to the meeting and show it off and tell about it. We have had some very interesting items and stories in the past and the sky is the limit.



**REGISTRATION AND DUES**

**Annual Chapter Dues are \$8.00 per year**

**The Mart, Meeting, with a Full Course Buffet Lunch included is \$15.00 per person. Also included is a Free Mart Table.**

**INSIDE THE JANUARY 2012 ISSUE**

<b>1</b>	Meeting, Mart, Registration and Dues Information
<b>2</b>	<b><u>Announcement:</u></b> The Holiday Party was a Big Success <b><u>Announcement:</u></b> The Chapter's New Scrap Book <b><u>Article:</u></b> Lewiston, Maine Clock Tower: An American Treasure
<b>3</b>	<b><u>Article:</u></b> Some Great Names in American Clock Making
<b>4</b>	NAWCC information – Chapter 154 contact information  <b><u>Article:</u></b> Is the High-End Vintage Watch Market Recession-Proof? You Decide.

**MEETING PLACE**

**Duff's Original Buffet  
(Banquet Room)**

**2400 S. Ridgewood Ave. (US1)  
South Daytona, Florida**

**Phone: (386) 788-0828  
(located inside the Sunshine Park Mall)**

## The Holiday Party was a Big Success

We tried something new and it went better than expected. Chapter 154's Holiday Party and Mart was held on Sunday, December 11, 2011 at Duff's Original Buffet, 2400 S. Ridgeway Ave. (US1), South Daytona, Florida. Many chapter members and guests enjoyed a nice variety of home-made baked holiday treats, eggnog drinks and the full buffet lunch. In a nutshell, we had a lot of fun socializing and celebrating the Holiday Season together -- and we found out that we have quite a few good bakers in our Chapter!

Everyone had such a good time at this 'social' event that we have already scheduled next year's Holiday Party (which will be held on December 9, 2012 at Duff's Original Buffet.) Additionally, we have planned a Spring-time picnic in April so we can get together and enjoy an outdoor 'social' event as well.



*Some of the folks that attended the 2011 Chapter 154 Christmas Party and Mart*

## The Chapter's New Scrap Book

Chapter 154 now has a scrap book that has many interesting items already stuffed into its pages. Many recent newspaper articles, pictures, post cards etc. are included.

We are looking for any other pieces of memorabilia or history from years past that can be included in our scrap book.

If you have any items that you would like to donate to the Chapter's scrap book contact Randy Jaye, or just bring them along with you to the next meeting and mart.

## Lewiston, Maine Clock Tower: An American Treasure



*Lewiston Maine City Building & Clock Tower (1892)*

The **Lewiston City Building** is a true architectural beauty. Built in 1892 across from the scenic Kennedy Park in the Baroque Revival style, it replaced the previous city building which was destroyed by fire in 1890. The copper clad domed tower of the building reaches 185 feet skyward and features a fully functional weight driven, pendulum regulated mechanical tower clock. The City of Lewiston purchased the clock in 1891 for \$1265 from clock maker Edward Howard.



The actual clock works originally resided up in the tower, but were moved in 2002 when the city restored the clock and moved it to a public area of City Hall to be enjoyed by visitors. Encased in glass, the historic and fully functional clock now rests on the 2nd floor of the City Building, with the pendulum stretching down into the first floor.

The Lewiston City Building is just one example of the incredible number of beautiful buildings in Lewiston Maine that are listed on the National Historic Registry. History and architecture buffs could spend quite a bit of time poking around Lewiston and enjoying these treasures.

The City of Lewiston has a long and rich history. From it's earliest beginnings in 1770 as one family's cabin, to the introduction of water power from the falls, to the hay day of the railroad and the mills, Lewiston has always been a center point and meeting place for the region.

## Some Great Names in American Clock Making

Source:

[http://www.discoverclocks.com/clock\\_companies.html](http://www.discoverclocks.com/clock_companies.html)

There were no clock companies in the American colonies from the early 1600's to the early 1700's. Any clocks present at that time were most likely brought to the New World by a few wealthy colonizers. They were probably clocks made in England, France, or Germany and would be lantern clocks or smaller, shelf type clocks. Tall clocks first started showing up in the colonies a little before 1700. Records have been found that show that Boston had a town clock by 1668, but it was most likely brought from England and installed there. In the late 1600's to the early 1700's, there were people calling themselves clockmakers, but there are no existing clocks that substantiate this claim, so my position on the subject is that they were clock repairmen that worked on imported clocks that were brought here by the wealthy.

By 1700 there were so many clocks in the colonies that it attracted young, recently trained clockmakers. They mostly set up shop in Boston and Philadelphia because that's where most of the wealthy and upper middle class people were, and these were the only people owning clocks at that time. Later, craftsmen opened shops in New York, Rhode Island, Connecticut, and Maryland. During that time, those early mechanical clocks were handcrafted one clock at a time in the ways of the old world. The clocks of the 1700's and early 1800's were almost entirely tall clocks or grandfather clocks. They were hand crafted in many different styles. Usually, the clock movement was made by the clockmaker, and the case made later by a cabinet maker.

Later, around 1800, many less expensive tall clocks were made with wooden movements instead of brass. At that time, brass had to be imported and was expensive. The clockmakers wanted a larger market to sell to, so they used the wood movements so the middle class could afford to own a clock. After about 1830, clockmakers started to make smaller shelf, or mantel clocks. Most of these had wooden movements and were weight driven. These clocks were even less expensive than the wooden tall clocks. This started a slow decline in tall clock production until about 1850 when almost all clocks made in the colonies were mantel clocks.

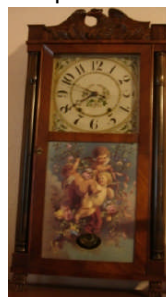
The American clock industry as we know it today, traces its roots to the very beginnings of the United States just prior to the Revolutionary War. Thomas Harland (1773 – 1807) was one of the first clockmakers in the colonies, having brought his skills with him from England when he settled in Connecticut.

Harland was one of the pioneers in using standardized and interchangeable parts when making his tall case clocks. Harland's legacy includes training Daniel Burnap (1759 – 1838), who continued to use Harland's assembly methods. Burnap in turn trained Eli Terry (1772 – 1852) who is credited with establishing the first American clock factory around 1800. The American clock industry thrived during the 1800's and early 1900's, leaving clock collectors with thousands of examples of uniquely American clocks that are still running today. Here is a list of some of the most famous American clock makers: Ansonia, Gilbert, Elias Ingraham and Company, Waterbury, New Haven, Seth Thomas, E.N. Welch and Sessions.

These are just some of the great names in American clock making. Don't forget other famous American companies like Chauncey Jerome, Eli Terry, Chelsea Herschede Hall Clock, Howard Miller, Hermle, New England, Lux Manufacturing, and Westclox. In all there were over 30 major clock companies in America during the premier days of the industry in the 1800's until about 1920.

Factors that shaped the American scene affected all the clock companies and contributed to the demise of the industry. The Great Depression of the 1930's reduced discretionary spending so the American public was not buying clocks and watches. Any clock company that survived the economic depression was influenced by World War II. The U.S. government converted many manufacturing plants, especially those with metalworking capabilities like the clock companies, to producers of materials for war. These two major impacts are seen in the demise of each of the American clock companies that survived through the end of World War II, never to regain their prior prominence.

However, clock enthusiasts can continue to celebrate the great years of the American clock industry by preserving the clocks and the history of the American clock companies.



The Daytona Beach, Chapter 154, of the National Association of Watch and Clock Collectors, Inc. (NAWCC)<sup>1</sup> is dedicated to preserving the history, art and science of timekeeping (horology). NAWCC is a nonprofit scientific organization that serves as a unique educational, cultural, and social resource for its membership and the public at large.

Our members include hobbyists, students, educators, casual collectors, clock makers, watch makers, jewelers and professionals in related retail and manufacturing trades.

<sup>1</sup> The National Association of Watch and Clock Collectors (NAWCC) is an American non-profit organization with about 19,000 members. The NAWCC was founded in 1943 by members of the *Horological Society of New York* and the *Philadelphia Watchmakers' Guild* who wished to create a national organization. The membership is now divided into over 175 "Chapters" which can be based on a locality or a special interest. The vast majority of chapters are US location based, a number are also in Canada and Australia (which do not have national horological collectors associations) and a handful are elsewhere. Special interest chapters range from "Tower Clocks" to "Horological Science".

## **Contact Information** **(NAWCC - Chapter 154 -** **Daytona Beach)**

### **Chapter Officers (2011)**

**President / Newsletter Editor:** Randy Jaye  
**(407) 497-5755**

**Secretary/Treasurer:** Viviane Lindeolsson

**Vice-President:** Jim Ziesler

**Director:** Ed Epp

**Director:** Tom Bransford

**Website:** [www.nawcc154-daytonabeach.com](http://www.nawcc154-daytonabeach.com)

## **Is the High-End Vintage Watch Market Recession-Proof? You Decide.**

Since the beginning of the 'Great Recession' (which started in December 2007 and lingers on today) the watch market, like the art market, has taken an overall downturn in both sales and production numbers. Sales of luxury items like Swiss watches that can start at \$1,000 and quickly move exponentially higher, began to slip. According to the Federation of the Swiss Watch Industry, although 2008 saw record sales of \$16.7 billion, an increase of 6.7%, Swiss watch exports declined in the fourth quarter (of 2009) after 19 consecutive quarters of growth.

Historically, such timepieces were prized objects of status and luxury. Over time, ownership has shifted from royalty and aristocracy, to wealthy industrialists and businessmen, to serious collectors with deep pockets. More recently, newly minted moguls and speculative buyers have joined the ranks of horological collectors. While America remains a strong market, the top buyers' demographic has broadened to include Asia, the Middle East, Russia and even parts of South America.

The auction market for high-end vintage mechanical timepieces has held fairly strong. Aurel Bacs, the co-head of the Geneva watch department for auctioneer Christie's International, says that initially there was a fear that the financial crisis would force a number of collectors to sell off, driving prices down in the auction market. "The opposite happened," he says. "There is greater demand than supply." When brokerage Lehman Brothers collapsed, many clients thought presale auction estimates would drop. Instead, Bacs says, high-end and top quality pieces maintained their prices or went up, while those of poorer quality fell.

Indeed, at the close of the 2009 fall auction season, important houses such as Sotheby's and Christie's reported strong sales. In November [2009], Christie's "Important Watches Sale" in Geneva brought in \$18.9 million—twice its presale low estimate with a sell-through of 94% of its lots. That same month, Sotheby's reported that its sale of two collections of pocket watches and watches that included pieces by Patek Philippe, Rolex, and Vacheron & Constantin, "soared over estimate." The sale brought in more than \$5 million, with 80.9% of the lots sold. "You'd never know there was a recession in terms of the watch world," says Sotheby's Schnipper.

Based on sales records it appears that high-end watches are holding their value, and even gaining in value, during our current 'Great Recession', so can it be safe to say that the high-end watch market is recession-proof? Maybe so...what do you think?