

National Association of Watch and Clock Collectors (NAWCC)

Chapter 154 – Daytona Beach, Florida

www.nawcc154-daytonabeach.com

January 2018 Newsletter

NEXT MEETING & MART

January 21, 2018 (Sunday)

Meeting Agenda

9:00am to 11:00am – Mart

11:00am to 11:30am - Workshop / Show and Tell

11:30am to 11:45am – Chapter Meeting

11:45am to 12:30pm – Program

12:30pm - Buffet Lunch

* **Program:** “The Rise & Fall of Chauncey Jerome”

* **Guest Speaker:** Chris H. Bailey

This program will detail the history of this man and his clock manufacturing and distribution, not only in America, but pioneering the exporting to and sale of Yankee clocks in England.

* **Workshop:** “Wood Clock Case Restoration Tips: Aging Wood using a ‘Home Remedy’ and Custom Staining Techniques” by Randy Jaye.

Show and Tell: Please bring any horological, interesting or historic item to discuss with the group.



MEETING PLACE

Duff's Original Buffet
(Banquet Room)

2667 N. Atlantic Ave.
Daytona Beach, FL 32118
(In the Bellair Plaza)
(386) 492-7380

Meeting Includes:

* Mart Table is included (bring your items to sell or trade) | Silent Auction | Program by a Guest Speaker | Workshop | Show & Tell

REGISTRATION AND DUES

The Mart, Meeting and *Full Course Buffet Lunch* is \$15.00 per person (lunch, drink and tip are all included).

Annual Chapter Member Dues are \$10.00

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NAWCC Chapter 154 News

Recap of the November 2017 Meeting

The November 2017 Meeting & Mart featured a Program: "Converting an American 8 Day Time & Strike movement to a Ship's Bell Clock" by Willy Bilger, and a Workshop: "Using a Tumbler Machine to Clean Clock Parts" By Pete Schreiner. Both were very well organized and informative.

Public Project Update: Holden House Clock Serviced in November 2017

Chapter 154 members Roger Moses, Pete Schreiner and Randy Jaye performed a good old fashioned 'Service Call' to the Holden House Museum in Bunnell, FL to correct a few issues with the hall clock (Chapter 154's current Public Project). It had stopped striking the hour. Work performed: 1) Spring tension and lubrication of the rack arm bushing (to restore the striking); 2) Levers were cleaned and coated with oil (it seems that the humidity was high for a couple of days after Hurricane Irma caused an electrical outage which caused some rust to appear on the J.J. Elliott movement); 3) The level of the mercury in the pendulum was raised to eliminate the temporary bushing that had been installed to allow rate adjustment. Note: NAWCC member Ed O'Brien, from Winter Park, FL, donated nearly 2 lbs. of mercury for our Public Project. Randy Jaye visits the Holden House Museum on a regular basis and is monitoring the accuracy of the hall clock and making adjustments to the pendulum's adjustment nut when necessary.

Recap of the December 2017 Chapter 154 - **Holiday Party**

Our annual Holiday Party was a lot of fun. We had plenty of food and drinks (including our usual, and always popular, 'spiked' egg nog). We also celebrated Eddie Epp's 93rd birthday with a sheet cake. The programs included: 1.) A Florida Park Ranger who spoke on the wildlife, history and current activities of the Tomoka State Park; 2.) a presentation by Bill Ryan on his connections to Mathew B. Brady's Civil War era photographs and a brief history on the development of digital photography. Dave Howard, Randy Jaye and Ken Hogwood did 'Show and Tells' on several interesting items. We also raffled off several items and did gift exchanges.

* **Show & Tell** – please bring along any item(s) you would like to present - various historical and interesting items will be showcased and discussed by members and guests.

* **Chapter 154 has a FREE Silent Auction at all Meetings:** Bring your items to any Meeting and Mart to sell or maybe you can find something to buy.

Upcoming 2018 Chapter 154 Events

Florida Mid-Winter Regional

February 9-10, 2018

RP Funding Center (formerly the Lakeland Center) - Lakeland, FL

-- February 18, 2018 (Sunday)

* **Speaker: Pete Schreiner**

Program: "Clock Restoration Tooling and Techniques"

-- March 18, 2018 (Sunday)

* **Speaker: Mike Shepherd**

Program: "Fusee Watch Collecting and Restoration"

-- September 16, 2018 (Sunday)

* **Speaker: To Be Announced**

Program: "To Be Announced"

-- October 21, 2018 (Sunday)

* **Speaker: To Be Announced**

Program: "To Be Announced"

-- November 18, 2018 (Sunday)

* **Speaker: To Be Announced**

Program: "To Be Announced"

-- December 2, 2018 (Sunday)

Chapter 154 - Holiday Party



July 19-22, 2018 at the York Fairgrounds in York, Pennsylvania

What Makes Rolex so Successful? Here Are Nine Reasons

By Ruediger Bucher | December 23, 2017
WatchTime – America's No. 1 Watch Magazine -
<https://www.watchtime.com>

Reason #1: Fame

Rolex is clearly the most well-known among the world's luxury watch brands.

Reason #2: Product Quality

The basis for Rolex's success is its extremely high product quality extending over the many years of its existence. Rolex watches show time accurately and are robust, sturdy and reliable. Maintaining consistently high quality with estimated annual production numbers of about three-quarters of a million pieces is an art unto itself.

Reason #3: Everything a Watch Needs

The significance of the Rolex name is linked to the fact that the brand introduced innovative features quite early on which have made the watch well-suited for everyday wear.

Reason #4: Design and Recognition

The everyday wearability of a watch is a function of its design. The round shape of a Rolex contributes to its water-resistance and its superior legibility. Add to this a central sweep seconds hand and Cyclops date magnifier (another Hans Wilsdorf invention). Existing collections are maintained and continuously improved over the years.

Reason #5: Stability in Value

The moment you buy a car, it drops in value by half. This fact is true to a lesser extent for watches – except for Rolex. For the high-demand sport models in stainless steel at least (though this is a stickier situation for gold Oyster models and the elegant gold Cellini watches) it's possible to get just a little less, or maybe even more, than the original purchase price.

Reason #6: Auction Prices

The price stability of used but still relatively new watches depends in great part on the high prices achieved regularly by older Rolex watches at auction.

Reason #7: Artificial Shortages

The pinnacle of desirability is achieved when the thing one wants is not available. Rolex brings approximately as many models into stores as it expects to sell. The result is long waiting lists.

Reason #8: Marketing and Communication

Rolex founder Hans Wilsdorf was a marketing genius. He chose a name that was easy to pronounce in many different languages and made sure this name was printed on the dial – not entirely common at a time when customer loyalty was to the dealer, not the manufacturer.

Reason #9: Myth of the Monolith

Rolex always makes a solid and composed impression. The company stays true to its proven methods and chooses to make continuous improvements instead of pursuing the new and different. Part of the brand's mythology rests on the fact that Rolex did not jump on the quartz-watch bandwagon in the 1970s (even though there were some quartz Rolex watches). The company does not produce complicated watches such as tourbillons or repeaters, only very rarely launches new collections, and stays away from online sales.



*Rolex company headquarters in Plan-les-Ouates
in the canton of Geneva.*



*Sporty Rolex models in stainless steel are
popular and maintain price stability.*

Chapter 154 - Daytona Beach, of the National Association of Watch and Clock Collectors, Inc. (NAWCC)¹ 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.

¹ The National Association of Watch and Clock Collectors (NAWCC) is an American non-profit organization with about 14,000 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 (2018)

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

Secretary: Viviane Lindeolsson

Treasurer: Goran Lindeolsson

Vice-President: Jim Zeisler

Director: Ed Epp

Director: Pete Schreiner

Website: www.nawcc154-daytonabeach.com

Wisconsin Rapids' restored 125-year-old clock tower holds city history on its face

Caitlin Shuda | USA TODAY NETWORK-Wisconsin | September 18, 2017

<http://www.wisconsinrapidstribune.com/story/news/local/community/2017/09/18/wisconsin-rapids-restored-125-year-old-clock-tower-holds-city-history-its-face/670285001/>

WISCONSIN RAPIDS, Wisconsin - Four clock faces loom four stories above Wisconsin Rapids along the river. They've been in the city in some form since 1892, and this month [September 2017], they got a rebirth. The clock in Wisconsin Rapids was one of 3,500 made and sold by the E. Howard Clock Company from Boston. It was installed as part of the 19th century city hall for Grand Rapids, as the city was then known. For several months this year, horologist Rory DeMesy of Mechanical Watch Supply of Minneapolis restored the clock's inner mechanism to its original condition. On Sept. 8, 2017, about a dozen people gathered at the clock as DeMesy took the clock's restored mechanism apart piece by piece and hoisted each one to the second story inside the tower. Inside the hollow column, railed ladders between grated landings lead to the top. The second floor supports the clock's mechanism: two pieces of arched green metal that frame the gears, wheels and springs that control each tick and chime above. Historian Phil Brown pointed to each seal and dedication carved into the marble set in the tower's sides. The clock and its tower combine history from the last 125 years of the city and stand as a literal testament of time along the river. In 2014, a committee began working to preserve the clock's history by restoring the tower to its original condition. The work on the outside and inside of the tower took almost two years to complete. Dedications on the clock honor early settlers of Wisconsin Rapids, Mead families and all members of the U.S. military from Wisconsin who have served since Wisconsin became a state in 1848. A memorial wall along the river lists hundreds of names people who have worked on or donated to work on the tower throughout the years.