



The MAINSPRING

A Monthly Publication from
Southwestern Chapter 15 of the
National Association of
Watch and Clock Collectors

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Save these 2014/15 dates

November 15

Chapter 15 Mini-mart & Auction
10 a.m. – noon
Pok-e-Jo's – 2121 Parmer, Austin

December

No planned meeting

January 24

"Why do we hate New Haven
movements?"
10 a.m. – noon
Pok-e-Jo's – 2121 Parmer, Austin

February 28

10 a.m. – noon
Pok-e-Jo's – 2121 Parmer, Austin

March 6-7

Lone Star Regional
Mesquite TX

March 28

10 a.m. – noon
Pok-e-Jo's – 2121 Parmer, Austin

Current Board Members

President – Ken Reindel
President@nawcc-chapter15.org

Vice-President – Jay Holloway
VicePresident@nawcc-chapter15.org

Treasurer – Don White
Treasurer@nawcc-chapter15.org

Secretary – Pat Holloway
Secretary@nawcc-chapter15.org

Director of Programs – Gary Sertich
Programs@nawcc-chapter15.org

President's Message

Dear Members,

How in the world did we make it through the majority of October with so little rain? The way September ended and early October started, one would think we were in for a very wet month. Unfortunately this was not the case. This week we are scheduled to have a bit of rain. We'll see how much...we could use it! Cooler temperatures are prevailing and it is once again very pleasant to go for an early morning walk or run. Hopefully it won't get too cold with the forecasted rains. The high temperatures forecasted for the next week or so (after the rains) are in the 70-degree range!

The Holiday season is upon us. This year, with Thanksgiving again occurring very late in the month, we have decided to offer a special meeting on November 15. We are going to have a mini-mart and auction! So bring along those items you've been thinking about selling, and you'll have your chance. More information on this mini-mart later in this Newsletter.

I would like to thank Don Bugh for his great job in preparing and presenting a great program on Street Clocks of Milwaukee. Of course, Don always has interesting presentations, this time complete with video clips and abundant pictures. What a great story! It's hard to believe that one mayor, Sherman M. Becker, could create so much havoc and destroy so many great street clocks, especially when it was directly against the wishes of the public in general. But, the public had a chance to speak up at the next year's election and he did not make it to a next term as a result. Unfortunately a great deal of history was destroyed along the way. How wonderful it would be to go back in time to before 1907 and see those great clocks prior to his act of destruction.

Speaking of going back in time, have you ever seen the classic movie *Back to the Future*? Have you ever noticed the variety of antique clocks in the movie? Over the last few months, we've seen a fascinating surge of interest in our Model 1930 that converts 220/50 Hz to 110/60 Hz. A very large proportion of our customers are overseas (England, Australia, New Zealand, Greece, Germany, France, Singapore, others), who need the 1930 to power one of many "flip clock" electric clock radios—the same style that is seen multiple times in the classic film *Back to the Future*. What's going on?

"Back to the Future" was released July 3, 1985. This means that we are approaching the 30th anniversary of its release! It's no wonder there is such interest in nostalgic elements from the movie. When you think about it, the only practical way to go back in time (sorry, Doc Brown!) is through our memories and nostalgia. We often collect vintage items because it takes us back in time to a setting that gives us a sense of something that was special, exciting, comforting, etc. Sometimes an item brings back memories of a loved one. So we go back in time by collecting or surrounding ourselves with these items. It's wonderful to be able to experience time travel in this unique way.

(Continued on page 2)

President's message – continued

In fact, a good number of customers seek us out because of the sentimental or nostalgic value a horological item brings to them. Whether it is the lost art of craftsmanship, the attention to detail, beauty, artistic value, or a sense for a time when things were somehow different—all these are perfectly valid reasons to experience the time travel that our nostalgic items bring to us. Isn't this part of the reason for our love of these great timepieces? Collecting them is our form of the Flux Capacitor.

Perhaps a good topic for a 2015 program (why not July!) would be a breakdown of the various antique clocks found in the movie. If you look closely, the number and variety is staggering (in addition to the tower clock which is of course fake).

November Mini-Mart

As Ken mentioned, we have a very special event planned for November 15th, and you will be the stars! By popular demand, we will have a mini-mart and auction. Everyone is encouraged to bring a few items to sell. Because of our somewhat limited space, each seller is asked to bring only what will fit on one of the square tables at Pok-e-Jo's (about 3'x3'). Of course, you may replenish what's on your table as items sell, but we want to be fair and provide as many individual tables as possible.

During the morning, we will also auction some great items that have been donated to the Chapter. If you would like to donate anything to the auction, please contact Jay Holloway (512-294-7371 or jay@hollowaytrading.com) or bring the item(s) with you on the 15th. All proceeds from the auction will go to the Chapter.

This should be a fun-filled event with plenty of time to visit, see what everyone else has to sell, and most importantly – to BUY!!!

January Program

January's program will require some audience input. We hear stories that clock repairmen will not work on New Haven clocks. We want our members to share their stories on the problems they experienced. The Connecticut clock makers' designs were all very similar so we will discuss the differences. The hope is to bring a new appreciation and understanding to the New Haven brand. Feel free to bring a movement for everyone to view and learn more about the positive and negative areas of the designs.

Treasurer's Report	
Chapter Account	\$7,556.47
Inc: Dues	0.00
Exp: Newsletter printing	-10.24
Closing Balance	\$7,546.23
Regional Account	\$3,663.60
Exp: None	0.00
Closing Balance	\$3,663.60

Chapter membership renewal

It's that time again – time to renew your Chapter 15 membership for 2015. Payment can be made by check or with the PayPal option on the Chapter 15 website. If you have an email address, please consider receiving your newsletter electronically.

Chapter membership	
If you've not yet renewed for 2014, please take a few minutes to complete and return the form below, or use the PayPal option found on the Chapter 15 website .	
Chapter 15 Membership Application New Application / Renewal (circle one) Membership Dues are \$15 <i>You must be a current, paid NAWCC member to join a Chapter. You may be a member of more than one Chapter.</i>	
<u>Please Print or Type</u>	
NAME:	_____
SPOUSE'S NAME:	_____
STREET:	_____
CITY:	_____
STATE/COUNTRY:	_____ ZIP: _____
EMAIL:	_____
PHONE:	_____
NAWCC Member #	_____
HOROLOGICAL INTERESTS:	_____
<u>_____ Please send my Chapter newsletter by email.</u>	
Make Check Payable To: Chapter 15, NAWCC Enclose this application and check and send to: Pat Holloway 1105 Lafayette Lane Pflugerville, TX 78660	

Life IS Fair!

The phrase Life IS Fair! as pertains to the 1939 New York World's Fair, included "fairness" for some new names. Not only was Bulova obvious throughout the grounds, Longines-Wittnauer teamed up with the American Museum of Natural History to present "Time and Space" in the Longines-Wittnauer "Time and Space" Building.



According to 1939nyworldsfair.com, for just 25¢ "...the Theater transported you to the far away shores of island universes in the dark cosmic depths aboard a rocket ship at speeds faster than the speed of light." In addition to ads in many of the year's magazines, Longines' exhibit can also be found on the poster stamp pictured here.

Like the Elgin building, this exhibit also included a collection of historical timepieces – among them Longines watches worn by individuals on history-making flights, including Lindbergh, Hughes and Byrd. And for another quick side trip, just as Byrd's work had been commemorated with a watch, Lindbergh's flight was also honored with a "dollar" pocket watch and fob, engraved with New York to Paris.



Presenting
The Thrilling Spectacle
"Time and Space"
Directed By The
American Museum
of Natural History
Exhibited In The
Longines-Wittnauer
"Time and Space Building"

Produced by the American Museum of Natural History—sponsored by Longines Watches—"Time and Space" is a World's Fair super-venture. Also see the Longines collection of historical timepieces containing the original Longines Watches used by Byrd, Lindbergh, Wilkens, Hughes and others in their history-making flights. Longines Watches priced \$40 upward are sold by authorized Longines Jewelers.



At the 1939 Fair, Ingersoll's presence was not limited to the time capsule's Mickey Mouse watch mentioned last month. There were also beautiful souvenir pocket watches and small travel clocks, complete with the iconic trylon and perisphere in the signature blue and orange of the Fair.



Newsletter Editor NAWCC Chapter 15
1105 Lafayette Lane
Pflugerville TX 78660

Spot a clock

This month's Spot a clock feature combines an earlier Life IS Fair! feature with Don Bugh's presentation on Milwaukee street and tower clocks. In 1904 Johnson Service Company, which was headquartered in Milwaukee and had tower clock installations there, installed one of their pneumatic clock movements at the St. Louis World's Fair. Known as a floral clock, the clock was the largest clock in the world at that time – sixteen times larger than any timepiece in the world! The dial of the clock was a flowerbed 112 feet in diameter, located on the side of a hill outside the Palace of Agriculture. The numerals were 15 feet in length and each part of the dial was made of a different type of plant.

The minute hand was 60 feet long and according to an article in the August 15, 1903 edition of *The Sacred Heart Review*, "A hundred persons might promenade on this hand without interfering with the movements of the timepiece. The minute hand will move 5 feet every minute." Since this article appeared before the installation of the clock, one might wonder how this all played out. Nevertheless, as the picture shows, it was an amazing sight.

The group of buildings above the 12 of the dial displayed some additional sights related to the clock. The center building housed the mechanisms that operated the clock and the bell, including an astronomical clock that governed the movement of the clock by means of compressed air. The building to the left housed an immense hourglass that turned once and hour, and on the right was a building containing a bell weighing several tons that sounded the hours. These buildings were illuminated by electric lights at night and had doors that automatically opened briefly each hour to reveal their contents.

Thanks to Don for his program on Milwaukee tower and street clocks, and their makers, as well as his insight on the 1904 Fair's floral clock!

