



Plan to join in a celebration of  
***Fantastic Facts about Chapter 15***  
Saturday May 14<sup>th</sup> 10:00 a.m. to 3 p.m.

**Coker United Methodist Church**

**231 East North Loop Road  
San Antonio, Texas 78216**

**Fun! Friends! Food! Door prizes! *and* a mart table!  
All for one low price of \$15 per person**

**Schedule of events:**

**Mart**

**Program** *A clock by any other name: a guide to clock identification by Jay Holloway*

**Lunch and Annual meeting**

**Workshop** *Soldering essentials by Ken Reindel*

**How to get there:**

**Coming North on 281:** Go north on 281 and take the Bitters Road exit. Move to the far left lane to take the turnaround. Go south on access road. You will pass Burlington's, Sam's Club, etc. Turn right on North Loop Road immediately past Shearer Hills Baptist Church. (There is a sign for Coker UMC). The church is approximately 1/2 miles down E. North Loop Road on the right-hand side.

**From 1604:** The church is located on the west side of Hwy. 281 between Bitters Road and Nakoma Drive exits. Take 281 south (towards downtown). Exit Bitters Road; go through the light at Bitters and continue south on the access road. You will pass Burlington's, Sam's Club, etc. Turn right on North Loop Road immediately past Shearer Hills Baptist Church. (There is a sign for Coker UMC). The church is approximately 1/2 miles down E. North Loop Road on the right-hand side.

**From Austin:** Take IH 35 South to Loop 1604 West. Follow 1604 W 8 miles to US 281 South: then follow the directions above from 1604.

Treasurer's Report	
Chapter Account	\$7,541.09
Dues	90.00
Newsletter and web renewal	<u>(185.12)</u>
	\$7,445.97
Regional Account	\$4,263.60

Mark your calendars now for  
upcoming events.  
See the calendar on page 4.  
We're looking forward to seeing you!

## Chapter membership

If you've not yet renewed for 2011, 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 \$10

*You must be a current, paid NAWCC member to join a Chapter. You may be a member of more than one Chapter.*

**Please Print or Type**

NAME: \_\_\_\_\_

SPOUSE'S NAME: \_\_\_\_\_

STREET: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE/COUNTRY: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

NAWCC Member # \_\_\_\_\_

HOROLOGICAL INTERESTS: \_\_\_\_\_

\_\_\_\_\_ Please send my Chapter 15 newsletter by email.

Make Check Payable To: Chapter 15, NAWCC  
Enclose this application and check and send to:  
Pat Holloway  
1105 Lafayette Lane  
Pflugerville, TX 78660

## THANKS!!

A special thanks to **Carolyn Spiller** and **Pat Tarpy** who have been providing the extra enticement of *fantastic* treats at each month's program!



Two early Westclox Big Ben alarm clocks



A few of the Westclox alarm clocks Ken discussed. Many of these models certainly brought back memories.



Ken Reindel discussing a small alarm clock movement

## Westclox program in April

April's program by Ken Reindel was a great follow up to the series from his Baby Ben alarm clock restoration article that appeared in the January – April issues of The Mainspring. After reading about the step-by-step restoration it was quite a treat for the 15 attendees to hear about the history of Westclox and see so many examples of their alarm clocks. In addition to a fascinating, well-illustrated presentation, Ken also brought movements, clocks and reference books to further illustrate.

Westclox was the world's largest producer of alarms from 1895 – 1980, producing over a half billion clocks in facilities in Peru, IL, Canada, Scotland, Australia and Georgia. In addition to alarms, Westclox also produced pocket and wristwatches during the same timeframe.

Originally founded as the United Clock Co., one of the many things contributing to the company's success was Charles Stahlberg's innovative patents that included escapements and using lead alloy for casting clock works (patent number 326,602). From meager beginnings with eight people producing three or four clocks a day in the back of a department store, they were able to ramp up to 50 clocks per day before going bankrupt then reincorporating in 1887.

Following this change in ownership and a change in management, the Western Clock Company was producing 100,000 clocks per year from 1889-1895, and in 1896 Nine O-Clock Washing Tea ordered 50,000 clocks that were used as advertising. (Editor's note: This was a soap company whose advertising often included the face of a clock showing 9:00 and the slogan "When the Hour Hand Points to Nine, Have your Washing on the Line.")

In addition to Stahlberg, several other individuals made major contributions to Westclox' success through the years. Gaston LeRoy proposed the first national advertising campaign for Westclox in 1908. This plan covered the entire gamut from name and price to media to the box itself. The primary advertising vehicle was often the first page of the *Saturday Evening Post* magazine. George Kern, August Schierholtz, Max Schlenker, Henry Dreyfuss and Ellworth Danz were all instrumental in popular clock designs.

Through the years, Westclox showed tremendous respect and concern for the employees and provided many nice benefits. There were

newsletters, a company park with tennis and horseshoe courts, paid life insurance, night training classes and even engineering scholarships in the early 50s. Copies of their Tick Talk magazine can occasionally be found in the Mart room at Regionals as well as from online sources.

In 1942, as with many other companies, Westclox was included in the war effort. In this capacity, they were responsible for producing many products for the war effort. Interestingly, in 1943, a shortage of alarm clocks for war workers occurred and Westclox began producing alarm clocks that used a very small fraction of the brass they had used previously. Examples of these clocks, called Waralarms, can still be found.

Although Westclox products are still being manufactured, the last US-based plant (Athens, GA) closed in October 2000.

Our thanks to Ken for his series of Big Ben restoration articles and for this fascinating presentation!!

References for Westclox information:

- *Westclox Identification and Price Guide* by Gary Biolchini
- *Westclox Wind up* by Jim Linz
- [www.clockhistory.com](http://www.clockhistory.com)

## Current Board members and contact information

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### **Save the Date**

- **May 14**, 10:00 a.m. to 3 p.m.  
Annual meeting, one-day, workshop and program  
Coker United Methodist Church  
San Antonio
- **June 25**, 10:00 a.m.  
Holloway's, 1105 Lafayette Lane  
Chapter program
- **August 26 – 28**  
All Texas Regional  
J.W. Marriott, Houston
- **October 22**, 10:00 a.m.  
Chapter program  
Windermere Clubhouse, Pflugerville
- **June 8 – 12**  
National Convention  
Overland Park, KS
- **July 23**, 10:00 a.m.  
Chapter program  
Windermere Clubhouse, Pflugerville
- **September 24**, 10:00 a.m.  
Chapter program  
Windermere Clubhouse, Pflugerville
- **November**  
Chapter potluck