



# CAWCG NEWS

May 2009

Capital Area Watchmaker and Clockmaker Guild, Central Texas Affiliate Chapter  
American Watchmakers-Clockmakers Institute (AWCI)  
<http://www.cawcg.org>

## This Month's Meeting

Tuesday, May 26, 2009

5:30 PM (Dinner) 6:00PM (Program)

Pok-E-Jo's Smokehouse (BBQ)  
2121 Parmer Lane (near Metric Blvd.)

512-491-0434

<http://www.pokejos.com>

### PRESIDENT:

Don Bugh

[d-bugh@suddenlink.net](mailto:d-bugh@suddenlink.net)

(979) 690-2736

### VICE PRESIDENT:

Rob Putney

[rob.putney@sbcglobal.net](mailto:rob.putney@sbcglobal.net)

(512) 255-9406

### TREASURER:

Hugh Lindsay

[hugh@txcyber.com](mailto:hugh@txcyber.com)

(979) 693-6161

### SECRETARY:

Carrie Williams

[carrie@simplertimeclocks.com](mailto:carrie@simplertimeclocks.com)

(512) 733-7375

### EDUCATION/PROGRAM DIRECTOR:

Mary Ellen Bell

[salembriage@yahoo.com](mailto:salembriage@yahoo.com)

(979) 693-0488

### WEBMASTER:

Michael Williams

[mike@simplertimeclocks.com](mailto:mike@simplertimeclocks.com)

(512) 788-5125

### Program:

Truth, Re-pivoting and Huck's Magic Center Finder

### Presenter:

Michael Webb

Please see *map* on page 2.

## From the President:

*By Don Bugh*

The US automakers this week captured the headlines with the announcement of the closing of dealerships throughout the country along with other drastic cutbacks in a bid to stay in business. One little noticed cutback came in the form of Chrysler's announcement that it was removing hundreds of clocks from the walls of its headquarters and factories, telling workers to check the time on their watches, phones or computers. By taking down the clocks, maintenance staff no longer has to reset them twice a year, when the time changes to daylight savings time and back. William Wolf, Chrysler's

Please see *President's Message* on page 3

Our condolences are sent to Bob Benson's family.

(See page 3.)

You can find lots of watch information and subscription information for WatchTime Magazine at

<http://www.watchtime.com>

### Do You???

I received an e-mail from someone hoping to find a person who knows how to build a Christian Prayer Clock that chimes every three hours???

If this fits your experience level, and you are interested, please let me know and I will put you in contact with the person looking.

Carrie Williams  
Carrie@simplertimeclocks.com

Pok-E-Jo's is located at 2121 Parmer Lane between Metric and Mopac in North Austin.

## News:

### Education:

The pocket watch course on April 11<sup>th</sup> went very well. Our thanks go to David and his entourage for all of your hard work and effort. Thank you Gene for providing museum space for the class.

### Treasurer's Report:

Fiscal report:

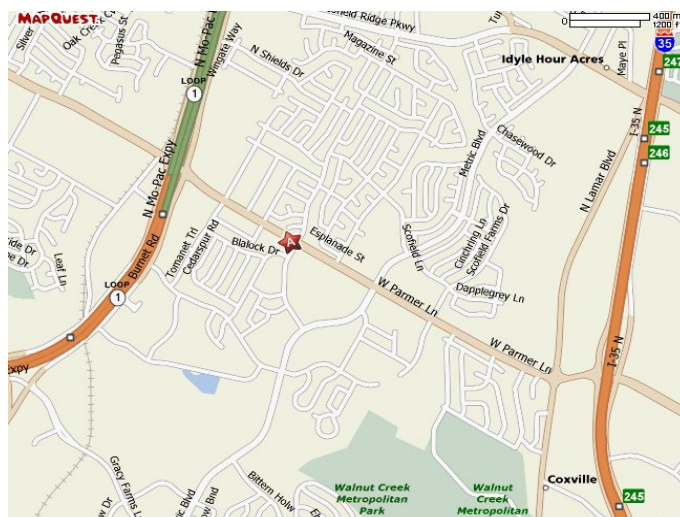
Operating account-- \$7,734.38

Education account-- \$9,644.10

### News:

1. Gene Galbraith is accepting donations towards the purchase of an old tower clock for display at The Southwest Museum of Clocks and Watches in Lockhart. Anyone donating will have their name engraved on a display plaque associated with the tower clock at the museum.
2. Our annual Christmas party will be at Ventana's in Austin. Cost will be \$25.00 per person. Date should be reserved by next month.
3. Mary Ellen shared the "WatchTime" magazine with us.
4. If anyone has any early documents connected with Texas Watch Association (TWA) please let Don Bugh know.

Map from page 1



*President's Message* from page 1

facility operations director stated that this move will save Chrysler \$10,000 per year. He was quoted as saying, "Everybody has to make adjustments during tough economic times - now I just have to figure out what to do with a closet full of clocks."

Not so many years ago, the Swiss watchmakers were facing a crisis of their own - how to compete with the inexpensive quartz watch. Despite the fact that the Swiss were instrumental in the development of the technology that led to the ubiquitous quartz watch, it was the Japanese firm Seiko that successfully commercialized quartz watches in 1969. Prior to the 1970's, there were more than 1,600 watch making companies in Switzerland. In a little over twenty years, that number had dropped to 650 and employment in the Swiss watch industry dropped from 90,000 to just over 30,000 in 1984. Was that the end of the Swiss watch industry? - Fortunately not! The Swiss retooled and began reminding their customers why they purchased Swiss watches in the first place. Swiss watches were not about function - they were about fashion, beauty, luxury and status. With the re-establishment of their reputation for high-end mechanical watches - the Swiss regained their leadership in watch production in 1995. In that year, the Swiss sold 38 million watches vs. 30 million for Japan! The Swiss survived a difficult period through clever marketing - and repositioning the mechanical watch as jewelry. You don't buy high-end Swiss watches in order to know what time it is! Hopefully our US automakers will learn a lesson from the Swiss and will learn how to better compete in the world market.

Fortunately for the Guild, the ailing economy did not put a damper on our robust April auction! Total sales were approximately \$3,700 and the large number of lots kept the auction going through 3 pm Saturday. Thanks

to our volunteers that made this year's auction a success - Carrie Williams, Pat Holloway, Mary Ellen Bell, Dave Howard, Cully Ellis, Rusty Horn, Rob Putney, Terry Palmer and Dan Havlik. Thanks also to our sellers and buyers!



At our April Guild meeting, Dave Arnold took us on a fascinating slide tour of The University of Texas Tower Clock and the 56 bell carillon that is contained in the Tower. Even the Aggies present were impressed!

Michael Webb has the May program and will present a program entitled "Truth, Re-pivoting and Huck's Magic Center Finder". Don't miss this one - Mike has an impressive knowledge of horological tools and their uses!

And finally, we have just learned of the death of Guild member Bob Benson. Please join me in keeping Bob's family in your thoughts and prayers. We'll miss you Bob!

## Program, Education, Batteries and Door Prizes:

By Mary Ellen Bell

Dave Arnold provided a thorough historical and pictorial tour of Tower Clock at The University of Texas at Austin and the 56 bell carillon located in the Tower as well.

We are all in for a treat this month when Michael Webb presents his topic on Truth, Re-pivoting and Huck's Magic Center Finder.

