

# Tic Talk Times



MAY 2012  
VOL. 31, NO. 10

Newsletter of Orange County Chapter 69 of the  
National Association of Watch and Clock Collectors

*Meeting Minutes, April 6, 2012*

## KEEPING IN SYNC WITH THE SUN...

The meeting was called to order. Since it was Good Friday and also the beginning of Passover, only 18 members were present. There were no guests, and Gary Yoshida brought delicious cupcakes.

Upcoming events: Chapter 81, Inland Counties, please stay until closing. The National at Pasadena June 13 – 16.

Last month's minutes were accepted with corrections; the date of the Mini-Mart was corrected and a couple of letters were added.

The next board meeting is confirmed for April 9th at 7:30 at Sally DiMino's.

Sally announced there was nothing new in Health & Welfare. She also asked members to please help clean up tonight. Dave Weisbart asked the secretary to announce that the only Saturday available in

*(Continued on page 2)*

## MESSAGE FROM THE PRESIDENT

The Chapter 69 Board is concerned with the declining participation at our marts and meetings. Currently the mart is at 7:00 pm the first Friday of the month with the meeting following at 8:00. We are asking members to complete a survey to evaluate if a different day and/or time would help to increase monthly participation. The survey is provided as a link along with the Tick Talk Times and will also be provided at the meeting. The increase in numbers at our meetings is essential to the vitality of our Chapter. Please give us your input so that we may plan for our future.

*Sally Di Mino*  
Chapter 69 Pres.

The survey can be found here:  
<http://www.nawcc69.org/survey/>



Seth Thomas

*This Month*

## UNIQUELY SETH THOMAS

The program this month is a video from the NAWCC Library titled "Seth Thomas, A Unique Way of Doing Business". This is a recording of a lecture given by Ralph Pokluda at the 2007 Ward Francillion Symposium in York, Pennsylvania.

The iconic name of Seth Thomas has been associated with clock making in this country since 1813. While many other clockmaker's companies failed during the various downturns in the economy the Seth Thomas Company survived. Just why was this? Did the company produce superior products, was it just lucky, or was it a business model that was designed to succeed through the ages.

Mr. Pokluda discusses the business model and although he does show and discuss many of the products produced by the company his main focus is to give an insight into how the company was able to survive through times good and bad.

## TIME TRIVIA

*A Seth Thomas wall clock tells the hour in the movie High Noon.*

## MEETING MINUTES *(FROM PAGE 1)*

September for the mart would be Labor Day weekend, or on the first of September. Doug Adams moved to settle this at the board meeting. Sally also announced the news that the NAWCC is discontinuing the school – they will only answer questions. That is certainly a sad thing.

Les presented his program, In Sync with the Sun, which he already gave to Chapter 290. He rearranged it into chronological order, and also included slides from his “Time for Sale” presentation that he gave at National. He started by telling us that the prime meridian went through Greenwich in 1634 but it sometimes went through Paris. In 1835 Bellville carried his chronometer to Greenwich and then sold true Greenwich time to clockmakers. In 1844 the time ball was erected in America on the Na-

tional Observatory. In 1847 railroads adopted Greenwich Mean Time (GMT). The Self Winding Clock Company had exclusive contract to supply clocks to Western Union telegraph companies. Fast forward to the Sixties and WWVB was used to control atomic clocks.

There was no show & tell. Thanks to Leon for bringing the camera anyway.

Door Prizes were won by Ken Lynn, Leon Coufel and Annette DiMino.



*Greenwich Observatory*

## UPCOMING MARTS

### **MAY 2012**

#### [2012 North Coast Regional](#)

May 18 - 19

Lakeland Community College

Kirtland, OH, US

2012 NAWCC National Convention

### **JUNE 2012**

#### [2012 NAWCC National Convention](#)

Jun 13 - 16

Pasadena Convention Center

Pasadena, CA, US

#### [2012 KY Bluegrass Regional](#)

Jun 29 - 30

Fern Valley Hotel and Conference Center

Louisville, KY, US

### **JULY 2012**

#### [2012 Rocky Mountain Regional](#)

Jul 20 - 21

Jefferson County Fairgrounds

Golden, CO, US



**WATCH & CLOCK**  
Collectors, Inc.

**DATED MEETING NOTICE  
PLEASE DO NOT DELAY**

*The National  
ASSOCIATION OF  
WATCH & CLOCK  
Collectors, Inc.*  
Orange County Chapter No. 69  
c/o Cora Lee Linkenhoker  
7186 Calico Cir.  
Corona, CA 92881



**OUR NEXT MEETING: FRIDAY MAY 4, 2012**

*Program:*

**SETH THOMAS, A  
UNIQUE WAY OF  
DOING BUSINESS**

*Beginner's Corner Mini-Seminar:*

No Beginner's Corner this month

*Show & Tell:*

Horological items beginning with the letter "K" or  
Seth Thomas items

*Board Meeting:*

No Board Meeting this Month

*Time:* 7:00 – Doors open  
8:00 – General Meeting

*Admission:* \$4.00 – General  
\$6.00 – Couples

*Location:* Acacia Grove Masonic Lodge  
11270 Acacia Parkway  
(in the Civic Center)  
Garden Grove, CA

