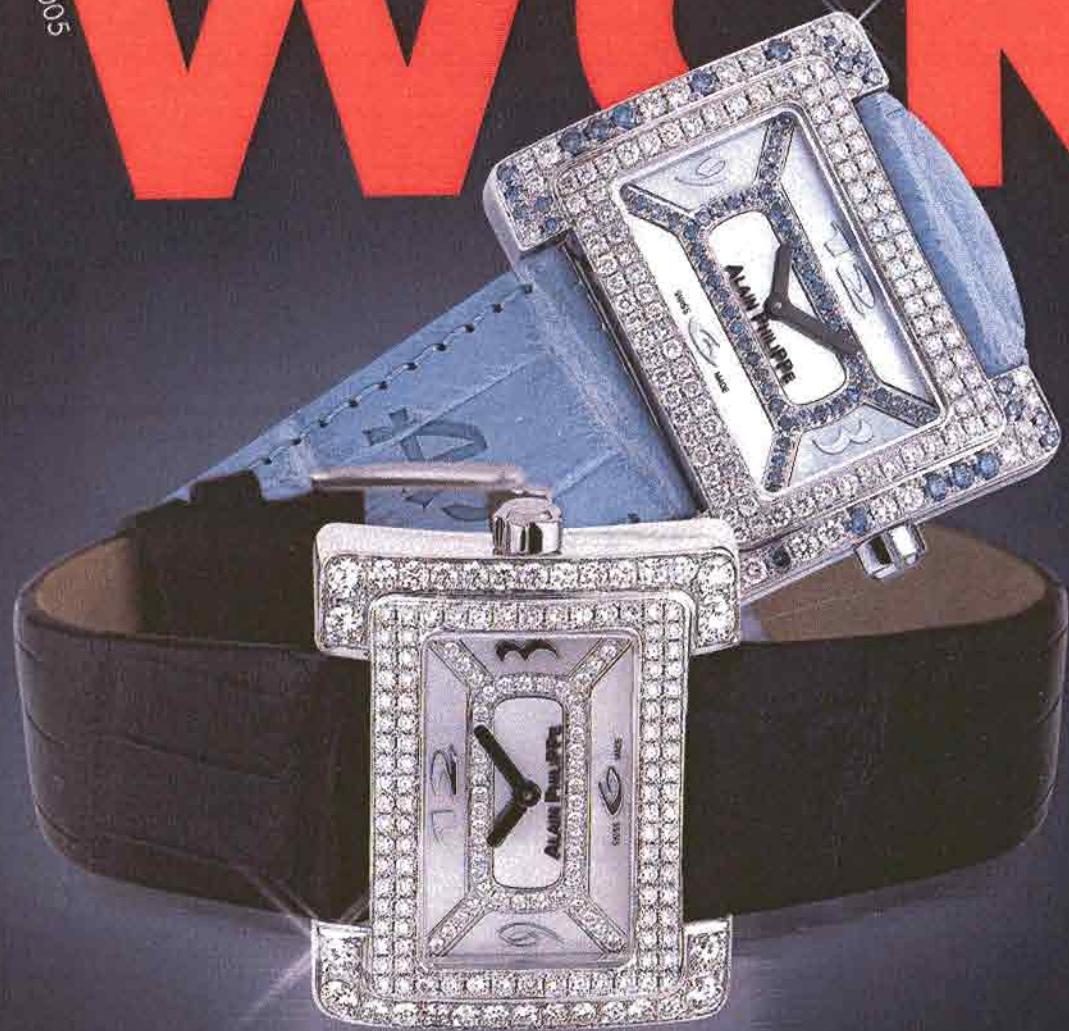


JANUARY 2005

WCR



ALAIN PHILIPPE ARCADIA COLLECTION



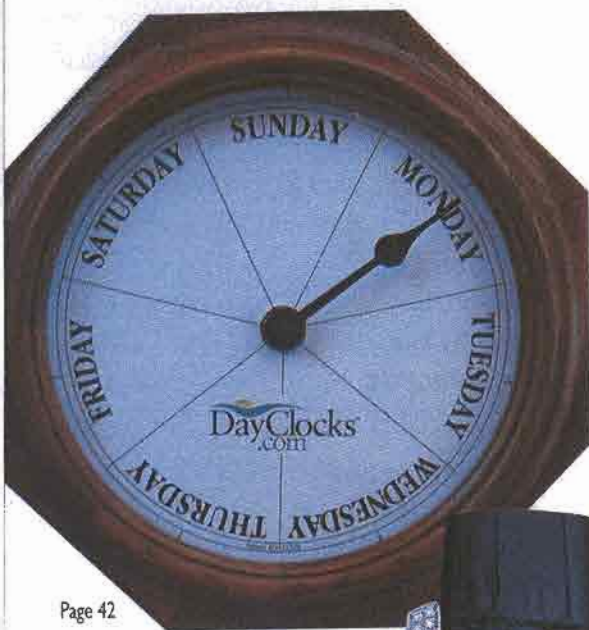
Chase-Durer and the American Watch Guild climb to the top.



DayClocks are designed to provide a new way of looking at time.



E.D. Marshall's first annual "Watchtoberfest" was a big hit.



Page 42



Page 32



Page 26

Watches & Clocks

6	Editorial by Bert Kalisher
8	What's Happening
10	Previews
11	Advertiser's Hotline
16	News
24	E. D. Marshall Jewelers Hosts "Watchtoberfest"
26	The American Watch Guild Climbs to the Top
30	Watch Design Contest
32	Alain Philippe
42	DayClocks
46	2005 Watch Band Directory

Vintage News

50	News
54	Vintage Marketplace

Service & Repair

56	News
58	Pocket Watches and Their Maintenance: Part 54 by Archie Perkins

Management News

64	News
67	Workplace Connections
68	Tax Watch by Irv Blackman
72	Marketplace
74	Classified

DayClocks®

changing the face of time



Classic DayClock
U.S. Patent #433348



Contemporary DayClock
U.S. Patent #D458,556 S

Classic DayClock

Keep track of the days of the week, with a mark to determine when it's noon. Available in Oak or Mahogany, 9 1/4" in diameter. Only \$39.95 plus s&h.

Contemporary DayClock

Combines the information of our Classic DayClock, with a traditional wall clock time of day. It comes in an elegant platinum finish, 13 1/2" in diameter and is available with and without a second hand. Only \$49.95 plus s&h.

The perfect gift for retirement, birthdays and holidays.

DayClocks®

Visit dayclocks.com or call

866/329-2562

Box 8268, Incline Village, NV 89452

DEALERS PLEASE CALL FOR WHOLESALE PRICING.

Are You Looking For Sales Reps?

To help solve a growing problem, *Watch & Clock Review* has created a special section for employment opportunities. We recognize that there is a shortage of watchmakers, bench jewelers, service people and salespeople in our industry.

WCR is here to bring your message to the over 17,000 retailers and their 40,000 salespeople. WCR reaches both wholesalers and retailers. The advertising rate for this section is \$60 a column inch.

Please send your camera-ready advertisement to the attention of Susan Sherwood in our Denver office, address below. Advertisement 2" or less should be sent with payment.

Watch & Clock Review
Susan Sherwood
2403 Champa Street
Denver, CO 80205

ARCH CROWN TAGS & LABELS... Price, Promote, Identify & Sell!



"We use Arch Crown static cling vinyl crystal wraps to protect the crystals on our watches during handling and shipping. They fit perfectly with no adhesives to worry about. We recommend them to anyone in the watch industry."

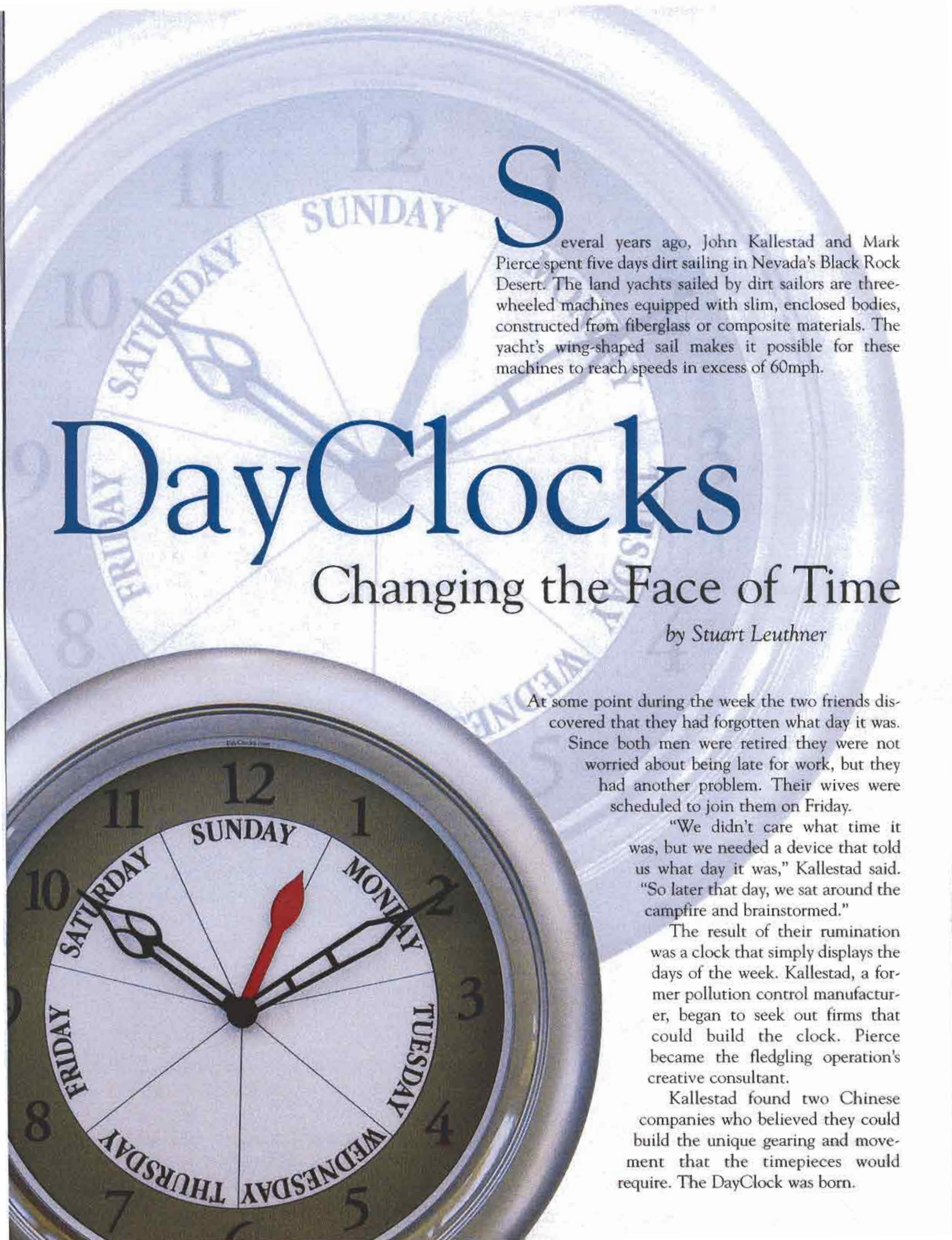
Stephen J. Butler, President (631) 776-1135
CHRONOSWISS USA, LLC - Bellport, NY



Arch Crown
Building Positive Images for Business

177 Main St., West Orange, NJ 07052 • Email: orders@ArchCrown.com
Tel: 973-731-6300 • 800-526-8353 • Fax: 973-731-2228 • www.ArchCrown.com

FREE TECH SUPPORT NEW CATALOG 800-526-8353



Several years ago, John Kallestad and Mark Pierce spent five days dirt sailing in Nevada's Black Rock Desert. The land yachts sailed by dirt sailors are three-wheeled machines equipped with slim, enclosed bodies, constructed from fiberglass or composite materials. The yacht's wing-shaped sail makes it possible for these machines to reach speeds in excess of 60mph.

DayClocks

Changing the Face of Time

by *Stuart Leuthner*

At some point during the week the two friends discovered that they had forgotten what day it was. Since both men were retired they were not worried about being late for work, but they had another problem. Their wives were scheduled to join them on Friday.

"We didn't care what time it was, but we needed a device that told us what day it was," Kallestad said. "So later that day, we sat around the campfire and brainstormed."

The result of their rumination was a clock that simply displays the days of the week. Kallestad, a former pollution control manufacturer, began to seek out firms that could build the clock. Pierce became the fledgling operation's creative consultant.

Kallestad found two Chinese companies who believed they could build the unique gearing and movement that the timepieces would require. The DayClock was born.



The patented design divides the face of the clock into seven equal pie-shaped sections, one for each day of the week. The day hand moves continuously, making a complete revolution every 168 hours or once a week. There are arrows along the outer ring that indicate noon.

"It's a new concept of looking at time," Kallestad explains. "There's a whole segment of the population who have gone through a lifestyle change. They're financially secure. They don't have to work every day but go

to church every Sunday or play golf with their buddies on Wednesday. This clock reflects this lifestyle change. It's for people whose lives aren't controlled by the hours of the day."

Bill Daniels, a marketing and sales consultant for retirees, believes that marketing to those who are fifty years old and up is a good business venture.

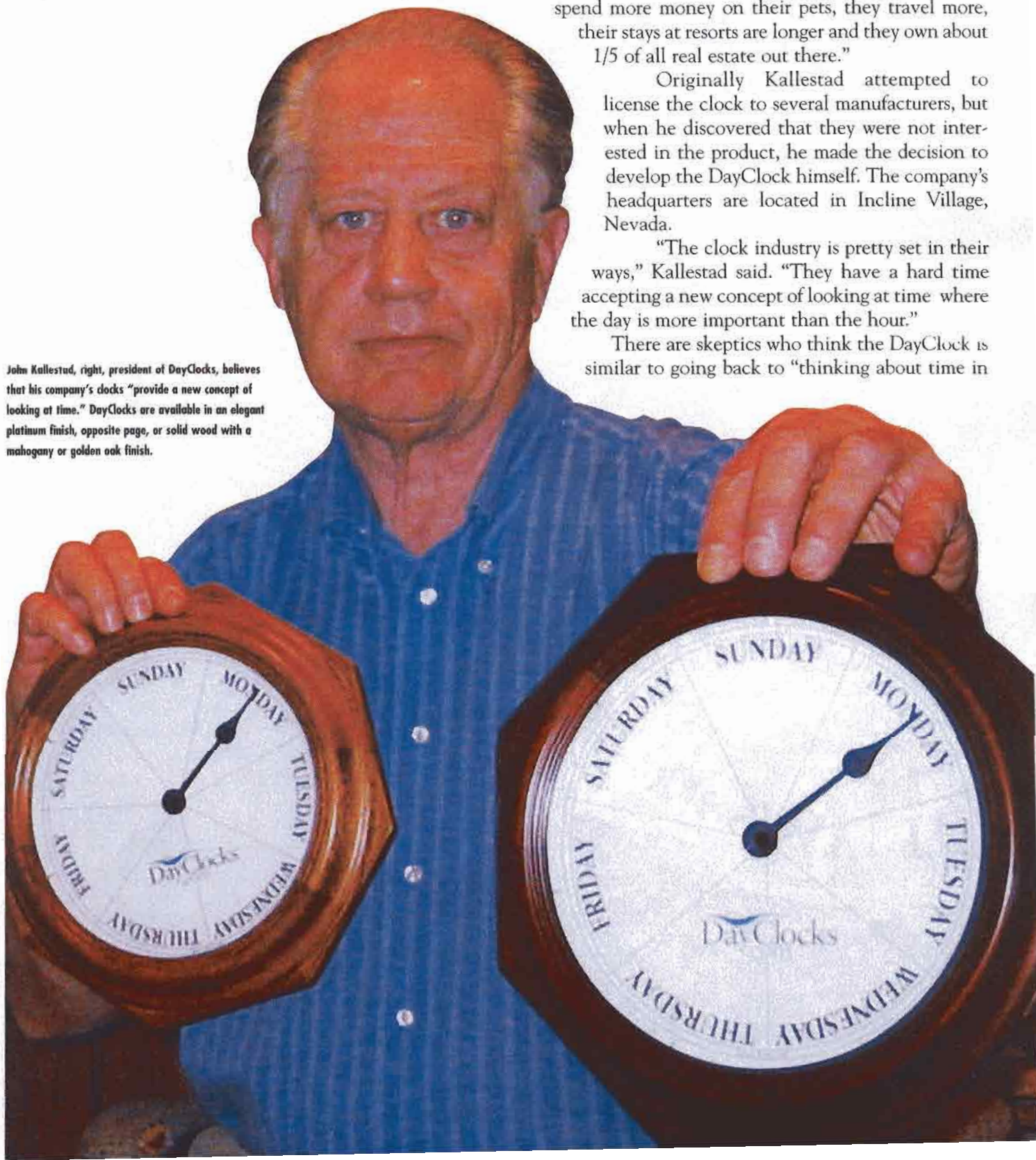
"The 50, 60 and 65 age groups will be a wealthy demographic for the next 25 years," Daniels says. "They spend more money on their pets, they travel more, their stays at resorts are longer and they own about 1/5 of all real estate out there."

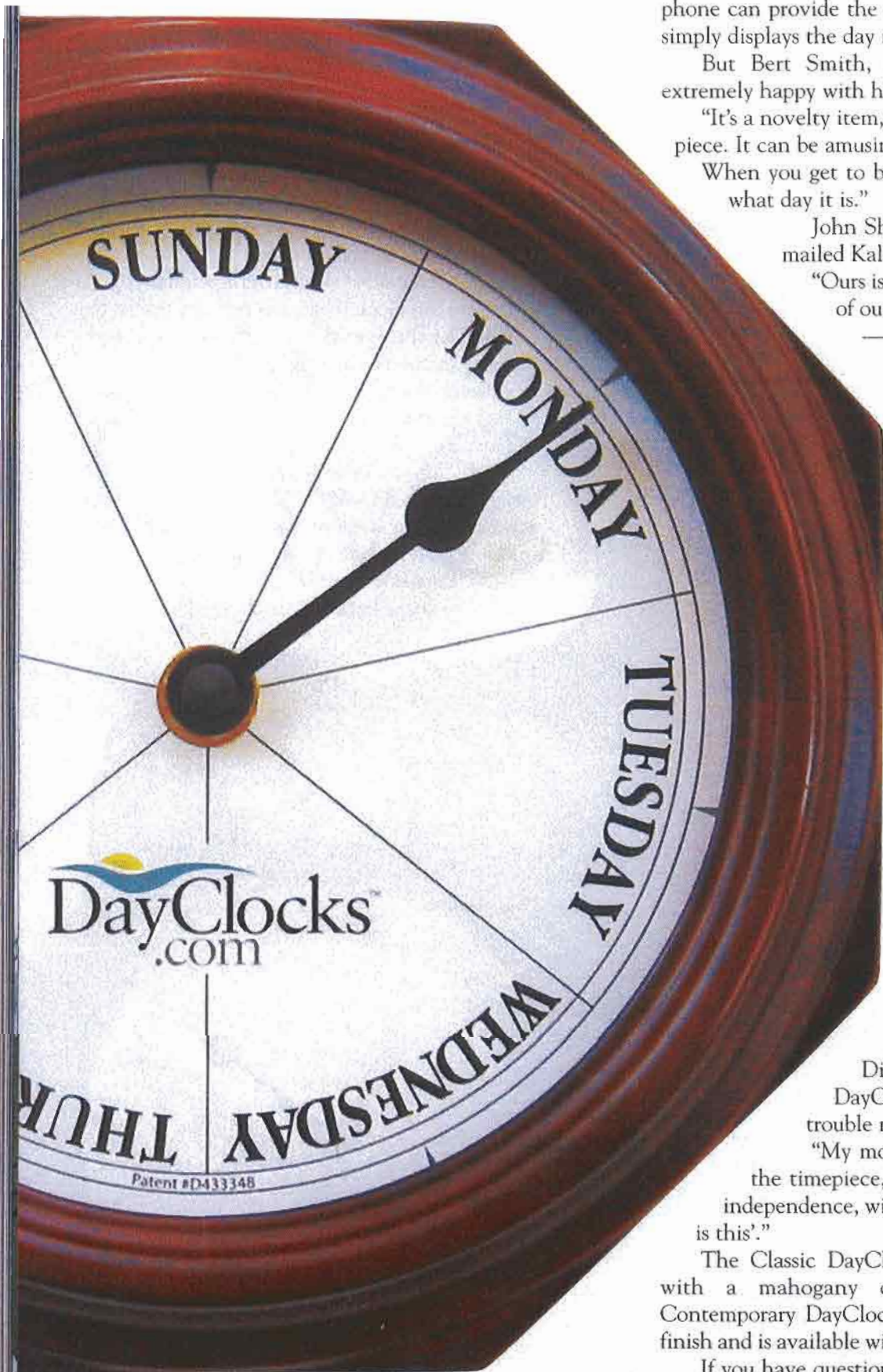
Originally Kallestad attempted to license the clock to several manufacturers, but when he discovered that they were not interested in the product, he made the decision to develop the DayClock himself. The company's headquarters are located in Incline Village, Nevada.

"The clock industry is pretty set in their ways," Kallestad said. "They have a hard time accepting a new concept of looking at time where the day is more important than the hour."

There are skeptics who think the DayClock is similar to going back to "thinking about time in

John Kallestad, right, president of DayClocks, believes that his company's clocks "provide a new concept of looking at time." DayClocks are available in an elegant platinum finish, opposite page, or solid wood with a mahogany or golden oak finish.





a sundial type of way." In an age when the atomic clock can provide the time to the exact second and a cell phone can provide the time, day and date, a clock that simply displays the day might seem rather rustic.

But Bert Smith, an Incline Village retiree, is extremely happy with his DayClock.

"It's a novelty item," Smith said. "It's a conversation piece. It can be amusing at times and somewhat useful.

When you get to be over 70, sometimes you forget what day it is."

John Shafer, another Arizona retiree, e-mailed Kallestad about his DayClock.

"Ours is proudly displayed in the kitchen of our home — just off the golf course — where we live in retirement.

How else would I know when I am to meet the rest of my foursome for my biweekly games?"

Another customer wrote to Kallestad regarding an added benefit of her DayClock.

"Your clock is great for a unique type of customer that you probably never dreamed of serving. My son is mentally challenged and never can remember what day it is. He becomes very disoriented at times. Your clock has been a lifesaver for me, where he doesn't have to ask me numerous times throughout the day what day it is. Your clock has saved my sanity!"

The DayClock has also proved useful to people who are taking care of people with dementia or Alzheimer's Disease. An owner of two DayClocks finds that her in-laws have trouble remembering what day it is.

"My mother-in-law is very happy about the timepiece, it gives her back a sense of independence, without needing to ask, 'What day is this'."

The Classic DayClock is available in solid wood with a mahogany or golden oak finish. The Contemporary DayClock includes an elegant platinum finish and is available with and without the second hand.

If you have questions about the ultimate retirement gift, DayClocks can be reached at 1-866-329-2562 or at their e-mail address: info@dayclocks.com