

IMPORTANT NOTICE

Inserted in this issue of the BULLETIN is a copy of our brand new NAWCC prospectus complete with application blank. It has been designed for *all of us* to use to give prospective members, whether approached personally or by mail, a clear picture of the aims and activities of the Association and the benefits and pleasures of becoming a member.

You will be interested in some of the plans we have for making this new prospectus work for us. Here are five . . . and with your help they will be successful.

THIS COPY IN THE BULLETIN

First, look it over carefully. It will be reprinted again shortly, so if you have any suggestions for improvement, please send them to me soon. Next, print your name and address as "Sponsor" at the bottom of the application blank, slip it in your pocket and begin thinking of how you can convert this very copy into a member.

Surely you know or have heard of someone who is interested in some phase of horology who isn't a NAWCC member. Stop off at your pet antiques dealer and talk to him about it. Ask him for the names of customers who come to him for watches or clocks. Approach one or two of your local jewelers. Look in your local directory for industrial or horological schools, or get permission to pin the prospectus up on the bulletin board of your local library, club, utility company or a manufacturer with a large number of employees. A postal card to me will bring you as many prospectuses as you can use. Get them out where they can be seen.

Even if you have already brought in a number of members, please find at least one more. Let's try for 100 per cent conversion of these BULLETIN-inserted copies. Don't file yours away!

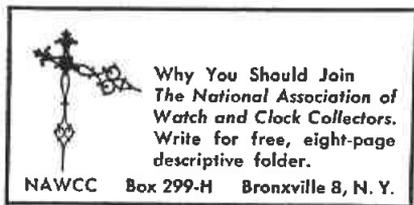
Every issue of the BULLETIN, from now until June, will carry a list of sponsors with the names of the members they have brought in. The goal, unlimited, is set for the Sturbridge meeting, June 6th, 7th and 8th. Prizes for bringing in new members will be announced in the February BULLETIN, so be sure to write in your name as sponsor on every prospectus you give away.

PROSPECT LISTS

About 2,000 of the new prospectuses are scheduled to be mailed to people known to have an interest in horology. We would like to have other such lists. If you have one, or have access to one which would be available for NAWCC use, will you send it to me or make some arrangements for us to use it?

ADVERTISING

We have prepared a small advertisement to run in magazines or newspapers, soliciting inquiries for the new prospectus:



These advertisements will be keyed so we can tell how many prospects come in from each publication. Here is another opportunity for you to help. Harry Yaseen of Chicago has volunteered to absorb the cost for several insertions of the advertisement in *Hobbies*. You may know the publishers of other likely publications, local or national, who will agree to run the advertisement free, or perhaps at cost.

Advertising without a budget presents quite a problem, so who will join Harry Yaseen—or get together a group to act as advertising sponsors? The New York Chapter has already started a membership advertising fund for *Antiques Magazine*. What chapter will be next? We have complete electrotypes of the above advertisement available. No typesetting is necessary other than a change in the key number.

PUBLICITY

Many NAWCC members write for newspapers or magazines—or are written up by them. Others appear on radio or television. Remember to mention that you are a member of the NAWCC. Better still, give the Membership Committee address as a place to write for details concerning the Association. Every bit of publicity will help us to get new members.

These five plans are just the beginning. There are, of course, many other ways that good leads can be uncovered. I'd like very much to have your suggestions to pass on to others in the next BULLETIN. But, in the meantime, please think about what you are going to do to make these plans—or your own plan—successful. Write for additional copies of the prospectus if you can use them. This is *your* Association. Support it. Help to let others enjoy it.

ANTIQUES SHOWS

Proof that there is an untapped field of prospects among people attending antiques shows was obtained during the week of November 12th. An 8-inch by 10-inch display card about the Association was set up by Phil Jenkins in his clock booth at the Eastern States Antiques Show at White Plains, N. Y. With Phil's able assistance, over 100 men and women left their names and addresses to have the new prospectus (which was not then available) sent to them. Among those who were interested in learning that there was such a group as the NAWCC were two descendants of well-known Connecticut clockmakers. In fact, according to Phil, only a few of those who left their names were aware of the fact that the Association existed.

According to the November issue of *Hobbies*, there are five big antiques exhibitions scheduled for the first of the year. Two are in St. Petersburg, Fla (opening January 2th and February 17th). In Miami, one opens February 7th. In Houston, Texas, there is one in April. And the Lightner Museum of Hobbies in St. Augustine has its antiques show in mid-January. If you are exhibiting at any of these or other shows, will you represent the NAWCC? I'll send you 100 copies of the prospectus, more if you think you will need them. Print a small sign for display in your booth reading "Ask for Details About the National Association of Watch and Clock Collectors." Or, write me and I'll make one up and send it to you.

CHARLES TERWILLIGER, *Chairman*
Membership Committee
10 Wildway, Bronxville 8, N. Y.



A WATCHMAKER'S EPITAPH

Here Lyeth Thomas Peirce, whom no man taught
Yet he in Iron, Brasse, and Silver wrought.
He Jacks, and Clocks, and watches (with Art) made
And mended too when other's works did fade.
Of Berkeley five tymes Major this Artist was
And yet this Major, this Artist, was but Grasse
When his owne watch was Downe on the last Day.
He that made watches, had not made A Key
To winde it Up, but useless it must lie,
Untill he Rise Againe no more to die.