



**The National Association of
Watch & Clock Collectors, Inc.**

2024 Media Guide

www.nawcc.org

≡ National Association of Watch & Clock Collectors, Inc. ≡



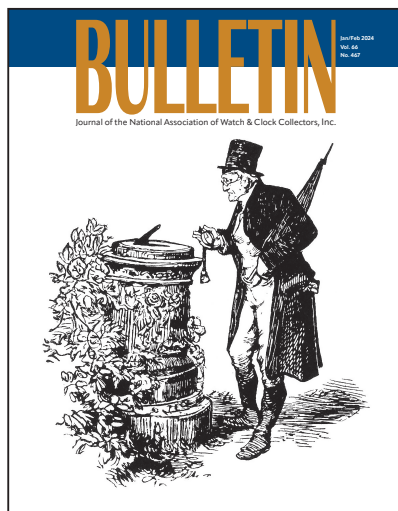
The National Association of Watch & Clock Collectors, Inc. (NAWCC) comprises people from all walks of life who are passionate about horology—the art and science of time and timekeeping. The NAWCC is committed to being the world leader, educator, and advocate for horology. Our members enjoy collecting, researching, restoring, and building watches and clocks.

The NAWCC provides several print and online venues for members to share their research, skills, and stories. These venues are ideal for advertisers to showcase their products and services to this targeted consumer group. Our members are dedicated enthusiasts who spend a significant portion of their time and money on their interest in clocks and watches. If you would like to connect with this group, contact us at mart@nawcc.org.

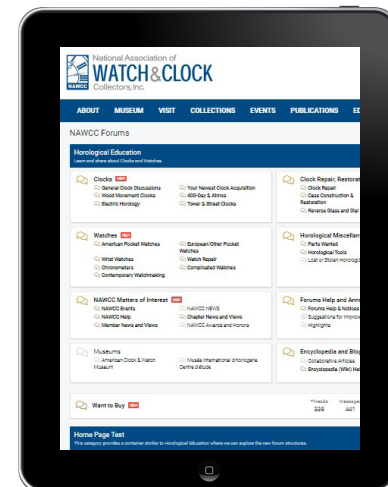
Membership in the NAWCC is not required for advertising, though your membership support is greatly appreciated.



Watch & Clock Bulletin

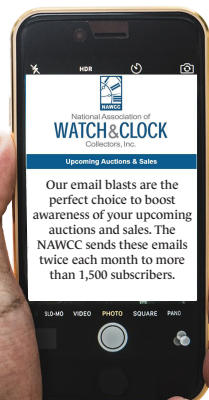


Digital Advertising



Our global membership is composed of nearly **9,000** individuals, businesses, and institutions, with more than **300,000 visitors** accessing our web pages and Forums each year.

Email Campaigns



NAWCC Watch & Clock Podcast



The NAWCC reserves the right at its discretion to refuse to publish any advertisement without any recourse to the NAWCC.

BULLETIN

Journal of the National Association of Watch & Clock Collectors, Inc.

Jan/Feb 2024
Vol. 66
No. 467

Historic Personalized Wristwatches

Returning Military Heroes' Watches to Their Families

By Bob Stokes (CA)

INTRODUCTION

I have been impressed with the fascinating technical research presented in every issue of the *Watch & Clock Bulletin*. For the past 15 years, I have focused on a different aspect of horology—not on the timepiece itself but on the person who originally owned it. I have acquired, researched, and returned a dozen personalized wristwatches to the families of the original owners, including eight to the families of World War II veterans. A dozen watches are waiting to be reunited. I still need to complete my research on the owners and identify their descendants. The stories of these men and women are presented on my website, www.TimeCapsule-Watch.com/

This article features the story of a true World War I hero, Frank Whitehead, US Marine Corps (USMC). He was given a Hamilton Waltham watch in 1941 in recognition of his service as commandant of the Army Industrial College (AIC). After years of being lost, the watch was returned to Whitehead's cousin and biographer, Gale Haslop (Figure 1).



Figure 1A. Col. Frank Whitehead, USMC, commandant of the Army Industrial College (AIC). The Hamilton Waltham watch presented to him on December 25, 1941.



Figure 2A. Pfc. Paul R. Thomer, USMC, Thomer fought in the battle for Guadalcanal (August–December 1942) with the Marine's 1st Division. In January 1943, they were sent to Melbourne, Australia, to recuperate. Figure 2B: Thomer's watch, a Hamilton, and it was engraved "PAUL R. THOMER U.S.M.C. 343824 AUSTRALIA 2-10-43." Figure 2C: Thomer's daughter, Deborah Slack, proudly wears her father's World War II watch.



WHAT ARE TIME CAPSULE WATCHES?

Time Capsule wristwatches are vintage personalized timepieces engraved with the original owner's name and other information enabling me to identify them, prepare a detailed biography, and return them to the owner's family. My collection currently comprises about 60 vintage mechanical wristwatches from 1914 through 1962. They belonged to men and women who left a historical trail searchable on sites such as Newspapers.com and Ancestry.com. Most belonged to servicemen (Figure 2) or athletes, but I also have watches owned by one of the child actors from *It's a Wonderful Life*, a pioneering aviator friend of Amelia Earhart, as well as one that belonged to a notorious 1930s gangster.

What makes these watches so fascinating? First, their provenances. Each has a detailed, thoroughly researched story: I compile between 20 and 70 pages of information about each former owner, including details from genealogies, newspaper articles, yearbooks, photos, and videos. Many of the watches' original owners have been cited in books or are authors themselves. Second, the personalized watch is unique. Third, inscribed watches are hard to find. I acquire almost all of my wristwatches from eBay, which has over 1 million watches without inscriptions for sale on any given day. Very few of them

have searchable inscriptions, and of those, only about five a year may yield enough information to track down the original owners' families.

Time Capsule watches represent a broad range of popular brands, including Waltham, Bulova, Elgin, Gruen, Illinois, Movado, and Longines. There are also numerous Hamilton models, including Waltham, Raleigh, Martin, Dwight, Cadet, Dennis, Sherman, Ryan, and Townsend.

RETURNING A WATCH TO ITS OWNER'S FAMILY

Patek Philippe is famous for its Generations campaign tagline: "You never actually own a Patek Philippe. You merely look after it for the next generation." This sentiment is the inspiration for my efforts to return watches to the families of the original owners.

Returning an old watch is more difficult than it might seem. I complete my online research by searching for current contacts or descendant information and then writing or emailing them. The only watch I returned to the original owner was a 1946 Benrus owned by Navy veteran Louis Cinifli, who was 91 when his watch was returned to him. It was engraved with his name and Navy service number: "Louis Cinifli U.S. Navy 248-44-82" (Figure 3).

The *Watch & Clock Bulletin* is the journal of the NAWCC and is published six times each year. It presents horological history and research as well as technical and human interest articles. The journal also relays the latest news and events of NAWCC Chapters from around the world.

Our readers are your customers! Advertise in the *Bulletin* to reach them.

Reach Your Target Audience Through Advertising in the *Watch & Clock Bulletin*

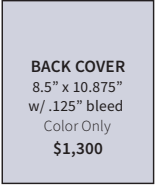
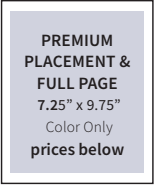
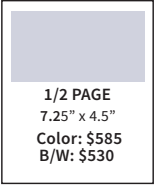
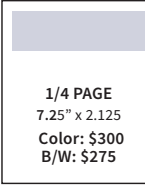
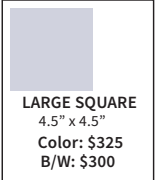
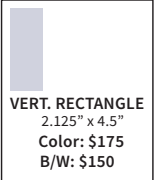

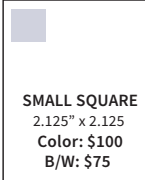
ISSUE	AD/PAYMENT DUE	ISSUE	AD/PAYMENT DUE
January/February	December 1, 2023	July/August	June 3, 2024
March/April	February 1, 2024	September/October	August 1, 2024
May/June	April 1, 2024	November/December	October 1, 2024

Maximize Your Advertising Dollars!

Additional discounts are offered to those who purchase display or column ads in more than one issue:

3 ads receive a 3% discount — 6 ads receive a 7% discount

Business Members receive a 2% total discount on all advertising.

 <p>BACK COVER 8.5" x 10.875" w/.125" bleed Color Only \$1,300</p>	 <p>PREMIUM PLACEMENT & FULL PAGE 7.25" x 9.75" Color Only prices below</p>	 <p>1/2 PAGE 7.25" x 4.5" Color: \$585 B/W: \$530</p>	 <p>1/4 PAGE 7.25" x 2.125 Color: \$300 B/W: \$275</p>
 <p>LARGE SQUARE 4.5" x 4.5" Color: \$325 B/W: \$300</p>	 <p>VERT. RECTANGLE 2.125" x 4.5" Color: \$175 B/W: \$150</p>	 <p>HORIZONTAL RECTANGLE 4.5" x 2.125" Color: \$175 B/W: \$150</p>	 <p>SMALL SQUARE 2.125" x 2.125 Color: \$100 B/W: \$75</p>

COLOR PLACEMENTS	RATE	ADDITIONAL PLACEMENTS	COLOR	B/W
BACK COVER (8.5" x 10.875")	\$1,300	1/2 PAGE (7.25" x 4.5")	\$585	\$530
INSIDE FRONT COVER (7.25" x 9.75")	\$1,200	1/4 PAGE (7.25" x 2.125")	\$300	\$275
INSIDE FACING FRONT COVER (7.25" x 9.75")	\$1,250	LARGE SQUARE (4.5" x 4.5")	\$325	\$300
INSIDE FACING BACK COVER (7.25" x 9.75")	\$1,150	VERT. RECTANGLE (2.125" x 4.5")	\$175	\$150
INSIDE BACK COVER (7.25" x 9.75")	\$1,250	HORIZ. RECTANGLE (4.5" x 2.125")	\$175	\$150
FULL PAGE (7.25" x 9.75")	\$1,030	SMALL SQUARE (2.125" x 2.125)	\$100	\$75
		LINE ADS (MINIMUM 3 LINES)	--	\$3.80/line

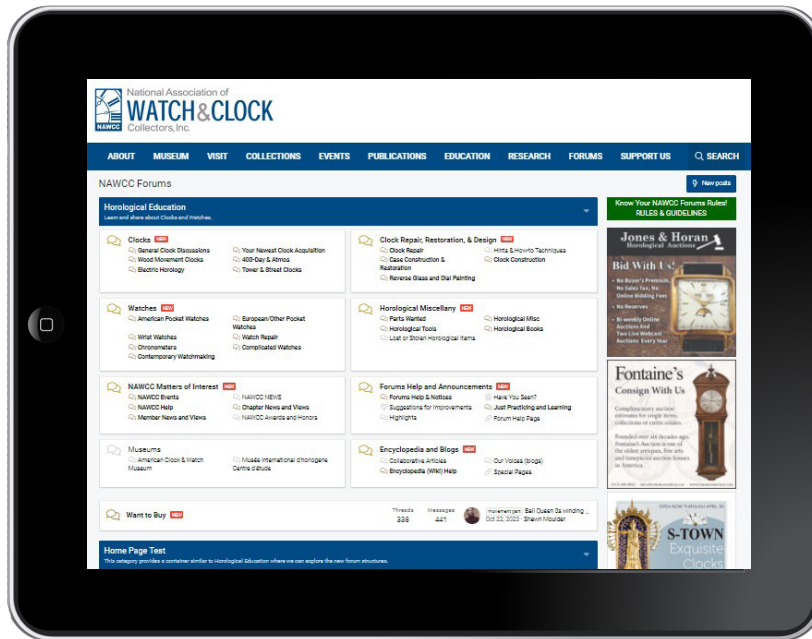
Buyers and sellers meet in the *Bulletin*! Additional discounts are offered to those who purchase display or column ads in more than one issue of the *Bulletin*: three ads receive a 3% discount, and six ads receive a 7% discount.

Don't miss the super "6 for 5" line-ad deal: When you place your line ad in 6 issues, you only pay for 5 issues!

To get started, send an email to mart@nawcc.org today!

NAWCC Forums

Where people go for clock and watch answers!



The NAWCC's website features public forums (mb.nawcc.org) that serve thousands of members, collectors, scholars, and educators each year. Take advantage of this prime advertising opportunity by placing your ad on pages seen by all Forum users.

Rates:

Square Banner: \$400 per month

Full Banner: \$1,500 per month

Banner ads run on a monthly schedule.

Save hundreds by purchasing multiple months up front!

3% off 3 months • 7% off 6 • 15% off 12



Auction eBlast Campaigns

Develop custom campaigns using the power of NAWCC email blasts.

Open Rate: 53% • Click Rate: 12%

\$75/blast (includes 1 image)

\$50/blast (no image)

Premium placement is available—contact mart@nawcc.org for details.



NAWCC Watch & Clock Podcasts

Interested in advertising your business in our podcast?

Contact mart@nawcc.org to request information on pricing and availability.



Advertising Guidelines



All ads should describe opportunities to buy, sell, or trade goods and services useful to members. The NAWCC reserves the right at its discretion to refuse to publish any advertisement without any recourse to the NAWCC.

Display Ad Submissions: We accept the following files: .pdf, .tiff, and .jpg. Images should have a minimum resolution of 300 dpi. InDesign files must be packaged. PDF files are acceptable if fonts and images are embedded.

Ad Placement: For guaranteed placement if space is available, excluding the premium spaces, we charge a 10% placement fee.

Premium Space Ad Reservations: Advertising in the premium spaces must be scheduled in advance of the deadline through the Advertising Coordinator.

Print & Digital Ad Design: The NAWCC provides ad design and layout services: \$60 includes layout and 2 PDF proofs for members; \$70 includes layout and 2 PDF proofs for nonmembers. Additional cost for more than 2 proofs.

Advertising Guidelines



NAWCC Regional Event Ads: These ads receive a 10% discount. Registration forms must contain the following disclaimer: “The NAWCC, its officers and members, and the [name of Regional] are not responsible for any loss, injury, or tort during this event.”

Line Ads: Visit nawcc.org/publications/watch-clock-bulletins/ to download and print the line ad form to submit by post. Or you may email your line ad to mart@nawcc.org.

Payment: Ads must be paid in advance of the issue deadline. Checks payable to NAWCC must be drawn from a US bank and payable in US dollars. MasterCard, Visa, Discover, and American Express are accepted. Any ads received but not paid for by the due date will be held and not published until payment is received.

Late Fee: A 20% late fee will be charged for ads and payments received after 3:00 p.m. Eastern time on the due date.

NAWCC Business Members enjoy advertising discounts!
Join today by contacting membership@nawcc.org.



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