



Herschede
**AMERICAN CROWN
OF HALL CLOCKS**



— *~* — CHRISTINE GRIFFEN — *~* —

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Herschede Hall Clock (HHC) Executive Leadership Profile

Walter John Herschede Sr.

**2nd Generation Leader | HHC
1885–1964 (79 years old)**

1920s



Walter J. Herschede
Treasurer

***An Innovative
and Long-Term
Clock Leader***

PERSONAL:

- Frank/Sadie's son, child 4, blue eyes, light hair¹⁰⁷
- Married: Ruth Foy (1907),¹⁰⁸ 6 children, celebrated 50th anniversary in 1957
- Buried: Gate of Heaven Cemetery, Cincinnati, Catholic
- Traveled: Cherbourg, France; Black Forest, Germany; Oberammergau, Germany; Rome; Ireland¹⁰⁹
- Summer Homes: Holland, Michigan; Castle Park, Michigan^{110,111}
- Traveled often to Palm Beach, Florida, for health¹¹²
- Hobbies: Loved to fish, avid tennis enthusiast, and active in company events^{113,114}
- Provided assistance in children's schools
- Viewed by family as a kind man, always thought of others, with a generous heart¹¹⁵

PERSONAL LEADERSHIP:

- Noted to have a creative mind, and a firm believer that almost any item would succeed if it were better made than competition
- Viewed by other executives as the one who built the clock company³⁸
- Multiple clock patents issued and a coin receptacle patent issued
- Walter and Ruth's children focused on many businesses: William Foy first family member to finish prestigious Technicum de Le Locle Horological School in Switzerland (1929); joint parking meter patent owner (1937); formed Panocular Corp. for precision glass (1942). Richard "Dick" joined HHC (1938) and Karpark Corp. (1953–1954). Robert joined HHC (1940) and Karpark Corp. (1956–1963). Walter Jr. started the Clock Service Center Co. (1948), and Mary Louise (Herschede) Hoyt started Mar Lu Co. for clock coverings (1954).

EXECUTIVE LEADERSHIP:

- 1902: Joined The Frank Herschede Co. in the case factory and transitioned in 1903 to the HHC
- 1907: Added to HHC board of directors as treasurer. Named president in 1923⁶⁹
- 1908–1911: Proposed to the HHC board that they make movements. They approved, and he set up a new movement department. First Herschede-made movements shipped in 1911
- 1912: Herschede-owned clock factory, at McMillan Street and Essex Place, Cincinnati
- Walter installed HHC exhibit at the 1915 Panama-Pacific International Exposition in San Francisco¹¹⁷
- 1919–1920: Walter Herschede and Walter Eberhardt invented Cleartone Radio. It was manufactured through Cleartone Radio Co. as part of the Cincinnati Time Recorder Co. The radio company had their headquarters at the HHC factory from 1922–1930.¹²
- 1926: Provided capital for the Revere Clock Co. Shipped HHC Electric clocks in 1929, and Revere Clock Co. merged with HHC around 1936 when Walter became the president^{13,118}
- 1927: Secured GE as customer, the largest single account for Revere Clock Co./HHC¹⁹
- Managed HHC through World War I, World War II, and Korean War government contracts
- Early 1950s: Negotiated complete clock products as well as imported Junghans movements
- 1954: Walter grew the business to over \$2 million in net sales (clocks, meters, contracts)²⁰
- June 3, 1959: Purchased Rookwood Pottery Co.
- Managed the HHC transition to Starkville, Mississippi. He remained in Ohio and two sons managed²¹
- Held positions in the family Herschede businesses for more than 60 years, the longest in the family

THE
HERSCHEDE

HALL CLOCK COMPANY
CINCINNATI OHIO, V.S.A.

HERSCHEDE

No. 9
4TH ST.

No. 9
4TH ST.

THE HERSCHEDE HALL CLOCK CO.
CINCINNATI OHIO.

INTERNATIONAL EXPOSITION
GOLD MEDAL
CINCINNATI, OHIO, 1881

Chapter 5

FORMATION OF THE HERSCHEDE HALL CLOCK COMPANY 1903–1907



THE BUSINESS SUCCESS OF THE HALL CLOCKS AND THE NEED TO BE INCORPORATED FOR HIS EXHIBIT APPLICATION AT THE UPCOMING LOUISIANA PURCHASE EXPOSITION (ST. LOUIS WORLD'S FAIR) TRIGGERED FRANK HERSCHEDE TO FORM THE HERSCHEDE HALL CLOCK CO. AT THE END OF 1902. WITH THE HIGH DEMAND FOR CLOCKS AND THE NEW COMPANY INCORPORATION, THE CASE FACTORY MOVED FROM WEST SECOND STREET TO PLUM STREET IN FEBRUARY 1903. IN 1903, THE ADVERTISEMENTS CHANGED FROM THE FRANK HERSCHEDE CO. TO THE HERSCHEDE HALL CLOCK CO. HOWEVER, THE FRANK HERSCHEDE CO. RETAINED THE CLOCK SHOWROOM FOR THE CLOCK COMPANY.

The first use of Crown terminology appeared in November 1902; by early 1903, the use of the Herschede's own Crown symbol began to be utilized on literature. By January 1903, the company filed an official Crown trademark, and by May 1903, they announced shipment of their own Crown tubular bells and hall clocks. By September 1903, the Crown Hall Clock branded product literature included the crown symbol. it was utilized throughout the life of the company.

By 1903, The Herschede Hall Clock Co. utilized mainly German movements in their hall clocks. That year set a new record for Herschede clock shipments.

Frank and John Herschede were both active at the 1904 Louisiana Purchase Exposition (St. Louis World's Fair). The World's Fair was the most elaborate event for the company, resulting in three medals and worldwide industry recognition for The Herschede Hall Clock Co.

The Frank Herschede Co. incorporated and issued stock to employees on June 15, 1905, after 28 years in business. In 1905, The Herschede Hall Clock Co. released its first catalogue.

1903

THE HERSCHEDE HALL CLOCK CO. FORMS

By January 7, The Herschede Hall Clock Co. became incorporated with a capital stock of \$150,000, divided in \$100,000 common and \$50,000 preferred cumulative six-percent stock, (1000 common shares and 150 preferred shares). The incorporators and board of directors were Frank Herschede; his younger brother John A. Herschede; Edward Greiwe of Bach & Griewe; Francis "Frank" X. Pund of Puchta, Pund & Co.; and Leo Van Lahr (Frank's son-in-law, Clara's husband).¹

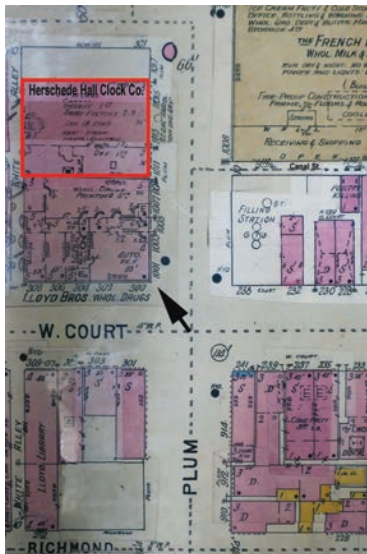
The elected officers were: Frank Herschede, president; Francis Pund, vice president; and John Herschede, secretary-treasurer.¹

As The Herschede Hall Clock Co.'s general manager, John A. Herschede was to have "general supervision of the manufacture and sale of the product, and shall have authority to hire and discharge all employees and to fix their compensation." The directors also ordered that the "the Board shall declare and order paid out of net profits quarterly dividends on the preferred stock at the rate of 6 percent annum and such dividends shall be cumulative."¹



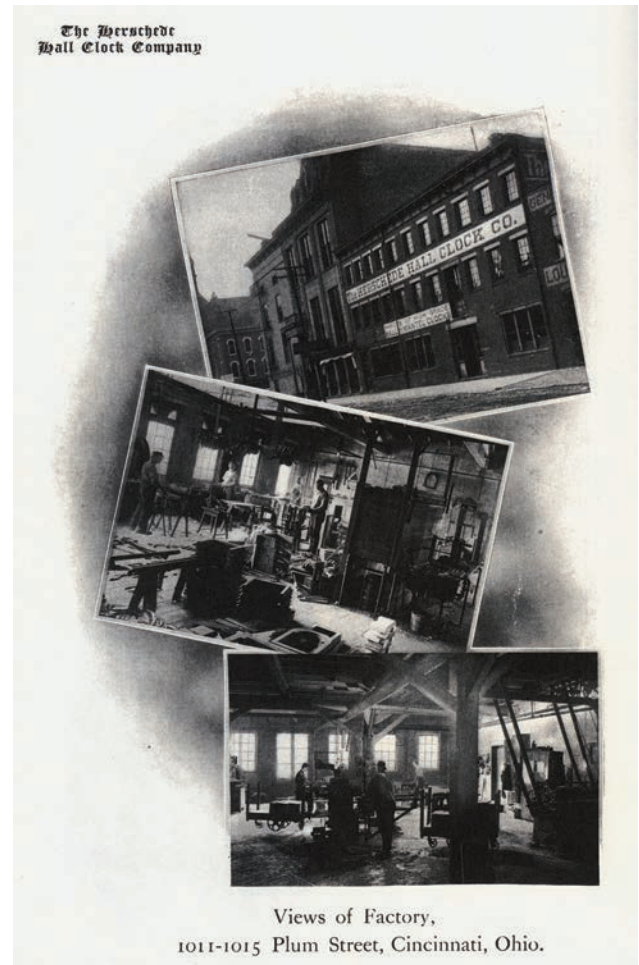
Frank Herschede arranged for the transfer of his entire interest in the manufacture and sale of clocks to the new company on January 10, 1903. The transfer included clock material (cases, movements, Walter Durfee and Herschede tubes, gongs, English and German mantel clocks, dials), drawings, catalogues, lumber, glass, and the complete steam and woodworking factory, for \$75,000 (\$2,332,536 at 2021 rate).²

The \$75,000 was a fair price, as Frank Herschede had invested \$102,518 (\$3,261,109 at 2021 rate) in capital equipment in July 1902, just five months earlier. A few highlights from the items transferred to The Herschede Hall Clock Co., included Walter H. Durfee & Co. tubes, racks, weights, and mantel clocks. By comparison in 1892, Frank Herschede shipped only full Walter H. Durfee tubular clocks. He was also now marketing English and German mantel clocks. He had significant detailed clock pattern drawings, which indicated that they made the designs and manufactured the cases. He also printed 1,000 copies of the 1902 Catalogue, which highlighted a significant product marketing investment.²



▲ **Figure 5-1:**
New Herschede Hall
Clock Co. Location
1011-1015 Plum St.
Sanborn Insurance
Map 1904-1930
Courtesy of the
Cincinnati and
Hamilton County
Public Library, 2019

▼ **Figure 5-2:** First
Herschede Hall Clock
Co. Location as of
2019 (1000 Plum and
300 Court streets)
Courtesy of Jeff and
Christine Griffen



Views of Factory,
1011-1015 Plum Street, Cincinnati, Ohio.

▲ **Figure 5-3:** The Herschede Hall Clock Co. at 1011-1015 Plum St., Cincinnati
Courtesy of Herschede Clock by D.J. Blackwell and Joyce Stoffers, 1991, Page 74

There were 31 Crown tube sets in inventory. These would have been the first Herschede tubular bells in preparation for production, as there were also 38 Walter Durfee tube sets in inventory as well. November 5, 1902, was the date of the first Herschede Crown movement advertisement; by May 1903, the company announced Herschede-made tubular bells.²

SECOND FACTORY ON PLUM STREET

The company leased new quarters at Plum and Canal streets. They occupied the whole building, which contained 25,000 square feet of floor space, Figure 5-1. They employed about 100 hands, including the prior workforce. Frank Herschede, The Herschede Hall Clock Co. president, had built up a large trade in hall clocks in the past few years, and his business had grown to such an extent that he was obliged to put in more capital and increase the facilities to accommodate greater production.



The new company remodeled the building and aimed to be in it by February 1, 1903.¹ The new factory machinery was of the most modern kind, and every machine was run by a separate motor. Electrical equipment was in evidence throughout the entire building, which was a model 20th-century plant for the manufacture of hall clocks.³

The first Herschede Hall Clock Co. factory building site is no longer standing. At the time of this publication, the area consists of a parking lot and a power substation. Figure 5-2 shows the corner of Court and Plum looking across to where the factory used to reside at 1011-1015 Plum St. (Viewing direction denoted by the black arrow in Figure 5-1.) Later, between 1909 and 1910, the company they grew to include the 1007 address for movement manufacturing.

Figure 5-3 shows three views of the factory at 1011-1015 Plum St. There is another version of this same page in the 1910 Herschede Hall Clock Co. Catalogue with an expanded factory address of 1007-1015 Plum St. The Herschede Hall Clock Co. was at the 1007-1015 Plum St. location until 1913.

HERSCHEDE CROWN TRADEMARK ESTABLISHED

The registered Herschede Hall Clock Co. Crown trademark was established in January 1903, Figure 5-4.

BUSINESS

On February 4, 1903, Frank Herschede was on the East Coast in the interest of The Herschede Hall Clock Co., having traveled to all the large cities with splendid success. John Herschede, general manager and secretary of the company, followed the next week on his own Eastern trip where he covered all the large towns, finishing in New York and returning the week of February 25.⁴ By February 25, the new company had moved into its new Plum Street factory.⁵

The week prior to March 18, 1903, just after moving into the new Herschede Hall Clock Co. factory with new equipment, Walter Herschede, who was almost 18 years old, had a severe accident using a saw where he cut off two fingers on his left hand. He was later defined as crippled on his World War I draft card.⁶

On April 22, Edward Herschede (Frank and Sadie's oldest son) announced his engagement to Lillian Noble. Edward Fredrick, wed Lillian Noble on September 2, 1903, at Lillian's parents' home on Kemper Lane, with friends in attendance from New York and Chicago.^{7,8}

On May 27, The Herschede Hall Clock Co. was awarded the contract for clocks for the new quarters of the Walnut Hills Business Men's Club, which had recently opened.⁹

By June 3, The Herschede Hall Clock Co. had greatly increased its workforce. The company's last week (May 1903) sent out the



HERSCHEDE HALL CLOCK CO., McMillan & Essex Pl., CINCINNATI, O.

▲ Figure 5-4: Herschede Hall Clock Co. Crown Registered Trademark

Courtesy of Trademarks of the Jewelry and Kindred Trades Jewelers' Circular Publishing Co., New York, 1915, Page 193

largest shipment of clocks that had ever left the factory in the history of the business.¹⁰

On September 9, The Herschede Hall Clock Co. put up a very tall flagstaff over its factory, from which floated a large flag with a long pennant during the 1903 Cincinnati Fall Festival. The entire building was decorated with bunting. The week prior to September 24, on the greatest day of the Cincinnati Fall Festival, President Theodore Roosevelt attended the festival. At a dinner, he was presented with a solid gold C.F.F. (Cincinnati Fall Festival) badge made by Theodore Neuhaus & Co. In prior years, The Frank Herschede Co. participated in all of the Cincinnati Fall Festivals.¹¹

John A. Herschede, general manager of The Herschede Hall Clock Co., was at the New Orleans Cosmopolitan. The Honduran mahogany from which the majority of cases were made from was shipped through New Orleans's port. The mahogany case wood would have been shipped either by boat up the Mississippi and Ohio rivers or by railway. As John stated: "All the works that we use are imported, coming from the hands of expert German clockmakers. These people have grown up in the business of clockmaking for generations, and they are able to produce a fine grade clock at a cheaper price than it can be manufactured in the United States...In the matter of cheaper clocks, the American excels the world, as he does in the manufacture of cheaper grade of watches, but in the manufacture of these fine grade clocks the Old-World workman, with his years of experience can turn out an equally fine grade article at a cheaper price." New Orleans asked if The Herschede Hall Clock Co. would consider manufacturing in the area, since the mahogany came to the ports. John responded that the extra cost of labor would not offset the cost savings of the wood.¹²

On November 18, John Herschede was on a West Coast sales trip and severely cuts his finger on auto glass which required stitches. John predicted a great holiday season.¹³



On December 2, 1903, The Frank Herschede Co. received an order for a magnificent diamond badge to be presented to the new chief of police at the end of November. This badge cost \$400 (\$12,434 at 2021 rate), was four inches long, and was handsomely chased and engraved. The colored gold relief work was especially noteworthy.¹⁴

A week later, on December 30, 1903, there was a fire in a five-story building owned by the Fourth National Bank at 18, 20, and 22 E. Fourth St. On the first floor of those locations were Koch & Braunstein china and cut-glassware dealers; the second and third floors were Fox Bros., diamond importers; the fourth floor was Lindenberg & Fox, manufacturing jewelers; and the fifth floor was Elzner & Anderson, architects. On the top two floors, employees were unable to escape, so a plank was stretched across the Stone Alley to The Frank Herschede Co. building on the opposite side, Figure 5-5. Several people were blinded by the smoke, and one man, Newton Tebow, almost fell off the plank, which was about

60 feet above the ground. The Frank Herschede Co. building was not damaged in the fire.¹⁵

The Frank Herschede Co. was in this location for 25 years. In 1921, the company moved to 124 E. Fourth St.

It was not until July 19, 1927, that the 24 E. Fourth St. property sold, for \$522,500 (\$8,214,871 at 2021 rate). This was six years after they had moved to 124 E. Fourth St.

MARKETING

The advertisement in Figure 5-6 is the same one shown in the November 5, 1902 edition of *The Jewelers' Circular* (page 63), with the only differences being the name change from The Frank Herschede Co. to The Herschede Hall Clock Co., and the location change from 511-517 W. Second St. to Plum Street.



▲ Figure 5-5: The Frank Herschede Co. 24 East Fourth St. Façade, Union Savings Bank & Trust Company Building, 4th and Walnut Streets
Courtesy of July 20, 1918 Rombach & Groene Collection (Image No. SC#296-1220A), Cincinnati Museum Center

► Figure 5-6: Up-to-Date Hall Clocks
 Pattern No. 89 is shown.
Courtesy of The Jewelers' Circular, February 4, 1903, Page 49

▼ Figure 5-7:
 Crown Hall Clocks
 Same advertisement ran September 2, 1903,
 Page 58
Courtesy of The Jewelers' Circular, September 16, 1903, Page 44



▲ Figure 5-8: Frank Herschede Hall Clocks Salesroom
Courtesy of The Cincinnati Enquirer, December 12, 1903, Page 5



On July 2, 1908, an amendment was made to The Frank Herschede Co. stock agreement, in which Frank Herschede awarded Lawrence B. Herschede 120 shares of stock at \$12,000 (\$356,826 at 2021 rate) to be paid off in a five-year promissory note.³

On July 8, 1908, Lawrence Herschede of The Frank Herschede Co. and Walter and Alfred Herschede of The Herschede Hall Clock Co. took over the business of the Reliance Motor Car Co. on Reading Road. It became a general garage business under the name of the Herschede Motor Car Co. Alfred devoted his entire time to the business, acting as secretary-treasurer and manager.⁴

By mid-July, Frank had gone to Grand Rapids, Michigan, where he had charge of the company's exhibit of clocks at the Grand Rapids Furniture Exhibition. This exhibition was one the company

▼ Figure 6-3: Sussfeld, Lorsch & Co. Hall Clocks

Courtesy of *The Jewelers' Circular*, May 6, 1908, Page 103

▲ Figure 6-1: Waltham Clock Company

Courtesy of *The Jewelers' Circular*, April 15, 1908, Page 97. Scanned by Sara Tongate, NAWCC

◀ Figure 6-2: Harris & Harrington Hall Clocks

Courtesy of *The Jewelers' Circular*, April 8, 1908, Page 92

attended for decades, as Revere Clocks were also sent and displayed in 1928 and beyond. Frank and his son, Walter, became good friends with executives at the Colonial Mfg. Co. in Zeeland, Michigan, such as Herman Miller.⁵

COMPETITION

Waltham Clock Company was a well-known quality hall clock competitor. Figure 6-1 shows an advertisement for one such Waltham Hall Clock.

Harris & Harrington generally had smaller advertisements in *The Jewelers' Circular*. Figure 6-2 is one example of a typical advertisement.

The Sussfeld, Lorsch & Co. hall clocks were also advertised in 1908, and one example is shown in Figure 6-3.

NOTABLE CUSTOM GIFTS

The Frank Herschede Co. furnished the Cincinnati Golf Club with 13 silver trophy cups to be awarded to the prize winners of the golf contest.⁶



1909

BUSINESS

In January 1909, The Herschede Hall Clock Co. declared a dividend of 10 percent on the common stock. In 1909, a 20 percent dividend was ordered paid on the common stock.

John A. Herschede took a four-week business tour in the eastern U.S. during February 1909.⁷

The last series of bowling tournaments given by The Frank Herschede Co.'s employees took place April 29, with the following prizes awarded: the Ayers silver trophy cup and a set of vest buttons to Lawrence Herschede; the Herschede repair department silver cup and sleeve buttons to Anthony Westhoff; and a scarf pin to Edward Herschede. The customary dinner was given at the St. Nicholas, and the guests of the evening included the employees, as well as E.A. Reed with Reed & Barton Silver; Percy Lucas with F.W. South & Co.; George Howard with Towle Mfg. Co.; Charles Williams with Louis W. Hrabá; Paul Smith with Roger Williams Silver Co.; W.J. McQuillin with Mount & Woodhull; and C.P. Young with Whiteside & Blank.⁸

Frank Herschede installed one of the latest and most approved burglar alarm systems, which made the store complete in every detail.⁹

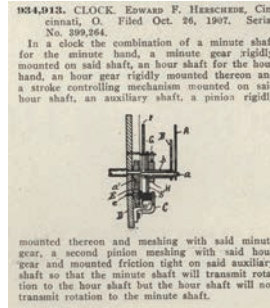
On June 12, 1909, Mr. and Mrs. Frank Herschede entertained the employees with a dinner at their home.¹⁰ Frank had pulled permits in 1907 to build a home at 3886 Reading Road in the Avondale neighborhood and built the house in 1907 and 1908. The first Cincinnati U.S. Directories shows Frank and Sadie Herschede at their new Reading Road home in 1909, and this was likely the first employee dinner at their new home.

On July 12, 1909, defective wiring in The Frank Herschede Co. store at 24 E. Fourth St. caused a fire. It was extinguished by the crew of Engine Co. 3, causing only slight damage.¹¹

The Frank Herschede Co. employees went camping in July 1909 on the banks of the Whitewater River, near Brookville, Indiana, spending most of the time catching big fish.¹¹

1909 PATENTS GRANTED

The Jewelers' Circular regularly published clock and jewelry patents. For Herschede, six clock-related patents were published in *The Jewelers' Circular*. Two of the patents were in preparation for the Herschede-made movement that began shipping in January 1911. Throughout the life of the Herschede businesses, many Herschede patents were granted for clocks (movements and cases), parking meters (timers and coin mechanisms), and jewelry (watch wristbands and clasps).

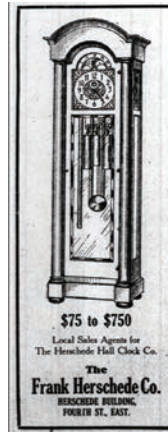


▲ **Figure 6-4: U.S. Patent 934,913, Edward F. Herschede, Filed Oct. 26, 1907**

Courtesy of The Jewelers' Circular, September 29, 1909, Page 115, Scanned by Sara Tongate, NAWCC

► **Figure 6-5: U.K. Patent 14,071, Edward Herschede, Filed July 2, 1908**

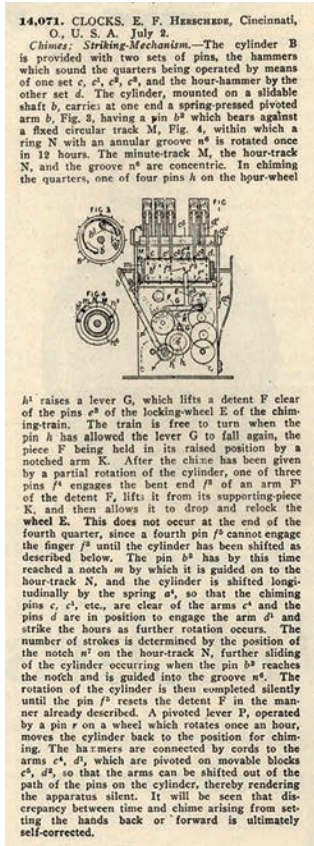
Courtesy of The Jewelers' Circular, November 17, 1909, Page 109, Scanned by Sara Tongate, NAWCC



◀ **Figure 6-6: The Frank Herschede Co. Local Agents for Herschede Hall Clock Co.**

Pattern 86 is shown. *Courtesy of The Cincinnati Enquirer, August 12, 1909, Page 12*

The first *Jewelers' Circular* patent was 934,913 (clock), which was filed October 26, 1907, by Edward F. Herschede and granted September 21, 1909, Figure 6-4. The patent 934,913 introduction reads: "In a clock the combination of a minute shaft for the minute hand, a minute gear, rigidly mounted on said shaft, an hour shaft for the hour hand, an hour gear rigidly mounted." The second patent was 14,071 (clocks), which was filed July 2, 1908, by E. (Edward) F. Herschede and granted July 2, 1909, Figure 6-5. The patent 14,071 introduction reads: "Chimes, Striking-Mechanism - The cylinder B is provided with two sets of pins, the hammers which sound the quarters being operated by means of four-hammers and the hour-hammer by the other set."





MARKETING

1913 saw little change in advertising as compared to earlier years. There were no Herschede Hall Clock Co. advertisements located in *The Cincinnati Enquirer* or *The Jewelers' Circular* for 1913. The Frank Herschede Co. placed a few advertisements during the 1913 Christmas holiday season, Figures 6-59 and 6-60.

PRODUCT OFFERINGS: 1913–1916 HALL CLOCKS

The 1913–1916 Hall Clock product offerings slightly increased by 11 percent from the 1911–1912 product offerings (38 to 42 patterns). The Hall Clock product offerings were determined from The Herschede Hall Clock Co. movement serial number books. The 1913–1916 Hall Clock product offerings of 42 patterns was the second highest product offering period, with the first being in 1905 at 45 patterns offered.



◀ Figure 6-59: Herschede Hall Clocks Advertisement

Note the 250 styles of clocks for Hall, Mantel, Desk, and Travel in The Frank Herschede Co. basement exhibit. Patterns in advertisement from left to right are 124, 122, 22. *Courtesy of The Cincinnati Enquirer, December 7, 1913, Page 51*

► Figure 6-60: The Frank Herschede Co.—Do You Know

A different style and approach to buying of a special Christmas present. *Courtesy of The Cincinnati Enquirer, December 14, 1913, Page 64*



▲ Figure 6-61: 1913–1916 Hall Clock Product Offering Pattern Nos. 145, 156, and 158

Courtesy of Longcase Clocks and Standing Regulators Part I: Machine Made Clocks by Tran Duy Ly, 1994, Pages 254, 256

There were 36 Hall Clock patterns that were continued from 1911–1912 into 1913–1916: Nos. 3R, 7R, 21, 22, 23, 25, 26, 27, 34, 65, 70, 73, 77, 83, 86, 87, 88, 89, 93, 99, 107, 117, 120/168, 122, 123, 124, 140, 141, 144, 146, 148, 150, 152, 154, 164, and 166.

The six new Hall Clock patterns were Nos. 135, 145, 156, 158, 160, and 162. Hall Clock Pattern Nos. 145, 156, and 158 are shown in Figure 6-61.

Hall Clock Pattern Nos. 135, 160, and 162 were not available. It is possible that these three new patterns were variances of other models and that the serial number books referenced the variances with these new numbers, as was done for the Pattern No. 120/168. The Pattern No. 120/168 was the same clock with a bonnet crest variance.

The Hall Clock Pattern Nos. 51 and 103 were dropped from the product offerings.

COMPETITION

Bawo & Dotter introduced a completely new small hall clock product line at only 78 inches high, Figure 6-62. It featured an eight-day, gong strike, or tubular bell chimes. The company focused on three chimes: Trinity chime, Notre-Dame chime, and



Elite "Carillon" chime. The Trinity and Elite Carillon chimes were copyrighted in 1910, and the Notre-Dame chime was copyrighted in 1912. The Bawo & Dotter small hall clocks were smaller in size than the Herschede product line until Herschede introduced the Petite product, line which was in the 72- to 80-inch height range.

Trinity Chime.

Notre-Dame Chime.

Elite "Carillon" Chime.

No. 294.
One of our 6½-foot new Hall Clocks.
A complete line.

It is to the interest of any Clock dealer to look into the proposition which will be offered by our representatives, MESSRS. H. SOMBORN and CHAS. J. MITTELKAUF.

Besides the usual 8-ft. Grandfather Clock style, we have introduced short style 8-day Hall Clocks—Cong. Strike—Tubular Bell Chimes, etc.

We do not reproduce here the known Westminster and Whittington Chimes which we can supply—we do not think the "St. Michael" is of interest; it is but an imitation of the Whittington and inferior to it.

The above three "Chimes" have musical merit and have been most favorably received by the public.

They are copyrighted in the U. S. and in all the countries belonging to the International Copyright Union, and no clock having one or more of these chimes can be obtained except from this firm or its agents, here or in Europe. All our clocks bear the stamp B & D Limited.

We offer also a large selection of mantel clock chimes, tambours, etc., some having the Westminster and Trinity Chimes.

All our chimes and cases are manufactured here.

The "Key" in which above chimes are written is for 1¼" tubes; with 1½" tubes we use the "C" Key.—All our chiming movements are constructed with 3 trains.

We show a full line of fine Paris made clocks and sets.

BAWO & DOTTER, Limited
20-28 WEST 33rd ST., NEW YORK

Imported Clocks
Herschede and Others

Feagans & Company are special representatives for a number of the most famous clock makers of the old world, including the makers of the masterpiece Herschede movement.

We have recently received a large number of importations from European centers where the art of watch and clock making excels.

We invite your special attention to the values offered in our TAMBOUR, CHIME and 8-DAY CLOCKS. Expert Watch and Clock repairing.

FEAGANS & COMPANY
Exclusive Jewelers
Watch and Clock Stations
218 West Fifth St.
Alexandria Hotel Bldg.
Pasadena Store - Hotel Maryland

▲ Figure 6-62: Bawo & Dotter New Hall Clock No. 294 Small Size at 6 ½ Feet
Courtesy of *The Jewelers' Circular*, February 5, 1913, Page 288

◀ Figure 6-63: Feagans & Company—Imported Clocks Herschede and Others
Courtesy of *The Los Angeles Times*, Los Angeles, August 31, 1913, Page 31

HERSCHEDE SALES REPRESENTATIVES

In 1913, there were a few sales representative advertisements. One sales representative example was from Feagans & Company in the Los Angeles area. Feagans & Company highlighted that they were special representatives for a number of the most famous clockmakers of the Old World, including the makers of the masterpiece Herschede movement, Figure 6-63.

According to The Herschede Hall Clock Co. serial number books, from 1911 through 1913, Feagans & Company purchased five hall clocks, Figure 6-64.

MVT NO.	CASE NO.	DIAL	TUBES	SHIP
113	86	B	5	August 24, 1911
63	107	-	5	August 25, 1911
173	83	B	9	August 28, 1911
497	86	A	9	August 8, 1913
518	141	A	9	December 26, 1913

▲ Figure 6-64: Feagans & Company Herschede Hall Clock Purchases From 1911 through 1913

Courtesy of Jeff and Christine Griffen

Another representative that advertised in 1913 was The Alms & Doepke Co. of Cincinnati, which noted that they were associate distributors of Herschede Hall Clocks.

1914

BUSINESS

World War I officially began July 28, 1914.

By August 12, 1914, the European war had impacted the members of the jewelry and clock trade and their families, as many became marooned in Europe. A list of marooned names and locations were published in *The Jewelers' Circular*, August 12, 1914 (page 79). There were no Herschede names present.⁶⁵

On August 26, 1914, Ernst Gideon BEK Inc. ran an advertisement in *The Jewelers' Circular* which stated "War Bulletin: situation in Europe will not impact business."⁶⁶

Frank Herschede spent the winter in Florida, as he and his family often did.⁶⁷

However, the war was having an impact on the trade by 1915.



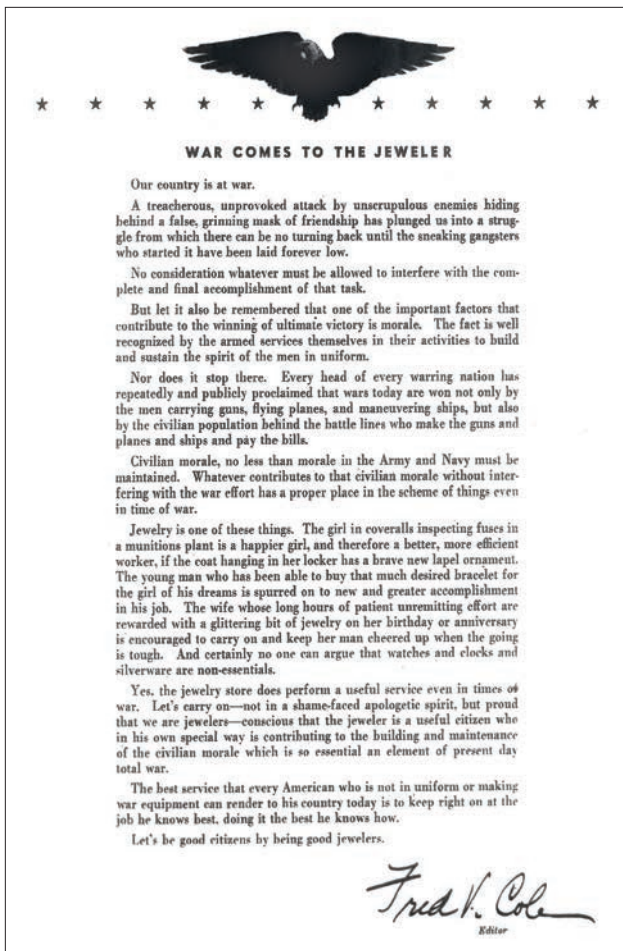
1942

BUSINESS

The Frank Herschede Co. purchased six clocks from the Herschede Hall Clock Co. on April 29, November 25, and December 14. The December clocks were the last three clock purchases of 1942. No Herschede Electric or Revere Clocks were purchased in 1942.¹

Edward F. Herschede of The Frank Herschede Co. was reelected chairman of the board for the Gemological Institute of America.⁶⁶

Parking meter firms were accused of monopoly as charged by the U.S. Federal Government. Seven corporations, 10 individuals and a partnership were named in the actions brought in the Federal District Court at Wilmington, Delaware. Karkpark Corp. and Walter J. Herschede, among many other parking meter industry players, were named in the action.⁶⁷



▲ Figure 8-51: War Comes to the Jeweler
Courtesy of *The Jewelers' Circular-Keystone*, January 1942, Page 37

WORLD WAR II IMPACT

The jewelry industry, like all others, was impacted by the war, and *The Jewelers' Circular* editor published a story on how the jeweler would contribute to the war effort, Figure 8-51.

Panocular Corp. was formed, January 7, 1942, to manufacture optical elements for military instruments. William "Foy" Herschede was named president. Capital of 250 shares of no-par stock was listed in the application for incorporation.⁶⁸

Lieutenant Mark Herschede, son of Lawrence Herschede, a Cincinnati jewelry company official, was on observation duty with the U.S. Army Signal Corps somewhere in England. He was a member of the Electronics Group studying national defense methods.⁶⁹

The Herschede Hall Clock Co. noted the November 1941 U.S. government contract to manufacture observation instruments. Already the company was working on a previous U.S. government defense award in addition to keeping up its nonwar production. The latest contract, according to Walter J. Herschede, president, called for manufacture of double-telescope fire control instruments for anti-aircraft guns.⁷⁰

Robert H. Herschede, 24 years old and youngest son of Walter and Ruth Herschede, had been transferred from the 107th Cavalry to the Air Corps for aviation cadet training at a western field. He attended the University of Cincinnati and Xavier University.⁷¹

Lieutenant Mark Herschede, 25 years old, who had been employed in the silver-plating department of the Herschede Jewelry Co. at the time of his enlistment in September 1941, returned home March 28, 1942, after serving six months with the Royal Air Force in Britain. He was expected to join the United States' armed services in the near future.⁷²

Watch and clock factories converted for war, and normal work halted June 15, 1942. The War Production Board (WPB) called for virtually every pound of usable metal, as well as skills and facilities not essential for civilian needs. Copper had been restricted earlier. No watch or clock movements made chiefly of brass or copper could be made after May 31, 1942, and no inventory could be processed after June 15, 1942, except for "high priority" purchases.⁷³

Four clock manufacturers filed appeals for continued production but looked for only temporary relief, if any. Clock manufacturers annually used about 2,500 net tons of copper. One clockmaker was said to be experimenting with a low-priced metal-less clock, cased in waste material with fiber wheels and parts. The bans now included iron, steel, copper, tin, nickel, chromium, iridium, and rhodium. Since April 1, 1942, the WPB had banned the alloying of



gold with 50 percent or more copper, but this had still permitted even 10 karat alloys except certain pink and red golds of that fineness. (The Herschede Hall Clock Co. utilized gold on the dials.) Now the WPB was talking of reducing the copper content of any gold alloy to 25 percent and reduced jeweler use to 50 percent of the company's consumption in the previous year.⁷³

The General Conservation Order M-126 in early May 1942 ordered manufacturing plants to stop using even steel and iron in the manufacture of more than 400 common civilian products, which included clock cases. The manufacturing companies were experimenting with other combinations of metals that could be used to keep producing some product, but most still found it hard to get materials of any kind.⁷³

In order to raise funds for World War II, war bonds and stamps were available for purchase, as was done during World War I. Figure 8-52 shows The Frank Herschede Co. support of the war.

Robert H. Herschede, son of Mr. and Mrs. Walter J. Herschede at 6456 Grand Vista, was commissioned a second lieutenant in the Army Air Force and had been assigned to duty with a ferrying division of the Army Air Force transport command in California. Lieutenant Robert Herschede was a graduate of Purcell High School and Xavier University.⁷⁴

Flash! Platinum was out for the duration of the war, and gold and silver were endangered by tightened restrictions on copper.⁷⁵

1942, 1943, AND 1946 CATALOG SERIES

The 1942 Catalog was issued during the beginning of World War II. This decorative catalog was also the first after coming out of the Great Depression. The catalog was modest in design and style, as compared to the Late 1927 Catalog and 1929 Herschede Electric Catalog.

The 1942 Catalog cover was on smooth paper, unlike the earlier textured papers of the catalogs, Figure 8-53. The cover had a scroll border and the text "Chiming" was in an orange-colored



◀ Figure 8-53: 1942 Herschede Floor Clocks Catalog
Courtesy of Jeff and Christine Griffen

▼ Figure 8-54: 1942 Herschede Chiming Floor Clocks Catalog, Page 2, With Pattern Nos. 120 and 141
Courtesy of Jeff and Christine Griffen



◀ Figure 8-52: "Get Your Share of War Bonds and Stamps to Insure Our Freedom and Independence" The Frank Herschede Co.
Courtesy of The Cincinnati Enquirer, July 17, 1942, Page 12





The publication year of the booklet can be inferred from the following clues: a Herschede Hall Clock Co., customer letter from Robert Herschede dated March 30, 1955; the “Herschede Clock” font style which was found in 1950 to 1954 catalogs; and from the product offerings, which were available between 1950 and 1959. The address on the catalog’s last page showed Cincinnati 6, Ohio, which means the booklet was published prior to 1960, when the company moved to Starkville, Mississippi. The postal district code of 6 means that it was later than 1943, when the new code was required.

The booklet opened with the history of the development of timekeeping and then compared the floor clock to art masterpieces, arguing that there were many sides to its character. The text stated that the possession of a floor clock was more enjoyable and interesting when its story was known, and promised that the booklet’s pages would give background on timing, chimes, moon dial, and styles. The booklet showed five Herschede masterpiece floor clock models for modern living: Nos. 215, 217, 245, 276, and 294. The booklet concluded with a description of the Herschede-made dials. The last page displayed the script “Herschede Clocks” in the same style font as in the 1950–1952 Catalog.

1950–1952 PRODUCT OFFERINGS

In 1948, there were eight Series-200 products. The 1950–1952 Series-200 product offerings remained flat at eight.

Between 1950 and 1952, there continued to be one Series-400 Petite Clock No. 436 and one Series-500 No. 515 offered.

Series-200 Grandfather Clocks

From 1950 to 1952, the five Series-200 Grandfather Clock Nos. 217, 240, 276, 292, and 294 were continued.

The three new Series-200 patterns were Nos. 215, 245, and 247, as shown in Figure 9–29 on page 265. The three Series-200 patterns dropped from 1950 to 1952 were Nos. 214, 243, and 280.

HERSCHEDE FACTORY EARLY 1950s

The Herschede factory transitioned from World War II contracts to clock production in the mid- to late 1940s and was in full clockmaking production by the early 1950s. Figures 9–30 to 9–38 show a few of the clock factory departments during this period of time at the McMillan Street and Essex Place Cincinnati location.

► **Figure 9-30: Herschede Drill Press Department, Cincinnati Herschede Factory**

Courtesy of Herschede Hall Clock Company Records, 1887–1964 (Bulk 1940–1964), Mss 989, Cincinnati Museum Center, Sub-Series 5, Box 2, Folder 30





▲ **Figure 9-31: Herschede Punch Press Department, Cincinnati Herschede Factory**

Courtesy of Herschede Hall Clock Company Records, 1887-1964 (Bulk 1940-1964), Mss 989, Cincinnati Museum Center, Sub-Series 5, Box 2, Folder 30

Herschede made all the parts for their floor clock movements during this period. Figures 9-30 to 9-34 show a few of the factory departments making clock parts and floor clock movement assembly.

Herschede used many punch dies to make clock parts. The punch machines would apply pressure to change raw material into clock parts. The die held the material in place, such that it did not move during the punching process. Figure 9-31 shows the Herschede punch press department. Many of the punch dies have been archived and continue to be used to this day. Figure 9-32 shows one of the original Herschede dies that was used on the punch presses.



◀ **Figure 9-32: Original Herschede Punch Press Die 13796**

Courtesy of Jeff and Christine Griffen



1—REBUILD THE CLOCK BRAND

The executive team defined four objectives to rebuild the clock brand:

OBJECTIVE 1: ADDRESS QUALITY ISSUES

The Herschede Hall Clock Co. found that making the transition from Cincinnati to Starkville, Mississippi, resulted in delayed development of the needed clock-manufacturing skills, and they had encountered some product quality issues. As a result of quality issues, the dealers had become upset with the company. The movements were not performing consistently, and the case finishes were not as good as they had been in prior years. The strategy was to rebuild confidence in the Herschede brand by strengthening the company with the success of the Howard Furniture Company. The objective was to apply the Howard Furniture Company expertise to The Herschede Hall Clock Co. while being transparent with the dealers on progress.^{4,5}

OBJECTIVE 2: DEVELOP EMPLOYEE SKILLS

The executives became focused on hiring approaches, development of skills, development of competitive employee benefits, and purchasing new factory equipment.^{4,5}

OBJECTIVE 3: ESTABLISH A CONSISTENT CLOCK ADVERTISING CAMPAIGN

The Herschede Hall Clock Co. marketing premise was that everybody would like to have a grandfather clock in their home. The idea was that if you own your home, your home is important to you, and if your buying goal is to have nice furniture, then you would like a grandfather clock. The challenge was that the clocks were typically the last furniture purchase to be made. Basically, the grandfather clock was not an essential piece of furniture and was considered a luxury purchase. Consumers were very concerned

about the high price of clocks, which made the grandfather clocks difficult to sell. In the early days, the grandfather clocks were needed for telling time; however, they eventually became obsolete.^{4,5}

There were four steps defined in order to establish a consistent clock advertising campaign:

1. Secure advertising expertise
2. Develop consistent and long-term brand recognition
3. Develop corporate business collateral
4. Establish a slogan

The first step in development of an advertising campaign was to secure the expertise. Stuart P. Vance, vice president and marketing director of Howard Furniture Company and The Herschede Clock Co., called John Malmo late one night to explore new advertising opportunities, since John Malmo had delivered on advertising contracts for Howard Furniture Company in the early 1960s. On July 1, 1967, John Malmo Advertising Inc. was formed, and they were appointed as advertising counsel for the Howard Furniture Company and The Herschede Hall Clock Co.⁴

The second step was to develop a consistent advertising campaign to build in the public mind the image of a company aimed at future growth, as well as immediate sales. It is difficult to measure the effectiveness of advertising in any precise way; advertising will build sales, but it takes time and effort. Advertising consistency was important for long-term recognition. Herschede had brand recognition and was considered to make the “finest Grandfather Clocks in the world” by the clock industry.^{4,5} The advertising campaign continued to build on this brand recognition. In later years, the new campaign won advertising awards at regional and local levels, as well as in Atlanta and other national markets.^{4,5}

The third step was to develop corporate business collateral with a new custom font, which was to be consistently utilized on all business correspondence such as letterhead, envelopes, cards, brochures, and invoices. The Herschede custom font was a calligraphy design by Ed Bailey, art director and graphic designer for John Malmo Advertising Inc.⁵ Figure 11-4 shows the new Herschede Hall Clock Co. custom font design that was consistently used from 1967 until 1992, when all production stopped.

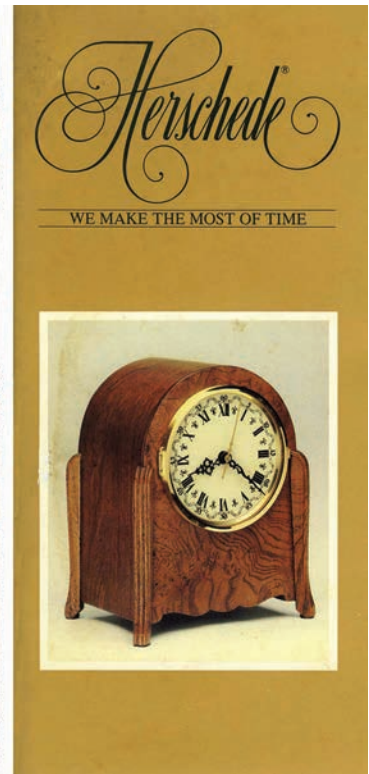
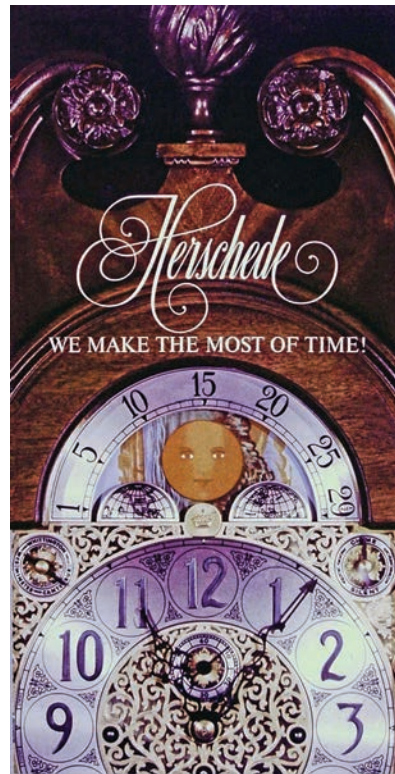
By March 1972, the Herschede calligraphy that was used on business collateral was enhanced with World’s Fair medal emblems. For example, the Herschede letterhead and catalogs included the addition of the 1901–1902 South Carolina Interstate and West Indian Exposition of Charleston round gold medals and 1904 Louisiana Purchase Exposition (St. Louis World’s Fair) gold (triangular) and silver (square) medals, Figure 11-5. The 1904 Louisiana Purchase Exposition (St. Louis World’s Fair) gold and silver medals were also used earlier on the 1905 Catalogue.

▼ **Figure 11-4: New Herschede Hall Clock Co. Custom Font Design**
Copyright © John Malmo Advertising Inc., Circa 1967





▲ Figure 11-5: Exposition and World's Fair Medals, 1972 Catalog, Page 2
Courtesy of Jeff and Christine Griffen



► Figure 11-6: Herschede “We Make the Most of Time” Slogan Utilized on Two Different Brochures
Copyright © John Malmo Advertising Inc., Circa early 1970s, Courtesy of John Malmo

The World's Fair medals were stored in the company safe, and upon the closure of the business, they remained with the Herschede family. The World's Fair diploma awards issued with the medals were no longer kept by the company. All the business collateral style remained the same from 1972 through 1992.

The fourth step was establishment of a creative slogan that was developed by John Malmo Advertising Inc. The slogan, “We make the most of time,” began to be utilized in advertisements and was placed on marketing collateral, such as the marketing brochures shown in Figure 11-6, and eventually on other sales items such as Herschede clock cubes.⁵

The mantel clock brochure shown in Figure 11-6 measured: 4 inches wide by 8.5 inches high. This brochure was issued after 1973, as Arnold Industries Inc., which was not established until after 1973, appears on the back cover. The brochure features Series-800 and 900 products.

OBJECTIVE 4: PROMOTE MASTER CLOCKMAKER CAPABILITIES

The Herschede Hall Clock Co. clock movement and case masters possessed critical skills and were an asset to the company's success. There were few people with the needed skills, and it took many years to become an established clock movement and case master. The Herschede Hall Clock Co. advertising promoted the clock movement and case master employees who designed and produced the highest-quality products, as shown in Figure 11-7 (page 312). John Malmo brought photographers to Starkville, Mississippi, to photograph the master clockmakers in black and white.⁵

Through the Herschede research, a sampling of the master clockmaker advertisements was located in *House and Garden*, October and December 1972; *House and Garden*, December 1974; *House Beautiful*, December 1975; and *House and Garden*, October 1976. The 1972 master clockmakers advertisements noted the Herschede Hall Clock Co., but from 1974 to 1976, advertisements changed to call it The Herschede Hall Clock Co., a division of Arnold Industries Inc. Herschede tended to advertise in the fall and winter issues of these publications.



The company developed a standard letter, Figure 12-84, on how to acquire a Herschede movement and the clock kit policy.

By November, Ted's Clock Emporium had an unusually large accounts receivable due at \$400,000 (\$1,101,646 at 2021 rate). Ted's Clock Emporium account was being paid according to terms that the company had agreed to, and they would continue shipping clocks as the inventory was liquidated.³

As the news became public that the Herschede clocks would no longer produce full-case products, articles began to appear in newspapers such as the *Clarion-Ledger* in Jackson, Mississippi. One dated November 20, 1983 (page 97), declared "The end of time is approaching for Starkville company's clocks."

In 1983, clock products were competing for consumer dollars. A common consumer purchase might have been a TV, such as a Zenith 25-inch color console or an automobile. A Mercury automobile cost \$6,000 to \$7,500³⁴ (\$16,524 to \$20,655 at 2021 rate), and a Zenith 25-inch color TV console between \$650 and \$950 (\$1,790 to \$2,616 at 2021 rate).³⁵ If a consumer wanted to purchase a low-end grandfather clock, such as a Lady Rebecca, the retail cost was \$1,705 (\$4,695 at 2021 rate), which was equivalent to two times the cost of the Zenith 25-inch color TV. The cost of a high-end Herschede clock Model 294, Haverford five-tube, was \$5,500 (\$15,147 at 2021 rate) retail price, and a nine-tube was \$6,050 (\$16,662 at 2021 rate).³⁶ The consumer buying a high-end

clock, such as the Model 294, Haverford would be faced with a decision to buy a clock that cost nearly as much as a Mercury automobile.

As America's jobless rate declined, President Reagan declared "We're on the move now." However, Mississippi remained in a jobless slump, which in January 1983 was the highest ever at 12.2 percent and topped the national monthly rate of 11.44 percent, Figure 12-85.

FY 1983
FISCAL YEAR: JULY 1, 1982-JUNE 30, 1983 CLOCK MOVEMENT BUSINESS ONLY

1984 HERSCHEDE HALL CLOCK CO. CEASES OPERATIONS

Atlanta market orders were around \$50,000 (\$132,006 at 2021 rate) and Dallas market around \$150,000 (\$396,020 at 2021 rate). Traffic was slow at both markets, and it took considerable work to bring the Howard Furniture division back strong.³

The cost of phasing out production of Herschede clocks was estimated at \$250,000 to \$400,000 (\$660,033 to \$1,056,053 at 2021 rate) in write-off costs prior to the close of the fiscal year as

▼ Figure 12-85: America's Jobless Roll Declines
Starkville Daily News, February 5, 1983, Cover

Starkville Daily News

Official Newspaper of This City and Oktibbeha County
Starkville, Mississippi, Saturday Morning, February 5, 1983
Associated Press News and Pictures 25¢

Jubilant Reagan Declares 'We're On The Move Now'

America's Jobless Roll Declines 600,000

WASHINGTON (AP) — Although 11.4 million people remain out of work, America's jobless roll declined by 600,000 last month, the government said Friday. An ebullient President Reagan declared "We're on the move now."

Officially, the unemployment rate fell from a post-Depression record 10.8 percent in December to 10.2 percent in January. But a third of that was due only to a mathematical change which counted, for the first time, 1.7 million U.S.-based military personnel.

In the civilian labor force alone, unemployment fell to 10.4 percent, the first time there has been a decline in that rate since July 1981, when the recession began.

While Reagan predicted American joblessness

would not eclipse that 10.8 percent rate, the government's top labor statisticians acknowledged that employment figures for January "typically are subject to large seasonal swings."

A jubilant Reagan, however, proclaimed that "millions of Americans can take heart. Unemployment has finally started down."

"This dip in unemployment, coming just after word of higher retail sales, higher auto sales, is just one more sign that America is on the mend," he said.

Reagan, under increasing pressure from Congress to support a large-scale public works program, said he has authorized his staff to examine the possibility of accelerating government military and civilian construction projects

to help ease unemployment.

The 0.4 percentage point drop in the civilian jobless rate resulted largely from an adjustment figure for seasonal variations. Without this adjustment, the overall rate, excluding the military, would have reached a post-Depression record of 11.4 percent.

When joblessness was soaring last spring, Reagan noted that without such adjustments, the rate would not have been so high. "I'm not sure we live in a seasonally adjusted world," he told a Saturday radio audience.

During his impromptu, nationally broadcast news conference Friday, Reagan backed away from that, saying only that in the past "I've questioned and said, explain that to me."

In good economic times, large-scale hiring by

business has taken place in December with the advent of the holiday shopping season, and that was followed by heavy layoffs in January. Because virtually no such hiring took place this time, there was the accompanying layoff of people hired during the holiday season in the retail trades.

Thus, the total number of unemployed people plummeted by 500,000 when the bar was adjusted the figure for the surprising lack of a widespread layoffs.

When that seasonal variation from normal trends was taken into account, it produced a 10.4 percent — rather than 11.4 percent — overall civilian jobless rate.

Year	Month	Percent of Work Force
1982	Jan	12.2
1982	Feb	11.4
1982	Mar	10.8
1982	Apr	10.6
1982	May	10.4
1982	Jun	10.2
1982	Jul	10.1
1982	Aug	10.0
1982	Sep	9.9
1982	Oct	9.8
1982	Nov	9.7
1982	Dec	10.8
1983	Jan	10.2
1983	Feb	10.4
1983	Mar	10.6
1983	Apr	10.8
1983	May	11.0
1983	Jun	11.2
1983	Jul	11.4
1983	Aug	11.6
1983	Sep	11.8
1983	Oct	12.0
1983	Nov	12.2
1983	Dec	12.4

Source: Dept. of Labor AP



a result of discontinuance of clock manufacturing. A good part of the loss would result from scrapping or liquidation of inventory at prices below cost.³

Kieninger Co. of Germany expressed interest in entering into a joint venture, and a meeting was scheduled on February 22, 1984.³ No further board references were made to the outcome of the meeting.

Zebco, division of Brunswick Corp., had shown interest in acquiring the Motor-Guide division. Zebco was making plans to enter the electric fishing-motor business and wanted the established business of Motor-Guide. At this point, the Motor-Guide division was not for sale, but Arnold Industries Inc. would consider making the motors for Zebco. Arnold Industries Inc. decided they were not interested in selling the Motor-Guide division, but would consider a joint venture.³

By May, the board approved the clock production phase-out in Plant 2 cases, to be completed by June 30, 1984. Almost all clock models, with the exception of the Model 8200 Grandfather Clock and a few mantel clocks, had been sold. Movement inventory was liquidated during the third quarter at around 30 percent of inventory cost.³ Figure 12-86 shows the Herschede factory showroom close-out sale. The liquidation of movement inventory, along with write-off or write-downs on other inventory, created

a charge to earnings of around \$150,000 (\$396,020 at 2021 rate) during the third quarter. More write-offs of \$100,000–\$250,000 (\$264,013 to \$660,033 at 2021 rate) were expected during the fourth quarter.³

On May 7, 1984, the Herschede management team proposed a sell-off of the clock movement business, since the orders that had been received from Howard Miller, Sligh/Trend, and other vendors were unlikely to reach the 1,000-movement level needed to make a viable business during the first year.³

Howard Miller purchased around 50 Herschede movements and put some into their cases. Figure 12-87 shows Philip D. Miller, son of Howard Miller, at Champs Clock Shop in Douglasville, Georgia, with a Herschede movement that Philip D. Miller and Jerry Champion configured at the shop.³² Years later, in 2002, Philip D. Miller became chairman of the board and CEO of Howard Miller and retired in 2008.³⁷

▼ Figure 12-87: Philip D. Miller With a Howard Miller Clock Case and Herschede Movement at Champs Clock Shop, Circa 1983

Courtesy of Jeff Champion, Champs Clock Shop, Douglasville, GA

FINAL DAYS

Clock Factory Close-Out Sale

at our Starkville Plant on

Herschede

Hall, Wall and Mantle Clocks
**LIMITED QUANTITIES
 LAST CHANCE TO OWN A
 HERSHEY CLOCK AT
 FACTORY DIRECT PRICES**

- Variety of Cable or Chain Wound Grandfather Clocks.
- Spring wound or Electric Mantle Clocks
- 42 Chimes Quartz Battery Powered
- Time only Battery Powered Clocks

Finishes •Mahogany •Dark Cherry •Oak
 Fruitwood •Walnut

OPEN SATURDAY JUNE 16 & 23
 Hours: 10 A.M. to 3 P.M. Monday thru Friday
 10 A.M. to 5 P.M. SATURDAY

Herschede

PLANT NUMBER 2 - HWY. 12 SOUTH - PH. 225-1521
 Hall Clocks INDUSTRIAL ROAD STARKVILLE, MS 38778

◀ Figure 12-86: Herschede Clock Sell-Off at Factory
Courtesy of the Clarion-Ledger, June 15, 1984, Page 12





The Herschede Hall Clock Co. celebrated the launch of the Model 100 with a clock installation at The Frank Herschede Co. jewelry store, 4 West Fourth St. in Cincinnati, Figure 13-11. The photo accompanying an April 1990 newspaper article shows Joni Herschede, The Frank Herschede Co. CEO, on the spiral staircase overlooking the Model 100.

The Frank Herschede Co. produced The Crown Newsletters for customers from 1991 to 1995. They were printed on card stock

and were tri-folded. The Crown, Volume 1, Winter 1991, Issue 2 was the second issue, and it had a story on the back of the Model 100 clock. Figure 13-12 shows the cover of the Winter 1991 The Crown above the photograph; below the photograph is the back of the Winter 1991 Issue.

Installation of the Herschede Model 100 Limited Edition clock at The Frank Herschede Co. store in Cincinnati was a significant milestone for the Herschede Hall Clock Co. revival team.



◀ **Figure 13-10: Calvin Pilkington Installing the Herschede Model 100 Movement at The Frank Herschede Co., April 1990**
Courtesy of Howard Klein, September 28, 2016

▼ **Figure 13-11: It's the Granddaddy of Herschede Clocks**
The Cincinnati Post, April 28, 1990, Page 4C, by Gayle Harden-Renfro, photograph by Dale A. Dunaway
Courtesy of Herschede Hall Clock Company Records, 1887-1964 (Bulk 1940-1964), Mss 989, Cincinnati Museum Center Box 1, Folder 23

▼ **Figure 13-12: Herschede Hall Clock Co. Makes Granddaddy of a Clock**
The Crown, Volume 1, Winter 1991, Issue 2, Back
Courtesy of R&M Imports, Randy and Mary Thatcher

HERSCHEDE HALL CLOCK COMPANY MAKES GRANDDADDY OF A CLOCK

Far from being relative, time is a constant reminder to many Cincinnati families of Frank Herschede's legendary success that began 115 years ago. That's when he founded The Frank Herschede Company on the banks of the Ohio River. But while his legacy began and continues with his retail jewelry store, his true passion was making and selling time. It was in 1890 that he ventured into the clock business and established the Herschede Hall Clock Company, the country's premier maker of exquisitely detailed, hand-crafted clocks.

The Herschede Hall Clock Company still

exists under different ownership. And like Frank, it still makes its own mechanisms and cabinets. It is the last maker of tubular bell grandfather clocks in the United States. Joni Herschede, president and chief executive officer of Herschede, bought the clock company's first grandfather clock made to celebrate its 100th anniversary. The eight-foot-tall timepiece commands a value in the \$20,000 range, but is not for sale. Showcased in its downtown store, it is displayed to show the quality that Frank demanded. "There is no substitute for quality."

Herschede

It's the granddaddy of Herschede clocks

By Gayle Harden Renfro
Staff Reporter

It commands the least-dragging price of \$22,000 — but when you lay eyes upon the eight-foot-tall Herschede Hall clock, you'll think it's worth it," said Howard Klein, president of the Herschede Hall Clock Co.

The grandfather clock, the first produced by the company since 1984, went on display Friday at Herschede Jewels, 4 West Fourth St., downtown, to celebrate the 100th anniversary of the clock company.

Herschede Hall Clock Co. was founded 100 years ago in Cincinnati by Frank Herschede, grand-nephew of Mark Herschede, now chairman of the board of the jewelry store. In 1984 the clock company moved to Starkville, Miss., it closed in 1984. The company reopened four years later, and, although it is now owned by another company, the Herschedes have brought the clock

to Cincinnati for resale purposes.

"The length of time the company produced clocks comes out to 100 years," Klein said.

The new Herschede grandfather clock is the first model produced since the company reopened.

"We are the only manufacturer left in the United States that produces tubular bell grandfather clocks," Klein said. "We make our own mechanisms and our own cases."

The clock features a hand-engraved gold-plated face and plays out over two time mechanisms.

All the Herschede clocks will be sold as a custom-order basis. But this grandfather of these clocks is made to order for sale. The \$22,000 model of art, brass and 100 feet of brass, will feature a professional finish of the downtown jewelry store.



HERSCHEDE MODEL 100 DEVELOPMENT

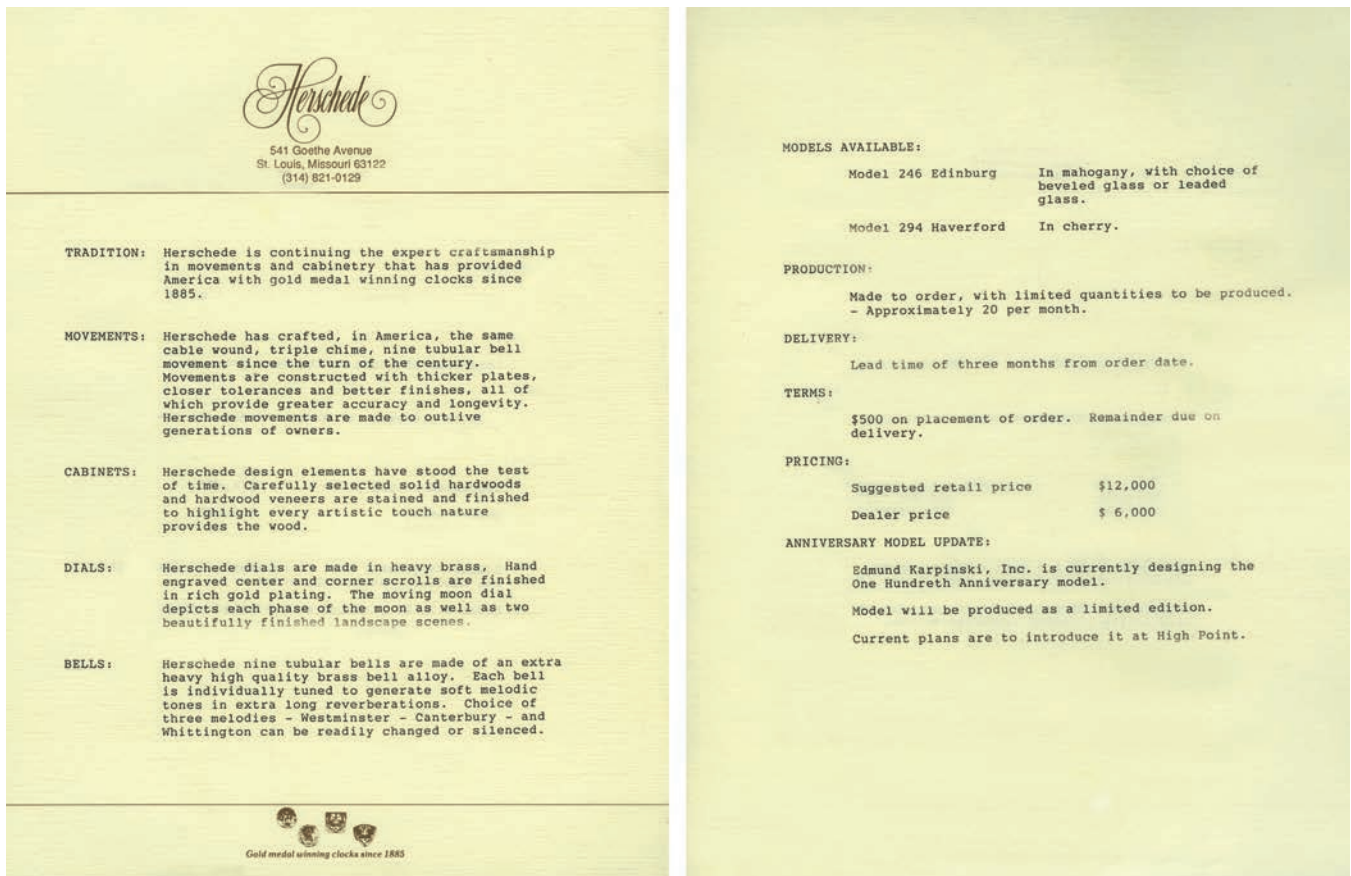
On May 2, 1980, the Arnold Industries Inc. board meeting minutes stated that they had plans to develop a limited-edition clock commemorating Herschede's 100th anniversary (this clock did not go to production under Arnold Industries Inc.). Howard Klein and Gary McMinn both stated that "Edmund Karpinski designed the Herschede Model 100."¹² Figure 13-13 shows a Herschede Hall Clock Co. product highlights letter on a single page, front and back, on cream-colored paper. On the back, the anniversary model update, it stated that the model was currently being designed by Edmund Karpinski for the Herschede 100th anniversary and plans were to introduce the limited-edition clock at the High Point Market. The High Point Market was held in April and October 1990, and the Model 100 was showcased at the events. The Herschede product highlights letter is undated; however, the company was revived in 1988 and the High Point Market was in 1990, which dates the letter between 1988 and 1990.

There were some case-manufacturing improvements; however, no design changes were made to the Model 100 case drawings.² The Model 100 serial numbers were 1 to 5! The Model 100 prototype was not numbered. The Model 100 serial numbers were stamped on the back bonnet frame with three numbers: model (left side), number of clock (center), and factory lot number (right side). The design process for the Model 100 clock started in 1980, and it would be 10 years later that the first clock was installed.

The Dalcraft Co. case shop is shown in Figure 13-14 (page 412). The staging of the Model 100 bonnet and case waist is shown in Figure 13-15 (page 412). The Model 100 was built with walnut and walnut-faced plywood for the back and bottom, as shown in Figure 13-16 (left, page 412).² The veneer overlays were matched walnut burl with edge rosewood inlays, and the side rails and door rails were walnut burl, as shown in Figure 13-16 (right, page 412).²

▼ Figure 13-13: 1988-1990 Herschede Product Highlights Letter Front (left) and Back (right) With Anniversary Model Update

Courtesy of Jeff and Christine Griffen





The clock cases required manufacturing precision and finish expertise. Figure 13-20 shows Billy Gardner, case finish operations, applying the clear lacquer on a Model 100.

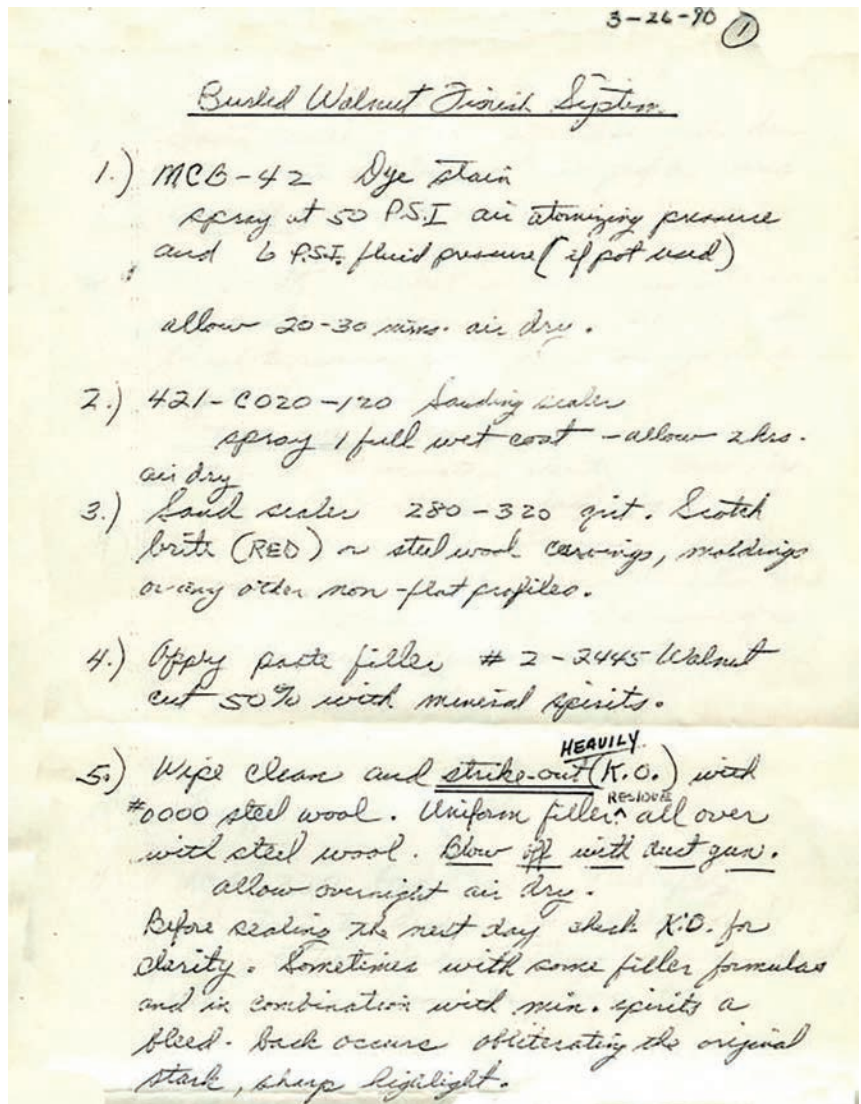
The Model 100 walnut burl had a detailed finish system, defined and documented by Billy Gardner on March 26, 1990. Figure 13-21 shows the first page of the Walnut Finish System. (Appendix 3 pages 492-495 have the complete cherry, crotch mahogany, and walnut finish system notes.) The Walnut Finish System specified details on spray volume, finish dry times between coat layers, types of sanding materials and sanding techniques, wood fillers, dye stains, lacquer, and hand rubbing of topcoat. Each clock took on a different finished look, as the walnut dye stained a bit differently and the wood color drifted from red to green tints.²

The movements utilized in the Herschede Hall Clock Co. revival clocks were from the Brunswick Corporation Zebco division purchase in 1988. The movements had to be completed, as they were built to the point at which the company ran out of parts.¹

Howard Klein received the fourth Herschede Model 100 (serial number 4), which was located in York, Pennsylvania. Around 2010, he contacted various prospective buyers, and later in February 2011, he sold it to Anthony J.F. Klatch in Hazleton, Pennsylvania, Figure 13-22. Howard stated in his October 25, 1991, Herschede Hall Clock Co. video lecture in Dayton, Ohio, that they had made 15 total clocks (Model 100; 294II, Haverford; 246II, Edinburgh) and that seven had been sold. Howard had two clocks; his partner, Bob Eggering, had one clock; and the remaining 12 clocks were in Mississippi.²



▲ Figure 13-20: The Dalcraft Manufacturing Inc., Sturgis, MS, Model 100 Case Lacquer Finish Application by Billy Gardner
Circa 1989
Courtesy of Howard Klein, Herschede Portfolio



► Figure 13-21: The Dalcraft Manufacturing Inc., Sturgis, MS, Model 100 Burl Walnut Case Finish System, March 26, 1990, by Billy Gardner
Page 1 is shown.
Courtesy of Gary McMinn and Billy Gardner



The Model 100 measures 95 inches high by 28 inches wide by 18 inches deep. Note the brass on the front column end caps only, not the entire fluted column, as shown in the Herschede Hall Clock Co. product brochure and in the October 1990 High Point Furniture Market Model 100 on display. The Model 100 product specification columns were rolled brass. It had brass metal trim

on the bonnet, waist door, and base, Figure 13-23. There were a total of eight fluted solid walnut columns, which all had decorative brass caps (four columns on bonnet and four on case waist), Figure 13-24 (page 416). There were two round top pediments that had decorative brass coins. The top center pediment as well as the base were hand-carved walnut. The Model 100 had

▼ **Figure 13-22: Fourth Herschede Model 100**
Courtesy of Anthony J.F. Klatch, owner



► **Figure 13-23: Fourth Herschede Model 100, Bonnet**
Courtesy of Anthony J.F. Klatch, owner





When Herschede started shipping their movements to Colonial Mfg. Co. in 1916, the Crown emblems were removed and only the sunburst plate remained. The Crown emblems were utilized on the Herschede-made movements until the business closed for the first time, in 1992.

MOVEMENTS SUMMARY

The Herschede movement offerings changed over time, as the products covered a vast period of 100 years. In the early years, starting around 1884, they imported English mantel clocks. By 1890, they were selling English and German movement hall clocks. The early foreign movements were German and English. The German movements were Elite and Winterhalder & Hofmeier. The English movements in the Walter H. Durfee & Co. Hall Clocks were from J.J. Elliott and J.C. Jennens & Son, as well as other English movement suppliers. By 1911, Herschede had begun to make their own tubular bell movements; they started making electric tubular and mantel movements in 1927. Herschede used German movements throughout the life of the company. A few of these were from Junghans, Jauch (PL-37, PL-78, PL-96, and PL-116), and Kieninger (KSU). The movements varied with the number of tubes or chime rods supported, number of trains, mechanical or electric, and updated movement features.

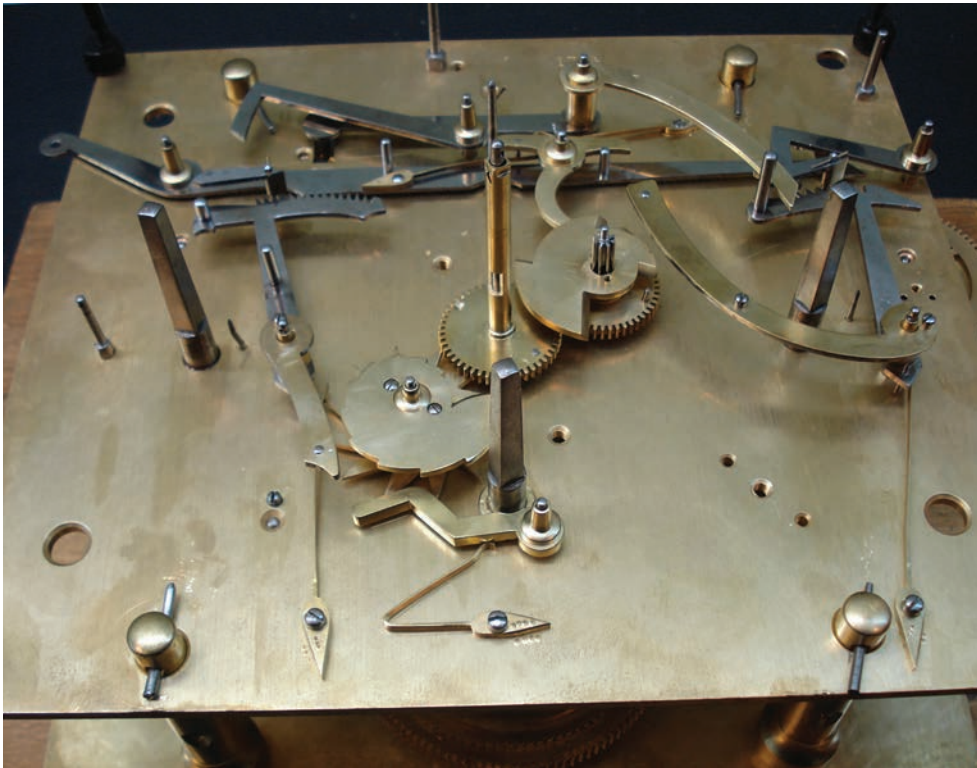
Mechanical Movements

A few of the Herschede movements are highlighted in this section, including Elite, Winderhalder & Hofmeier, J.C. Jennens & Son, Herschede-made nine-tube, German Two-Train five-tube, Herschede five and nine-tube Junior Self-Adjusting Two-Train, old-style Chain-Wound, and Herschede-made Model 1200 Chain-Wound. There are many more mechanical movements not shown, such as German chain-wound movements and mantel/wall clock movements.

Figures 14-8 and 14-9 show the German Elite movement and the “Germany” signature used in early Herschede Hall Clocks.

Figures 14-10 and 14-11 show the German Winterhalder & Hofmeier movement and the “W&H Sch” signature used in early Herschede Hall Clocks.

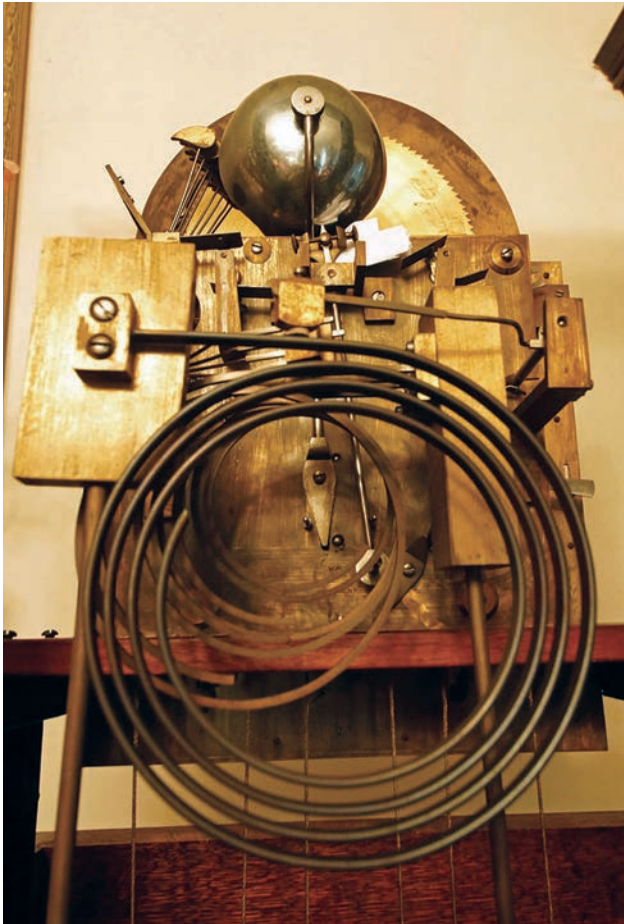
Figures 14-12 and 14-13 show the London, England, J.C. Jennens & Son movement and signature. J.C. Jennens & Son movements were one of a few English movement options used in early Walter H. Durfee & Co. Hall Clock cases. The Frank Herschede Co. made their first Walter H. Durfee & Co. purchases on November 7, 1889, as recorded in The Frank Herschede Co. financial records.



◀ **Figure 14-8: German Elite Movement Used in a 1904 Herschede Pattern No. 140**
Courtesy of Covenant Clock Restorations, Beaverton, OR

▼ **Figure 14-9: German Elite Movement Plate with “GERMANY” Signature From a 1904 Herschede Pattern No. 140**
Courtesy of Covenant Clock Restorations, Beaverton, OR





◀ **Figure 14-10: German Winterhalder & Hofmeier Schwarzenbach Movement Used in a Herschede Pattern No. 50**

Courtesy of David Warner, American & International Clock Repair, Manchester, MO

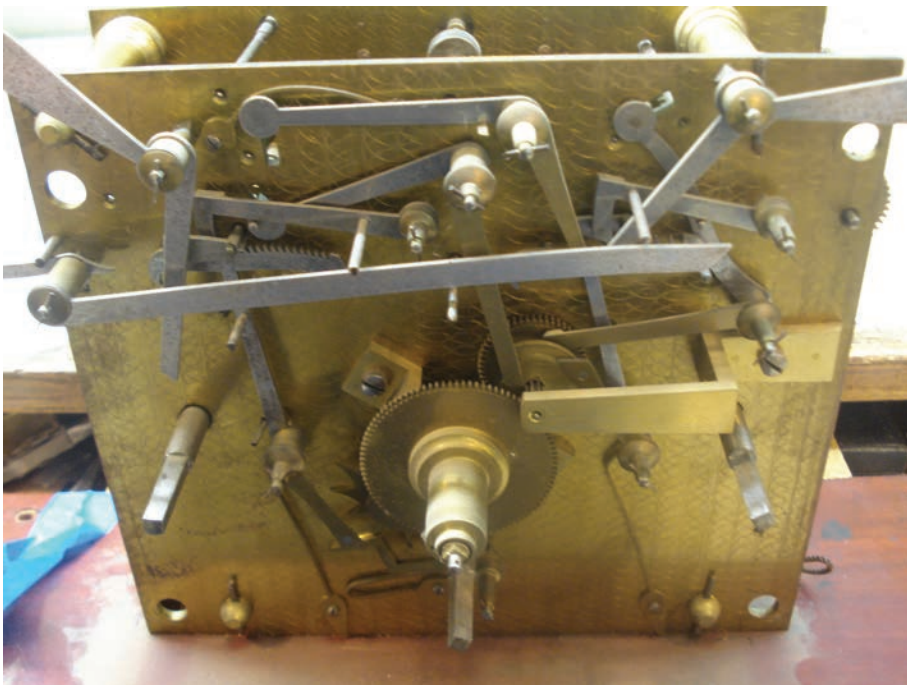
▼ **Figure 14-11: German Winterhalder & Hofmeier Schwarzenbach Movement Plate With “W&H Sch” Signature From a Herschede Pattern No. 50**

Courtesy of David Warner, American & International Clock Repair, Manchester, MO



▲ **Figure 14-13: English J.C. Jennens & Son Movement Plate With “J.C. Jennens & Son London” Signature From a Circa 1900 Tobey Flemish Hall Clock**

Courtesy of Covenant Clock Restorations, Beaverton, OR



◀ **Figure 14-12: English London J.C. Jennens & Son Movement Used in a Circa 1900 Tobey Flemish Hall Clock**

Courtesy of Covenant Clock Restorations, Beaverton, OR



▼ **Figure 14-23: Circa 1975 Herschede Chain-Wound Model 1200 Movement Front**

Courtesy of Donald Sobel of The Clock Shop of Vienna, Vienna, VA



Herschede designed and produced their last new Chain-Wound movement in the mid-1970s. The design began in 1970, shipments started in the mid-1970s, and production had ended by 1980 due to chime rod tonal quality issues. Figures 14-23 to 14-25 show the Model 1200 Chain-Wound movement and signature. The Model 1200 movement plates are 6 inches wide by 5.25 inches high, and 1.438 inches between plates. The original chain link is .38 inches (9.65 mm) long and the chain wire is .0665 inches (1.69 mm) thick.

The Movement 1200 Chain-Wound serial number was unique at 11127 and was a departure from the serial numbers used on the 1970s tubular bell Grandfather Clocks.

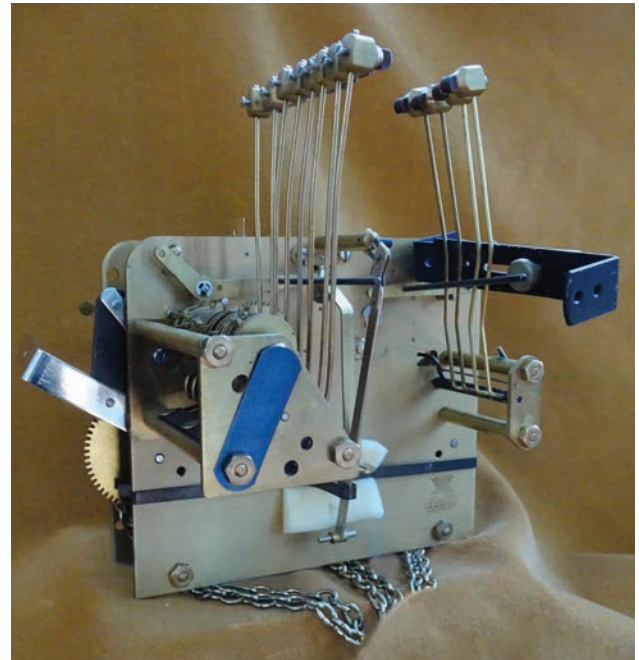
The Model 1200 Chain-Wound movement was the last Herschede-made movement.

Herschede/Revere Clock Co. Electric Movements

By 1929, The Herschede Hall Clock Co. and Revere Clock Co. had started shipping their tubular electric movements, as well as electric mantel clock movements. A few of the electric movements were the Revere Clock nine-tube tubular bell, Revere Clock five-tube tubular bell Model 120, Revere Clock Mantel Model 100, and the standard Revere Clock Mantel Model 300. A few of these electric clock movements are shown in Figures 14-26 to 14-31.

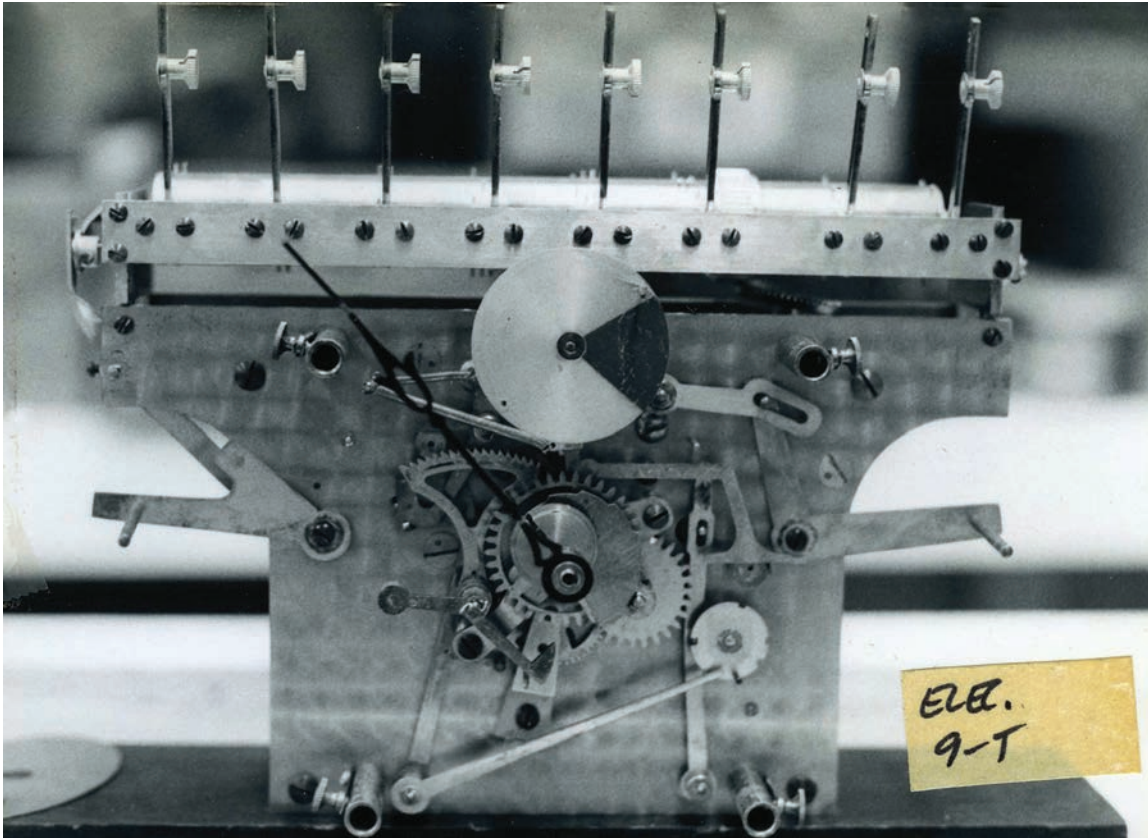
▼ **Figure 14-24: Circa 1975 Herschede Chain-Wound Model 1200 Movement Signature**

Courtesy of Donald Sobel of The Clock Shop of Vienna, Vienna, VA



▲ **Figure 14-25: Circa 1975 Herschede Chain-Wound Model 1200 Movement Back**

Courtesy of Donald Sobel of The Clock Shop of Vienna, Vienna, VA

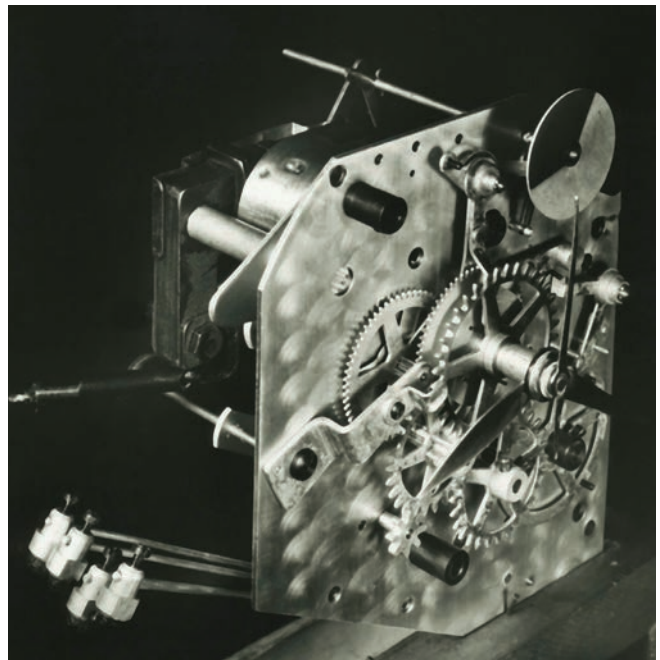
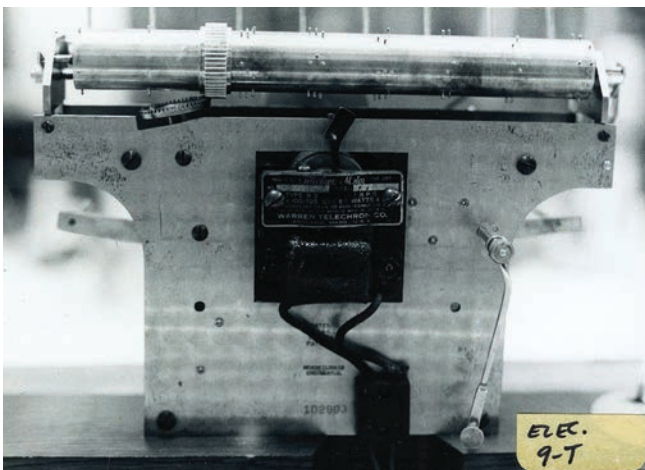


▲ Figure 14-26: The Herschede Hall Clock Co. and Revere Clock Co. Nine-Tube Electric Movement Front

Courtesy of Jeff and Christine Griffen

▼ Figure 14-27: The Herschede Hall Clock Co. and Revere Clock Co. Nine-Tube Electric Movement Back

Courtesy of Jeff and Christine Griffen



▲ Figure 14-28: The Herschede Hall Clock Co. and Revere Clock Co. Standard Electric Model 100 Movement Front

Courtesy of Jeff and Christine Griffen



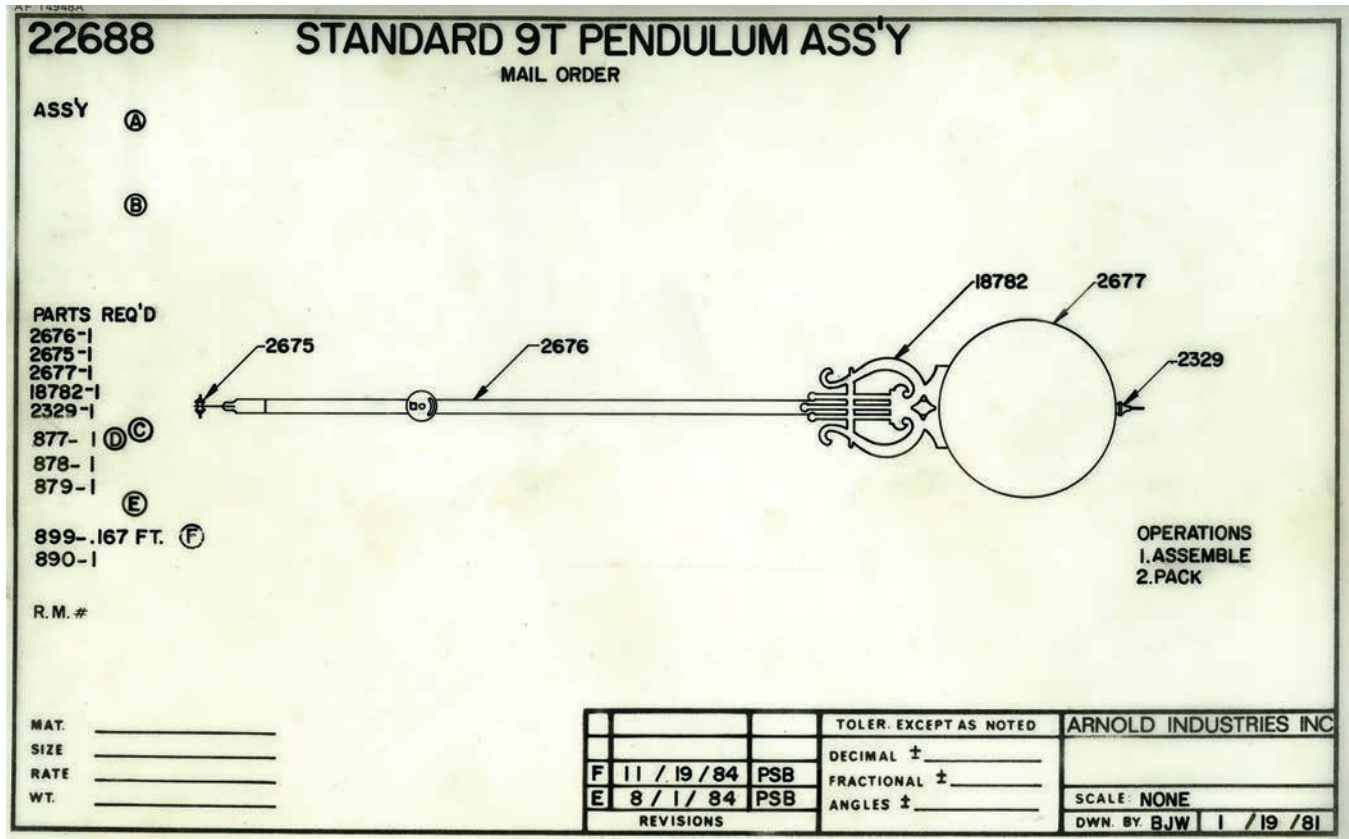
DECORATIVE LYRE PENDULUM

In 1942, the company began to offer a brass lyre attachment on regular flat rod pendulums for an extra cost of \$3.50 (\$58 at 2021 rate).⁷ The decorative lyre with bob on a flat rod was standard issue in the high-end 1970 Model 250, The Clock, Figure 14-55. In 1976, the same decorative lyre could be added to the pendulum of any five- or nine-tube tubular bell model for an extra cost of \$33 (\$157 at 2021 rate).¹⁰ By 1979, the decorative lyre could be ordered for \$50 (\$186 at 2021 rate).⁸ In 1981, the decorative lyre pendulum was offered at no additional charge.⁹ The decorative lyre pendulum option continued until the company's closure in 1984. The Model 250, The Clock lyre with 8-inch bob measures 15.25 inches high (decorative lyre top to pendulum thread tip). The decorative lyre by itself measures 4.5 inches wide by 6.25 inches high. The original nine-tube pendulum with 8-inch bob assembly vellum drawing 22688 is shown in Figure 14-56.



◀ Figure 14-55: 1970 Model 250, The Clock Gridiron Pendulum (8-inch Bob)
 Courtesy of Jeff and Christine Griffen

▼ Figure 14-56: January 19, 1981, Standard Nine-Tube Decorative Lyre Pendulum Vellum Drawing (8-inch Bob)
 Courtesy of Jeff and Christine Griffen





HERSCHEDE WEIGHT SIGNAGE

Some Herschede clocks have papers in the weights, wrapped around the lead or crumbled at the top of the weight, which may assist in dating the clock. These special papers are historic and should be handled with gloves and carefully preserved. Figure 14-57 shows a Herschede weight opened with no papers. Figure 14-58 shows a Herschede weight opened with the original papers wrapped on the lead insert. Removal of the weights for inspection should be carefully managed, such that the cables are kept tight on the movement.



▲ Figure 14-57: Herschede Pattern No. 140 Weight
Courtesy of Covenant Clocks Restoration, Beaverton, OR

▶ Figure 14-58: Herschede Weight Newspaper
Courtesy of Covenant Clocks Restoration, Beaverton, OR



▼ Figure 14-59: Herschede Weight, *The Cincinnati Enquirer* Newspaper, December 3, 1913
Courtesy of Covenant Clocks Restoration, Beaverton, OR



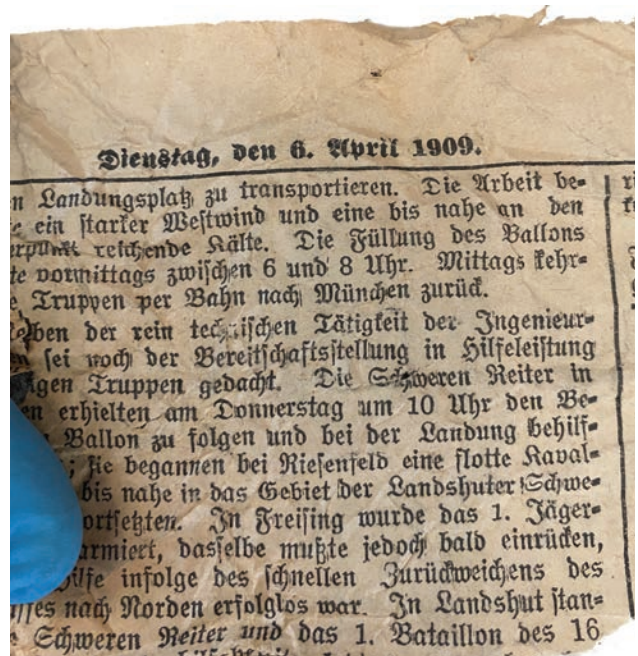
Figure 14-59 shows the newspaper unwrapped and dates the clock to around December 3, 1913.

For some of the Herschede clocks that have early German movements, there may be papers in the weights. The German papers are very rare and should be archived with care. An example of 1909 German newspapers came from a Herschede Pattern No. 7 with a very early five-tube Two-Train movement, Figures 14-60 and 14-61.



▲ Figure 14-60: Herschede Pattern No. 7 Two-Train With German Newspaper in Weight
Courtesy of Joshua Dupuis, Village Time and Tide Clock Repair, Indian Land, SC

▼ Figure 14-61: Herschede Pattern No. 7 Two-Train With German Newspaper in Weight Dated April 6, 1909 (Tuesday)
Courtesy of Joshua Dupuis, Village Time and Tide Clock Repair, Indian Land, SC



Appendix 2

HERSCHEDE PUBLICATIONS SUMMARY



The publications summary is generated from available documents at the time of this writing. There are likely some additional documents that will surface in the market place and can further add clarity to the analysis.

The publications summary provides the publication cover page with a publish year. The majority of the Herschede catalogs were undated, as they utilized separate price sheets with dates so that they could reuse the catalogs from year to year if needed. The publications are described in detail in each year in which they were introduced. The 1895 Catalogue has not been located, and the 1900 Catalog is known to have been produced, as recorded in *The Jewelers' Circular*, November 21, 1900; however, it has not been located.

The catalogs were loose-leaf style catalogs and might have some discrepancies due to the gain or loss of product offering pages put into the catalog folder.

There was a change on the spelling of catalog throughout the life of the company; from 1890 to 1924 the company used "catalogue" and in 1925 changed to "catalog" to the business closure.

There is a noticeable absence of product catalogs between 1911 and 1922. A 1910 Catalogue was issued, 1923–1924 Hall and Mantel Catalogues, but nothing in-between. The world was dealing with World War I from the summer of 1914 to the end of 1918. During 1919–1922, the world was recovering, and the first located Herschede Hall Clock Co. advertisement was on March 8, 1922, in *The Jewelers' Circular* (page 104). During the 1911 to 1922 window, was the 1915 San Francisco Panama-Pacific Exposition (PPIE). We might have expected a new catalog or brochure for the event; however, none were located. There were late 1915 and 1916 advertisements promoting the PPIE awards.

Last known location of the original catalogs:

YEAR	LOCATION
1892	Cincinnati History Library and Archives at Cincinnati Museum Center, Cincinnati
1895, 1900	Unknown
1902, 1904, 1905, 1910, 1927 Late	Edward Ingraham Memorial Library at American Clock and Watch Museum, Bristol, CT
1923–1924	NAWCC Buckeye Chapter 23 Cincinnati reprinted 1976, unknown original location.
1926, 1927 Early, 1929	Jeff and Christine Griffen Collection
1931	1931 Annual Leonard Krower & Sons Catalog Pages 679–684, Jeff and Christine Griffen Collection
1932–1939, 1942	Jeff and Christine Griffen Collection
1945–46 and 1947	Cincinnati History Library and Archives at Cincinnati Museum Center, Cincinnati
1948	Cincinnati History Library and Archives at Cincinnati Museum Center, Cincinnati
1950–1952, 1953, 1954, 1955, 1957, 1959, 1960–1962, 1965, 1970, 1974, 1976, 1978–1983, 1988–1992, 1992–2017, 1936, 1947, 1970–1972, 1970s	Jeff and Christine Griffen Collection
1956, 1972	Cincinnati History Library and Archives at Cincinnati Museum Center, Cincinnati

LEGEND FOR FOLLOWING PAGES:

- THE FRANK HERSCHEDE CO.
- THE HERSCHEDE HALL CLOCK CO.
- HERSCHEDE HALL CLOCK CO. (Division of Arnold Industries inc.)
- THE HERSCHEDE HALL CLOCK CO. (St. Louis)
- DEALER
- THE HERSCHEDE HALL CLOCK CO. (parts only)
- UNKNOWN



HERSCHEDE PUBLICATIONS 1892-1926

1892

page 81
Figure 3-10



1892

page 82
Figure 3-13



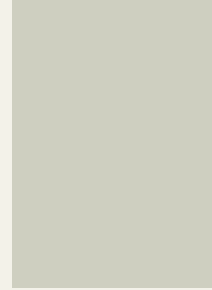
1895

cover unknown



1900

cover unknown



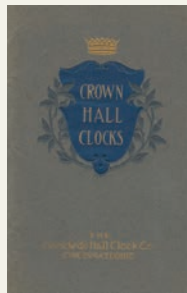
1902

page 100
Figure 4-36



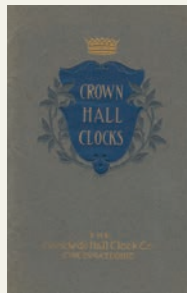
1905

page 128
Not shown



1909

page 129
Figure 5-47



1910

page 141
Figure 6-18



1910

page 141
Figures 6-19 & 6-20



1923-24

page 194
Figure 7-32



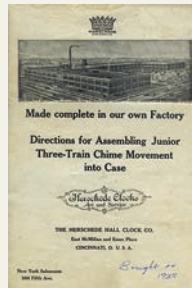
1923-1924

page 194
Figure 7-33



1925

page 202
Figure 7-48



1926

page 206
Figure 7-55

