

Treasure

100 Years of the Annual
Clock Factory GmbH & Co.
KG Schatz & Sons



Company history
1881 - 1981

This brochure is dedicated to the 100th anniversary

Company anniversary
Annual Clock Factory GmbH Aug. Schatz
and sons
dedicated.

We will show some milestones on the long,
not always easy journey from the founding of
the company to its current importance on the
world market.



August Schatz Senior

August Schatz was born on June 25, 1854, in Engelswies near Meßkirch. As a young man, he came to the beautifully situated town of Triberg in the Black Forest to learn the watchmaking trade from Erhard Emmeler, one of the most skilled master watchmakers. For August Schatz, this was the best foundation for his future endeavors.

Soon after successfully passing his journeyman's examination, he went into business for himself with five other watchmakers. Messrs. August Schatz, Gerson Wintermantel, Joseph Schöpferle, Karl and German Kienzier, and Albert Fehrenbach founded the company Wintermantel & Co.

The impetus for founding the company was the bankruptcy of the Triberg clockmaking workshop Michael Bob. This company was known for producing miniature regulators and clocks of excellent quality. The bankruptcy allowed August Schatz to acquire tools, semi-finished products, and components at favorable prices.

August Schatz as a journeyman with his colleagues (seated on the right).



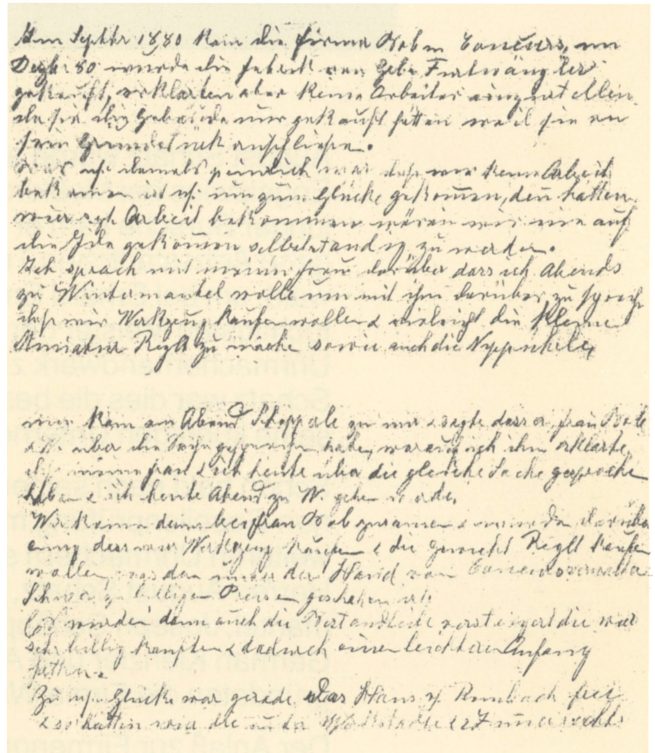
Who could inform us better about the early days than August Schatz himself? He kept a notebook in which he meticulously recorded all the important events of that time. From these records, we read in the original:

In September 1880, the Bob company went bankrupt; in December 1880, the factory was bought by Gebr. Furtwängler, who declared they would not be hiring any workers, as they had only bought the buildings because they adjoined their property.

What embarrassed us back then—that we couldn't find work—has now turned out to be a blessing in disguise, because if we had found work back then, we would never have considered becoming self-employed. I was talking to my wife about going to Wintermantel's in the evening to discuss with him the possibility of buying tools and perhaps making the small miniature regulator as well as the Nippührle.

Then in the evening Schöpferle came to me and said that he had spoken to Mrs. Bob and Wintermantel about the matter, whereupon I explained to him that my wife and I had spoken about the same matter today and that I would be going to Wintermantel's this evening.

We then met at Mrs. Bob's and agreed that we wanted to buy tools and the weight regulator, which was then arranged under the table by the insolvency administrator, Mr. Schwer, at cheap prices.





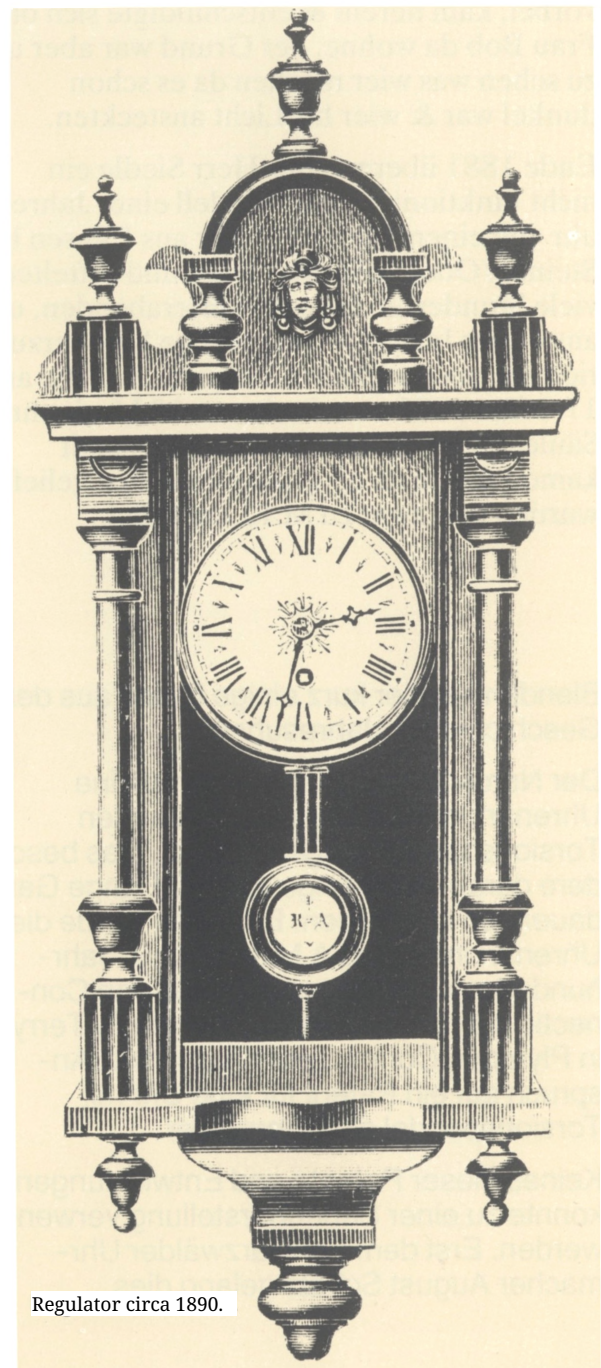
Triberg around 1881

The components we had bought very cheaply, which gave us an easier start, were then auctioned off. Luckily for us, Rombach's house was vacant, so we leased the lower workshop and two rooms to the right of the entrance, with the stipulation that we had the right of first refusal at any time. (This is the current Schatz administration building).

We moved in on February 2nd, 1881. The first thing I did was hang the image of Christ that had been in the shop where we used to work in our new workshop, with the good faith that God would then also give his blessing to our new venture, which, thank God, has indeed happened abundantly.

At the beginning, we still had many watches to complete for the mass, so 3 people worked for the mass and were charged so much that the other 3 who did the setup were also paid.

In March, Mr. Manz arrived and said that B. Rosenfeld from London was in Löwen. Wintermantel then went there and demanded that B. Rosenfeld present a sample. This was on a Sunday, and how could a sample possibly be presented at 8 a.m. on Monday morning? But off we went. We started at 1 a.m., and at 8 a.m. W. went with us to Rosenfeld.



Regulator circa 1890.

The reply, "Yes, send such a thing to London and you will hear," was a cold shower on our hopes. After 14 days, however, the first order for 50 pieces arrived, and we were overjoyed. From then on, orders from B. Rosenfeld came in regularly. During H. Rosenfeld's visit in January 1882, we had a miniature registration work completed, of which he immediately ordered 50 pieces at a price of 30 marks for six pieces, and we made a tidy sum on it.

The main thing, however, was that the company Pohl freres + Co. Paris ordered 72 pieces of Regit at M 16.50 & the ones with seconds from the middle at 18 Marks, which amounted to an invoice of M 26 5 1.9 0 & a check was received before the goods had been dispatched.

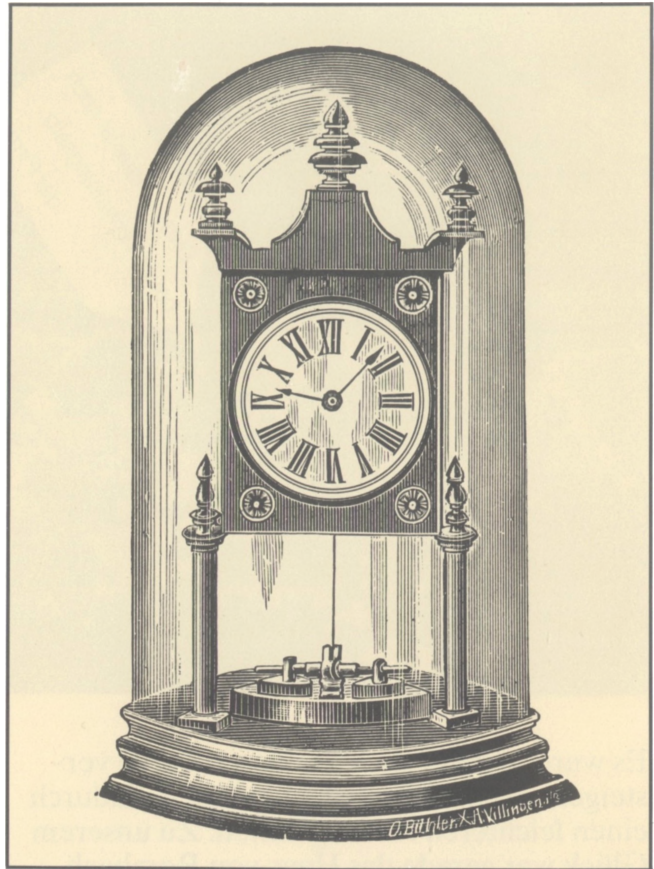
We spent all day Sunday packing, and then Mr. Aug. Schwer walked by, came in, and apologized, asking if Mrs. Bob lived there. The reason, however, was to see what we were doing, as it was already dark and we had turned on a light.

At the end of 1881, Mr. Siedle gave us a non-functioning model of an anniversary clock from a Mr. Harder from Rensen near Steinau/Oder. We worked and tinkered for many hours on long winter evenings to turn this idea into a working clock, and made 12 prototypes, which were shipped on March 17, 1882, for 12 marks each, without columns, base, or glass. From then on, larger batches were delivered at 13 marks each.

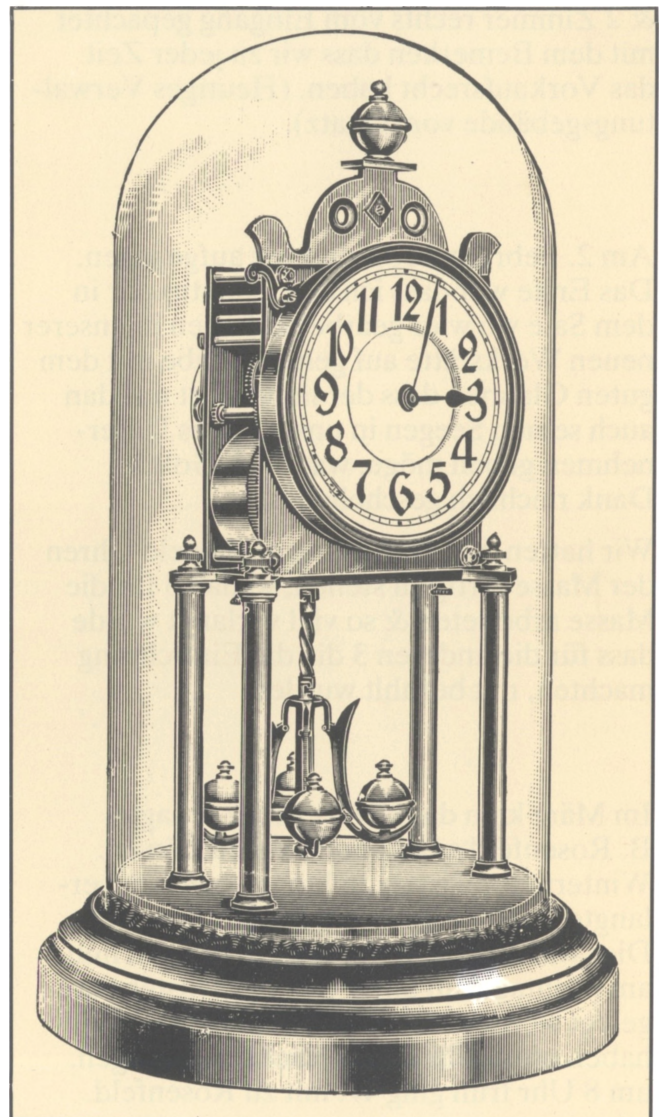
Let's briefly look at some dates from the history of the anniversary clock.

The name "annual clock" refers to a type of clock equipped with a so-called torsion pendulum. Its distinguishing feature is its unusually long running time of 400 days. This type of clock was invented in the USA in the mid-19th century, in the clockmaking regions of Connecticut and New Jersey. Samuel B. Terry of Plymont, Connecticut, filed a patent claim in 1852 for a clock with a torsion pendulum as its timekeeping mechanism.

None of these patents and developments could be used for mass production. Only the Black Forest clockmaker August Schatz succeeded in doing so.



Anniversary clock 1881, one of the first mass-produced clocks.



Large annual clock from around 1900, already with a ball pendulum and bell chime.

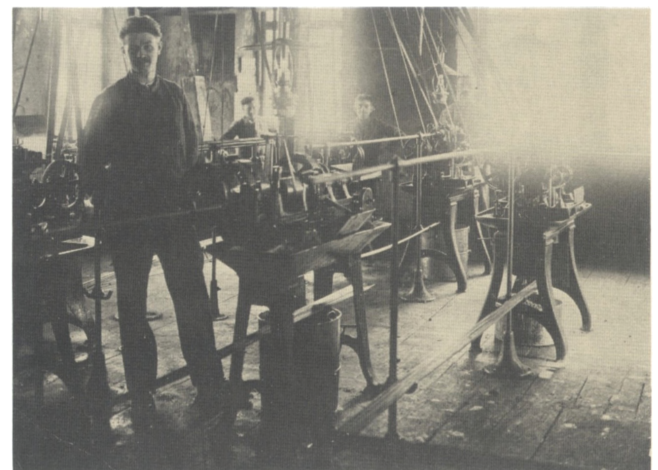


In 1883, Mr. Harder sold the patent for the J. clock to Mr. du Gruyter in Amsterdam, whereupon we ceased manufacturing weight-regit clocks and produced J. clocks exclusively for de Gruyter, and weight-regit clocks for all customers until the end of 1884. At the end of 1884, sales of J. clocks were very poor. Mr. Gruyter was here and there, and I explained to him on the street that if he helped us acquire machinery, we could make American-style clocks for him. That same afternoon, we went straight to Heinemann in St. Georgen and ordered all the necessary machines and dies to manufacture American-style striking mechanisms.



It is thanks to August Schatz's foresight that the company switched to modern manufacturing methods quite early on. The watches had to be manufactured rationally and cheaply, according to the American model, in order to be competitive on the world market.

In 1884 the company was transformed into a public limited company and from then on operated as Jahresuhren-Fabrik AG.



Let us continue to follow the story in the original records of August Schatz.

Images from the production process around 1900.

In 1885 we started manufacturing alarm clocks and timepieces, Mr. de Gruyter then became less involved in sales and we had to find ways to sell our goods ourselves, whereupon we initially sold a large part to the company H. Edwards Co. London, especially in watches.

The first business trip to London was made by Mr. Wintermantel, the second by Mr. Schöpplerle, and then it was my turn. So, every year I had to make at least one trip of four to six weeks to have enough work for the winter. I should mention that during this time all the written work was piled up, and I had to work every evening until 10 p.m. for six to eight weeks to get the business back on track. For this hard work, I received neither compensation nor any thanks, which eventually made me dissatisfied.

As early as 1885, the company Jahresuhren AG was able to bring many inexpensive models of regulators and alarm clocks based on the American system to market.

From then on, August Schatz succeeded in continuously increasing his comprehensive range of models, so that a spatial expansion of the factory facilities became absolutely necessary.

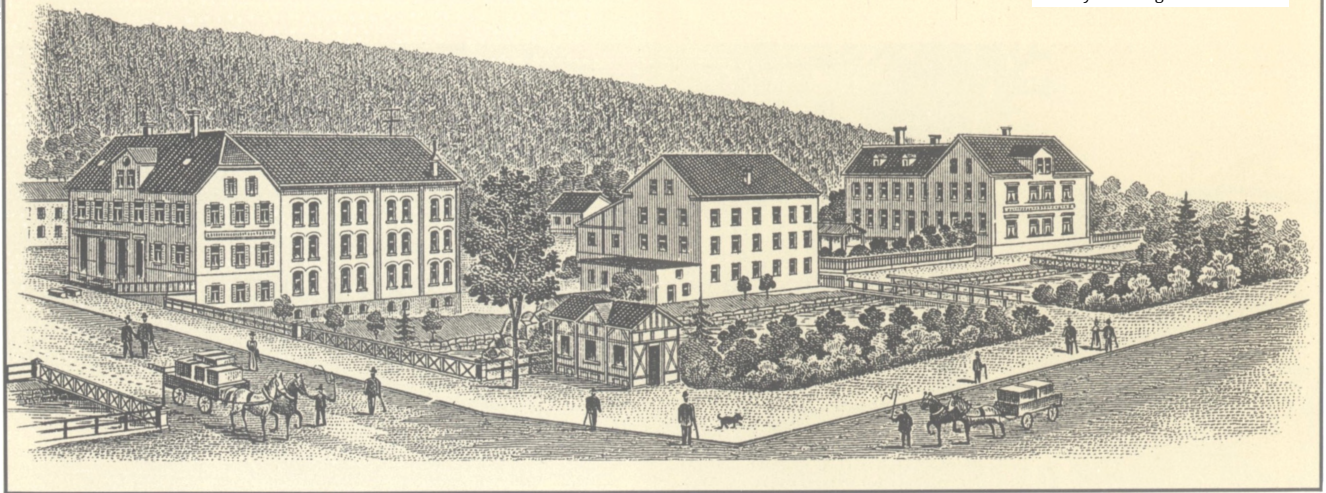
In 1891, the company was awarded the title of Purveyor to the Court by Grand Duke Friedrich of Baden.

In 1897, the company was transformed into a limited liability company. The company was now called Jahresuhren-Fabrik GmbH, Triberg.



The August Schatz family

Factory building around 1900



In the following years, the factory premises were continuously expanded. Gradually, the surrounding houses were purchased. The production building grew to a considerable size.

By 1923, all the co-founders of the original company had left. Their two sons, August Junior and Karl Schatz, had joined the business. For August Schatz Senior, this was the right time to rename the company once again. From then on, the company operated under the name...

The name of the annual clock factory, Aug. Schatz & Sons, Triberg, remains valid to this day.

The senior boss, August Schatz, died on February 7, 1927.

From then on, the sons August and Karl Schatz continued to run the company, which had by then grown into one of the most important watch factories on the domestic and export markets.



August Schatz, Junior



Karl Schatz



Jahresubrenfabrik
Tübingen

Hug. Schabz & Söhne
Im Jahre 1924.

A wide range of regulator clocks with various striking mechanisms, alarm clocks, pocket watches, and antique watches were manufactured. The sales share of anniversary clocks steadily declined in the late 1920s and early 1930s. However, the company quickly adapted to changing customer preferences. In the following years, table clocks with round gong, chime, Westminster, and three-striking mechanisms became the company's main products. Kitchen clocks made of ceramic and wood, as well as small pendulum clocks and travel alarm clocks, some even featuring eight-day movements, were also added to the product line. This fully compensated for the decline in anniversary clock sales.

In 1939, Remington-Rand acquired a portion of the shares in the GmbH. This new capital investment placed the company on a broad financial footing.

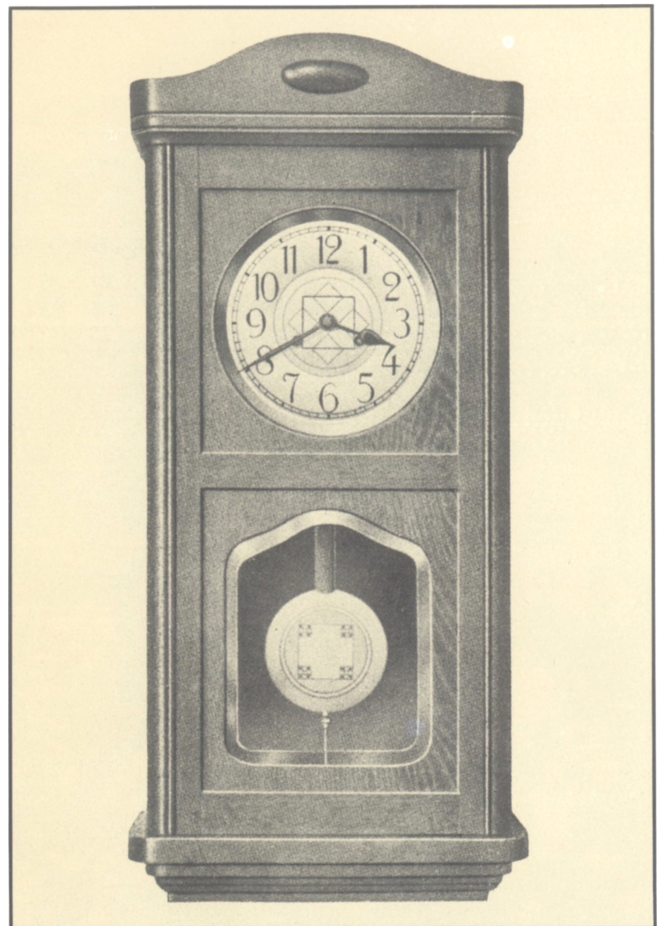
Then came the Second World War. Since raw materials were difficult to obtain, the company had to cease watch production. On orders from the authorities, various types of detonators were manufactured.

After 1945, it was possible to resume private production using the remaining materials. Initially, lighters and padlocks were manufactured.

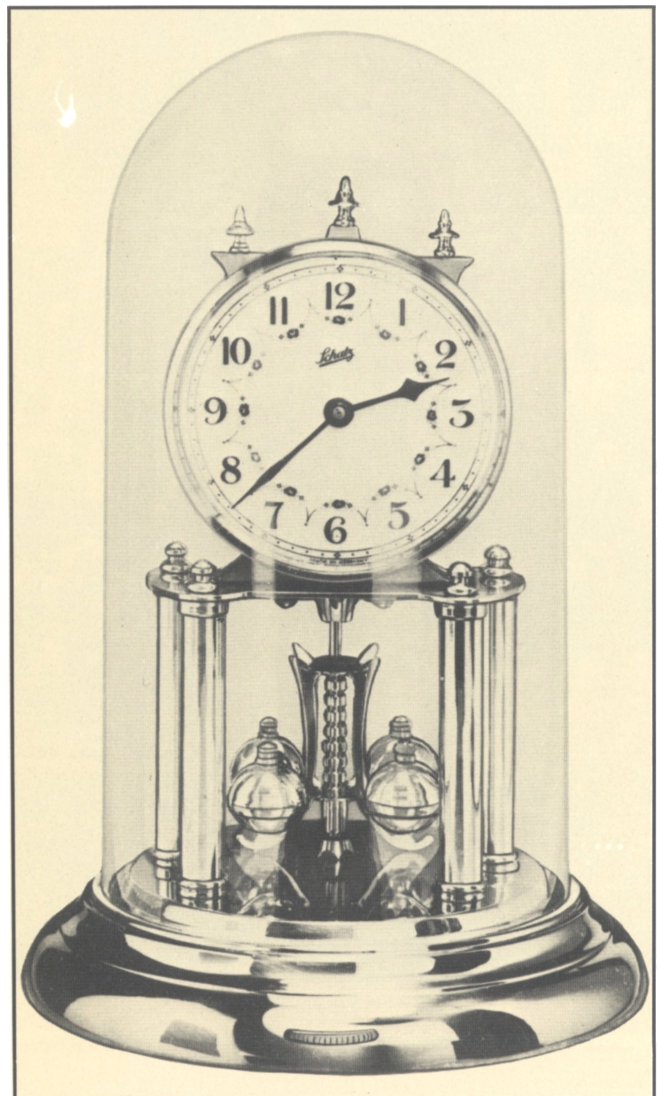
However, shortly afterwards, clock production resumed on a modest scale. The first models were baby alarm clocks and so-called "drummers," alarm clocks whose clapper struck directly against the metal casing – a rattling noise that jolted everyone awake.

Production of anniversary clocks resumed in 1949. Initially, large models (JU 49) were manufactured, followed by new miniature models in 20 cm and 22.5 cm sizes as sales increased.

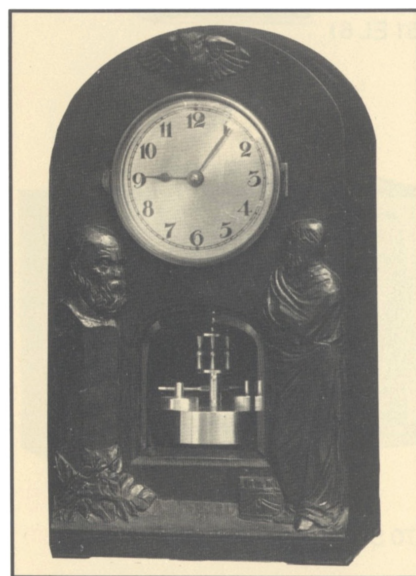
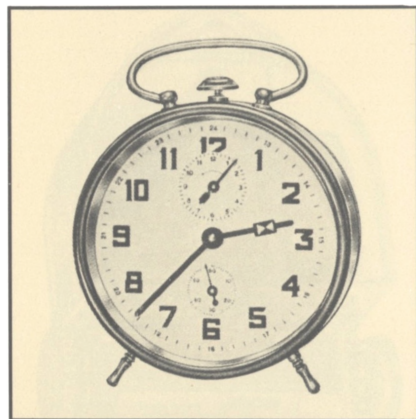
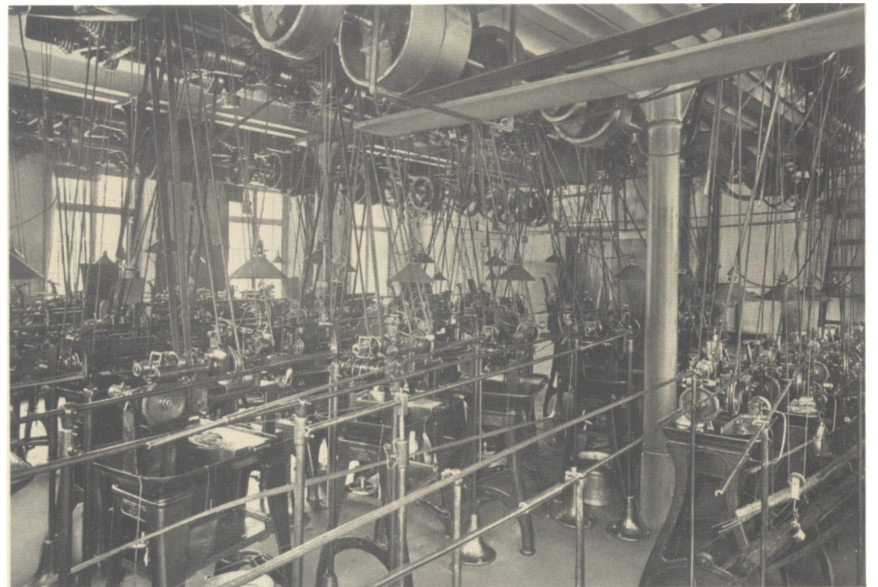
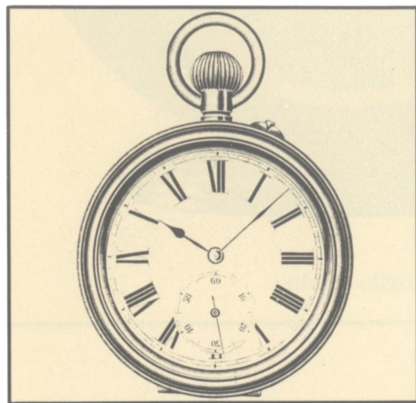
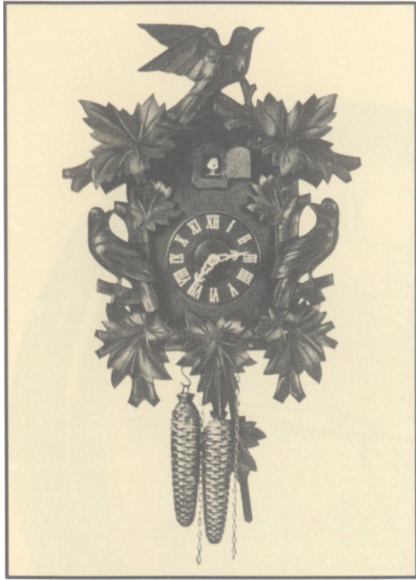
In 1950, cuckoo clocks with 8-day movements were added to the product range. At the same time, table clocks with 8- and 14-day movements were put into production, available with chime, Westminster, and three-strike mechanisms. Kitchen and wall clocks were also reintroduced to the product line.



Regulator circa 1930



Anniversary Clock 1925 to 1965



Watch models from the years 1920 to 1965 and pictures from the production at that time

In 1954, the shares of Remington-Rand were reacquired. That same year, an 8-day alarm clock with a Presto alarm winding mechanism was introduced in Germany, for which Schatz received a patent.

The "Thousand Day Clock" series was further developed and produced from the anniversary clock in 1954.

In 1955, Schatz introduced travel alarm clocks, characterized by their particularly small dimensions, in many models and produced this item in very large quantities.

In 1956, the company introduced its first self-developed 4.5-volt battery-powered clock. This was used to equip kitchen, wall, and decorative clocks.

In the same year, a small short-term timer was developed that could be loosely attached to kitchen clocks. Utility model protection was granted for these models.

In 1958, Schatz once again presented a new development. The first 1.5-volt battery factory, the "Schatz-Elexacta," went into mass production.



8-day alarm clock with preset alarm

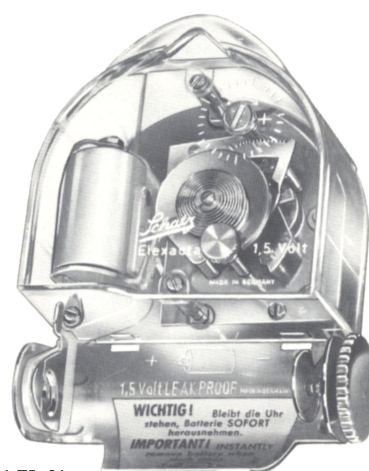
Development of battery factories



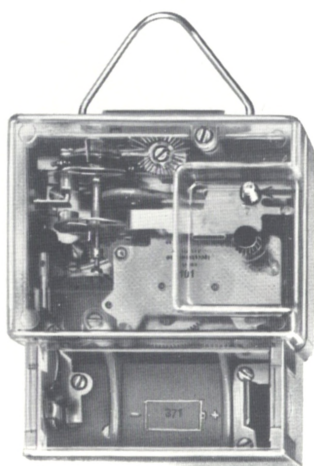
1956 EL 56



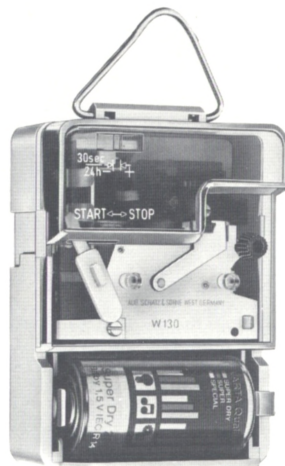
1958 EL 58



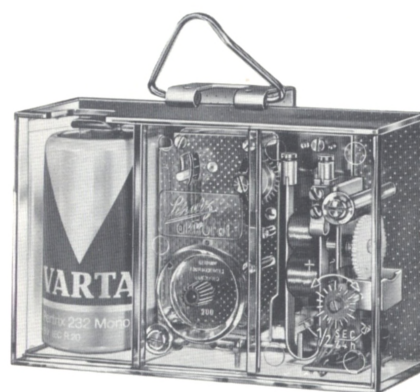
1961 EL 61



1970 EL 101



1974 EL 130



1970 Tuning Fork Factory

In the same year, the company began developing and manufacturing ship's clocks with 8-day striking mechanisms. Barometers and thermometers were integrated into the cases to complement these clocks. To this day, Schatz's range of ship's clocks and accessories remains among the most important in the world.

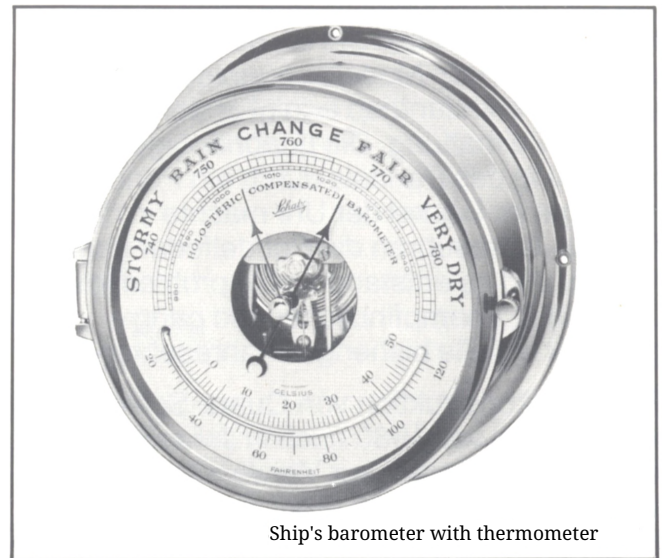
Since 1961, more and more clocks with a motion effect have been included as a specialty in the production program. The pendulum clocks "Queen Anne", "Bipolar" and "Pendulo" were created and are still relevant today, even after 20 years.



Ship's glass clock



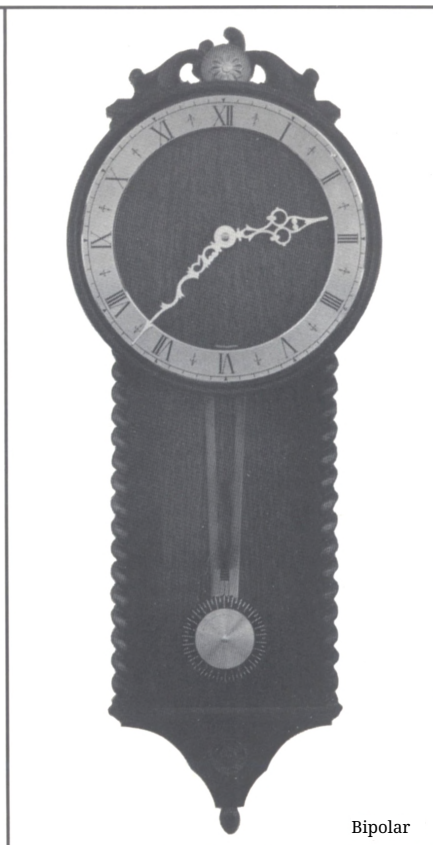
Miniature ship's glass clock



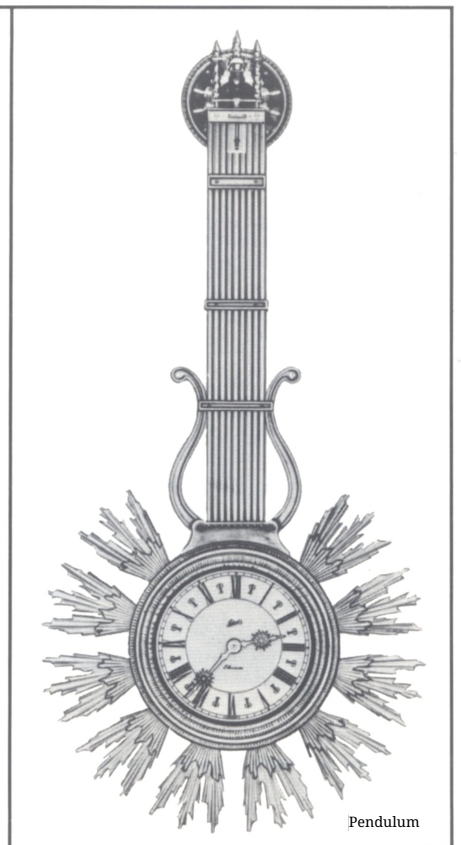
Ship's barometer with thermometer



Queen Anne



Bipolar



Pendulum

In 1962, Schatz developed the travel alarm clock with a push-button shut-off and red/green optical indicator. A utility model was granted for this alarm clock.

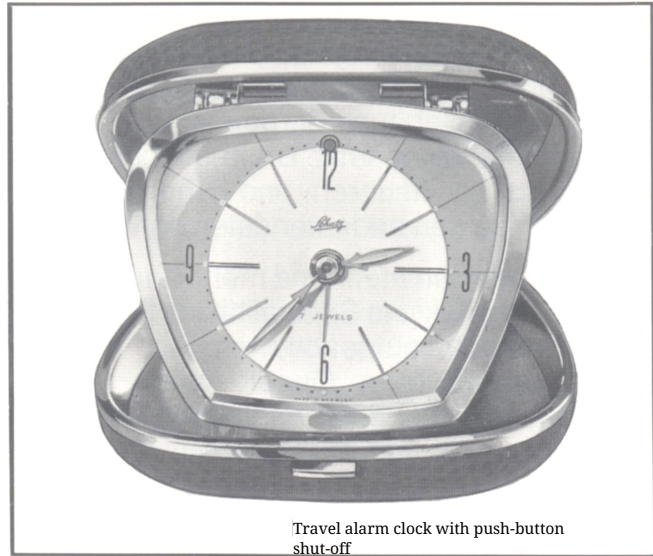
From 1965 onwards, Schatz synchronous alarm clocks with 24-hour automatic alarm function and permanently illuminated dials were manufactured in large numbers under the brand name "Synchromatic".

In 1970, the Schatz company became the first manufacturer in Germany of tuning fork movements for grandfather clocks.

In 1976, the company designed its own quartz movements, which are still used in almost all watch models today.

The world's smallest anniversary clock was first presented in 1978. Like all other Schatz models, it is quartz-controlled, and the pendulum drive operates independently of the timekeeping mechanism. This independent pendulum control by a pendulum assembly in the clock's base eliminated the need for a pendulum spring in Schatz anniversary clocks, resulting in a trouble-free anniversary clock that is more robust and accurate than any previous anniversary clock.

A newly designed quartz striking mechanism has been used in anniversary clocks since 1980 and is also available as a built-in movement for wall clocks. A special version with a glass-striking mechanism is used in ship's clocks.

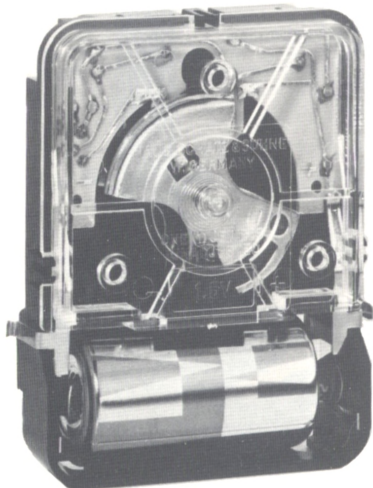


Travel alarm clock with push-button shut-off

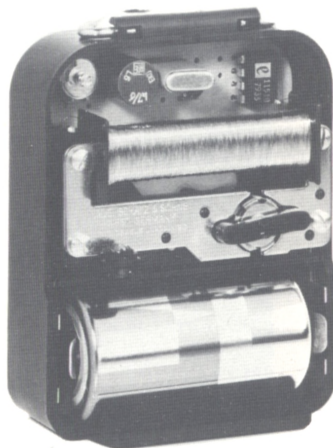


Synchronous alarm clock

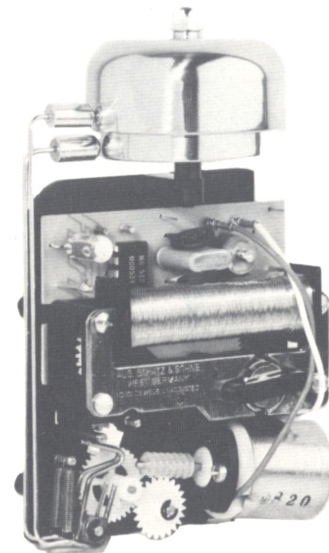
Pendulum unit of today's quartz annual clock



Quartz movement



Quartz movement with bell strike

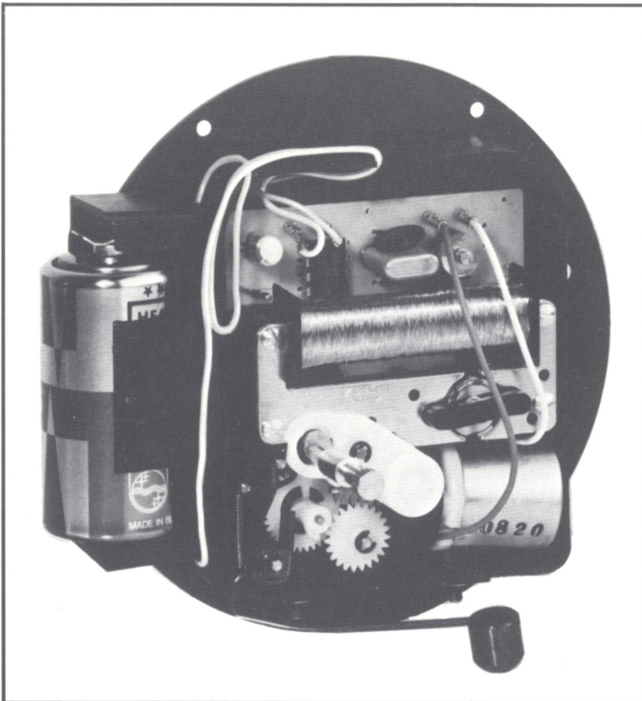




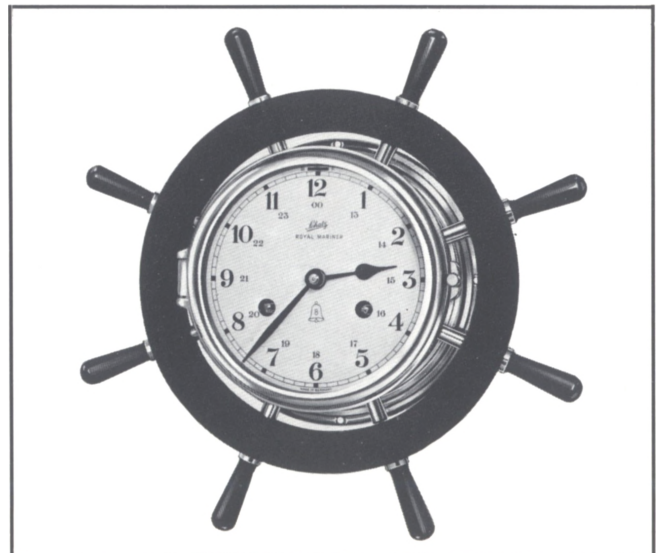
Miniature anniversary clock



The world's smallest annual clock



Ship quartz movement with glass strike



Ship's glass clocks with steering wheel

Today, the grandsons of the company's founder, August Schatz—Charles Herbert Schatz and Kurt Schatz—are still active in the company. With its 350 employees, Schatz remains one of Germany's leading manufacturers of large clocks.

State-of-the-art production methods and rigorous quality controls guarantee high-quality products. Commercial and operational processes are handled using a modern computer system.

In the future, the company will continue to adapt quickly and effectively to the changing tastes and technical requirements of its customers in order to continue offering an attractive product range.

The shareholders and employees of Jahresuhren-Fabrik GmbH, Aug. Schatz & Söhne, Triberg, gratefully remember the founders and the many loyal customers, workers, and employees who helped to bring the company to its present prominence over generations.

Triberg, spring 1981

Charles Herbert Schatz



Kurt Schatz





The company today

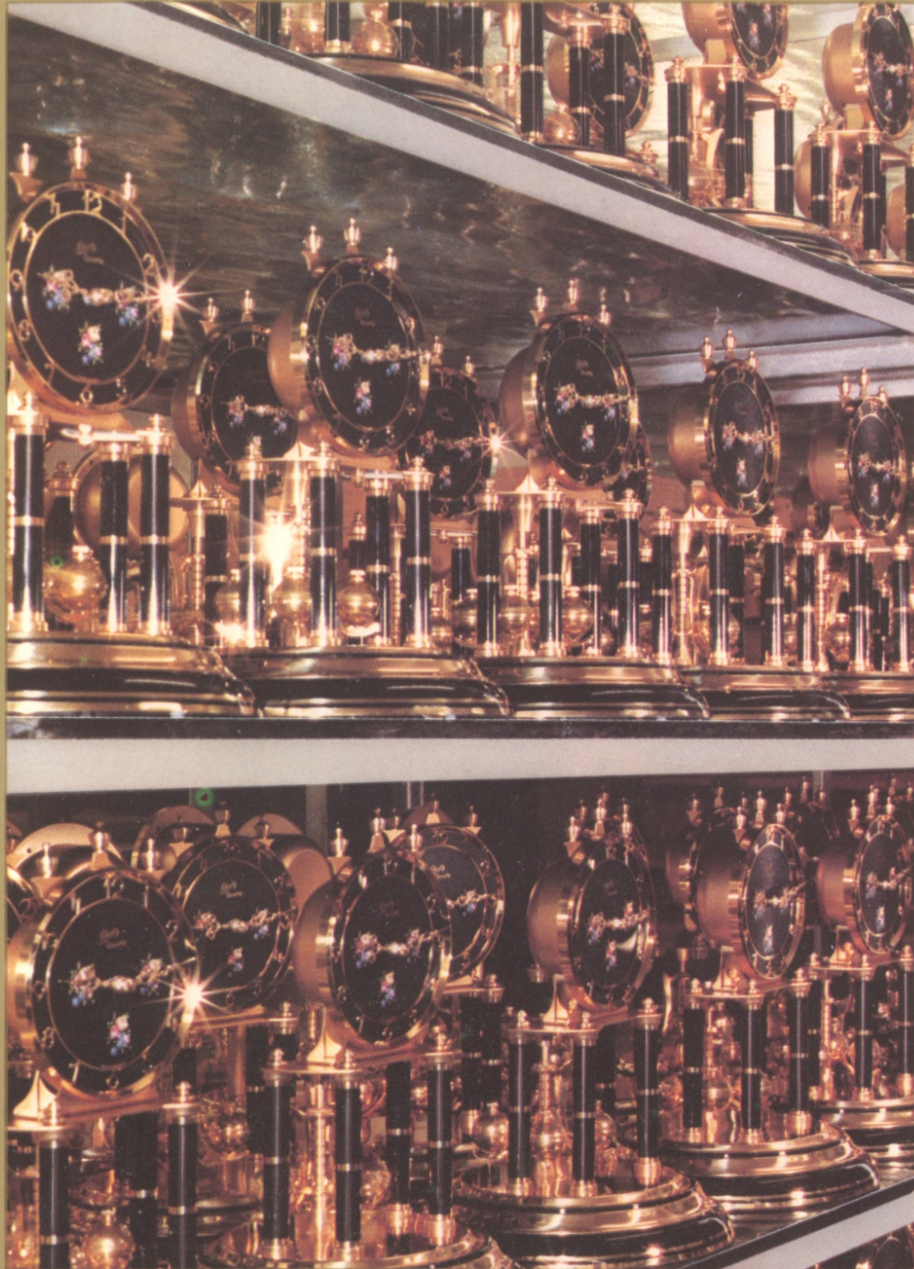


Modern plastic injection molding



The screen printing shop

Schatz



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