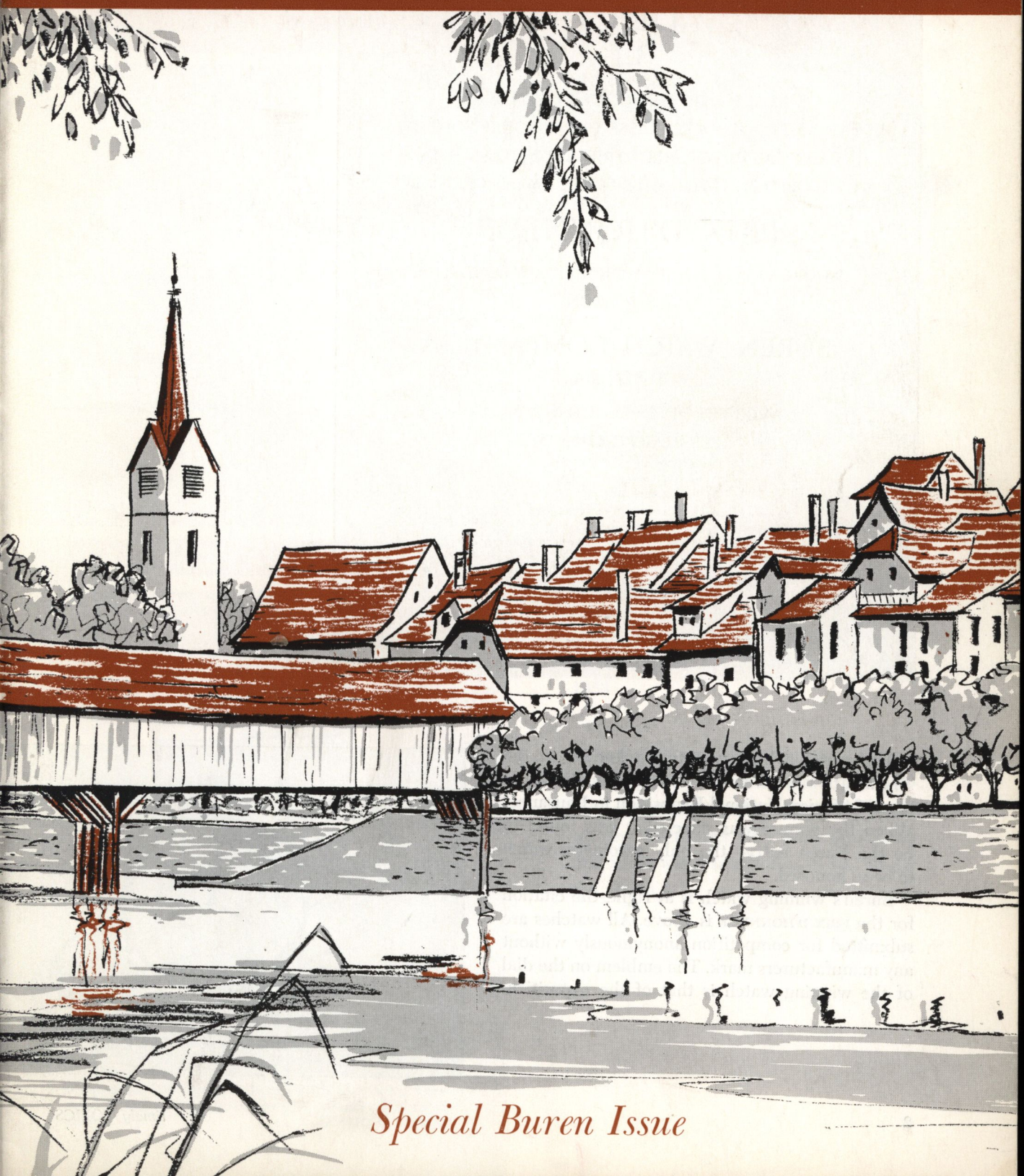


SUMMER 1966

# *timely* TOPICS

HAMILTON WATCH COMPANY



*Special Buren Issue*





LE JURY DU CONCOURS ORGANISÉ  
PAR LA FÉDÉRATION SUISSE DES ASSOCIATIONS DE  
FABRICANTS D'HORLOGERIE A L'OCCASION DE  
L'EXPOSITION NATIONALE SUISSE 1964 DÉCERNE LE

## PRIX D'HONNEUR

DANS LA CATÉGORIE: MONTRES AUTOMATIQUES  
A LA MAISON

BÜREN WATCH COMPANY SA.

BÜREN a.A.

AVEC SES VIVES FÉLICITATIONS ET  
SES REMERCIEMENTS

AU NOM DU JURY:

LE PRÉSIDENT

LE SECRÉTAIRE

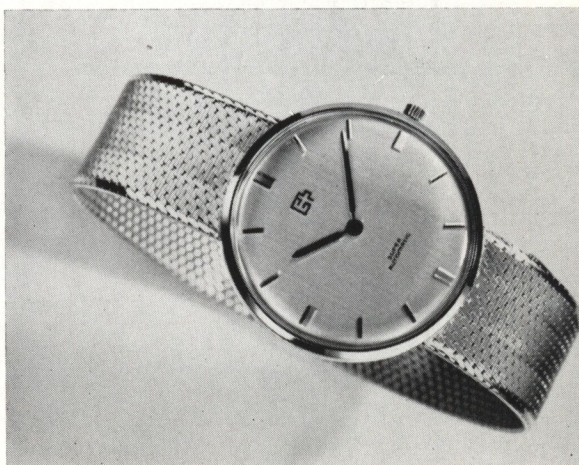
*A. Ras.*

*Macbady*

BIENNE, LE 1<sup>er</sup> MAI 1964

The watch which was to be known as the "Intramatic" was entered into competition at the 1964 Swiss National Exposition in Lausanne. When the winner was selected it was found to be the Buren entry—the only automatic watch to be so honored.

Buren's winning watch is at right, the citation for the PRIX D'HONNEUR is above. All watches are submitted for competition anonymously without any manufacturers mark. The emblem on the dial of the winning watch is that of the exposition.





# *timely* TOPICS

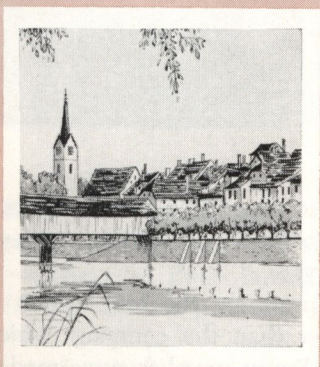
Summer 1966

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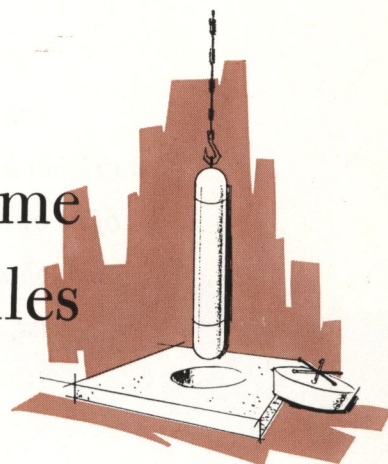
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Our Cover: The covered bridge, town tower and old architecture of Büren-on-Aare—home of Buren watches—give artist Dale Ziegler ample subject material for his cover sketch.

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time  
capsules



With this issue of *timely* TOPICS we welcome our friends of the Buren Watch Company to the world wide Hamilton Watch Company.

Even before the Hamilton and Buren companies were joined in March of this year, Hamilton people were quite familiar with the excellence of Buren watches. Buren movements have formed a part of the Hamilton automatic line since 1958.

So to the 400 new Hamiltonians at Büren-on-Aare, on behalf of the more than 3500 "old" Hamiltonians throughout the world we say "Welcome!" We think you'll find that to be with Hamilton is to be "where the action is."



*Its ancient river port, its castle  
and the arcades adorning its fine  
patrician houses give Büren a character  
of its own, which has been maintained  
throughout the centuries. Relics of the  
past, these 17th Century buildings  
have lost none of their  
original beauty.*



## *This Is* **BÜREN**

WHEN THE BUREN Watch Company became part of the world-wide Hamilton Watch organization earlier this year, two of the oldest, most respected, yet innovative watch organizations on either side of the Atlantic became one.

The alliance between Hamilton—creator of the world's first electric watch—and Buren—world's leading manufacturer of thin automatic watches—is a natural one as Hamilton grows in the international watch marketplace.

Only several minutes by automobile separate Bienne, capital of Swiss watchmaking and the home of the Hamilton Watch Company S.A., and the town of Büren. The correct name is Büren-on-Aare, the town taking its name from the River Aare which meanders from its source

in the Bernese Alps throughout western Switzerland and into the Rhine at the northern border of the country.

Buren is probably the only watch which is actually older than the company which makes it. The first Buren watches were made in 1842 when a few watchmakers opened their workshops at Büren.

In those days the population of Büren was made up essentially of farmers and independent artisans. The most adept among the latter, often capable of creating masterpieces by hand, took great pride in making watches. Ten hands were employed in those early days and each day they produced three watches from their individual shops.





Some twenty-five years passed with Buren watches being carefully and skillfully manufactured by workers at their benches at home. Demand for the watches grew and the first factory was built in 1867. The shops were brought under one roof and the Buren Watch Company was officially registered as the manufacturer of Buren watches.

It was not long before the fame of Buren watchmakers spread throughout the entire world. Faithful to the profession, the descendants of the early founders succeeded in developing watchmaking considerably.

As the first half-century of Buren history passed, the watches were especially well received in the British market. In fact, most of the watch

movements manufactured by Buren during this period were the capped keywind types much favored by the English wearer.

Basically because of its British appeal, the company was purchased by the London firm of H. Williamson, Ltd. in 1898. Considerable physical growth of the manufacturing plant took place during the period of British ownership over the next three decades.

Just as the early decades of the Twentieth Century brought mass production methods to industry in general, the trend to standardization and interchangeability came to watch manufacturing. Buren was in the vanguard developing these techniques in Switzerland just as Hamilton was a leader in the American watch industry's

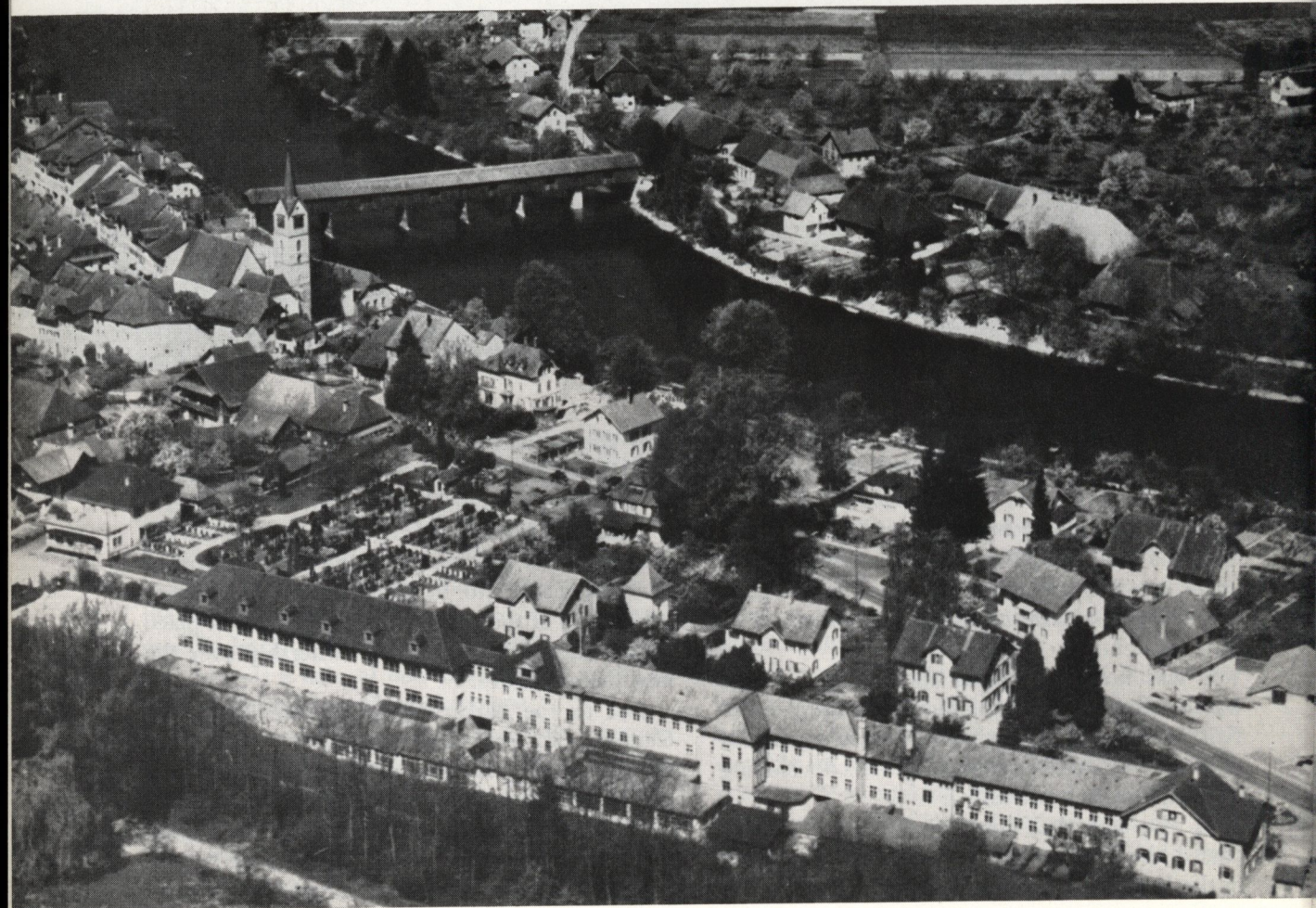




JEAN KOCHER  
President and  
General Manager



Aerial view of Büren-on-Aare. The history of Buren watches goes back to 1842, when a few watchmakers opened their watch shops at Büren, a little town of some 3000 inhabitants situated on the River Aare, about ten miles from Bienne. The Buren factory is the long building in the foreground.







move to interchangeable parts. Buren's knowledge of design and tool manufacturing techniques remains today among the finest in the world.

Buren's president and general manager had his first association with the company during the period of British ownership. Jean Kocher as a young lad started with the firm as an errand boy. The chairman of the company took a liking to the young Kocher and offered him the opportunity to learn English. Mr. Kocher's initial association with Buren ended shortly thereafter as he continued his education.

However, in 1929 Jean Kocher rejoined the H. Williamson firm as a member of the international sales promotion department. Unfortunately, in the world wide depression of the late 20's and early 30's H. Williamson Ltd. went into liquidation.

But Jean Kocher knew that quality watches would always be saleable and that the people of Büren-on-Aare possessed a great reservoir of skill for the making of these watches. So in 1932, together with financial backing from the Büren business community, Jean Kocher reestablished the Buren Watch Company. He was elected by

the other shareholders to serve as general director, a post he has held since that time.

The firm took hold and today Buren now employs some 400 persons and is the largest industry in Büren.

The excellence of Buren watches has not only brought commercial success but has also received recognition in horological competition. In 1914 Buren won the Gold Medal at the Swiss National Exposition which is held only every quarter century. Buren entered the International Exposition at Barcelona, Spain, in 1929 and was awarded the GRAND PRIX. The latest honor came during the 1964 Swiss National Exposition—the second since 1914—when the Buren Intramatic movement received the PRIX D'HONNEUR, the only automatic watch to be cited.

Jean Kocher's sons have carried on the Buren tradition by joining him in the watch business. Robert Kocher is commercial director and is responsible for relations with Buren's distributors and 15,000 retail outlets throughout the world. Hans Kocher is technical director in charge of design and production.

Design innovation is also a tradition at Buren. In 1954, Buren patented a self-winding watch



## BUREN *(continued)*

with a rotor sunk in the movement, thus reducing the thickness of automatic watches considerably. Other manufacturers were (and still are) mounting their winding rotors on the movement, resulting in a somewhat thick and heavy-looking watch.

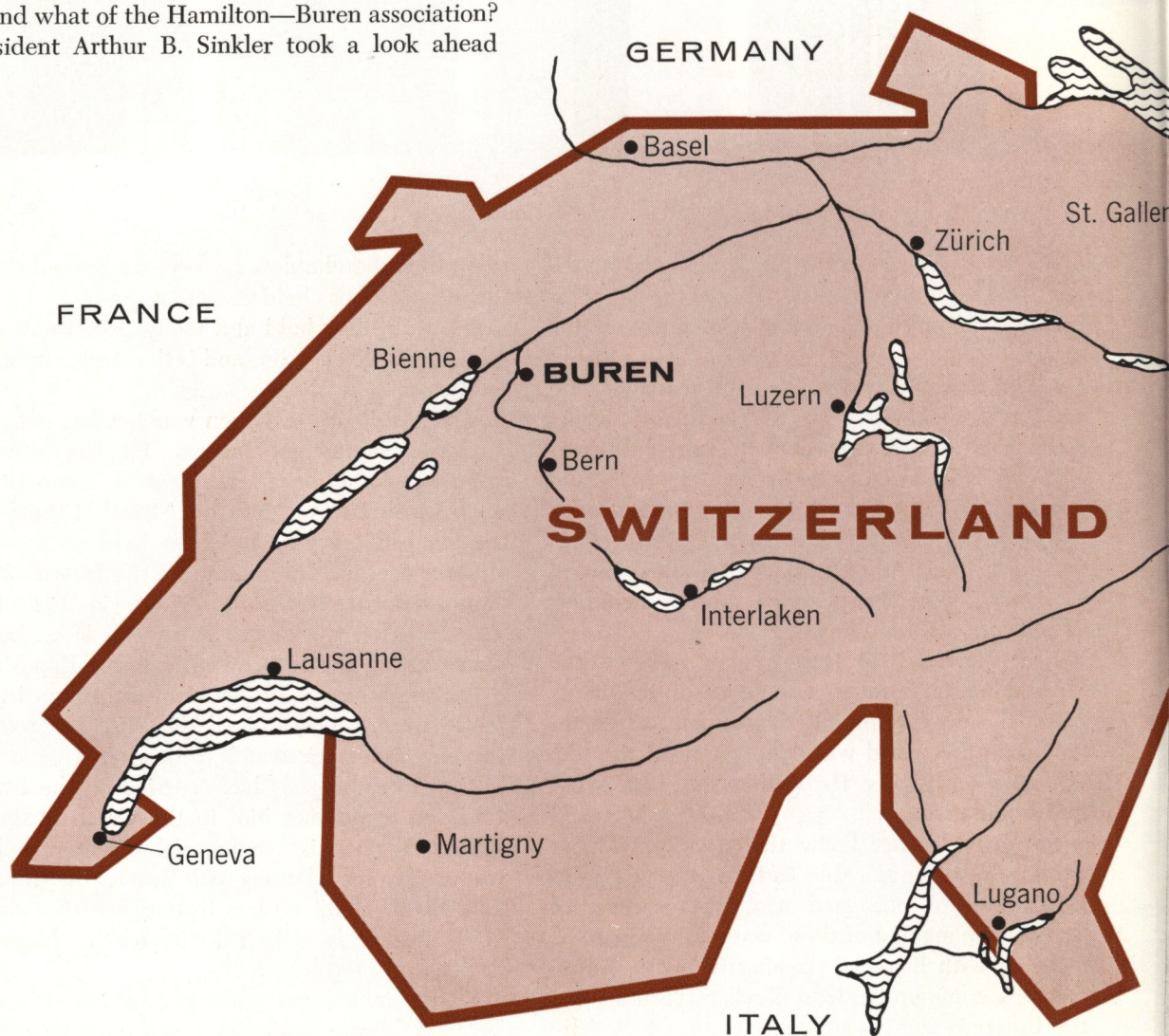
Succeeding design improvements have resulted in the famous Buren "Intramatic," the world's thinnest self-winding watch. The movement is only  $\frac{3}{32}$  of an inch thick.

Definitely not a toy or a novelty, this latest Buren movement—the only automatic honored with a prize for accuracy during the 1964 Swiss National Exposition—has been extremely well received since its commercial introduction in 1965.

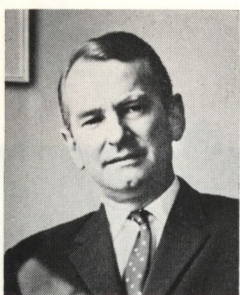
And what of the Hamilton—Buren association? President Arthur B. Sinkler took a look ahead

recently and put it this way: "The purchase of Buren will permit Hamilton to expand more quickly into international markets through the use of exclusive movements. Moreover, Buren has an excellent reputation for the quality of its products, and its present distribution in foreign markets provides a broader base from which to build our world wide reputation. We intend to maintain and expand the Buren Watch Company at Buren as well as our assembly operation at Bienne, Switzerland."

So this is Buren: a company where the skill of early craftsmen was handed down through generations, a company with complete tooling and manufacturing facilities, a company with design techniques as modern as tomorrow. ■



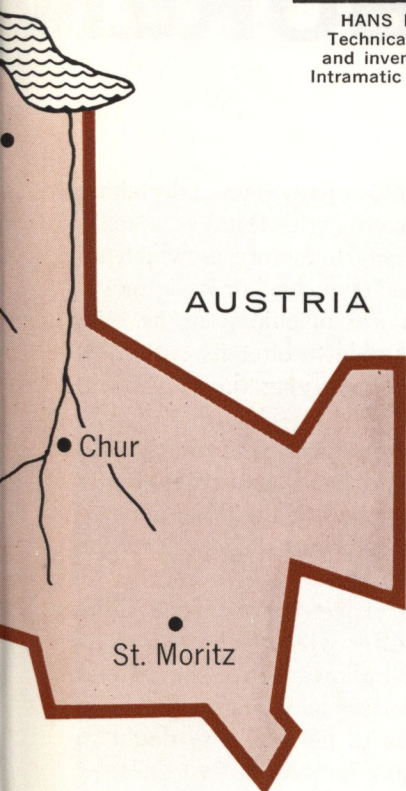




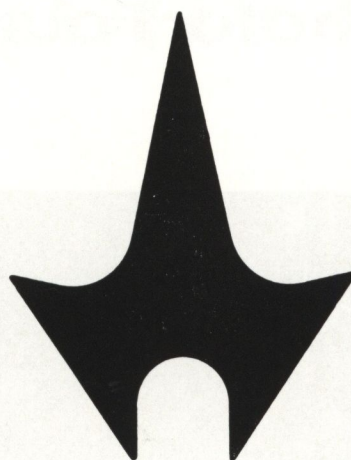
ROBERT KOCHER  
Commercial Director



HANS KOCHER  
Technical Director  
and inventor of the  
Intramatic movement.



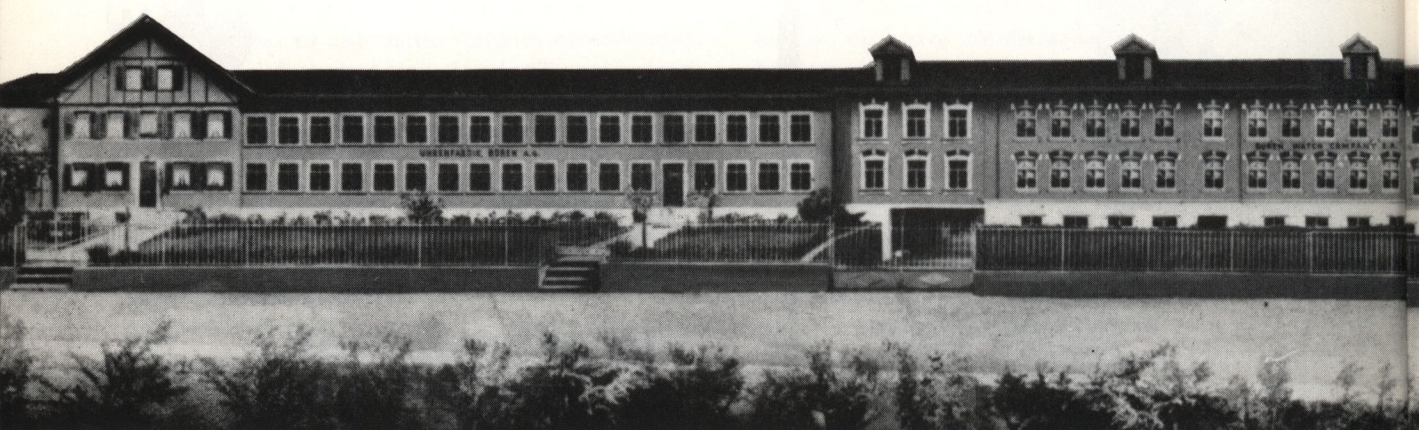
## A TIME FOR IDENTIFICATION



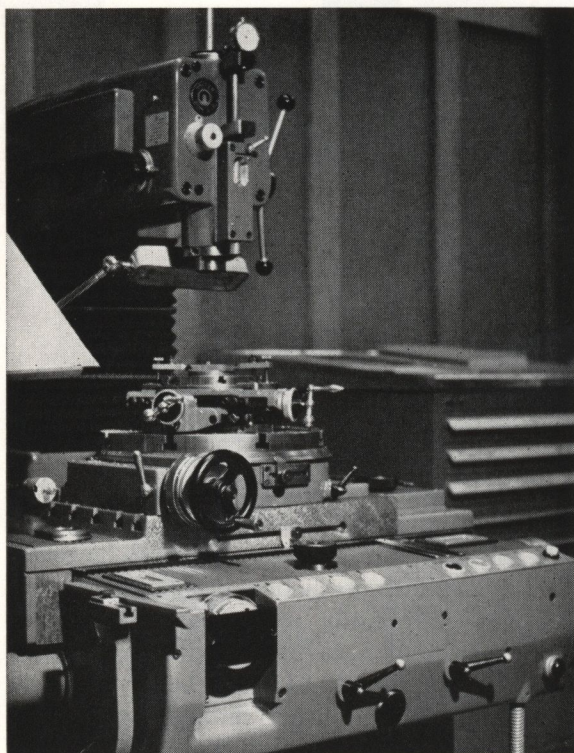
Büren-on-Aare is an ancient community steeped in tradition, so it is only appropriate that the Buren Watch Company follow suit.

The original trademark of Buren watches symbolized on a shield design the old town wall and entrance gate. A few years ago, however, it was felt that a more modern design was needed. The new and easily recognized symbol was specially designed to impart greater elegance to Buren watches and to permit better graphical presentation. The stages through which the design moved toward the final selection are shown with the present Buren trademark at the bottom.





## A Photo Tour of the **BUREN**



1. The start of a Buren movement, as with any quality watch, begins in tool manufacturing. Highly skilled mechanics operate sophisticated equipment such as the optical jig boring machine shown here.

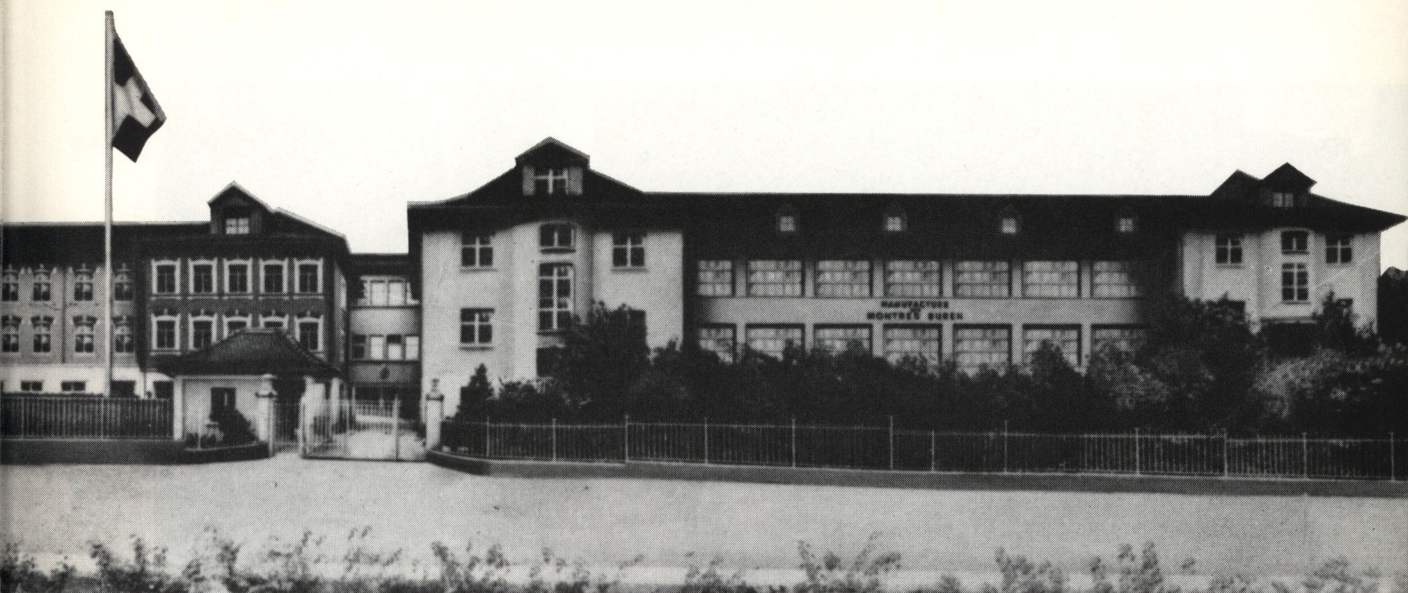
THE BUREN WATCH Company is an undertaking of the type known in Switzerland as a “manufacture,” that is to say a factory in which all the parts forming the “ébauche,” or basic movement, of the watch are machined in its own workshops. It is thus able to offer its customers exclusive creations exemplifying the very latest technical progress.

All these creations are most carefully thought out, planned and tested by a team of engineers and technicians, in collaboration with the specialists responsible for the various stages of production.

First of all, these expert watchmakers think out the new calibers, for which they then draw the plans, making full allowance for the safeties that are essential to ensure accurate timekeeping. Every single part has to be drawn in detail so that it can be precisely gauged in the course of manufacture and corrected if the slightest error is discovered. It is only after many tests have been made that the watch can be put into actual serial production.

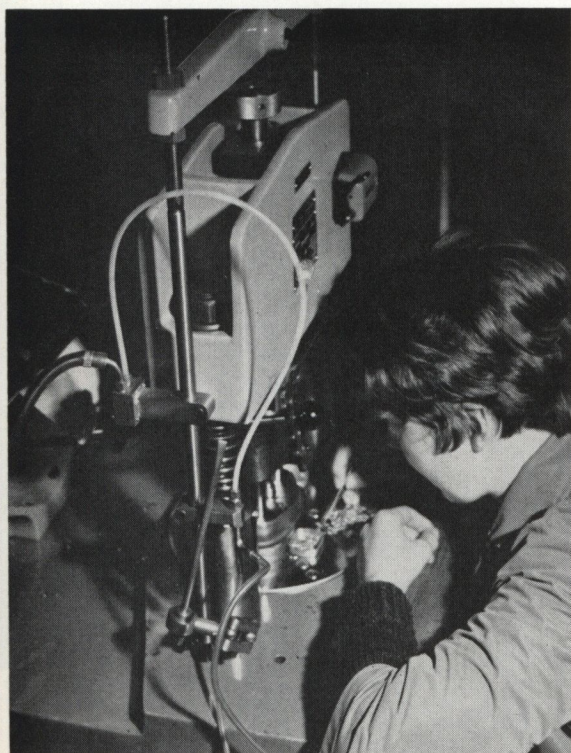
(Editor's Note: The article describing the manufacture of Buren watches is quoted from a Buren booklet.)



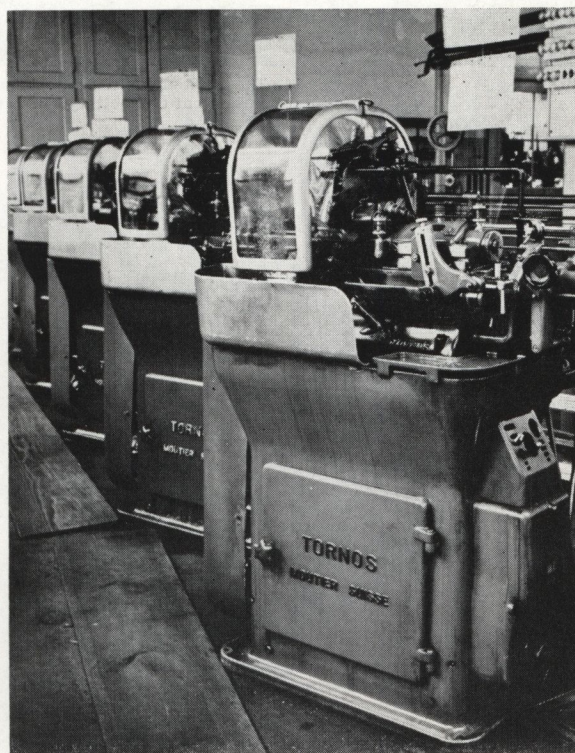


The home of world famous Buren watches.

# WATCH FACTORY



2. A combined press for single loading operation, blanking by vibration.



3. High speed automatic screw machines are reminiscent of Hamilton's own automatic department.





4. The multi-spindle drilling, milling and tapping machine performs many operations at one setting of the equipment.



5. Operators in the Buren plate department run horizontal drilling and tapping machines.



## PHOTO TOUR *(continued)*

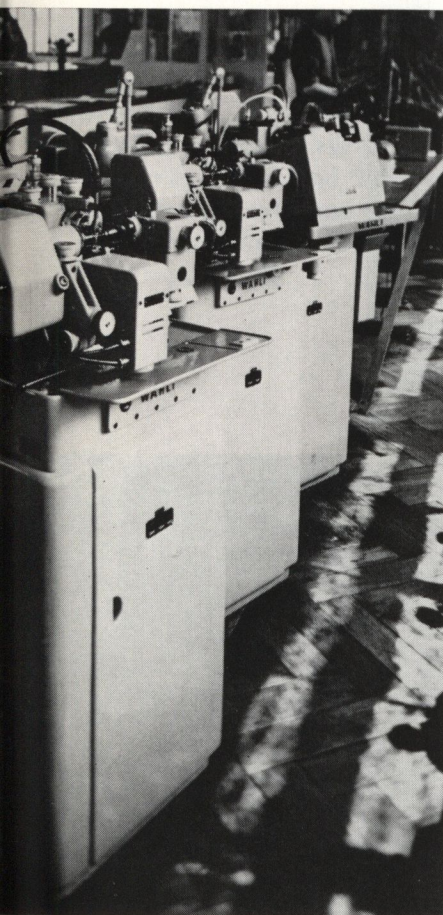
The raw material is delivered to the factory in the form of strip or sheet metal (steel or brass), from which the rough parts are stamped out by special blanking-presses working at pressures ranging between 1½ and 45 tons.

Passing through a series of machines, these pieces of metal are turned, milled, bored and polished, thus gradually acquiring their final form. They are carefully gauged after each operation, and the dimensional differences allowed vary between 2 and 10 thousandths of a millimetre; these extremely close tolerances de-

termine the precision and strength of the finished product.

The parts thus obtained make up the "ébauche" of the watch, together with the wheels, pinions and arbors, the balance-staff and the parts used in making the escapement. When they have been finished in the various specialist workshops of our factory, they undergo ultrasonic cleaning and a final test, after which they are conveyed to the assembly shops.

It is at this point that the watchmaker's skill plays an essential part. No machine could pos-

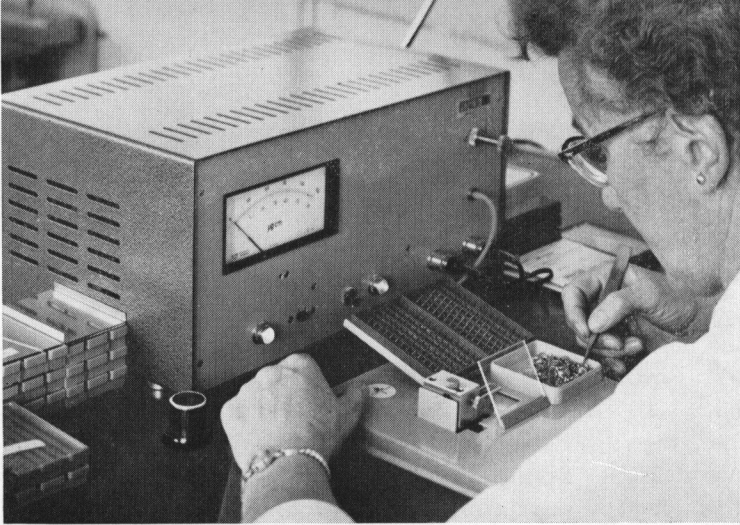


6. A bank of Buren's fully automatic teeth cutting machines.



7. Semi-mechanized stem cutting operation.



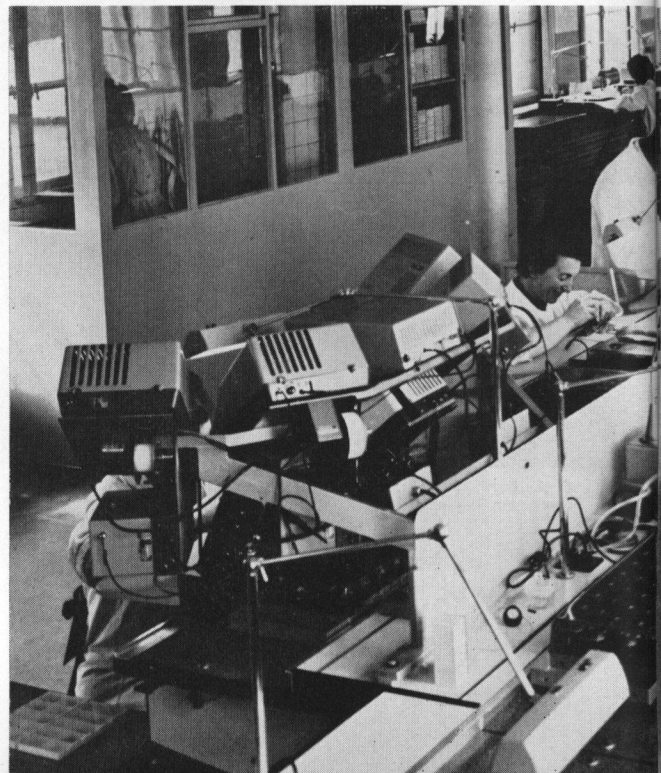


8. Precise electronic measurements give accurate poise control on balance wheels.



9. Hairspring vibrating on super spiromatics.

10. The Lanco assembly line for Intramatic movements.





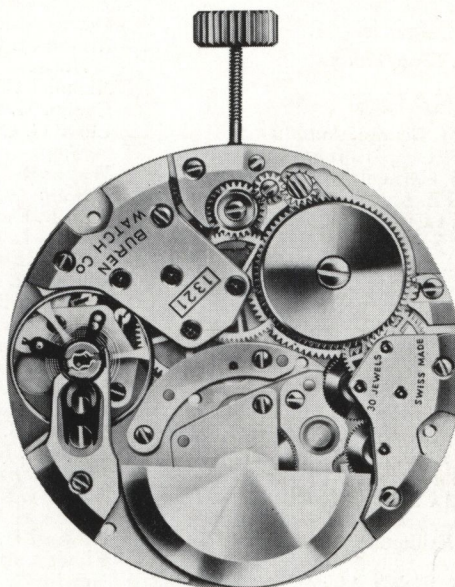
## PHOTO TOUR *(continued)*

sibly replace it in this extremely delicate work, which requires the greatest precision and dexterity, for many of the parts that have to be assembled are of such microscopic size that they can hardly be distinguished by the naked eye.

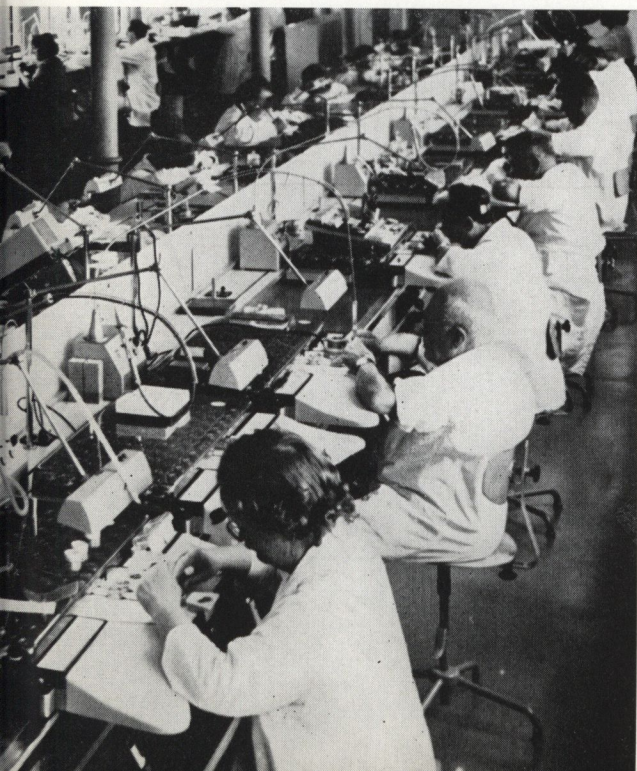
The finished movements are again inspected and are ruthlessly thrown out if the slightest irregularity or defect is found.

Only then are they allowed to go on to the casing department, where they are given their final appearance according to the thousand and one requirements of Buren customers all over the world. In order to satisfy the most various tastes, a special "creations" department is constantly working on new designs, taking into account the trends of watch fashion on the markets of the whole world.

Before shipment, every watch undergoes yet another inspection and thus offers every possible guarantee of perfection to the customer, whose requirements are steadily becoming more and more exacting. ■



The final result:  
Buren's prize-winning  
Intramatic movement.



11. At the final station on the assembly line each watch is electronically tested for timing and rate control.



# HONOR ROLL ANNIVERSARIES

April, May, June 1966

## 50 YEARS

Mary C. Larese, *Sterling Flatware Pack*

## 45 YEARS

Robert S. King, *Plate*

## 40 YEARS

Louella M. Benner, *Automatic*  
Henry J. Elsen, *Military Production*  
Amedie J. Germain, *Wallace Design*  
Charlotte E. Landis, *Attach. Fitting*  
Ralph H. Leaman, *Automatic*  
Margaret S. Warfel, *Maintenance*  
Gilbert C. Warner, *Watch Assembly*

## 35 YEARS

Marguerite E. Nute, *Dial*

## 30 YEARS

Theodora Ardire, *Military Production*  
Augusta M. Carlson, *Chicago Office*  
Hazel A. Dull, *Elec. Movement Assembly*  
Raymond C. Eager, *Machine and Tool Shop*  
Earl W. Eshleman, *Machine and Tool Shop*  
Robert E. Fickes, *Movement Assembly*  
Robert C. Frey, *Watch Manufacturing*  
Charles E. Kauffman, *Military Inspection*  
Anna M. Parks, *Military Inspection*  
Harry D. Parmer, *Watch Assembly*  
Arthur B. Sinkler, *President and Chairman*  
Catherine M. Smith, *Movement Assembly*  
Harry C. Urey, *Heat Treating*  
F. Kenneth Wilson, *Wallace Sales*

## 25 YEARS

William A. Avino, *Spin*  
Marjorie A. Barton, *Wallace Tabulating*  
Dorothy M. Brachtendorf, *Payroll*  
Armond J. Carrano, *Wallace Power House*  
Nicholas Cefarelli, *Wallace Yard*  
Evelyn M. Cibos, *Movement Assembly*  
Lloyd G. Cooke, *Machine and Tool Shop*  
Walter R. Divet, *Machine and Tool Shop*  
John R. Dunaj, *Wallace Power House*  
Charles L. Fisher, *Automatic*  
Leon G. Fornoff, *Watch Assembly*  
Charles A. Fritsch, *Maintenance*  
Benjamin B. Gammerino, *Sterling Flatware Trim*  
Mary E. Garner, *Automatic*  
Stella E. Gehr, *Watch Order*  
Ruth B. Hershey, *Automatic*  
Richard H. N. Hess, *Train*  
Ellwood S. Johnson, *Dial*  
Lester E. Johnson, *MPQC and Inspection*  
Arthur J. Killen, *Wallace Production*  
Gladys M. Kneisley, *Flat Steel*  
Howard H. Kuhns, *Service*  
Elmer Kurty, *Sterling Flatware Buff*  
Newlin G. Lafferty, Jr., *Machine and Tool Shop*  
Isabel Leonard, *Military Processing*  
Galen N. McCauley, *Dial*  
Richard N. McMullen, *Machine and Tool Shop*  
John W. Montgomery, *I. P. Shop*  
Harold S. Morgan, *Chemistry Section*  
Raymond W. Musser, *Research Planning (Chem.)*  
Anna W. Neff, *Automatic*  
Margaret M. Nies, *Movement Assembly*  
Victor L. Ollino, *Wallace Carpenter*  
James H. Reese, *Physics*  
Martin A. Ryan, *Watch Engineering*  
Anna D. Scheid, *Spring*  
Joseph Sousa, *Wallace Machine Die*  
William A. Sterling, *Parts Manufacturing*  
Jack R. Stumpf, *Maintenance*  
Charles Williams, *Military Assembly*

## 20 YEARS

Alma V. Basher, *Attach. Fitting*  
Irene D. Collier, *Watch Assembly*  
George W. DeVerter, *Plate*  
Mary R. Fisher, *Watch Inspection*  
Ray G. Galebach, *Watch Assembly*  
Walter W. Hatz, Jr., *I. P. Shop*  
William H. Heeps, *Standard Time Corp.*  
Philip H. Lichty, *Industrial Products*  
John Magyar, *Wallace Yard*  
Rose D. McCormack, *Wallace Hand Die*  
Mary Ann Ondrusek, *Vantage*  
Robert W. Pannebaker, *Service Officer*  
Gladys W. Pinkerton, *Watch Inspection*  
Leonard D. Pugliese, *Watch Assembly*  
John B. Pursel, *Automatic*  
George H. Rudy, *Watch Assembly*  
Teresa A. Senese, *Wallace Accounting*  
Evelyn H. Stauffer, *Inspection*  
Pearl B. Thompson, *Train*  
Robert G. Wagner, *Spring*  
Henry H. Wolf, *MPQC and Inspection*

## 15 YEARS

Vernon R. Adams, *Models Lab*  
Geneva I. Erisman, *Cafeteria*  
Lee E. Hilton, *Machine Shop*  
Alberta G. McLeod, *Sterling Quality Control*  
Merle N. Miller, *Metals Processing*  
Amos N. Ney, *Metals Processing*  
Rosalie J. Picciotti, *New York Office*  
Thomas C. Smith, *Purchasing*  
Robert H. Welk, *Value Engineering*  
George S. Wells, *Military Engineering*  
Edward E. Wiker, *Plant Security*  
John R. Worth, *Models Lab*  
Woodrow B. Zellers, *Plate*

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WATCH  
COMPANY

