

London Meeting Lecture Thursday 18 November 2010  
'Hope and Glory: A Horological Battle for Survival, 1910-1945'

by Philip Whyte and Richard Stenning

Speakers will give an account of how the Dennison Watch Case Company in Birmingham rose to the challenge of dealing with the impact that two world wars had on all English companies, including the horological ones. Interestingly, Dennison used both the 'Carrot' and the 'Stick' approach on all their employees, with apparently good results! In addition, the Company were hugely pro-active in discovering ways not only to maintain their business, but also to expand it. They seized upon any available 'state of the art' technology, which would make them more efficient, and ultimately more competitive.

The lecture will be illustrated with original contemporary photographs and ephemera, many previously unpublished, which are now held in the Charles Frodsham archive.

The speakers are co-directors of Charles Frodsham & Co. Ltd., Chronometer, Watch & Clock Makers in London.



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