

*Co. Hoffman - president  
Hoffman's personal  
collection  
large pictures  
where available?*

*Must back off in  
mid 50s?  
What reason does it have?*

### INSTAR WATCH COMPANY

Since 1945 Mr. Karl Hoffman, president of Instar Watch Company, had been supported by enough members of his family to provide a 10-share majority out of a total of 600 shares. However, it was not until his brothers, George and Ulrich, retired in 1948 and 1950 that he had the opportunity to make most of the changes which he desired and which he believed were long overdue.

Instar, with headquarters in Bienne, Switzerland, was a family-owned concern. It had been founded in 1892 by Mr. Peter Hoffman, father of Mr. Karl Hoffman. It manufactured three products: (1) medium priced Instar brand jeweled-lever watches, which comprised the bulk of the company's production in both quantity and value; (2) inexpensive Ardon brand pin-lever watches; and (3) a relatively small number of inexpensive Instar brand mechanical clocks. The average factory price of the jeweled-lever watches in 1957 was Sfrs. 42, the pin-lever watches Sfrs. 14, and the clocks Sfrs. 16. The retail prices in Switzerland of several models of Instar, Ardon, and Swiss watches by other makers were as shown below:

#### Retail Prices in Switzerland of Selected Men's Nonautomatic Watches

	Sfrs.	
1. <u>Ardon</u> pin-lever watch, one jewel, chrome plated brass case, sweep second hand.	45	11
2. <u>Instar</u> "Economy" model jeweled-lever watch, 17 jewels, chrome plated brass case, shock protected, antimagnetic, sweep second hand.	72	18
3. <u>Tissot</u> "Model 27" jeweled-lever watch, same features as Instar "Economy" model above.	88	22
4. <u>Instar</u> jeweled-lever watch, 17 jewels, all steel waterproof case, shock protected, antimagnetic, sweep second hand.	106	26
5. <u>Tissot</u> jeweled-lever watch, same features as Instar above.	116	29
6. <u>Omega</u> jeweled-lever watch, same features as Tissot above.	210	52
7. <u>International</u> jeweled-lever watch, same features as Omega above.	240	60