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## PRESS RELEASE

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**PrimeTime**  
*Fine Jewelry & Watches*

# Prime Time Fine Jewelry and Watches is the Next Stop for “The Ball Watch Museum Tour” Saturday, May 5, 2012



San Diego, CA: In the late 19th century American railroads hit their stride, moving people and products across the country at speeds previously unimaginable. And with the expansion of the railroads came the need for highly accurate timepieces.

On Saturday, May 5, 2012, The Ball Watch Museum Tour will be on exhibition at Prime Time Fine Jewelry and Watches from 5:00pm to 8:00pm.

The Ball Watch USA 2012 Museum Tour highlights the development of the modern watch (timepiece) and America's role in making watches both accurate and durable. Founded in Cleveland, OH, a master watchmaker himself, arrived in Columbia, the Ball company founder quickly recognized the need for a continental-wide timekeeping system. As the railroads grew, an increasing number of Americans were killed in train collisions primarily caused by poor timing issues. Webb C. Ball

became the chief of the Cleveland/Pittsburgh lines, implementing mandatory changes and fortnightly checks of the accuracy of each railroad man's watch – by 1900, Ball had all of North America on the same time schedule. In the process, he developed new methods for constructing watches and was credited by Henry Ford with the development of the world's first assembly line.

The Ball Watch Museum Tour features historic watches dating from the 1880s to the 1970s, selected to demonstrate the evolution of the modern watch. A fascinating assortment of old advertising ephemera and company documents accompanies the exhibition. Watch buffs, railroad fans and historians will enjoy this peek at the revolution of timekeeping. The contemporary Ball Watch collection, which continues to focus on Webb Ball's original precepts about time – accuracy legibility, durability and craftsmanship, is now featured At Prime Time Fine Jewelry and Watches.

For more information about The Ball Watch Museum Tour at Prime Time Fine Jewelry and Watches on Saturday, May 5, 2012. Please contact Michael Fischer at 858-259-1819 or michael@primetimefinejewelry.com.

Prime Time Fine Jewelry and Watches established in 2008, Founded by Michael Fischer, Prime Time is located in Solana Beach, CA.