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2013-2014

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# TICK TOCK

## CHAMP'S CLOCK SHOP





Detail from the last grandfather clock manufactured in the US. All work was done by hand.

By: Geoff Parker  
Photography By: Ricky Stilley

Travelling down Fairburn Road not far from the Fulton County Line down a historic road that once was once part of the Austell Plantation lies Champ's Clock Shop.

It's an unusual setting for a retailer who boasts the world's largest collection of clocks. Clock aficionados and manufacturers often contact owner Jeff Champ for advice and consultation. The official World's Largest Cuckoo Clock can be seen on the back wall of the shop staring at anyone who dares to question its authenticity (In 1995, WA-GA-TV 5 Eye Witness News aired a segment on the Cuckoo Clock). The Discovery network even called upon Champ to evaluate a clock on an episode of AUCTION KINGS in 2011.

The ancestry of clocks is an interesting topic when one is discussing the origin of a particular type of instrument. For instance, a Cuckoo Clock made in China is not really a genuine timepiece. In order for a clock to be called a real Cuckoo Clock, it has to be from the Black Forest of Germany and made from Fir Trees. In addition, a Cuckoo Clock has to be able to move from one nail, on a wall, to another nail and not be a stand alone part of a building or courthouse.

Champ's Clock Shop in Douglasville has been a family owned operation since 1967. In 1983, they had the largest selection of clocks in the south. Champ's father, William Jerry (Champ) Champion, while he was an Atlanta fireman, began collecting clocks as a hobby. Any monies accrued were automatically reinvested into the business. Over the years, more buildings were added to the original shop and now there are a 1000 different types of clocks, 150 plus different mod-



The building also houses a large tower clock that came from London, England. It may be the largest tower clock in Georgia.



els of Grandfather Clocks on display and over 300 in stock. Some of these price-less Grandfather designs are priced at \$100,000 dollars.

Some of the wall clocks are priced from \$20.00 to \$12,000.00. These specialized items can be imported from many well-known manufacturers as Bulova, Sligh, Seiko, Hermale, Howard Miller and Ridgeway. Mantel Clocks, Shelf, Table or Carriage Clocks are also available on display or in stock. The variety of clocks continue with Cuckoo Clocks, from \$24.00 to \$50,000.00; Animated Clocks that are motion oriented (A train that circles around the outside of the case or tiny figures that rotate while music is being played); Barometers, and Nautical Clocks. Most items at Champ's are 50%-80% off the Manufacturers suggested retail prices.

The Atlanta Fox 5 Morning News, AJC.COM and a 2007 YouTube Video all have portrayed the incredible once a year 1000 Clock Chiming Event celebrating the Spring Forward Daylight Savings Time where all the clocks in the store are set to chime at the same time. One visitor to YouTube stated that "This reminds me of the ending to the 1812 Overture where the church bells are ringing in victory." Jeff Champ said that a house without a ticking clock is just dead; it has no heart beat. Treat yourself to Champ's Website where you will be truly entertained with pictures of rare instruments and historic clocks from around the world. Tick Tock. ■

The world's largest hanging cuckoo clock

