

Dan Quayle wristwatch draws frowns, laughter

By Emily Rosenbaum
Senior Reporter

Steve Hill was a stockbroker for Dean Witter until Dan Quayle got him fired. The Dan Quayle watch, that is.

Hill and another former stockbroker, Richard Ongstad, are the co-owners of the Crazy Time Co. in Simi Valley, Calif., marketers of the watch.

The Quayle Time wristwatch features the vice president cartooned in full color with his hands out to his sides, "looking confused," Hill said. Quayle's striped tie points to the time, but the numbers are not in the correct order on the face of the watch.

Hill and Ongstad started the company two years ago and began designing the watch when Quayle was selected as George Bush's running mate. Hill decided to keep working at Dean Witter. He said he wore the Quayle watch to work and "when the watch got popular, I got fired."

He said his bosses apparently didn't approve of his moonlighting.

"I (would) wear the watch with my suit and tie to a business lunch and everyone would go nuts," he said. "People thought the watch was hysterical."

Krazy Time designed six different models and sent 50 of each to various stores in July to test the market. The watches quickly were sold and response was favorable, Hill said.

One of the models eventually was discarded because the top of the watch popped off, Hill said. Of those 50 defective watches, only two were sent back to the company, he said.

"People would just put the watch back together," he said. "They thought it was part of the gimmick."

The model the company decided to market exclusively went on sale two months ago and about 15,000 watches have been purchased, Hill said.

The watch sells for \$30 plus \$1.80 for shipping and handling.



Courtesy of Crazy Time

He said the company hasn't received any criticism from the public for poking fun at the vice president.

"It was done in good taste and those that know anything about Dan Quayle think the watch is funny," he said.

Quayle's sister and brother both bought watches, Hill said, and Quayle's attorney asked for one to be sent to her. He said he isn't sure if a lawsuit is in the works.

Senators, doctors and lawyers have purchased the Quayle watch and many have asked to be on Krazy Time's mailing list, he said.

"You either laugh at Dan Quayle or you have a serious problem," Hill said. "I mean, my God, he's one step away from running the country."

Hill said the company plans to market more watches that feature other political figures and celebrities. President Bush and Princess Diana, as well as a few movie stars, soon may see their faces on the faces of watches, according to Hill. He said

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