



History Of The Rockford Watch Co. and Their Products



Brief History

- John C. Adams investigated in 1850
- Located in Rockford, Ill. to be near main customer (railroad)
- Rockford in 1866. Boo!
- High Gear in December 1873
- Local Investors led by Levi Rhoades and H. R. Enoch organized in Jan. 1874

History cont.

- Officially licensed on March 1874
- George D. Clark and P.H. Wheeler (previous Superintendent And Assist. Super. Cornell W.C. respectively) supervised construction and purchase of machinery (1874-1876)
- Cornell Watch Co. employees provided initial expertise

Rockford Factory, Rockford III.



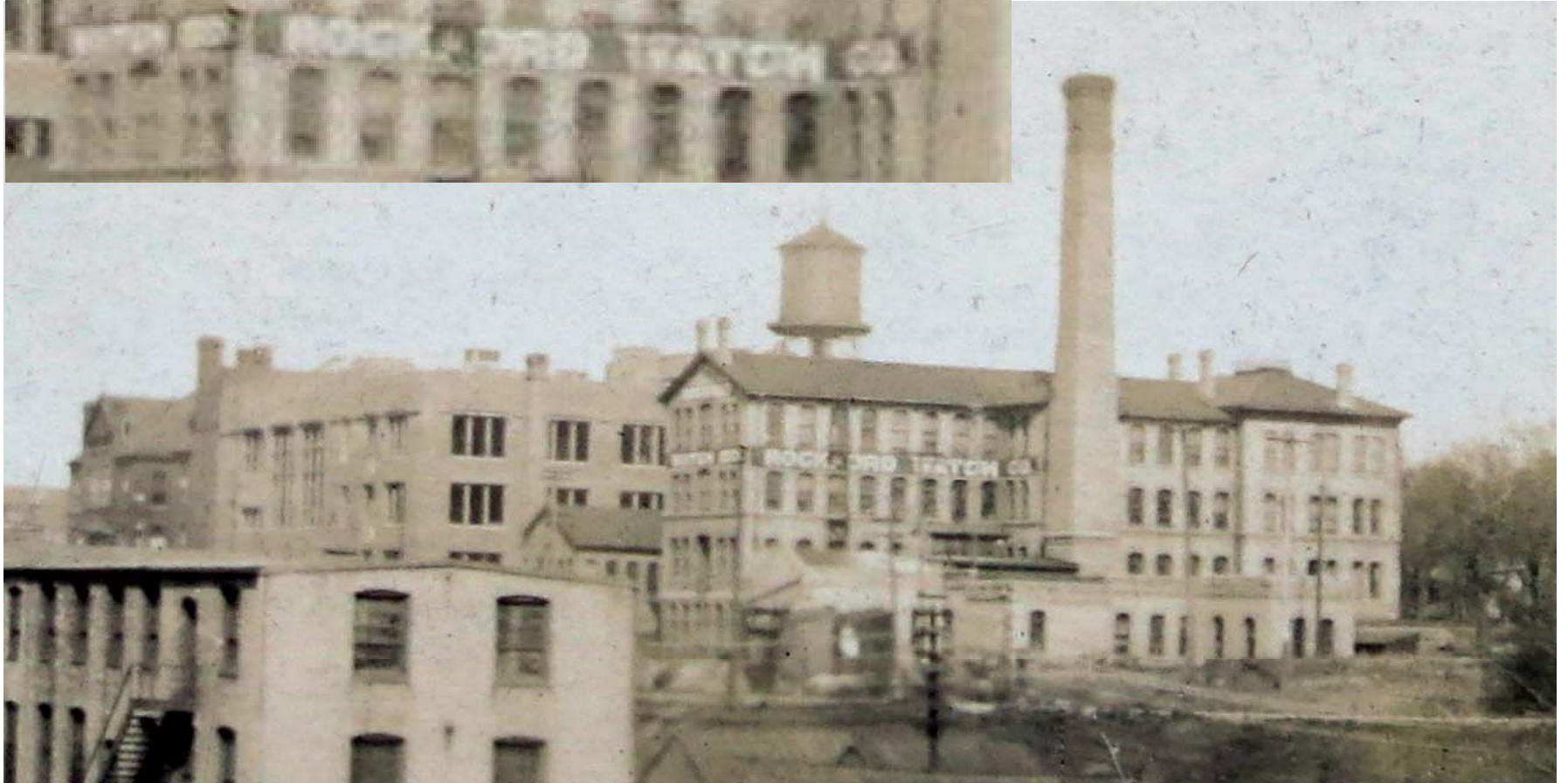


ROCKFORD WATCH FACTORY.

Rockford Factory, Rockford Ill.



Courtesy Rockford
Pub Library



Rockford Factory (today) (courtesy L. Seikel)



Rockford Factory (today)



History cont.

- Watch production began in Feb. 1876.
- Company failed in 1896 and reorganized as Rockford Watch Company, Ltd. in 1901
- Discontinued in 1915 (remaining stock marketed by The Illinois Watch Case Co. of Elgin, Ill.)
- Name transferred to Elgin, Ill. in 1919

Conventional Jeweled Watches

	1880	1900	1930
• Elgin	700,000	9,000,000	33,000,000
• Waltham	1,500,000	9,000,000	27,000,000
• Hampden	200,000	1,300,000	4,600,000
• Illinois	190,000	1,000,000	5,300,000
• Lancaster	50,000	150,000	150,000
• <u>Rockford</u>	50,000	100,000	1,000,000
• Howard	50,000	100,000	250,000
• U.S. Marion	20,000	-	20,000
• Newark	13,000	-	13,000
• Hamilton	-	100,000	2,500,000

Watches

Size	Models (types)	Known Grades	Production*
18	10	65	514,933
16	7	62	207,663
12	2	17	49,700
8	2	0	13,100
6	2	8	18,800
0	3	14	48,800

* = approximate

Total 938,000

18s Models



Model 1 = Key wind and set

One case screw



Model 2 = Key\stem wind and key set

Two case screws

18s Models

514,933



Model 3



Model 4



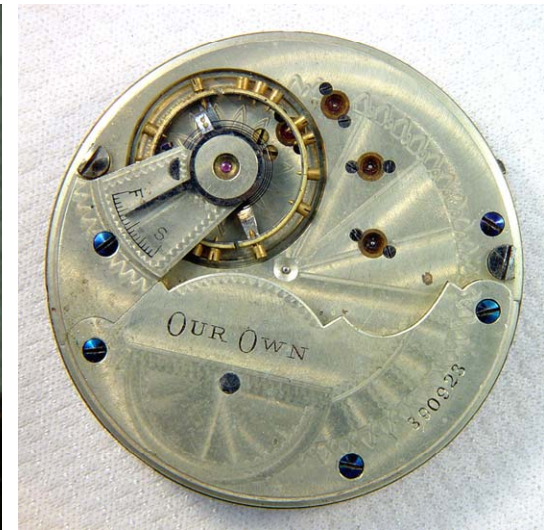
Model 5



Model 6



Model 7



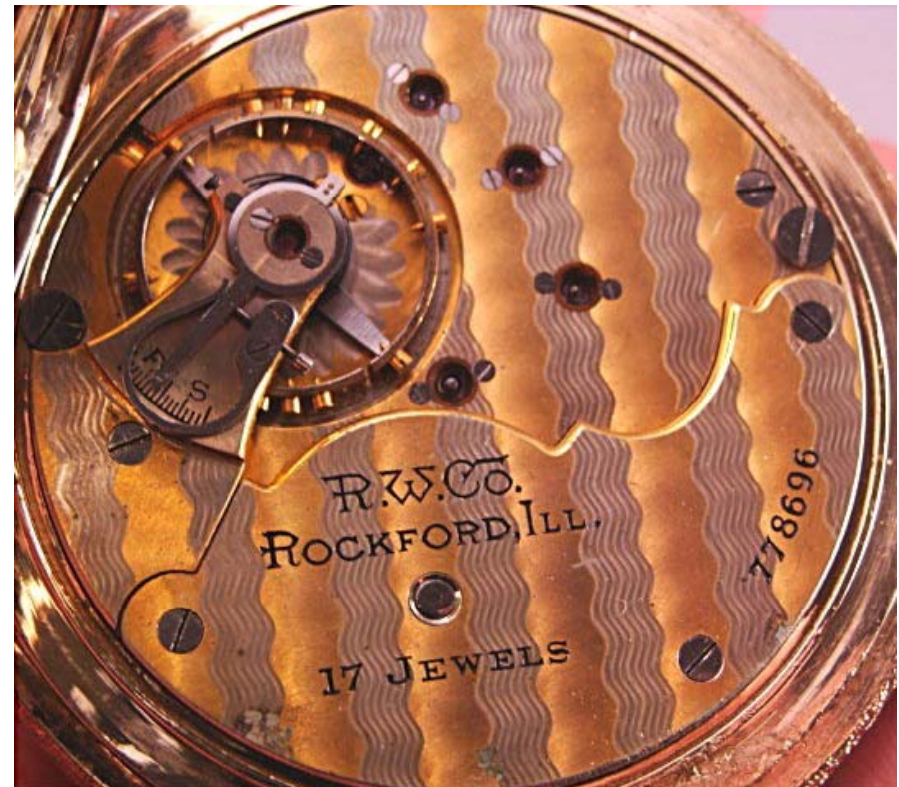
Model 8

18s Models

Model 9

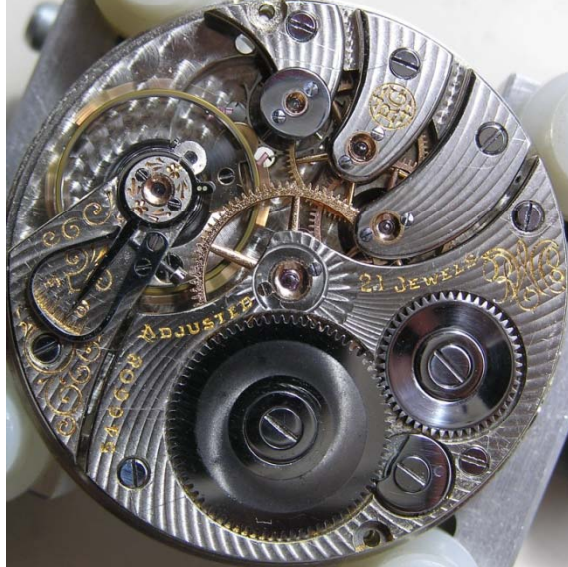


Model 10



16s Models

207,663

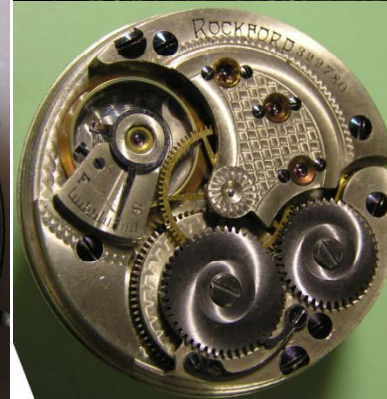


12s

8s

6s

0s



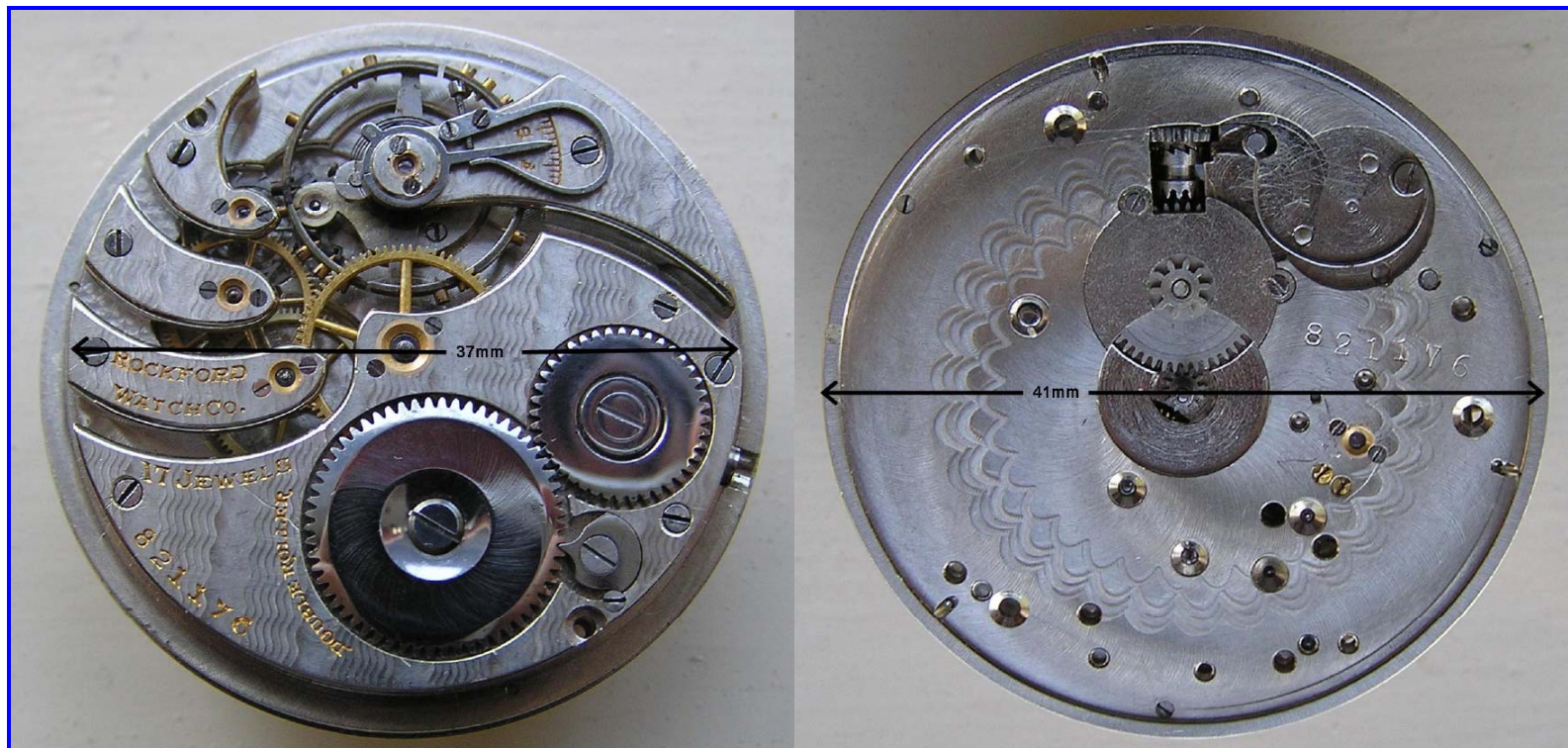
49,700

13,100

18,800

48,800

Different Plate Size (14/12, 12/10)



SN	size	model	grade	jewels	year
866718	14/12	2	335	17	1911
821176	14/10	2	335	17	1910
921097	12/9	1	320	17	1913
838431	12/9	2	365	15	1910
837213	12/9	2	355	17	1910
835640	12/9	2	370	21	1910
866226	12/10?	2		17	1911
849236	12/10?	2	365	15	1910
849236	12/10?	2	365	15	1910
893582	12/10	2		15	1912
887331	12/10	2		15	1912

Medium Grade



High Grade



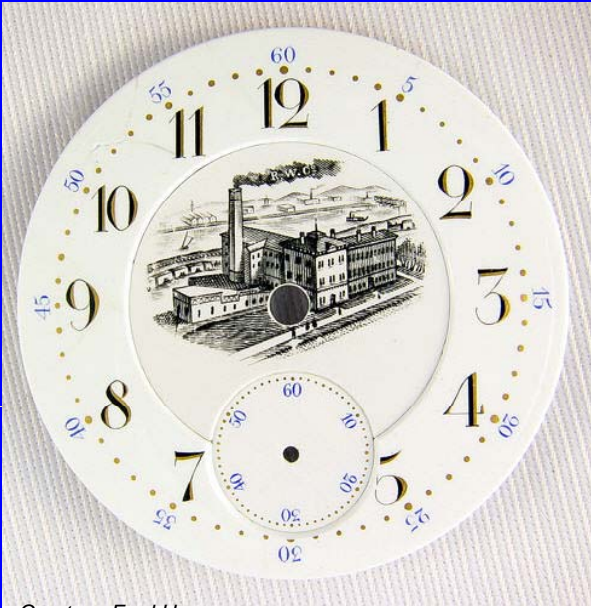
Standard Dials



Fancy Dials



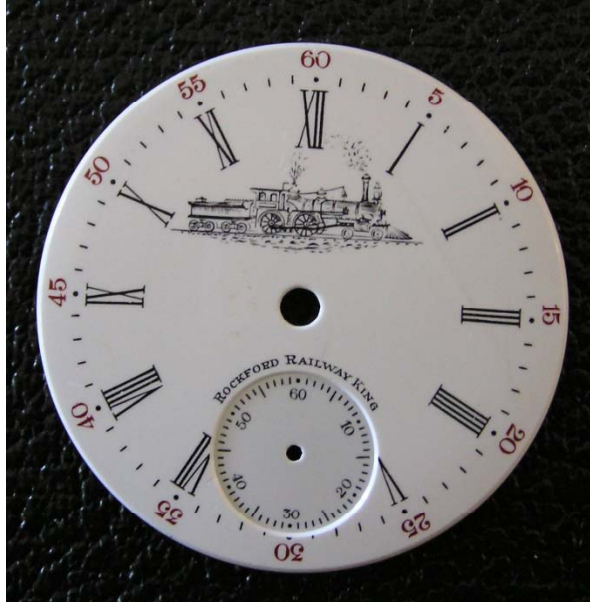
Fancy Dials



Courtesy Fred Hansen




Courtesy Fred Hansen



Rockford Watch Case Company

- 1872 Rockford Watch Case Co. was Organized
- Producing cases approx. 1878
- 1878 NW Watch Case Co. (Racine, Wisconsin) moved to Rockford, Ill.



THE CLIMAX WATCH CASE

REVERSIBLE

PATENTED APRIL 3, 1883.

The Climax Watch Case,

MANUFACTURED BY

The Northwestern Watch Case Co.

OF ROCKFORD, ILL.

Presented by

Rockford Watch Case Company

- 1872 Rockford Watch Case Co. was Organized
- 1878 NW Watch Case Co. (Racine, Wisconsin) moved to Rockford, Ill.
- **RWCC bought NWWCC 1883**

Rockford Watch Case Co Acquires The NW Watch Case Co.



Rockford Watch Case Co.
ROCKFORD, ILLINOIS,
MANUFACTURERS OF
Gold and Silver Watch Cases.

In addition to our regular business of Watch Case Manufacturing, we have organized a special Department for the reconstruction of old Cases, *i.e.*, changing Key Winds to Stem Winds, also transforming Hunting Cases to Open Face Cases, Re-engraving and Re-engine Turning old cases, Removing Monograms, etc., etc.

Having all the Machinery, Dies, Chucks and Burnishes for restoring mashed-up cases to their original shape, we are prepared to do an excellent class of work at a very moderate cost. Jewelers, by sending such to this Company, can be assured of much better returns than if disposed of as old metal.

Those wishing to send such work to us are requested to observe the directions given on last page of this folder.

Rockford Watch Case Company

- 1872 Rockford Watch Case Co. was Organized
- 1878 NW Watch Case Co. (Racine, Wisconsin) moved to Rockford, Ill.
- RWCC bought NWWCC in 1883
- Initiated production (1878?)
- Sixty employees and \$50,000 sales 1880
- Closed 1915
- Quantity unknown

Rockford Watch Case Factory

1887 - 1895



Rockford Marked Cases



Additional Markings

Found on 0s, 6s, 12s, 16s



Hunter Cases



OF Cases



Wrist Watches



Wrist Watches Cont.



Ladies



Art Deco



Disguised

1905 & 1908



Propaganda


ROCKFORD HIGH GRADE WATCHES

FOR SALE BY
Petersen, Max & Co.
394 Ellicott Square
BUFFALO, N. Y.

Manufactured by THE
ROCKFORD WATCH CO. Ltd
ROCKFORD: ILLINOIS

JANUARY 1913

ROCKFORD BRACELET WATCHES




Fitted with 8 Size, 15 Jewel Movement

14 Karat Gold Head, 14k Gold Bracelet, Plain.....	47 50
14 Karat Gold Head, Strap Bracelet, Plain.....	25 00
Permanent Head, Gold Filled Bracelet, Plain.....	26 00
Permanent Head, Gold Filled Bracelet, Engraved.....	30 00
20 Year Head, Gold Filled Bracelet, Plain	22 50

ROCKFORD, ILL.

Rockford Gold Filled Watches

Extra Heavy Dials



16 Size Gold Filled 17 Jewel Iroquois

25 Year O. F., S. B. B. Plain or E. T.....	\$25 00
25 Year O. F., S. B. B. Engraved.....	25 50
20 Year O. F., S. B. B. Plain or E. T.....	19 00
20 Year O. F., S. B. B. Engraved.....	20 00

16 Size Gold Filled 15 Jewel

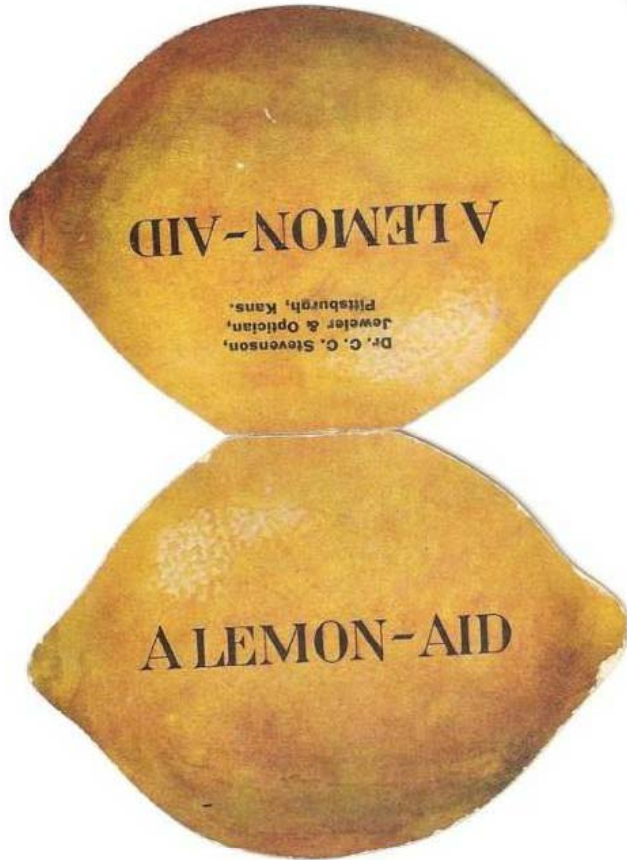
20 Year O. F., S. B. B. Plain or E. T.....	16 50
20 Year O. F., S. B. B. Engraved.....	17 50

16 Size 14K Gold 17 Jewel Iroquois

14K Solid Gold Swing Ring.....	35 00
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25

Catchy Ads



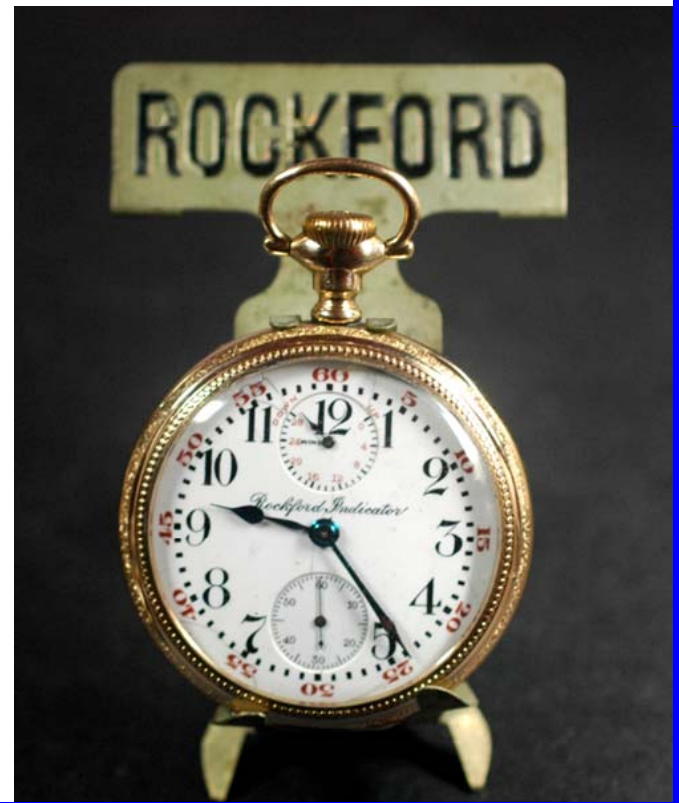
Jeweler's Handouts



Tip Trays



Gadgets To Promote



Post Cards

ONE O'CLOCK

JANUARY 1910
Sun Mon Tue Wed Thur Fri Sat

2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

At one o'clock when whistles blow,
And back to work or school we go
If we are late there's no excuse.
When there is such a watch in use
As the **'Rockford'**! As perfect as skill
and experience can make it.

TRUE TIME FOR A LIFE TIME

March 1910
Sun Mon Tue Wed Thur Fri Sat

	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

At three o'clock the baby goes
Dressed in his fluffy lacy clothes
To take a ride out in the park
And watch the birds fly until dark.
But Time flies too and baby soon
Will be a man and know the boon
of A **'Rockford Watch'** like other men.

Only a baby, yet
with a **Rockford** he
can have
TRUE TIME FOR A LIFE TIME

W JULY

TRUE TIME FOR A LIFE TIME

JULY 1910
Sun Mon Tue Wed Thur Fri Sat

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

You will have the
TIME of YOUR LIFE
when you buy a
Rockford Watch

NOVEMBER 1910
Sun Mon Tue Wed Thur Fri Sat

	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

This month the hunter takes his gun
And goes out hunting just for fun.
He lies in wait to trap his game.
The **ROCKFORD** never does the same.
It never lies, it doesn't wait
It's perfect and its up to date.

TRUE TIME FOR A LIFE TIME

Thank You!

This presentation can be found on Chapter 139 web page

<http://sanjacinto139.homestead.com/index.html>

More detailed article may be obtained at

the Chapter 149 web page research section

http://www.nawcc-ch149.com/pw_dbresearch.html

References

- 1. Dean A. Olsen, 1971, History of Rockford Watches Presented To Rockford Public Library; Rockford Public Library; Rockford, Ill.
- 2. P.H. Wheeler (Wheeler's Patent) and C.W. Parker
- 3. Rockford Public Library; Rockford, Ill.
- 4. Galena & Chicago Union RR; Chicago & Northwestern RR; Illinois Central RR
- 5. Three hundred block of S. Madison
- 6. Pendant and Pocket Watches; C. Jeanenne Bell; 2007; p. 111
- 7. Richard Warren Sears and His Watch Companies part 2; William F. Meggers, Jr.; NAWCC Bulletin, vol. 32/6, Dec. 1990, Dec 269, p. 540-554.

References

- 8. Industrial and Picturesque Rockford, 1891; compiled by Eugene Browne and F. Ford Rowe; Forest City Publishing Co., Rockford, Ill