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 Ill.
ROCKFORD WATCH FACTORY.
Rockford Factory, Rockford Ill.
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

<table>
<thead>
<tr>
<th></th>
<th>1880</th>
<th>1900</th>
<th>1930</th>
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</thead>
<tbody>
<tr>
<td>Elgin</td>
<td>700,000</td>
<td>9,000,000</td>
<td>33,000,000</td>
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<tr>
<td>Waltham</td>
<td>1,500,000</td>
<td>9,000,000</td>
<td>27,000,000</td>
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<tr>
<td>Hampden</td>
<td>200,000</td>
<td>1,300,000</td>
<td>4,600,000</td>
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<td>Illinois</td>
<td>190,000</td>
<td>1,000,000</td>
<td>5,300,000</td>
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<tr>
<td>Lancaster</td>
<td>50,000</td>
<td>150,000</td>
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<tr>
<td>Rockford</td>
<td>50,000</td>
<td>100,000</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Howard</td>
<td>50,000</td>
<td>100,000</td>
<td>250,000</td>
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<tr>
<td>U.S. Marion</td>
<td>20,000</td>
<td>-</td>
<td>20,000</td>
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<tr>
<td>Newark</td>
<td>13,000</td>
<td>-</td>
<td>13,000</td>
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<tr>
<td>Hamilton</td>
<td>-</td>
<td>100,000</td>
<td>2,500,000</td>
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Source: M.C. Harrold, 1984
# Watches

<table>
<thead>
<tr>
<th>Size</th>
<th>Models (types)</th>
<th>Known Grades</th>
<th>Production*</th>
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<tr>
<td>18</td>
<td>10</td>
<td>65</td>
<td>514,933</td>
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<tr>
<td>16</td>
<td>7</td>
<td>62</td>
<td>207,663</td>
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<tr>
<td>12</td>
<td>2</td>
<td>17</td>
<td>49,700</td>
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<tr>
<td>8</td>
<td>2</td>
<td>0</td>
<td>13,100</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>8</td>
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</tr>
<tr>
<td>0</td>
<td>3</td>
<td>14</td>
<td>48,800</td>
</tr>
</tbody>
</table>

* = 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

Model 9

Model 10
16s Models
Different Plate Size (14/12, 12/10)
Medium Grade
High Grade
Standard Dials
Fancy Dials
Fancy Dials
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.
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.

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

112-116 N. Main 2nd floor
Additional Markings

Found on 0s, 6s, 12s, 16s
Hunter Cases
OF Cases
Wrist Watches
Wrist Watches Cont.
Ladies
Art Deco
Disguised

1905 & 1908
Catchy Ads
Jeweler’s Handouts
Gadgets To Promote
Post Cards

ONE O'CLOCK

TRUE TIME FOR A LIFE TIME

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.

JULY

TRUE TIME FOR A LIFE TIME

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

November 1910
Sun Mon Tue Wed Thu Fri Sat
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 lace 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.
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
References

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