

Watch Display

By Alan Hiles

Below are some pictures taken at a couple of the Walk Back in Time events in Mexico. One is from an air show where I had military watches and the 1944 Cardinals uniform. Two are from a display I had at Melody's Jewelry last year. I also will have "Private Label" watches to display. In addition to the watches I have some small advertising clocks. I have watches and clocks marked with stores in Bowling Green, Louisiana, Hannibal, Mexico, Montgomery City, Wellsville, Quincy and others in the general area as well as some odds and ends from the area. I have worked up a fictional period baseball uniform from Pike College to wear. I have found no evidence they had a team, but many high schools and colleges had one, so it is possible! Looking forward to coming and talking with everyone. I always have a great time talking to everyone and explaining what I have.

"PRIVATE LABEL" WATCHES

"Private Label" watches were built by watch manufacturers specifically for retail businesses to sell as an "in store", "local" or even "national" brand. For several reasons a business may have wanted to sell a watch using their own name or trademark: Perhaps they were to show that a store was a railroad inspector, or to have a higher or lower quality watch (than a name brand) or they were just good advertising. For a nominal fee any name or trademark could be put on a watches' dial and/or movement. Some watch companies, just starting out, would give out "samples" to jewelers as an incentive to sell their product. A small town jewelry store might sell one or two of these watches. On the other hand stores like Sears-Roebuck and Montgomery Ward might sell thousands. Nearly all American and many Swiss manufacturers made "private label" watches.



