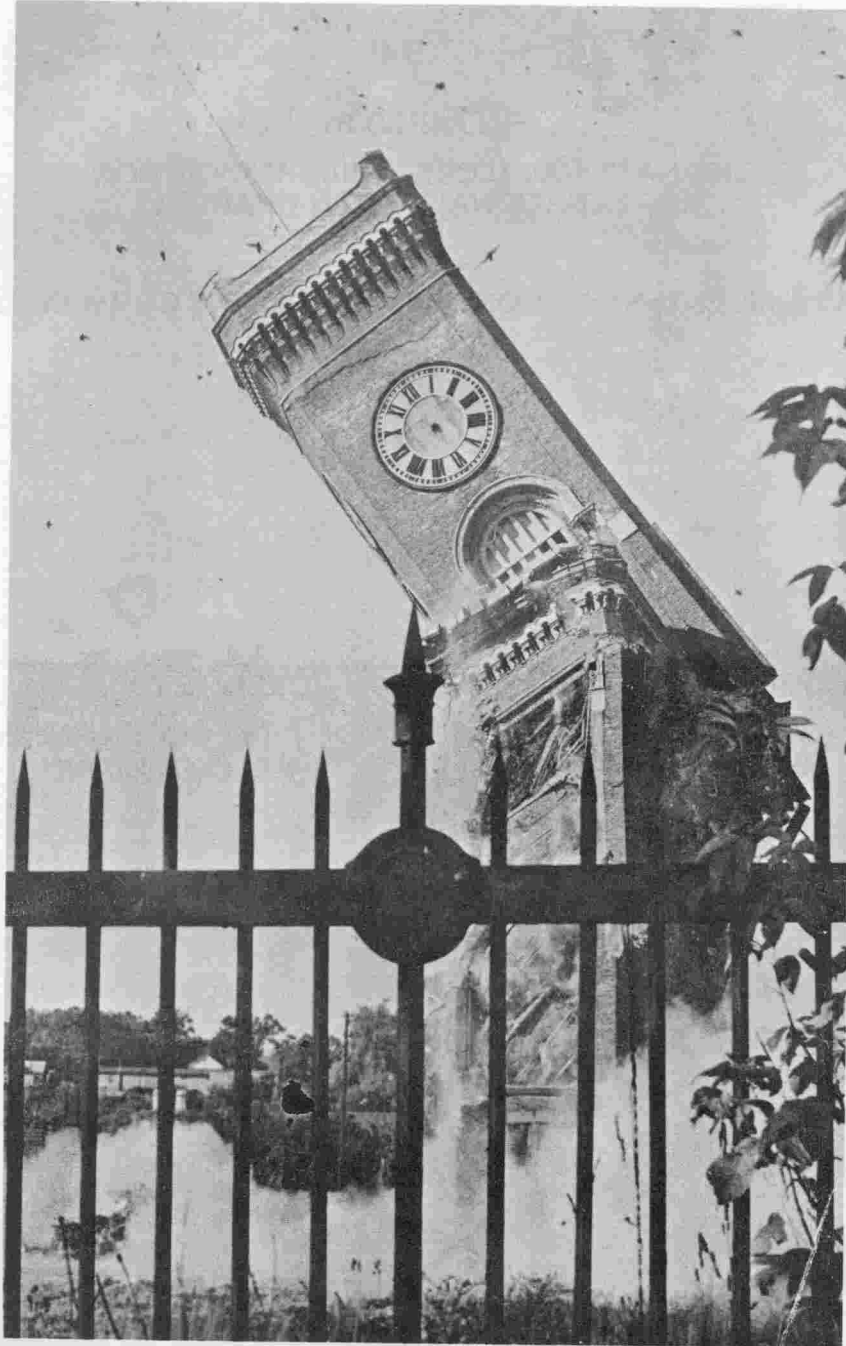


THE END OF TIME





ELGIN NATL WATCH CO
- FIRE DEPT
APRIL 3, 24



Elgin's newest plant is located at 900 16th Street, Lincoln, Nebraska. Placed in operation in 1946, now employs 2,000 craftsmen.



THE ELGIN NATIONAL WATCH COMPANY, 1864-1966

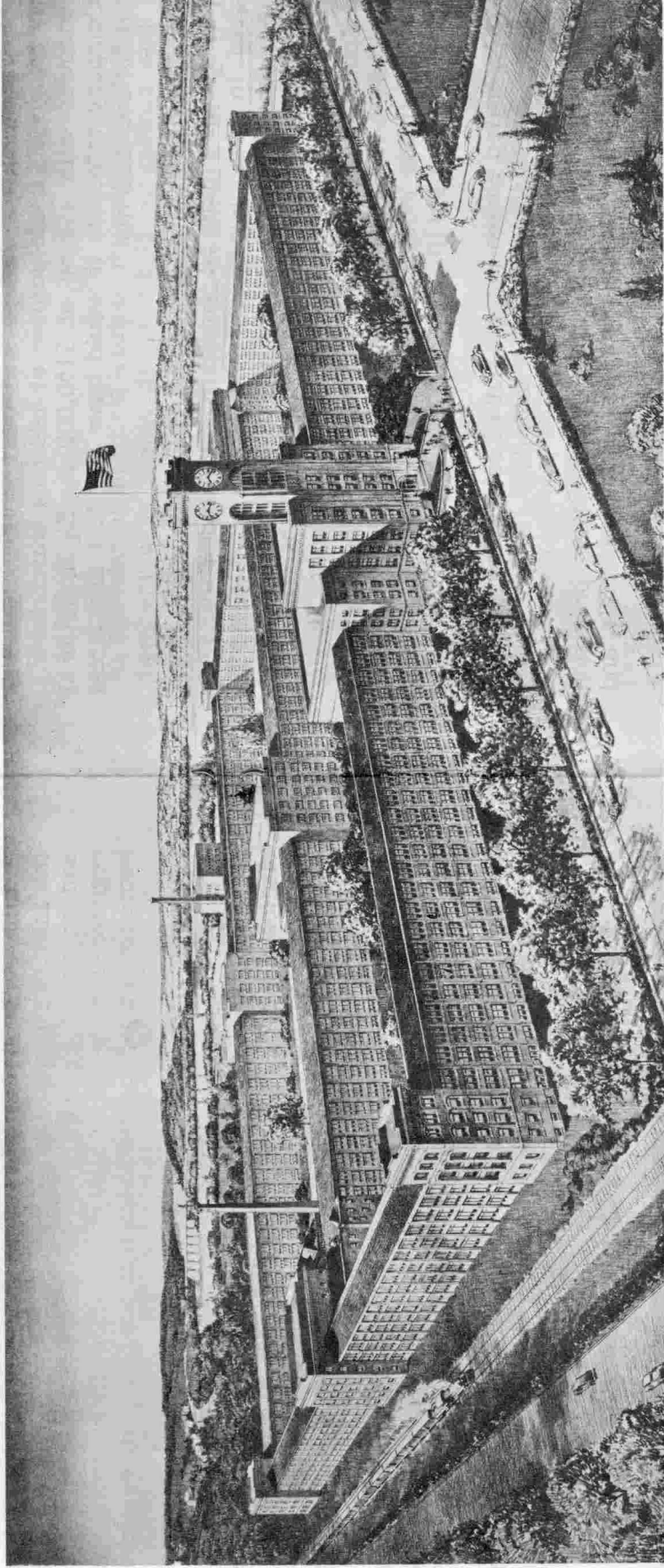


Figure 6

In the year 1836, a young man of 35 set out by stage from New York bound for the thriving new city of the West, Chicago. He was destined to become Mayor of the lusty young metropolis that was fast growing into a giant, but even this was dimmed by another achievement. This traveler, jogging along the rough stage road, in less than 30 years was to become the founder of the company that was to grow to be the largest of its kind in the world.

Mr. Benjamin Wright Raymond was the energetic and aspiring young man who became the first President of the National Watch Company. While still Mayor of Chicago, he had taken a lively interest in the Fox Valley and purchased from James T. Gifford, founder of Elgin, half of that gentleman's interest in the village. From that time forward, his interest in Elgin increased, and he was instrumental in bringing railroads and factories to the city.

Mr. John Calhoun Adams, a skilled watchmaker in Chicago, believed a watch company could prosper in the "West", as Elgin was known at that time. He interested Mr. Raymond in his idea and on August 18, 1864, the National Watch Company of Chicago, Illinois was organized, with the capital stock fixed at \$100,000.

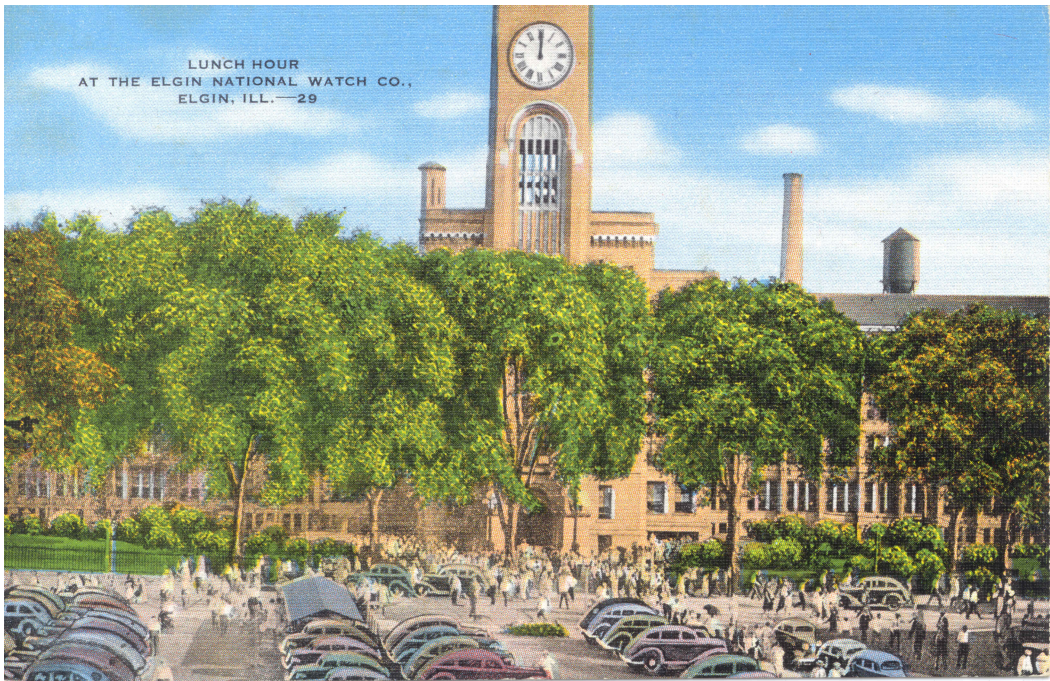
From this beginning emerged the Elgin National Watch Company. The building as shown above was completed in 1927 and housed the world renowned manufacturing facilities for Lord and Lady Elgin watches.

For over 100 years, this Company was a major employer in the Elgin area, and the watch tower became a friendly guardian over the City and a landmark known country-wide. It was the keeper of time for all of Elgin.

VIEW IN LORD'S PARK, ELGIN, ILL.—40



LUNCH HOUR
AT THE ELGIN NATIONAL WATCH CO.,
ELGIN, ILL.—29



UNITED STATES PATENT OFFICE

Elgin National Watch Company, Chicago
and Elgin, Ill.

Act of February 20, 1905

Application February 1, 1935, Serial No. 360,928

ELGIN



STATEMENT

To the Commissioner of Patents:

Elgin National Watch Company, a corporation duly organized under the laws of the State of Illinois, and located in Chicago, Cook County, State of Illinois, and doing business at 35 East Wacker Drive, in said city and State, and also at Elgin, Illinois, has adopted and used the trade-mark shown in the accompanying drawing, for WATCHES, WATCH MOVEMENTS AND WATCH CASES, in Class 27, Horological instruments, and presents herewith five specimens showing the trade-mark as actually used by it upon the goods, and requests that the same be registered in the United States Patent Office in accordance with the act of February 20, 1905, as amended.

The trade-mark has been continuously used and applied to said goods in the business of said corporation in interstate commerce since on or about August, 1933.

The trade-mark is applied or affixed to the

goods by stamping or engraving, or applying the same in any other suitable manner to the plate or the dial of the watch; and is also applied by printing upon labels placed upon the packages containing the goods.

Applicant is the owner of registrations No. 47,470, dated Nov. 7, 1925 effected under the ten-year proviso; No. 268,269, dated March 11, 1930, and No. 295,651, dated July 5, 1932.

The said corporation hereby appoints Messrs. Mason & Porter, of Washington, D. C., a firm composed of Eugene G. Mason and Herbert H. Porter, its attorneys, with full powers of substitution and revocation, to prosecute the application of registration, to make alterations and amendments therein, to receive the certificate, and to transact all business in the Patent Office connected therewith.

ELGIN NATIONAL WATCH COMPANY,
By TAYLOR STRAWN,
Vice-President.