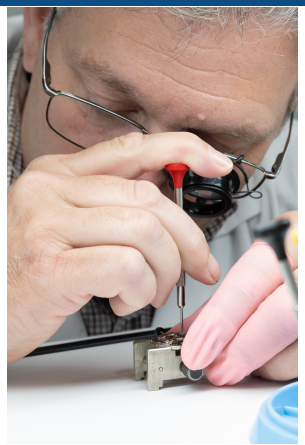
National Association of Watch & Clock Collectors, Inc.

2027 Advertising



nawcc.org

Creating a legacy for future horologists











The National Association of Watch & Clock Collectors, Inc. (NAWCC) is a nonprofit organization composed of members who are passionate about horology—the study of timekeeping and making of timepieces.

The NAWCC has print and online resources for members to share their research, skills, and stories. Our publications and digital media are ideal for advertisers to showcase their products and services to this unique consumer group.

Advertising with the NAWCC is much more than reaching your customers. Your advertising dollars help to create a legacy for future makers and collectors by supporting our mission to preserve and promote the craft of timekeeping.

Be part of something bigger by helping us share the stories of the horological past, present, and future. Connect with our members and reserve your ad space by emailing mart@nawcc.org.

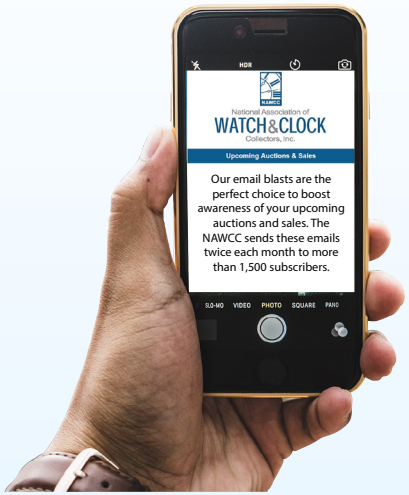
Membership in the NAWCC is not required for advertising, though your membership support is greatly appreciated. To learn about our regular and business memberships, visit nawcc.org>Membership.

Portfolio

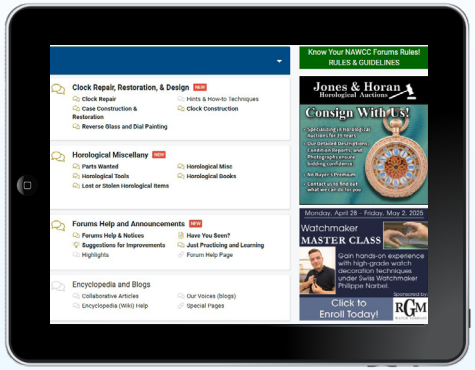
Watch & Clock Bulletin



Email Campaigns



Digital Advertising



Our global membership is composed of nearly **8,000** individuals, businesses, and institutions. More than **1 million visitors** access our web pages and Forums each year.

Print & Digital

BULLETIN
Journal of the National Association of Watch & Clock Collectors, Inc.
Mar/Apr 2026
Vol. 68
No. 480



AMERICA'S 250TH ANNIVERSARY: CELEBRATING HOROLOGY

The Hamilton Watch Co.: Mass-Producing Excellence

By Rhett Luecke, NAWCC Fellow (NE)

Founded in 1892 after a string of failed Lancaster, PA, watchmaking ventures, the Hamilton Watch Co. succeeded where others had not by focusing relentlessly on quality, innovation, and precision. Its watches helped make America's railroads safe, and its chronometers helped the Allies win World War II. The combination of manufacturing excellence and technical innovation made Hamilton the standard for American timekeeping.[1]

The Hamilton Watch Co. started with the physical assets of the Keystone Standard Watch Co. of Lancaster, PA, and with tooling and equipment from the Aurora Watch Co. of Aurora, IL, in 1892 (Figure 1). The city of Lancaster had seen a number of failed and abandoned attempts to establish a watch company at the Columbia Avenue site, starting in 1875. This included Adams & Perry, Lancaster Penn Watch Co., Lancaster Penn Watch Co. Ltd., Lancaster Watch Co., and Keystone Standard Watch Co. A separate venture, the Bowman Watch Co., had also operated in Lancaster between 1879 and 1882, but the tooling and designs were eventually sold to J. P. Stevens in Atlanta, when Erza Bowman elected to concentrate on his retail jewelry business, as well as founding a very influential vocational school in Lancaster. By the end of 1893, with Charles Rood serving as president and Henry Cain as superintendent and vice president, Hamilton had completed a building expansion and launched production and shipment of four newly designed nickel full-plate, 18-size movements. This included the 17-jewel grades 936 (open face) and 937 (hunting case) as well as 16-jewel grades 932 and 933 (Figures 2 and 3).

Figure 1. An 1892 Hamilton factory photo. AUTHOR'S COLLECTION.

The Hamilton Watch Co. took its name from Andrew Hamilton, who in 1730 founded Lancaster on a tract of land granted by the sons of William Penn.[2] From its inception, the intent of the new watch company was to produce only high-grade watches with a focus on the growing railroad industry and its need for watches that would meet established timekeeping standards. With this in mind, the company used slogans such as "The Railroad Timekeeper of America" and "The Watch of Railroad Accuracy" in much of its advertising in the early to mid-20th century (Figure 4).

The early 1890s were slow economic times, which drove Hamilton's decision to produce the lower-grade 16-jewel grades 932 and 933, but the early sales ledgers show that sales of both the 16- and 17-jewel were slow. In an attempt to weather this economic storm, Hamilton launched its only gilt watch, a 7-jewel, full-plate model (Figure 5). In total, 1,000 of these gilt watches were produced between 1894 and 1896. These were never given a grade number and are documented in company records only as "7 jewel."

Through the end of the 19th century, Hamilton continued to expand its product line, including higher 19-, 21-, and

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AMERICA'S 250TH ANNIVERSARY: CELEBRATING HOROLOGY

Figure 2. Hamilton serial No. 1, grade 936. COURTESY OF THE NATIONAL WATCH & CLOCK MUSEUM. PHOTO BY ROLAND MURPHY.

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The *Watch & Clock Bulletin* is the official journal of the NAWCC. Published six times each year in print and online, it presents horological history and research as well as technical and human-interest articles. The journal also relays the latest news and events of the National Watch & Clock Museum, Library & Research Center, and NAWCC Chapters around the world.

Our readers are your customers. Advertise in the *Bulletin* to reach them.

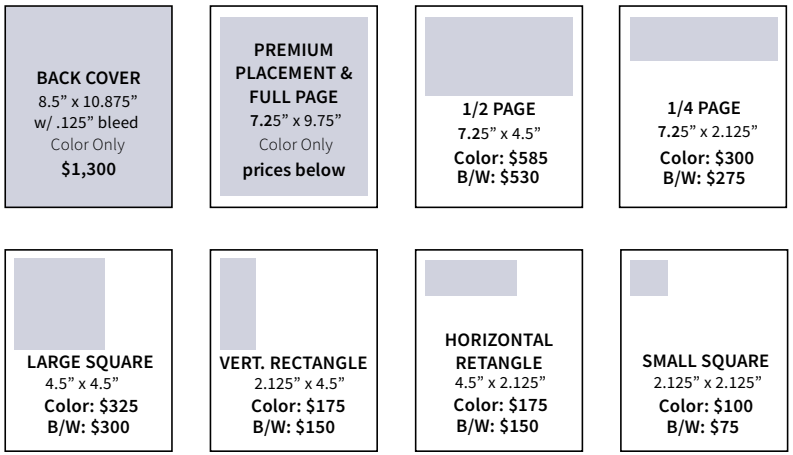
Print & Digital

ISSUE	AD/PAYMENT DUE	ISSUE	AD/PAYMENT DUE
January/February	December 1, 2026	July/August	May 31, 2027
March/April	February 1, 2027	September/October	August 2, 2027
May/June	April 1, 2027	November/December	October 1, 2027

Maximize Your Advertising Dollars!

Additional discounts are offered to those who pay in advance for display and column ads in more than one issue:

3 ads receive a 5% discount — 6 ads receive a 10% discount
Business Members receive a 10% total discount on all advertising.



COLOR PLACEMENTS	RATE
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INSIDE FACING FRONT COVER (7.25" x 9.75")	$1,250
INSIDE FACING BACK COVER (7.25" x 9.75")	$1,150
INSIDE BACK COVER (7.25" x 9.75")	$1,250
FULL PAGE (7.25" x 9.75")	$1,030

ADDITIONAL PLACEMENTS	COLOR	B/W
1/2 PAGE (7.25" x 4.5")	$585	$530
1/4 PAGE (7.25" x 2.125")	$300	$275
LARGE SQUARE (4.5" x 4.5")	$325	$300
VERT. RECTANGLE (2.125" x 4.5")	$175	$150
HORIZ. RECTANGLE (4.5" x 2.125")	$175	$150
SMALL SQUARE (2.125" x 2.125")	$100	$75
LINE ADS (MINIMUM 3 LINES)	--	$3.80/line

Buyers and sellers meet in the *Bulletin*!

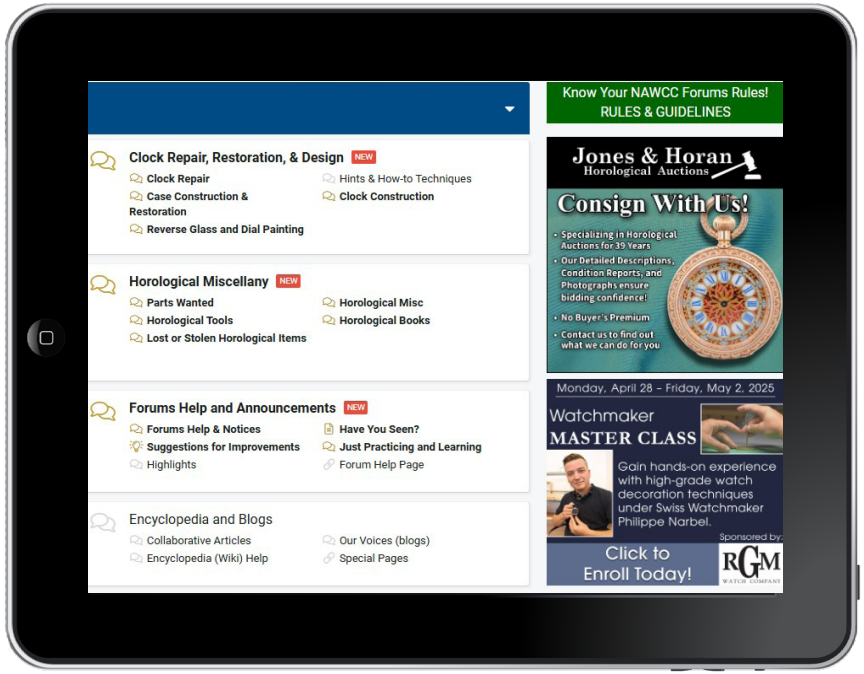
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Business Members receive an additional 10% off all advertising.

To get started, email mart@nawcc.org today!

NAWCC Forums



With more than 60,000 members in the NAWCC's public online forums (mb.nawcc.org), these pages offer prime advertising space seen by all Forum users.

Rates:

Square Banner: $400 per month

Full Banner: $1,500 per month

Banner ads run on a monthly schedule.

Save by purchasing multiple Forum ads at once!

5% off 3 months • 10% off 6 months

15% off 12 months



Auction eBlast Campaigns

Develop custom campaigns using the power of NAWCC email blasts.

Get results with our higher-than-average response rates:

Open Rate: 52%

Click Rate: 13%

$75/blast (includes 1 image)

$50/blast (no image)

Premium placement is available—contact mart@nawcc.org for details.

Advertising Guidelines





All ads should describe opportunities to buy, sell, or trade goods and services useful to members. The NAWCC reserves the right at its discretion to refuse to publish any advertisement without any recourse to the NAWCC.

Display & Column Ad Submissions: We accept the following files: .pdf, .tiff, and .jpg. Images should have a minimum resolution of 300 dpi. InDesign files must be packaged. PDF files are acceptable if fonts and images are embedded.

Ad Placement: For guaranteed placement if space is available, excluding the premium spaces, we charge a 10% placement fee.

Premium Space Ad Reservations: Advertising in the premium spaces must be scheduled in advance of the deadline by emailing mart@nawcc.org.

NAWCC Regional Event Ads: These ads receive a 10% discount. Registration forms must contain the following disclaimer: "The NAWCC, its officers and members, and the *[name of Regional]* are not responsible for any loss, injury, or tort during this event."

Advertising Guidelines





Line Ads: Visit nawcc.org/publications/watch-clock-bulletins/ to download and print the line ad form to submit by post. Or you may email your line ad to mart@nawcc.org.

Payment: Ads must be paid in advance of the issue deadline. Checks payable to NAWCC must be drawn from a US bank and payable in US dollars. MasterCard, Visa, Discover, and American Express are accepted. Any ads received but not paid for by the due date will be held and not published until payment is received.

Late Fee: A 20% late fee may be charged for ads and payments received after 3:00 p.m. Eastern time on the deadline.

NAWCC Business Members enjoy advertising discounts and many other perks! Visit nawcc.org/business-memberships for details.

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