

Life IS Fair!

1901 Pan-American Exposition, Buffalo, NY

by Patricia Holloway, FNAWCC (TX)

This is the second installment in an occasional series about watches commemorating American Fairs and Expositions.

Playing off their success in Chicago, the Ingersoll brothers had planned an even broader offering when the 1901 Pan-American Exposition rolled around. The dollar watch industry made great strides between 1893 and 1901, moving from a bulky back wind “pocket clock” to a much more compact stem wind and set watch in a variety of models. A 1901 Ingersoll ad claims, “Output – A million and a half a year.” By this time, not only were the Ingersoll Dollar Watches a success in the United States but a July 4 Trans-Atlantic Cablegram announced a contract with Symonds London for one million watches. A 1901 ad (Figure 1) lists four models that Ingersoll created with souvenir dials and cases for the 1901 Pan-American Exposition. Although the dials and embossed backs are basically the same, the ad notes that the Yankee model has back wind and set and souvenir dial; all others have stem wind and set and embossed souvenir back.

Unlike the Columbian Exposition, where the Ingersolls were not allowed to sell their watches on the grounds, in Buffalo the watches were “sold at twenty booths each marked by a large ‘Ingersoll’ in the various buildings.” The ad then goes on to state, “They are of the few souvenirs showing 100 per cent

THE COSMOPOLITAN.

Guaranteed

PAN-AMERICAN
OFFICIAL SOUVENIR

YANKEE \$1.00 Nickel, Gilt or Black,	
ECLIPSE \$1.50 Same Finishes,	
TRIUMPH \$1.75 Oxidized Silver,	
GOTHAM \$2.00 Gold Plate,	

YANKEE. ECLIPSE.

YANKEE has back wind and set and souvenir dial; all others have stem wind and set and embossed souvenir back.

The Ingersoll DOLLAR WATCH

Is the First and Only Watch to be sold with a Guarantee that means anything.

AS at every point in the line of progress, INGERSOLL WATCHES are a distinct feature at the “Pan-Am.” In four beautiful souvenir models, they typify 20th Century progress in a rare and attractive manner and are shown in profusion and sold at twenty booths, each marked by a large “Ingersoll,” in the various buildings. They are of the few souvenirs showing 100 per cent. of utility and costing no extra price. If you do not visit the Exposition, send the price as above and receive one by mail.

Address ROBT. H. INGERSOLL & BRO. Dept. 53
67 CORTLANDT ST. NEW YORK CITY

When you write, please mention “The Cosmopolitan.”

Figure 1. 1901 Ingersoll ad for the Pan-Am Exposition.



Figure 2. 1901 Yankee dial.



Figure 3. 1901 Yankee case.



Figure 4. 1901 Yankee movement.

of utility and costing no extra price." Like the 1893 Exposition watches, you could order one of these souvenir watches directly from Robt. H. Ingersoll & Bro. in case you were not able to attend the Exposition.

Figures 2–10 show three examples of Ingersoll watches from the 1901 Buffalo Pan-American Exposition. All the watches had the decorative dial, but the movements and cases varied, offering consumers various looks, movement quality, and price. The ad states that the Yankee has back wind and set and souvenir dial; all others have stem wind and set and embossed souvenir case. The Yankee was offered in nickel, gilt, or black cases (Figures 2–4). While the Yankee case pictured in Figure 3 shows some wear, most of the gilt remains. The Eclipse souvenir back was offered in the same finishes (Figures 5–7). The Triumph was offered in oxidized silver (Figures 8–10).

In addition to being an approved concessionaire, Robt. H. Ingersoll & Bro. was also one of the few

watch and clock exhibits and was in section Q-28 of the Manufactures and Liberal Arts Building. While the Pan-American Exposition was another commercial win for the Ingersoll Watch Co. in general, it was not nearly the financial success that the Columbian Exposition had been.

About the Author

Pat Holloway's horological interest and collecting habits are very eclectic, but they are based on watch-related items that were relatively inexpensive and used daily in their time. She has written articles on horology at U.S. World Fairs from 1893 to 1982, the relationship between bicycles and watch companies, collecting watch keys, and handmade watch papers. She is Chair of the Program Committee, active in several Chapters, and is a member of the Capitol Area Watchmakers and Clockmakers Guild.



Figure 5. 1901 Eclipse dial.



Figure 6. 1901 Eclipse case.



Figure 7. 1901 Eclipse movement.



Figure 8. 1901 Triumph dial.



Figure 9. 1901 Triumph case.



Figure 10. 1901 Triumph movement.