

What is the Purpose of a Watch Case.

Is it an Article of Ornament? Is it a piece of Jewelry? Or is it made to protect the Movement, the most delicate instrument of precision in daily and general use?

While we do not lose sight of the ornamental features the article should possess (to which the elegance of style and finish of our cases does attest), we maintain that it is of PRIME IMPORTANCE to so construct it that it shall absolutely exclude all dust and rust, which, as all Watchmakers well know, are the great enemies of fine timekeeping.

We beg to call attention to the following letter from a member of the profession in Georgia, which is only one of a great many from all parts of the country, highly appreciating the Patent Dust-Proof Cases of our manufacture.

Letter from B. W. BENTLEY Valdosta, Georgia.

"I can say that I sold one of your Patent Dust-Proof Cases about ten months ago, and the other day it came back to me with the request to make it wind easier. On examination I found that the Stem was rusty, and I enquired into the cause of it. The gentleman stated to me that he was starting off some saw logs that had lodged in the bend of the river, and his chain caught in a bush and threw his watch into about 12 feet of water, and he was about two hours finding it. When he got it out it was running, and he thought all right. In about three months he found that the Stem was hard to turn, and sent it to me.

"I can say that the Watch is all that the Company claims for it, and recommend it to all Railroad and Mill men."

Extract from a letter written by C. S. RAYMOND, Clinton, Iowa,
April 29, 1881.

"I wish you would send me a spring for the Wm. Ellery Watch. * * * By the way, this Ellery is a watch I sold to a farmer, in your Screw Bezel Case, last Fall. The first of January he lost the watch in the woods, and found it in about one foot of water. It had lain three months and over in snow and water, with but a slight injury to the watch—only a hair spring."

The above, as will be seen, were very severe tests, and demonstrate that, for a reasonable length of time, during which a watch might be under water, it would receive no injury whatever.

We wish to call attention to the fact, that although we do NOT guarantee such cases to be absolutely water tight, many of them are, and nearly all of them can be made so with a little care and attention to details, such as thoroughly cementing the glass, &c.

As a Perfectly DUST-PROOF Stem-Winding Watch Case we challenge the World to Produce its Equal.

AMERICAN WATCH CO.,

WALTHAM, MASS.

ROBBINS & APPLETON, General Agents,

NEW YORK.

BOSTON.

CHICAGO.