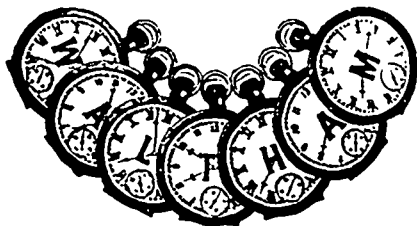




The Perfected American Watch.



A GOOD watch is a necessity of civilization. Many a man has lived to a ripe old age without taking closer note of time than he could from the sun's advance or the recurrence of his desire for food. So, many have dwelt within sound of the locomotive without ever having travelled



by railroad train. Such persons are as milestones by which the surrounding community marks its progress. Everyone may not always feel the need of a good watch. The same may be said of bread or of meat; but there often comes the moment when a reliable watch is master of the situation. That is the necessity; and the point is the possession not only of a pocket time-piece, but of a good one. With a good watch one need never be late nor hurried. A poor watch is worse than none.

The order of our daily doings is regulated by the little monitor that tells the moments. It may be accurate when we are not, but it is seldom wrong without misleading. A poor watch is dear at any price; a good watch is worth its cost. A reliable watch is a splendid investment. It gives better return and depreciates less in proportion than any other article of personal wear or use. Like the human heart, it works unremittingly. If treated with common care and cleaned as occasion requires, it will, excepting accidents, outlive its wearer. Though the case be thinner at the end of twenty years than it was when new, the movement, if originally good, will be as vigorous and exact as the day it left the factory. Moreover, it never goes out of vogue. How much is an overcoat that cost you \$40 worth after five years' wear, compared with a watch that cost the same?

We are speaking now about the WALTHAM watch, and to the person who is not carrying one. Eight million people have them. To such the watches have told their own story.

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