



WE BEG TO CALL THE ATTENTION OF THE TRADE to the well known quality and elegance of finish of our Gold Cases, guaranteed by us to be of eighteen karat Gold, U. S. Mint assay, or of fourteen karat Gold, as may be stamped, and also to our mode of selling the same, charging only for the ACTUAL WEIGHT of the gold used, and not for the base metal comprised in springs, key pipes, filling of crown, etc. To illustrate which we here show copy of tag accompanying each one of our Gold Cases, which plainly indicates not only the gross weight of the Case, but also the NET weight of the gold.



New York, August 1st, 1881.

AMERICAN WATCH COMPANY,

ROBBINS & APPLETON,

General Agents.

IN EXPLANATION OF THE ABOVE we desire to say that the old plan of charging for the gross weight of the case, as if it were all gold, worked well enough as long as the manufacturers were content with the amount of brass and steel actually required in its construction; but when the business was degraded into a contest as to who should get the most base metal into the least quantity of gold and call it a GOLD case, then the time came when, in the interest of dealers in American Watches, it became necessary to adopt a plan of selling, showing the buyer exactly how much GOLD each Case contained.

In adopting this method we act in conformity with the earnest wishes of the leading houses of the Trade, some of whom have already undertaken to carry out the same idea in their own business.

ROBBINS & APPLETON,

GENERAL AGENTS.