



# The Perfected American Watch.



**F**IFTY years ago all watches were made in Europe, chiefly in Switzerland. Then a watch was a costly possession. In 1854 the business of the AMERICAN WATCH COMPANY OF WALTHAM, MASS., was organized, the corporate name being subsequently changed to AMERICAN WALTHAM WATCH COMPANY. This Company has ever since enjoyed uninterrupted progress in the application of sound horological principles, in the use of the best devised automatic machinery, and in the services of the highest skilled artisans. This combination of advantages has produced the finest pocket timepieces in the world. The manufacture of watches at WALTHAM

was begun and has continued upon lines wholly different from those of the Swiss, departing radically from the latter in practice as well as in theory. Upon the principle that the simplest means of producing a given result are best, the designers of the first WALTHAM watch discarded all parts not essential to correct timekeeping, and thus they not only simplified methods of manufacturing, but reduced the liability to breakage and consequent cost of repairs when the watches had gone into use.

Quite as important, if not so fundamental, has been the systematic watch-making first practiced at WALTHAM and amplified to its present extent by successive improvements. Before the AMERICAN WATCH COMPANY was founded there was no factory in the world in which an entire watch movement was made. By the old way the plates were fashioned in one place, the wheels in another, the dials elsewhere. These and other parts—all made by scattered and disconnected labor—were finally fitted and assembled. It was soon shown that machinery, by its precise and uniform operations, provided better watches at less cost. Furthermore, most of the machine made parts—plates, wheels, pinions, etc. by their uniformity were interchangeable. Dealers were thus enabled to carry materials in stock, so as to supply them readily when required. A record of the size and grade of each WALTHAM watch movement is kept by the Company, whereby jewelers may at any time obtain duplicate parts by simply quoting the movement number, whatever the date of its manufacture. Therefore, the first grand results at WALTHAM were simplicity and economy of construction; exactness and durability of the watches produced; convenience and minimum expense of repairs.

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