

American Watch Company.

THE LARGE increase of our plant during the last three years, and the economies resulting therefrom, enable us to make a substantial reduction in some of the grades of our goods, and to give the benefit of it to our customers and the public, without sacrifice to ourselves or the standard excellence of our productions.

We do not, however, intend to pursue the policy adopted by some other companies, of selling any grade of our goods at a loss, for the purpose of inducing the sale of higher grades which, although giving good value for the money, yet, from their higher price, must naturally meet with a limited sale.

All our prices are regulated by cost and intrinsic value, and an experience of nearly thirty years has so far satisfied watch buyers and watch wearers of this and other countries of the superior quality of our watches as timekeepers, that we are enabled to maintain a slightly higher range of prices throughout our entire list than any of our competitors, with entire satisfaction to ourselves and the public.

We disclaim any intention or desire of making a watch to compete in lowness of price with the cheapest grade of goods steadily poured upon the market. On the contrary, as we never, under any circumstances, intend to put other than good timekeepers on the market, we consider the constant reducing of prices below the cost of really good work, as practiced by certain watch companies, to be prejudicial to the permanent good name of American watches.

We could, of course, by the employment of cheap and unskilled labor and the use of inferior materials in manufacture, make goods for as low and no doubt much lower prices than other companies, but the tendency of lower prices reached in this way is not consistent with the uniform excellence we wish to maintain, and, if persisted in, must inevitably result in a general deterioration of workmanship and of product, by which the public and ourselves would be, in the end, the great losers.

We challenge competition in the price and quality of our WATCH CASES if gold is weighed against gold, but not if our gold is weighed against steel springs and other base metal which our competitors weigh in and sell at the price of gold. Our movements are often sold by dealers in cases of other make than our own, and it frequently happens that a good movement is used to sell a bad case, or that a badly made inferior case throws discredit upon a good movement. In either case purchasers are warned against the results of this practice. We intend, in the future, as we have largely in the past, to case our own product, and thus avoid all question as to the character of either the watch case or the watch movement.

To reiterate :—The WALTHAM WATCHES are deservedly popular, because the purchaser as a rule, gets the best value for the money expended. The dealers are enabled to sell the goods with comparatively little trouble, and, at the same time, please their customers and make a profit for themselves.

AMERICAN WATCH COMPANY,

WALTHAM, MASS.

ROBBINS & APPLETON, GENERAL AGENTS,

New York.

Chicago.

Boston.

London, Eng.

Sydney, Australia.