

The
WALTHAM
GIFT BOOK



After all a
Waltham Watch
is the best Gift
for all occasions

A glance at the illustrations in this book should convince anyone that it is not necessary to depend upon foreign manufacturers for elegant watches. Waltham watches equal in every respect the most artistic European productions, more than that they are accurate and reliable timekeepers, two very important features in a watch.

WALTHAM WATCH COMPANY
WALTHAM MASS.

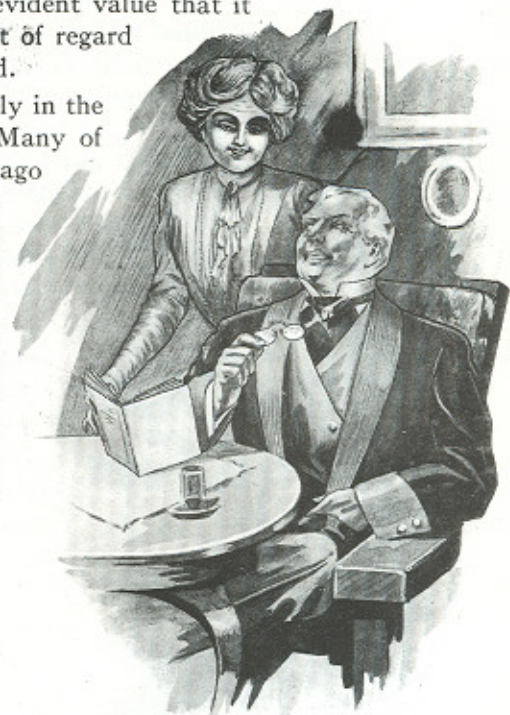
Waltham Gift Watches

NO EMOTION is more common to all mankind than happiness in giving; and while attention usually centers on the recipient of a gift, it is, after all, the giver who experiences the deepest satisfaction.

The conception of the idea, the decision to make the gift and the actual selection, all have for the giver an interest and pleasure which are peculiarly his own, and in which the recipient does not share.

The giver has this advantage of happy anticipation, even when his gift is very small: his delight is proportionately keener, when he can make a gift of such evident value that it serves in some degree to express the height of regard in which the object of his generosity is held.

This is an age of rapid change, not only in the material but in the intellectual world. Many of the accepted beliefs of twenty-five years ago are now discredited. Among other ideas which are now considered mistaken, is that of judging the value of a gift by the amount of personal labor which it represents. In past generations when so much of excellence was necessarily made in the home, articles requiring weeks of hand labor were especially valued as gifts; but in our day the personal element is recognized in the thought, the plan, the careful

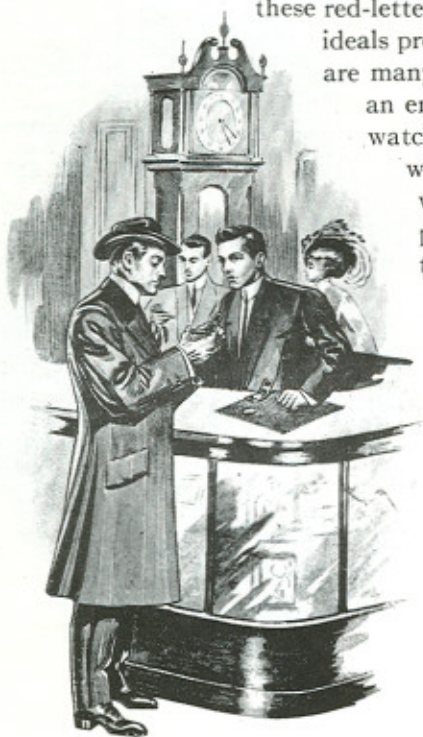


and painstaking selection, rather than in any participation in the actual production of the gift.

In choosing a gift, the best is none too good; and the best, in these days of specialization, is the product of the manufacturer rather than of the individual. To be ideal, the gift of value should be beautiful, serviceable, practical and personal; and nothing so completely combines these essentials of a perfect gift, as a Waltham watch. The name **WALTHAM** is recognized the world over as representing the highest attainment in the art of watchmaking. Therefore, in presenting a Waltham watch, one may have the satisfaction of knowing that he is giving the best, and consequently paying the highest possible compliment to the taste and judgment of the wearer.

We are a generous people, and in American homes we have a happy habit of keeping anniversaries. The few homes where these red-letter days pass unnoticed, are not those where high ideals prevail. So with us, the occasions for gift-making are many; and whether it be a birthday, a graduation, an engagement, a wedding or a holiday, a Waltham watch is always a distinctly appropriate gift; and whether the person to be honored be man or woman, young or old, there is a Waltham watch precisely adapted in size, model and grade, to their individual needs.

The works of any watch, even of the cheapest construction, have practically a universal attraction. This is because the watch has action, motion—it almost seems to be alive. There is, however, a marked difference between a high-grade watch movement and one of cheap and inferior manufacture; a



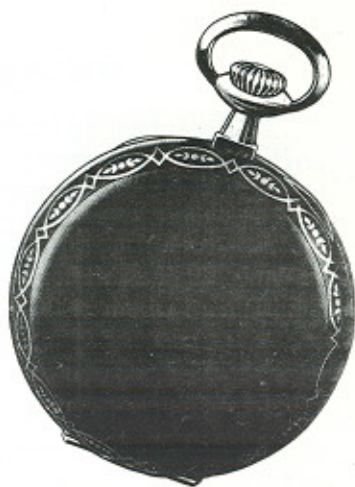
difference as clearly defined and as readily recognized (when one knows *how* to look) as that seen between a Paris costume and a shoddy gown. In a fine watch movement, quality is shown not only in the number of jewels to be found, but in the workmanship and finish of the plates and wheels; the beautifully polished and damaskeened steel parts; the strong yet exquisitely delicate springs; and the tiny screws of polished steel and gold. These features are characteristic in Waltham movements and attain their highest expression in our gift watches.

Therefore, in judging the merits of a watch, the appearance of the dial and the case may not always be a guide. These are the accessories of the watch movement. In watches, however, as in dress, the accessories should be appropriate in order to delight the eye. Realizing the importance of this, our artists have provided for the different kinds and styles of Waltham watches, a variety of finely finished dials, produced with the paramount idea of giving the last touch of elegance and refinement to the watch. Waltham gift watches are equipped with dials designed with especial reference to the style and quality of the movement with which they are to be used; this gives rest to the eye, as it effects a perfectly harmonious blending of the movement and the case. Such a combination is permanently satisfying: the face of our watch gradually assumes the personality of an intimate friend, and as such, we would be unwilling to have its familiar features changed.

CASES FOR WALTHAM WATCHES

Although the Waltham Watch Company maintains the largest watch factory in the world, it is devoted entirely to the manufacture of watch movements, case-making having become a separate industry, requiring for its finest results, a separate plant. Case-makers are artists of trained perception. Grasping the possibilities afforded by Waltham gift watches, they have exercised the cunning and skill of their art in providing cases as appropriate for the movement as the dials we supply. The widest variety of styles is offered, ranging from plain polished, to the most elaborate and beautiful designs, many of which are exquisitely enameled and studded with jewels. The illustrations afford but a suggestion of the beauty of these cases. To actually examine them is to recognize that the demands of even the most capricious or exacting taste may now be gratified.





EXAMPLES OF FINE CASES
FOR WALTHAM GIFT WATCHES

THE PREMIER MAXIMUS

However high the standard maintained in any manufactured product, there is always a supreme article—the best of its kind. So in watches, there is one movement that out-ranks all others. This is the Waltham Premier Maximus, sold at the price of ~~\$250.00~~ ^{\$300.00}. Although this sum, or even more, may have been asked for a watch of foreign manufacture and of uncertain quality, until the present time it has not been possible to obtain an American made watch whose value would offer an equivalent to this amount.

The Premier Maximus is the acme of watch production: in every element of its construction—the material, the finish, the technique and the craftsmanship—it transcends anything in watchmaking before attained. To those who want the best and are willing to pay for it, the Premier Maximus is the perfect gift.



PRICES

Premier Maximus Movements in
18k Solid Gold Open Face Case, \$250.00 * ~~250.00~~ 250.00
14k Solid Gold Open Face Case, 235.00 * 235.00

THE RIVERSIDE MAXIMUS

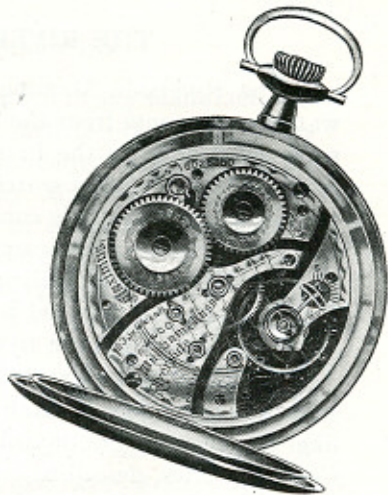
The Riverside Maximus has taken precedence among all watch movements from the time of its introduction. It is now superseded only by the Premier Maximus, and still holds rank as one of the foremost watches of the world. Its leading characteristics of high grade construction and accurate timekeeping, combined with its artistic appearance and beauty of finish, qualify it in all respects as a distinguished gift watch. The Riverside Maximus may be selected with the entire assurance that it will afford gratification, both to the giver and to the recipient.

Watches bearing this trade-mark name, which has heretofore stood for the best in watch construction, are made in 16 size, like the illustration on this page, also in two smaller sizes: Colonial Series, described on page 10, and 12 size on page 12.

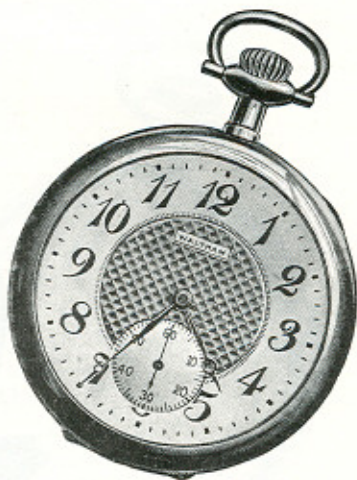
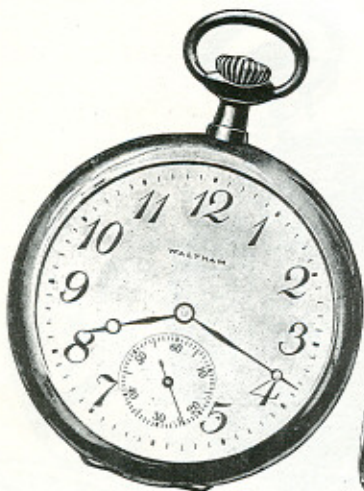


Prices for 16 size Riverside Maximus in solid gold case, \$130.00 to \$150.00, the price depending upon the weight and karat of case selected

Watches for Men



COLONIAL SERIES THIN WATCHES—Actual Size



Colonial (thin) movements are made in five grades:

Riverside Maximus	} ———— Adjusted
Riverside	
Royal	} ———— Unadjusted
No. 1425	
No. 1420	

They are sold in cases fitted at the factory, the price for the complete watch, depending upon the quality of the case and grade of the movement.

THE COLONIAL SERIES

While education undoubtedly has an influence upon the judgment, the experience of years is required for its ripening. This is not true, however, of personal taste. Educated young people of today, often show an artistic perception and a discriminating sense of fitness, which surprises their elders. In all their possessions they demand a modishness in keeping with the times, and this is nowhere more in evidence, than in the choosing of a watch. Among the family heirlooms treasured by mother or by father, a watch, however great its value, is only tolerated by the younger members of the family. Any suggestion that it be carried, is either politely negated or treated with fine scorn.

The Waltham Watch Company in its Colonial Series, the new thin model movement, has provided a watch which not only meets the views of the cultured professor and the man of affairs, but also instantly appeals to men of the younger generation—the keen and critical college man and the alert young man in business. Accurate to a degree, as required by the rush of modern life, and up to date in appearance, as demanded by the esthetic taste of today, the Colonial watch combines every feature which the man of the hour now requires. As a gift watch, the Colonial ranks among the most popular.



THE 12 SIZE

The American boy is not only cherished, but in our generation he is nurtured; every talent he displays is cultivated, every ambition is encouraged. Perhaps this is most noticeable in musical lines. If your boy wants a violin, you gratify his wish; and while you probably would not think it wise to purchase for him a Stradivarius, you buy him an instrument of good tone which he not only can enjoy, but which will also be a factor in elevating his standard.

When your boy asks for a watch, treat his request with equal respect. Do not offend his taste by giving him one of the cheap pocket clocks, which are sometimes offered as watches. Start him right: Buy him a Waltham watch, which will give him good service and be a source of pride and satisfaction. He will then have no occasion for holding in mental reserve any criticism of your judgment; on the contrary, his feeling of respect will be increased, and his opinion that "Father's all right" will be confirmed. The Waltham 12 size is exactly adapted to meet this demand; any boy will appreciate the value of such a gift, and will recognize it as being worthy of his most intelligent care.

There are many men who prefer a small watch. The 12 size is the smallest and most compact among our men's watches, and may be obtained in several grades offering a choice of values and prices. The highest grade is our Riverside Maximus, a trade-mark indicating one of our finest watch movements.

PRICES FOR 12 SIZE WATCHES

Riverside Maximus, from	100.00 to 120.00	125.00-150.00
Riverside,	from 40.00 to 75.00	50.00-100.00
Royal,	from 30.00 to 70.00	

according to the quality of case selected



12 SIZE ADJUSTED WATCHES ARE SOLD IN MAHOGANY BOXES
AS SHOWN IN THE ILLUSTRATION

WATCHES FOR WOMEN

The Waltham Watch Company was established in 1854, and is therefore the oldest manufacturer of watches in this country. Its product was at first confined exclusively to men's watches; but very early in our history a watch of a smaller size, suitable for women, was designed and put on the market, opening a new field in the watch industry of this country, and making it possible for women to obtain at a moderate price, attractive and *reliable* watches.

The Waltham 8 size was the first American watch for women. This size has been discontinued, the growing demand for smaller watches having been met from time to time with the Waltham 6 size, 0 size, Jewel Series, and now, the tiny Ten Ligne.

The successive improvements which have followed the introduction of women's watches, have been as marked as in watches for men, until today, the elegance of Waltham watches for women will surprise those who have not kept in touch with their wonderful development.

The grades or qualities of these watch movements are distinguished by familiar Waltham trade-mark names, as Riverside Maximus, Riverside, Lady Waltham, Diamond, etc. These trade-marks are engraved on the plate of the movement, therefore the purchaser may always be certain of the grade of the watch which he selects. One should also look for the name Waltham on the movement.



EXAMPLES OF FINE CASES FOR
WOMEN'S WALTHAM WATCHES

THE 0 SIZE

There are probably more 0 size watches sold for women than any other size. The movement is furnished in several grades, and may be obtained in either hunting or open face cases.

The Riverside Maximus is the highest grade, and is therefore particularly suited for a gift watch. These beautiful movements have nineteen diamond and ruby jewels, and all the parts are of the highest quality and finish. They are accurate time-keepers, and may be depended upon to please any woman who likes a watch of moderate size.

THE JEWEL SERIES

For girls and young women there is no more popular watch than the Jewel Series. While not the smallest watch made, it is especially attractive in size, since it is only as large as a twenty-five cent piece. The Diamond which is the highest grade, combines the most artistic finish with durability of construction. A Jewel Series watch makes an eminently suitable gift for any young woman on her birthday, graduation, engagement or other occasion of note.

0 SIZE WATCHES

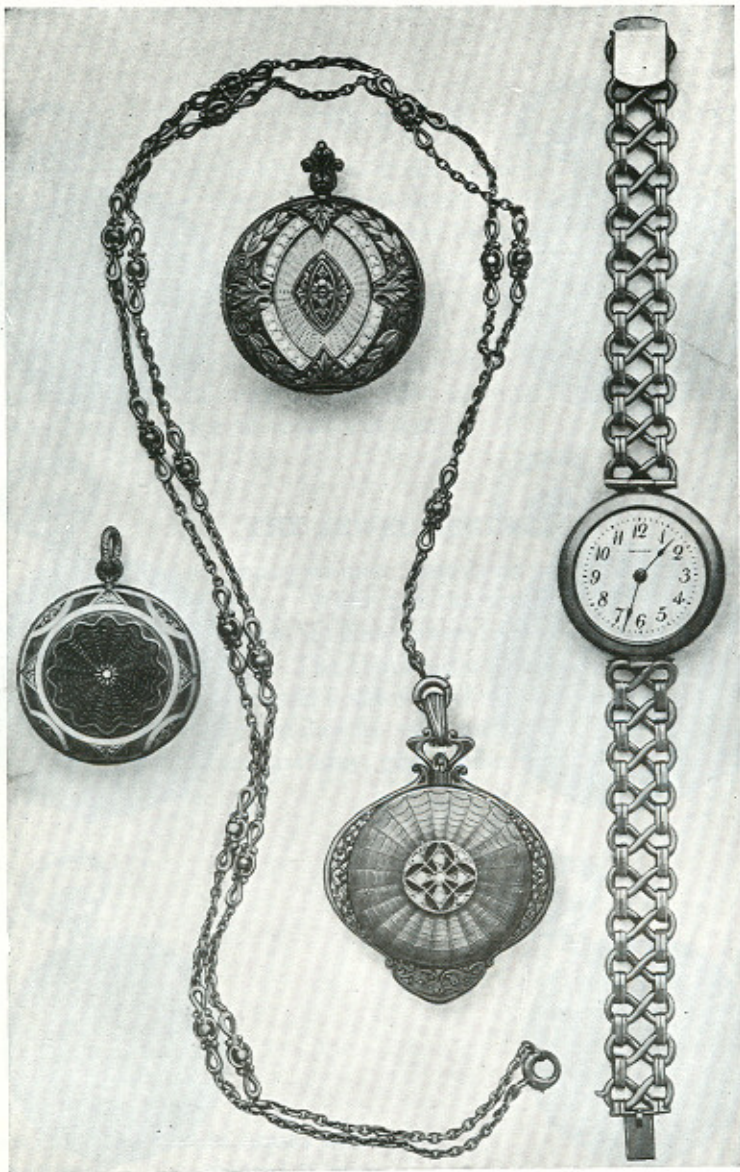
Riverside Maximus,	19	jewels
Riverside,	17	"
Lady Waltham,	16	"

JEWEL SERIES WATCHES

Diamond,	17	jewels
Riverside,	17	"
Ruby,	17	"
Sapphire	13	"

Because of the wide range in style and cost of the cases that can be supplied for these movements, it is impracticable to quote prices in this book





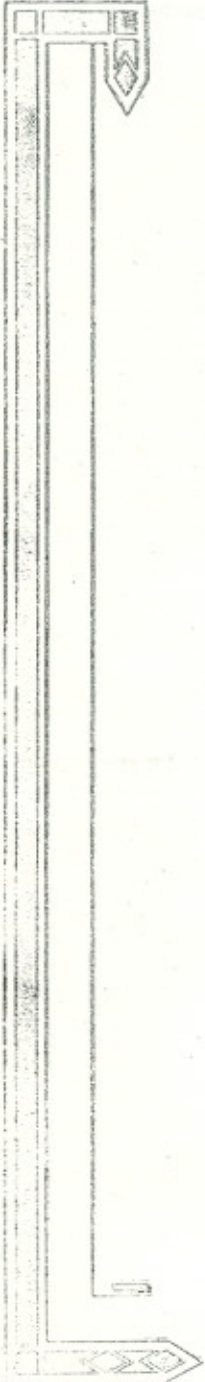
ENAMELED CASES FOR JEWEL SERIES AND TEN LIGNE WALTHAM MOVEMENTS, AND WALTHAM BRACELET WATCH.

THE TEN LIGNE

The Ten Ligne is the smallest practical watch movement made in the world. The movement is as small as a nickel five cent piece: its parts are therefore necessarily of the most extreme delicacy of construction, yet though they are so tiny, the movements have excellent time-keeping qualities. The Ten Ligne is, perhaps, more particularly adapted as a gift for those women who are abundantly supplied with this world's goods—who "have everything" as we say, or who "were born with a golden spoon." The gem-like size of the movement affords a distinct charm, which classes it more properly among the accessories of my lady's toilet. It can be worn as a locket, which may be of most artistic design, ornamented with jewels and delicately colored enamel: bracelets also may be obtained, in which these tiny watches appear as a uniquely ornamental feature. Thus the Ten Ligne proves quite as attractive to the woman who already possesses a timepiece of regular size, as to her who receives it as her first watch. For the person who is at a loss to find a suitable gift for a "child of fortune," the Ten Ligne watch, therefore, affords a most satisfactory solution of the problem.



10 LIGNE WALTHAM WATCH MOVEMENT AND CASE
Actual Size



A watch must be delivered to the buyer in perfect running order. For this reason, watches should always be bought of a reliable jeweler, who has an interest in the transaction, and who knows that behind every Waltham watch is the guarantee of the oldest and largest watch company in the country.

