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This is the Story  
of the  
**WALTHAM**  
**AUTOMOBILE CLOCK**

The First Timepiece  
to be Designed Especially for  
Automobile Use

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**AMA - DETROIT**  
1916  
**YEAR**      **CODE**      **BOX**

**WALTHAM WATCH COMPANY**  
**WALTHAM, MASS.**

Manufacturers of accurate and reliable Timepieces

**I**N the early days of the automobile, nobody thought of using a clock as an accessory. Indeed, with the earliest automobiles, perhaps a clock would have added to the owner's unhappiness.

But along with the refinements and progressive perfections of the automobile, it became natural to place a timepiece within convenient vision. But, alas, there was no clock obtainable which was really suited to the special requirements of automobile use. The fierce vibration of road use, the wide variations of temperature, would reduce an ordinary clock to junk. For a while, ordinary clocks *were* used, and every motorist of that day knows how unsatisfactory they were.

To meet this new need, the Waltham Watch Company designed the first timepiece for automobile use. It was given two mainsprings, thus insuring a uniform tension against even the roughest road shocks. It was also carefully adjusted to be immune from temperature.

Our fifteen-jewel timepieces (and others made on special order) are furnished with an indicator on the dial which shows a red warning signal three days before movement must be wound. All Waltham eight-day auto clocks will actually run eleven days with one winding.

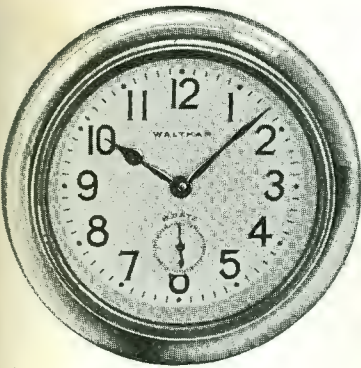
The Waltham automobile clock is so superior to all other clocks that it stands in a class by itself for this purpose. It has been installed by many owners at their own expense and is now being supplied as regular equipment by the most progressive manufacturers (see list on last page). The various models are shown on the next page, where you will observe that provision is made for every sort of car and every individual preference. Cases can be furnished in nickel, brass, satin, black enamel, oxidized silver and gold-plated finish. Dials can be supplied in silver, gilt and black or white enamel finish.

On the last page is a list of the manufacturers who are giving their customers the very best in the way of timepiece equipment.

The Waltham automobile clock will meet the most exacting demands of accurate time keeping, and the beauty of its appearance corresponds with its high quality.

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The following illustrations show how the Waltham automobile clock has been adapted to suit various cars:



Cadillac



Stearns



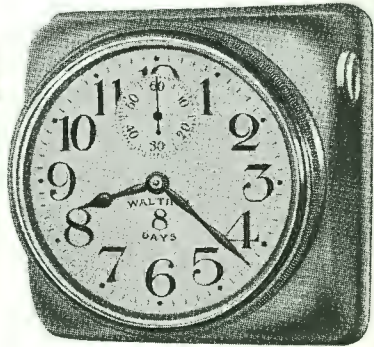
Locomobile



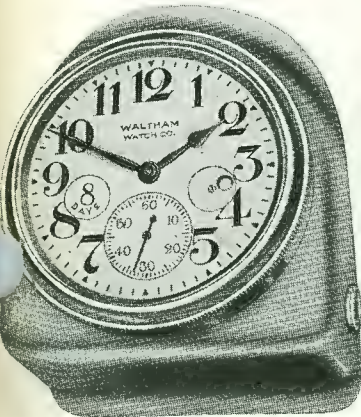
Pierce-Arrow



Packard



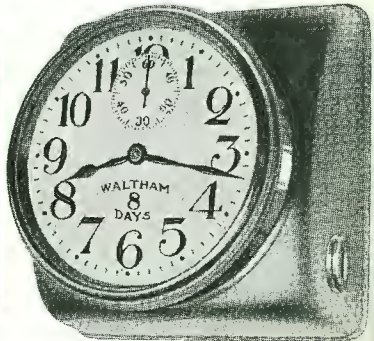
Franklin



Rauch & Lang



Toilet Set for any  
Limousine



Detroit

The following cars use our clocks as regular equipment:

Brewster	Marmon
Cadillac	Owen Magnetic
Cole	Packard
Crane	Pierce-Arrow
Detroit	Rauch & Lang
Franklin	Rolls-Royce
Haynes	Russell-Knight
Jeffery	Simplex
Locomobile	Stearns
Lozier	Winton

The following companies equip *all* their enclosed bodies with our time-pieces:

Brewster	Locomobile
Cadillac	Packard
Franklin	Pierce-Arrow
Stearns	

Waltham Watch Company  
Waltham, Mass.