## fFFPMANS MAY BALK AT TEAMS OF PEACE

Both Spirit and Letter Meet Opposition.
refusal to sign hinted









 Won is now at stake













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COMB SAGE TEA INTO GRAY HAR
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## Is It Fair to Make Comparisons?

Without comparisons we coul not know values. We say a thing is good or bad, better or best, poorly made or well made, ordipare the one with the other.
By comparing we gain knowledge we protect ourselves from errors in judgment, and in the market place

Yo tive
You have been reading in the national periodicals about certain supenorities of material, invention and design in the Waltham Watch. These superiorities are being demonstrated by comparison. We have made statements, claiming the
Waltham Watch to be superior to the Swiss watch, and in many rethe Swiss watch, and in many re-
spects superior to any watch in the world. Is this fair?
This is an age of enlightenment we want to know- to know for certain. When we therefore take
the mystery out of the "works" of a watch - explain each part-in a watch - explain each part-i why it is so-are we not doing every prospective watch buyer a real service-a profitable and pro tective favor?
Watches look alike - but to buy a watch upon looks alone is poor
business. A watch cannot be any
better than its "works." And
because the Waltham Watch can because the Waltham Watch can
frankly and truthfully claim leaderfrankly and truthfully claim leader-
ship in material and invention, in those advancements well known to skilled horologists, but necessarily hidden in the -works - because of these distinctions-why
shouldn't we tell the people all shouldn't we
about them?
petition, but of information; not a subject for hearsay or prejudice, but for
facts. We believe that taking the facts. We believe that taking the public into our confidence, throwing the door wide opon, is good business.
It is time to sweep vague ideas out of the watch industry. If a better Watch is made at Waltham than in Switzerland, or anywhere else in he world for that matter, let us -
For instance, the hairspring is the brain of the watch. The Breguet, a famous old watchmaker), is used on every Waltham watch. And he most important part of the complete operation in making a hairspring is the forming and tempering of this Breguet overcoil. At Waltham, instead of being
formed or bent by hand as a
separate operation, the entire completed
hairspring is formed at one and the same hairspring is formed at one and the same
time, atter which it is hardened and
tempered in form tempered in form- an exclusive W/al tham invention. Indeed, no other
watchmaker in the world claims this watchmaker in the world claims this
perfect method of making the Breguet hairspring-not even Breguet himself.
The Swiss watch has a hairspring that
is first formed in the flat, then hardened is first formed in the flat, then hardened
and tempered in the fat. Then the outercoil is bent to form the Bregue overcoil, which, if the flat spring were
as hard as the $W$ allham and poperty lemas hard as the W allham and properly tem-
pered like the Waltham hairaping, pered like the Waltham hairspring,
could not be bent to correct form and could not be bent to correct form and
would be liable to break in the attempt. Therefore in this vital part, upon which largely depends the timekeeping qual-
ity of the watch, we see by comprito ity of the watch, we see by comparison
where Waltham excels, but you would where Waltham excels, but you would
not know this unless we told you. Go to any Waltham dealer - and that
means the leading jewelera in this city Watches ranging show you Waltham Watches ranging in price, for gentle-
men, from the Cadet Strap Watch, with gold covered back, at $\$ 22$ up to the
Waltham Waltham Premier Maximus at $\$ 530$ And, for ladies, the Jewel Series from
$\$ 31.50$ upward to that exquisite wate (its movement is actually smaller than a dime in diameter) which sells from
$\$ 150$ to $\$ 1,000$ or more-according to
the case. , , , Be sure to follow closely the remaining
advertisements in this series. They will make many more comparative
statements-and give you facts which it is to your interest to know before
inveating in a watch.


## WALTHAM

THE WORLD'S WATCH OVER TIME



## FELIX BLOCH

334 Washington Street
Largest Diamond Dealer in Oregon Opp. Owl Drug Co.
WATCHES
DIAMONDS
JEWELRY
SILVERWARE


