**What "Upkeep" Means to Your Watch**

*Whenever an intelligent man or woman wishes to buy anything it is a natural desire to purchase the best of its kind.*

We all want fine furniture in our homes; fine china, silverware, clothes; we desire a fine automobile or to own a fine watch, or whatever we have set our hearts upon possessing.

We are never really satisfied with a lower standard than we have conceived. When the time comes that we can afford it, we invariably see to it that what we have desired becomes ours.

*This worthy ambition is particularly true of a watch. When we go to our dealer's to make what should be an eventful dollar purchase we are not going to jeopardize our investment for the sake of a few dollars. Especially if the difference between that watch at full price and this watch at this price will mean the difference between constant repair bills, uncertain time-keeping and a watch that is faithful in its day-in and day-out dependable use.*

So, when you buy a watch, let us remember that it is not always what we buy but the unseen things in the "works" that really count. And common sense tells us that if a watch good enough to challenge the world in the quality of its mechanism and the hidden superiority of its exclusive inventions, costs more than a watch of so-called similar grade, we should not hesitate which watch is the one for us to own.

**The Waltham Watch** is the only watch in the world that has taken the mystery out of the "works" of a watch. But the Waltham Watch has done infinitely more than that, it has proved beyond argument that this American built timepiece excels in advantages to every owner because of the advances in watch-making embraced in its construction.

Some of these inventions and practices are remarkable. But every one of them protects the owner of a Waltham Watch against big repair bills and enables those durable services for which the Waltham Watch is internationally famous.

**And the question of "Upkeep"** should always be considered. The first cost of a watch has much to do with its final cost. We would need volumes if we published the record performances of Waltham Watches that have come to us in many thousands of testimonial letters from all over the world. Watches that have kept time for years save for occasional cleaning and oiling and are still faithfully ticking time for their proud owners.

*We can truthfully say that no other watch in the world can show to the expert horologist the constructive superiority contained in the mechanism of a Waltham Watch. They have sold the foreign watch maker, as his published statements will verify.*

*What then does the buyer of a Waltham Watch inherit? First, a watch of "works" of which guarantees horological art at its highest development. Second, a standardized watch, every part involving immediate replacement or repair and each unit of especial quality. Third, a watch value that is sustained by the oldest and largest institution of its kind. Fourth, the only watch in the world made under one roof. Fifth, a watch that has won the highest honors at the world's greatest Expositions. Sixth, a beautiful watch, and beauty that does not sacrifice time-keeping ability for freakish fancy designs. Seventh, a watch that will give maximum of service at the minimum of upkeep cost. Lastly, but not least, a watch that will outlive your family. There are thousands upon thousands of Waltham Watches still serving their children and grandchildren, many of the parents, who, a long time ago, went to their dealers, and came away with what the years proved to be one of the best investments of life—a Waltham.