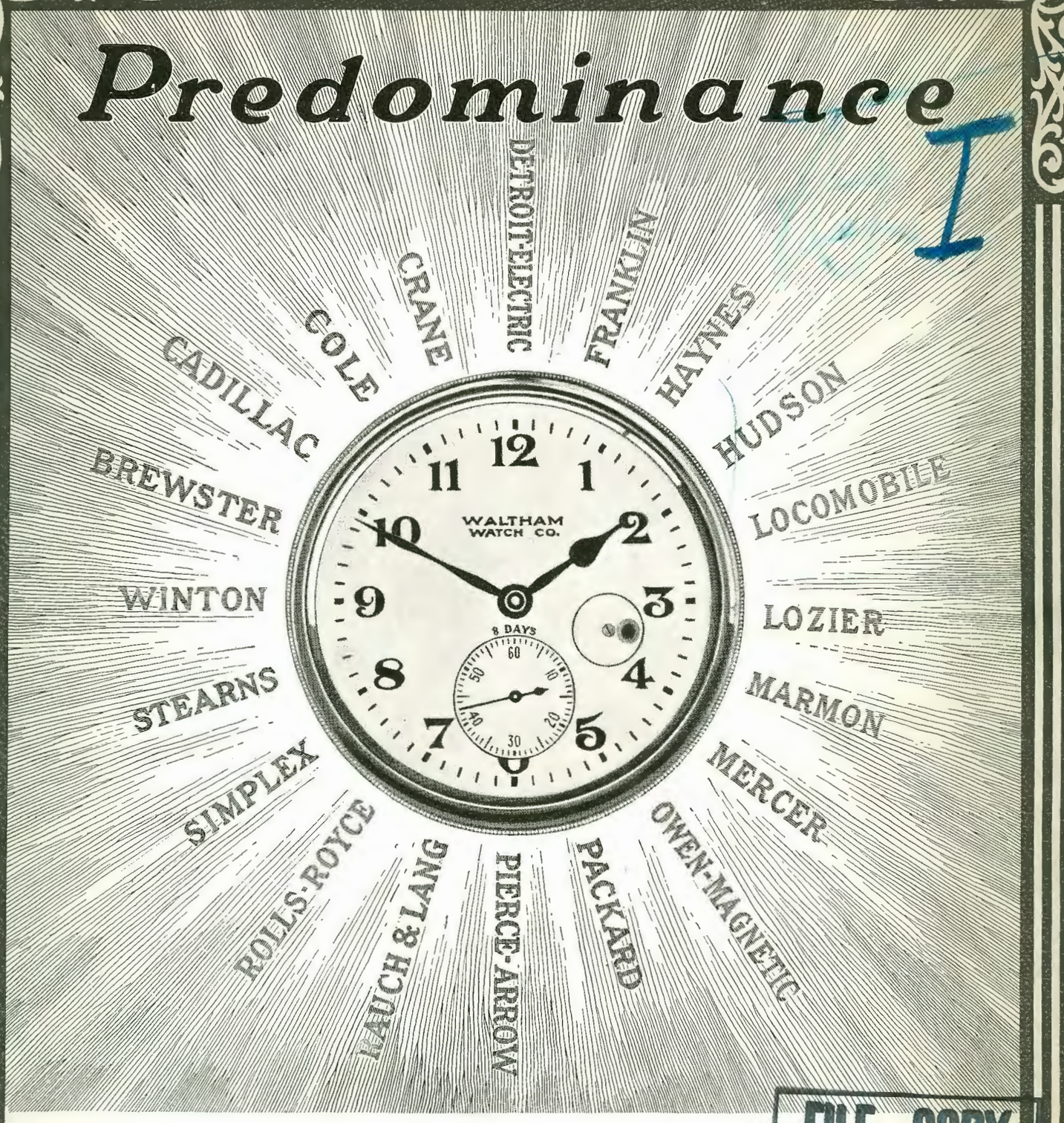
Predominance



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AMA - DETROIT
1918
YEAR CODE

Waltham

Automobile Clock Speedometer

The world's leading makers of timepieces

The Waltham Watch Company

announces

—a better Speedometer
—a better Automobile Clock

The simple fact that the Waltham Watch Company manufactures and guarantees Automobile Clocks and Speedometers is positive assurance to the motoring public that the instruments are the foremost in the world in accuracy, quality and durability.

Specify the Waltham Clock and Speedometer in ordering your car or obtain them from your accessory dealer

The Locomobile

In the highest grade cars, luxury is added to the mechanical excellence. It is always a luxury to have the exact time and sometimes it is an absolute necessity. This is the advantage of driving behind the

Waltham Automobile Clock

The word Waltham means more than any other in the time-keeping world, and the great Waltham organization stands behind this timepiece—the first ever designed especially for automobile use.

Waltham clocks are included as regular equipment in the following makes of cars:

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

WALTHAM
WATCH COMPANY
WALTHAM
MASS.

To every motorist who feels the need of a better speedometer

The Waltham Speedometer is the product of the genius, scientific experience, mechanical skill and manufacturing facilities of the world's greatest makers of fine timepieces. It bears the Waltham guarantee—insuring Waltham accuracy, Waltham thoroughness, Waltham durability, and Waltham distinction of appearance as well as of performance.

This new Waltham Speedometer has been perfected and manufactured so that the public may have an instrument which gives correct and dependable service at all times and under all conditions, to replace the ineffective and unsatisfactory speedometers in general use.

The Packard Motor Car Company has adopted and is using the Waltham speedometer for standard equipment on its 1917 cars, which together with the fact that the Waltham Watch Company manufactures and guarantees it, assures the public of an instrument of positive scientific precision.

Waltham Speedometer

The Waltham Speedometer as it appears in the 1917 Packard Twin Six Cars.

The principles that have been applied to this speedometer are extremely simple—so simple as to be "fool-proof." This overcomes at the start many of the difficulties in other makes of instruments. Special attention has been given to the flexible driving shaft (patented), which in other speedometers is a source of much trouble to the owner of a car. The Waltham shaft (patented), made of a special heat-treated nickel steel, is practically indestructible. This has been proven under severe laboratory and road tests.

The Waltham Speedometer is not affected by the extremes of heat, cold, altitude or climate incident to motor travel. Its registration of every speed of the car is instantaneous and accurate; moreover, the speed dial and odometer figures are legible not only from the driver's seat, but from the tonneau of the car. For test trips or touring with the "Blue Book," the trip odometer can quickly be reset to zero or any mileage desired—an exclusive and very desirable Waltham feature.

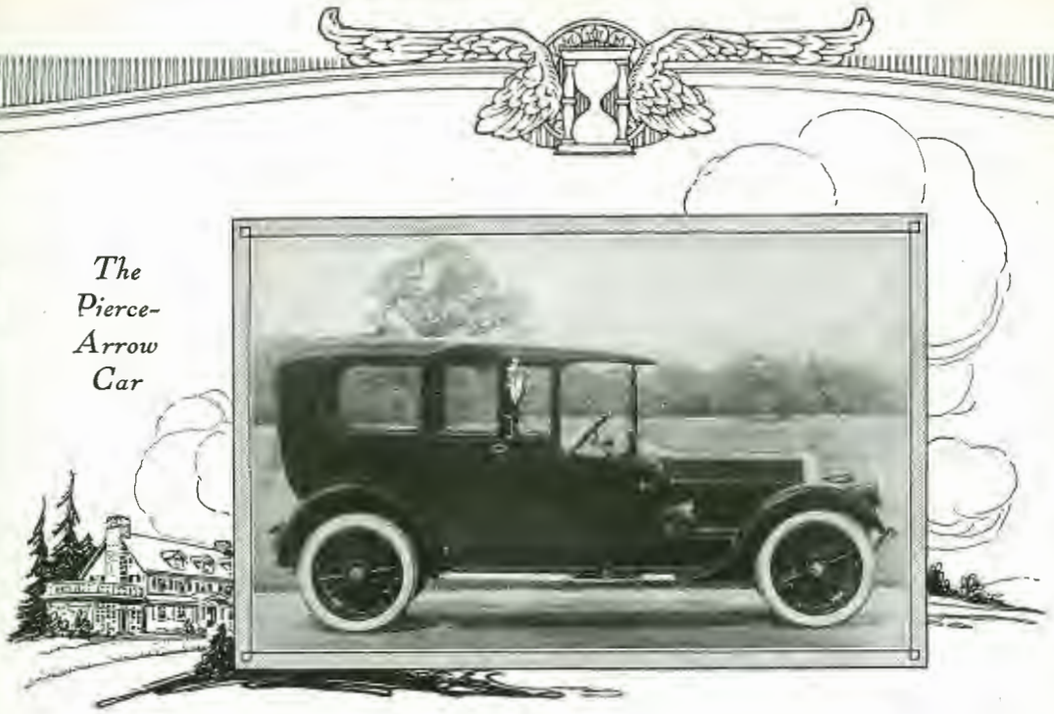
Agencies for rendering service:

Westinghouse Electric & Mfg. Co., 1207 Michigan Ave., Chicago.
Westinghouse Electric & Mfg. Co., 2025 Euclid Ave., Cleveland.
Westinghouse Electric & Mfg. Co., 157 West 54th St., New York.
Automobile Equipment & Service Company, 1435 Vine St, Philadelphia.
Westinghouse Electric & Mfg. Co., Amberson Ave. and Penna. R. R., Pittsburgh.

Other stations to be established.

WALTHAM WATCH COMPANY, WALTHAM, MASS.

The Waltham Speedometer as it will appear on other high grade cars in the near future. (Names to be announced later.)



The Pierce-Arrow Car

Anyone who owns a Waltham automobile clock may well be proud to look it in the face. The name on the dial is worthy of confidence and pride. In a really fine car it would be a pity to have a timepiece less excellent.

Waltham Automobile Clocks

have set a new standard for motor time keeping. You will not find them on all cars but you are likely to find them on the aristocratic cars owned by aristocrats of motoring.

Waltham clocks are included as regular equipment in the following makes of cars:

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

WALTHAM
WATCH COMPANY
WALTHAM
MASS.

Only the Waltham is worthy of the Mercer

The Mercer is known as one of America's finest cars. It naturally follows that such a car is equipped with the Waltham Automobile Clock—with its 15-jewel, 8-day movement and its winding indicator.

The Mercer has achieved its distinguished position in the automobile world because the men who have guided it to success have never compromised with Quality in construction or in equipment. Such ideals literally prohibited the use of any clock other than a Waltham.

The Waltham is the only timepiece *capable* of giving satisfaction in an automobile, because it is the only one whose mechanism is constructed specifically for automobile use. There could be no other reason why so many of America's finest cars have adopted the Waltham as a standard feature of their equipment. Look at the names below. Wouldn't it be a paying proposition to put your car among them? Think over these: Brewster, Cadillac, Cole, Crane, Detroit-Electric, Franklin, Haynes, Hudson, Locomobile, Lozier, Marmon, Mercer, Owen Magnetic, Packard, Pierce-Arrow, Rauch & Lang, Rolls-Royce, Simplex, Stearns, Winton. They all carry the Waltham!

WALTHAM WATCH COMPANY, WALTHAM, MASS.

The Packard Car

While the Waltham automobile clock cannot be considered costly, nevertheless it is possible to buy a makeshift timepiece very much cheaper. Therefore, the automobile manufacturer who equips his cars with Walthams shows that he considers his car worthy of the best, and also insures for the owner perpetual accuracy.

The Waltham Automobile Clock

is the first and only timepiece designed especially for automobiles. It has two mainsprings and is proof against the vibration of road use. It will run eleven days with one winding, and there is a little red signal which appears on the dial three days before the movement is run down.

There are various styles of casing and dial.

The following cars use our clocks as regular equipment:

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

Waltham Watch Company

Waltham

Mass.

The Waltham Automobile Clock

in the

Owen Magnetic Car

The Waltham Automobile Clock is the only clock on the market which tells the right time under all the changing conditions of weather and road.

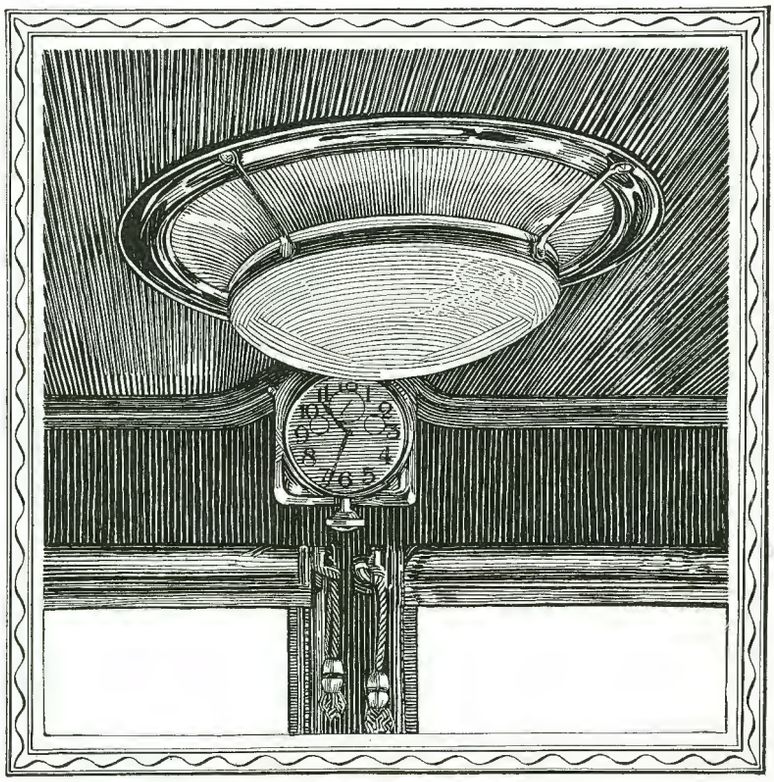
The Waltham is built upon scientific principles for motoring alone. It is not a "made-over" clock to attach to a motor-car, but is built from the beginning for the specific use to which it is put.

Into it go the same science and skill that go into all the Waltham timepieces—celebrated the world over.

The name "Waltham" on the dial is a sufficient guarantee, but if you wish further "evidence" could there be any better than the names of the cars that use the Waltham?

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

WALTHAM WATCH COMPANY
WALTHAM, MASS.



The Waltham Automobile Clock in the Pierce-Arrow Car

When a motor-car of the recognized standing of the Pierce-Arrow adopts an item for "standard equipment" the endorsement carries evident weight. Such endorsement is enjoyed by the Waltham Automobile Clock. The illustration above indicates how thoroughly the appearance of the Waltham conforms with a car of the highest grade. As for the time-keeping qualities of the Waltham, the best praise we can give it is to say that it keeps pace with Pierce-Arrow efficiency.

WALTHAM WATCH COMPANY, WALTHAM, MASS.

The Cadillac

For the coming year each and every Cadillac car will be equipped by the maker with a Waltham clock. This means a financial advantage of $375,000 to Cadillac customers, but even more than that, it means that every car owner will enjoy accurate, dependable time.

Waltham Automobile Clocks

have created a new standard for this important accessory. They are the first and only timepieces designed especially for automobile use. They are particularly designed to resist road shocks and temperature changes.

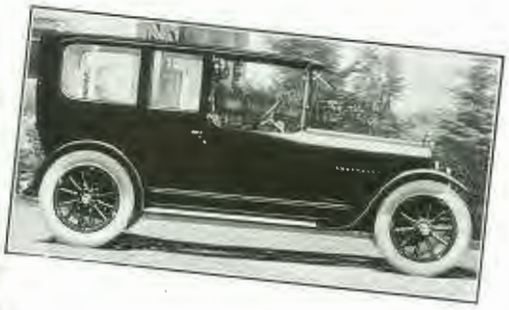
The following cars use our clocks as regular equipment:

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

Waltham
Watch Company
Waltham
Mass.

Hudson Super-Six

Limousines *Landaulets* *Landaulet-Limousines* *Town Cars*



Coaches made by the

Biddle & Smart Co., Amesbury, Mass.

Here are true aristocrats among coaches, marked by beauty of design, fine workmanship, and elegant appointment. They are equipped with the Waltham Super-Timepiece.

The makers of the Hudson Super-Six know full well that the efficiency of a car is the sum of its construction plus its equipment. They realize that an inaccurate timepiece as a feature of equipment is worse than no timepiece at all, because it slanders the car of which it is a part.

The Hudson standard of completeness demands that the above enclosed models be equipped with an automobile clock that keeps time and has a winding indicator. The Hudson standard of quality, therefore, precludes the use of any but a Waltham Clock.

The Waltham Automobile Clock

The Waltham is included in the regular equipment of the following makes of cars:

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

WALTHAM WATCH COMPANY, WALTHAM, MASS.

"Is there a clock on this car?"

The automobile salesman is asked this question every day. If he is forced to answer "no"—and then explain—he has cause to feel uneasy. He knows that his most successful competitors call a car "completely equipped" only when it carries an automobile clock.

Waltham
—the only
Automobile Clock
that keeps accurate time all the time

There could be no better proof of the Waltham's accuracy and beauty of appearance than the fact that these cars include it in their regular equipment:

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

WALTHAM WATCH COMPANY, WALTHAM, MASS.

OWEN MAGNETIC

PIERCE

Franklin Packard

WINTON

The leading clock in the leading cars

These cars all use the Waltham Automobile Clock as a regular part of their equipment. Their choice is more than logical—it is inevitable. For Waltham is the *only* scientific, trustworthy clock made for motor car service.

Waltham Watch Company, Waltham, Mass.

Stearns

THE Detroit ELECTRIC

SIMPLEX GRAND

MERCER MOTOR CARS

Rauch & Lang Electrics

LOZIER

THE HAYNES

NEW BREWSTER & CO. NEW YORK

OLDS 6

MARMON

LOCOMOBILE

Cadillac Standard of the World

Marmon distinction demands the Waltham Automobile Clock

When the makers of the Marmon came to the question of a clock to install in their splendid car, their choice of the Waltham was inevitable. It was the same old story of a "class accessory for a class car."

As a matter of fact Waltham is the ONLY clock scientifically designed and adapted to the conditions of motoring. It is built to resist vibrations, has two mainsprings and—*it tells the right time!*

These facts are appreciated by the following leading car makers who have adopted the Waltham clock as part of their regular equipment!

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

WALTHAM WATCH COMPANY

WALTHAM, MASS.

The Crane Simplex

Ask yourself why this magnificent car is equipped with the

Waltham Automobile Clock

A car as luxurious as this could not afford to equip with any but the leading clock. One of the best compliments paid to the Waltham is its *use* in this fine car. Like begets like.

If you are not familiar with the Waltham you can get an adequate idea of what the leading car makers think of it by glancing through the following list.

These cars use the Waltham Automobile Clock as regular equipment:

1—Brewster	8—Hudson	15—Pierce-Arrow
2—Cadillac	9—Locomobile	16—Rauch & Lang
3—Cole	10—Lozier	17—Rolls-Royce
4—Crane	11—Marmon	18—Simplex
5—Detroit-Electric	12—Mercer	19—Stearns
6—Franklin	13—Owen Magnetic	20—Winton
7—Haynes	14—Packard	

WALTHAM WATCH COMPANY
WALTHAM, MASS.

The new FRANKLIN Sedan
(*air-cooled*)

The Waltham Automobile Clock is standard equipment on the following cars:

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

This car is a model of efficient equipment—and it equips with the

Waltham Automobile Clock

It is not necessary for us to dwell upon the remarkable success and popularity of the Franklin. The car itself and its hosts of loyal owners speak louder than any mere words of ours.

We are, however, entitled to no small measure of pride when a car of the Franklin's class adds its name to the list of those using the Waltham Automobile Clock as a regular part of their standard equipment.

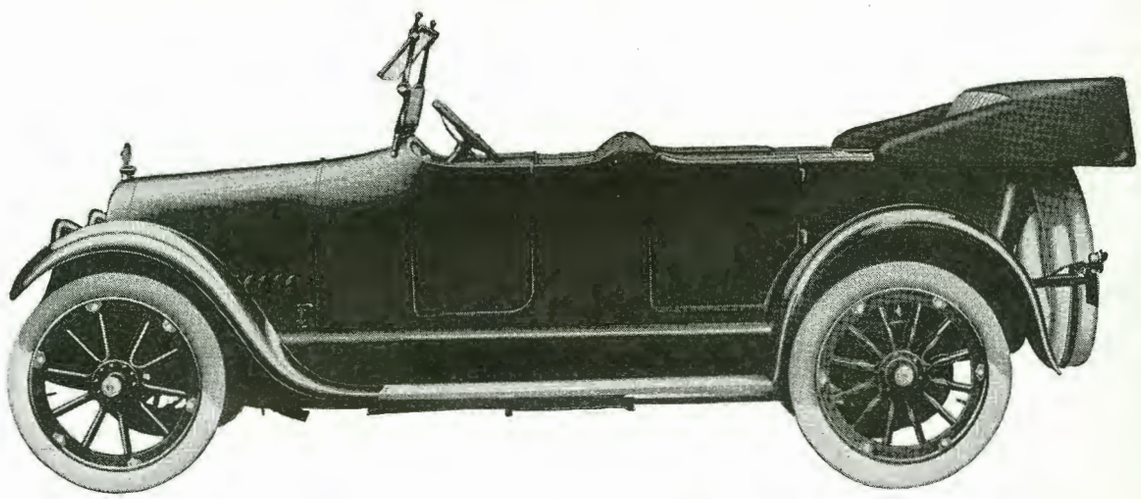
The Franklin Company has just placed with us an order of flattering proportions. Henceforth all Franklin Cars will be Waltham equipped.

This is another indication of the fact that manufacturers of cars of the better grade—and their owners also—consider a car incomplete without a clock.

Read the list of makers equipping with Walthams and determine whether you would not like to be associated with them in the matter of equipment.

WALTHAM WATCH COMPANY, WALTHAM, MASS.

Stearns-Knight "character"



accords with

Waltham accuracy

The special Waltham construction for automobile clocks produces a timepiece which lives up to the Waltham standard under any and all conditions of motoring.

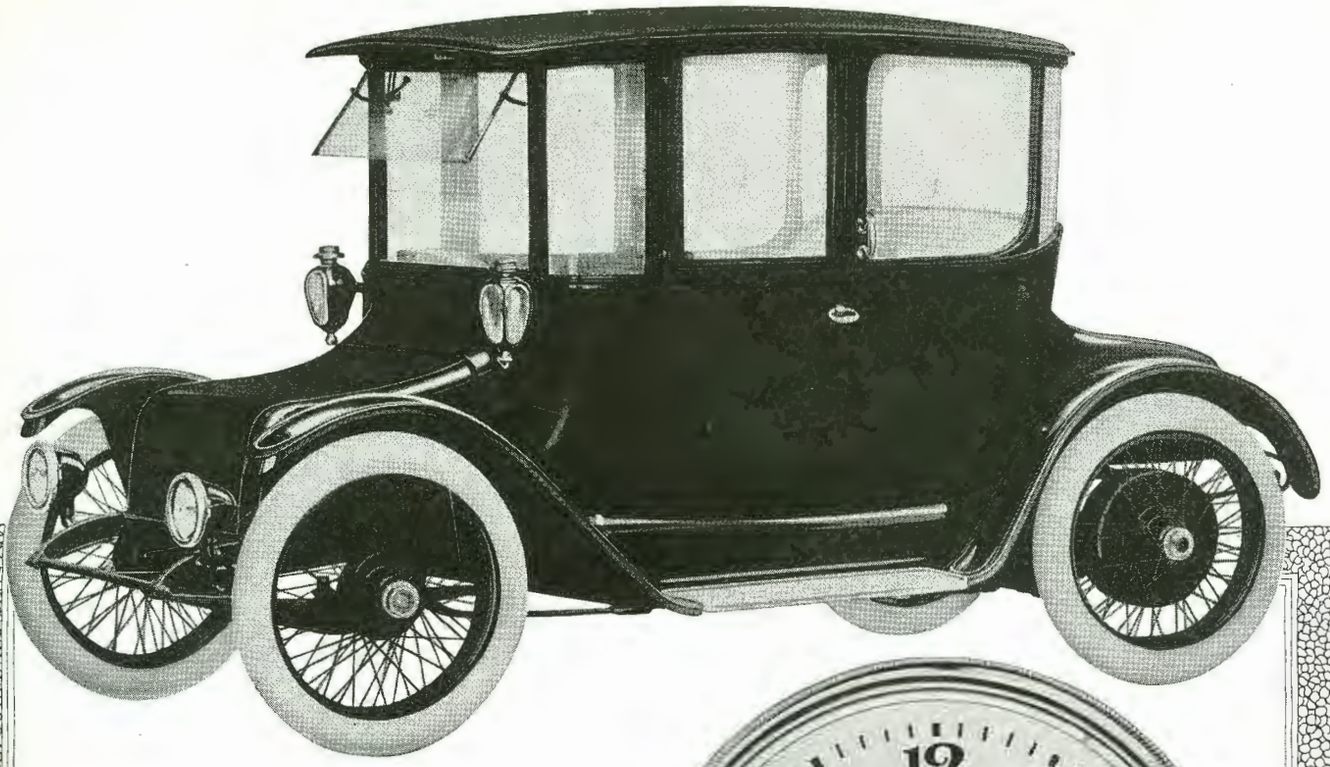
As a feature of equipment, the Waltham is one of those "big little things" which are unfailing indications of a car's "character." The world-wide prestige of the name "Waltham" supports in the public mind the high standing of the car which uses this clock as part of its regular equipment.

Waltham accuracy, Waltham prestige, Waltham beauty of appearance—you owe it to your car and to yourself to have them.

The makers of the following cars include the Waltham automobile clock in their regular equipment:

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

WALTHAM WATCH COMPANY
WALTHAM, MASS.



The
Detroit Electric
equips with

The Waltham Automobile Clock

Selection of a clock which will conform with the standards of such high-grade cars as these can have but one result—the Waltham. This is the only automobile clock in the world of which it can be said that it is scientifically built for the specific use to which it is put. A stationary clock put into a special case and attached to a car may *look* like an automobile clock, but it cannot *act* like one. Waltham studied the problem and produced a clock of extraordinary strength (two mainsprings), with resistance to road shocks and temperature changes, and with a beauty and dignity of design worthy the cars in which it is placed. This clock is true to the Waltham tradition—*it tells the right time!* Manufacturers and public alike recognize its worth.

A list of the cars using Walthams as standard equipment reads like a "Social Register" of the automobile world—Brewster, Cadillac, Cole, Crane, Detroit-Electric, Franklin, Haynes, Hudson. Locomobile, Lozier, Marmon, Mercer, Owen Magnetic, Packard, Pierce-Arrow, Rauch & Lang, Rolls-Royce, Simplex, Stearns, Winton.

WALTHAM WATCH COMPANY, WALTHAM, MASS.

The Haynes Car

There are two guarantees of quality in a timepiece for your motor-car. One is the name "Waltham" on the dial. The other is the names of the cars which use the Waltham for standard equipment.

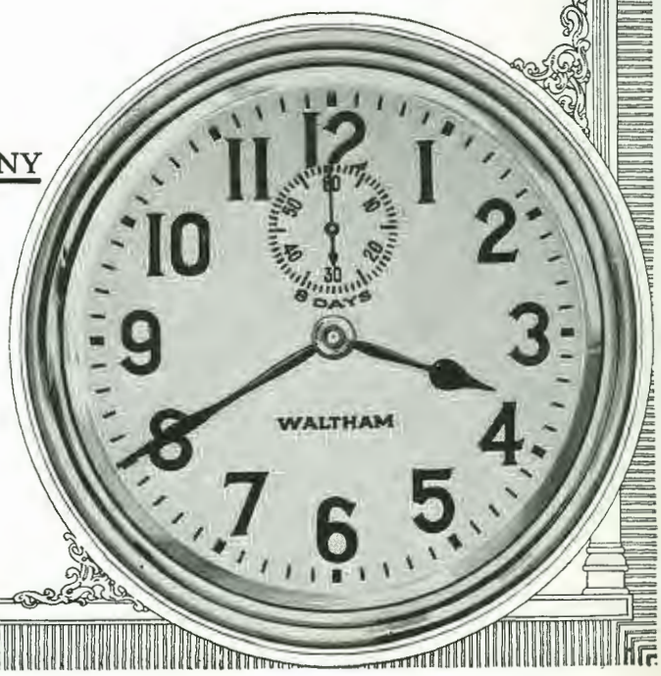
The Waltham Automobile Clock

is the *only* timepiece satisfactorily adapted to the exacting conditions of motoring. In accuracy, appearance, durability it is worthy of its ancestry and your car.

Waltham clocks are included as regular equipment in the following makes of cars:

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

WALTHAM
WATCH COMPANY
WALTHAM
MASS.



The Rauch & Lang Car

A luxurious "electric" is a sort of drawing room on wheels and the appointments ought to harmonize in quality. The Waltham automobile clock does not suffer by comparison with any environment.

The Waltham Automobile Clock

is cased in various forms and with different dials. There is a model suited to every purpose and taste.

And in every case, the instrument itself is of true Waltham quality.

The following cars use our clocks as regular equipment:

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

Waltham
Watch Company
Waltham
Mass.

The Winton Car

A Waltham automobile clock makes it easy for you to be punctual and makes it difficult for your chauffeur to be otherwise.

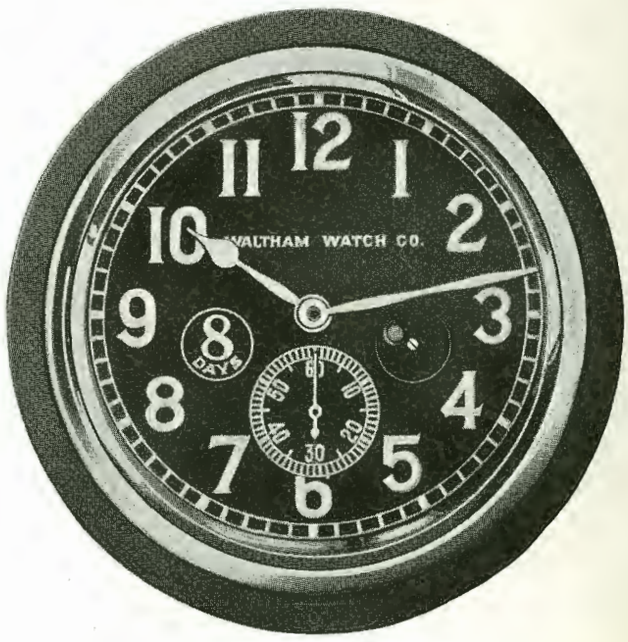
Waltham Automobile Clocks

will run with almost chronometer accuracy—more accurately than your watch or house clock unless these are exceptional instruments. The manufacturers who install Waltham timepieces give their customers credit for wanting the best.

The following cars use our clocks as regular equipment:

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

Waltham
Watch Company
Waltham
Mass.



Not until this clock—

—is in their cars do the following leading manufacturers consider their cars "completely equipped":

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

The Waltham is more than "best." It is literally the *only* clock which is worthy to go into these cars, because it is the only clock which is made especially for automobiles and which tells the right time everywhere, every weather.

Is *your* car "completely equipped"?

WALTHAM WATCH COMPANY, WALTHAM, MASS.

An old-time advertisement of
WALTHAM WATCHES

Reproduction of a remarkable old engraving printed more than fifty years ago as an advertisement by the Waltham Watch Company, Waltham, Mass. This was the beginning of national watch advertising in this country.

This quaint advertisement was entitled: "THE QUIPS AND JESTS OF TIME." Below the illustration appeared the line: "Time is the stuff that life is made of and our little life is guided by a watch."

Predominance

Waltham

Speedometer Automobile Clock