



The "Watch" House of the West

Fifteen years of business success has raised us from the smallest to the largest "WATCH" House West of Winnipeg. It is easily understood how we have made such rapid strides in this particular line of business, when you know that our policy has been from the inception of our business,

"EVERY WATCH GUARANTEED"

What this means to a man or woman who does not know a good Watch from a poor one, we will leave for your consideration, but our success proves the truth of our statement.

The following makes, always in stock, ranging from \$1.50 to \$750.00—Longines, Waltham, Hamilton, Ingersoll, Elgin, Omega.

D. E. BLACK & CO., Limited

JEWELERS

HERALD BUILDING - CALGARY

