



# THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.  
DEVOTED TO THE RETAIL JEWELRY TRADE.

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## THE BEGINNING.

What is worth doing, is worth doing well.

To do well, if you do not begin well, is difficult; if, indeed, not impossible.

You cannot begin the New Year better—in a business way, that is—than by determining to investigate the claims and assertions made by the management of the Dueber-Hampden Works.

Do it; and do it well.

## CAUSE AND EFFECT.

The management of the Dueber-Hampden Works have for years persistently and assiduously opposed every measure, policy, coalition, "new invention" or device, etc., that tended to work harm to the interests of the watch dealers and watch purchasers of the country,

## AND

every measure, policy, coalition, "new invention" or device, etc., so opposed, has proved to be, as the management of the Dueber-Hampden Works predicted, a **FAILURE!**

### "THE BEST."

Charleston, N.C.

I am carrying a 17-jewel Hampden watch. It is the best watch in the country.

C. S. MORRISON, Conductor,  
Richmond & Danville Railroad.

## THE MATTER OF DESCRIPTION.

You may describe a horse as being decked all over with gilt tassels, but if it cannot trot, the bombastic description of its tassels won't make it win a race.

You may describe a watch as being fitted with as many frills as you please; you may make the description as bombastic as you please; but neither frills nor bombast will make the watch keep time.

There is nobody in the offices of the Dueber-Hampden Works gifted with sufficient brilliancy to create for the Dueber-Hampden Watches such highfalutin, mystifying descriptions as are employed for other watches we know of.

The Dueber-Hampden product is: Closely running watches—the closest-running watches ever produced; they're stylish, they're modern, they're "The Best." And that's all the description that goes with them.

Most important: The description fits the goods.

## HOW DUEBER GOODS ARE SOLD.

The Dueber-Hampden Works sell their entire product only through the wholesale and retail watch dealers, and they do not solicit or accept orders from Department Stores, Farmers, Supply Houses, etc.

## "FOR EXAMPLE."

"We defy competition."

A strong assertion to make, isn't it? But who can find fault with it if it's substantiated?

The Dueber-Hampden Works assert it. Their product substantiates it.

Their three new 12-size watches and "The Four Hundred," for ladies, for example.

## THE REASON

The three new 12-size movements of the Hampden Watch Works, the "Dueber-Grand," 17 jewels; the "Dueber Watch Co.," 17 jewels, and the "John Hancock," 21 jewels, are sold only in the 14 and 18 karat solid-gold and 14-karat gold-filled watch cases of the Dueber Watch Case Manufacturing Co., in order to protect the retailer, and prevent the sale of these movements in for instance, so-called 40-dwt. solid-gold cases, containing 20 dwts. of lead.

### "THE BEST" AGAIN.

Central City, Ky.

I am wearing a 17-jewel Hampden watch to run an engine on the N. N. & N. V. R. R. It is the best I ever saw.

HENRY FRISS.

**WILLIAM ALLEN YOUNG,** Sole Canadian Wholesale Agent  
Dueber-Hampden Watches,  
393 Richmond Street, LONDON, Ontario.