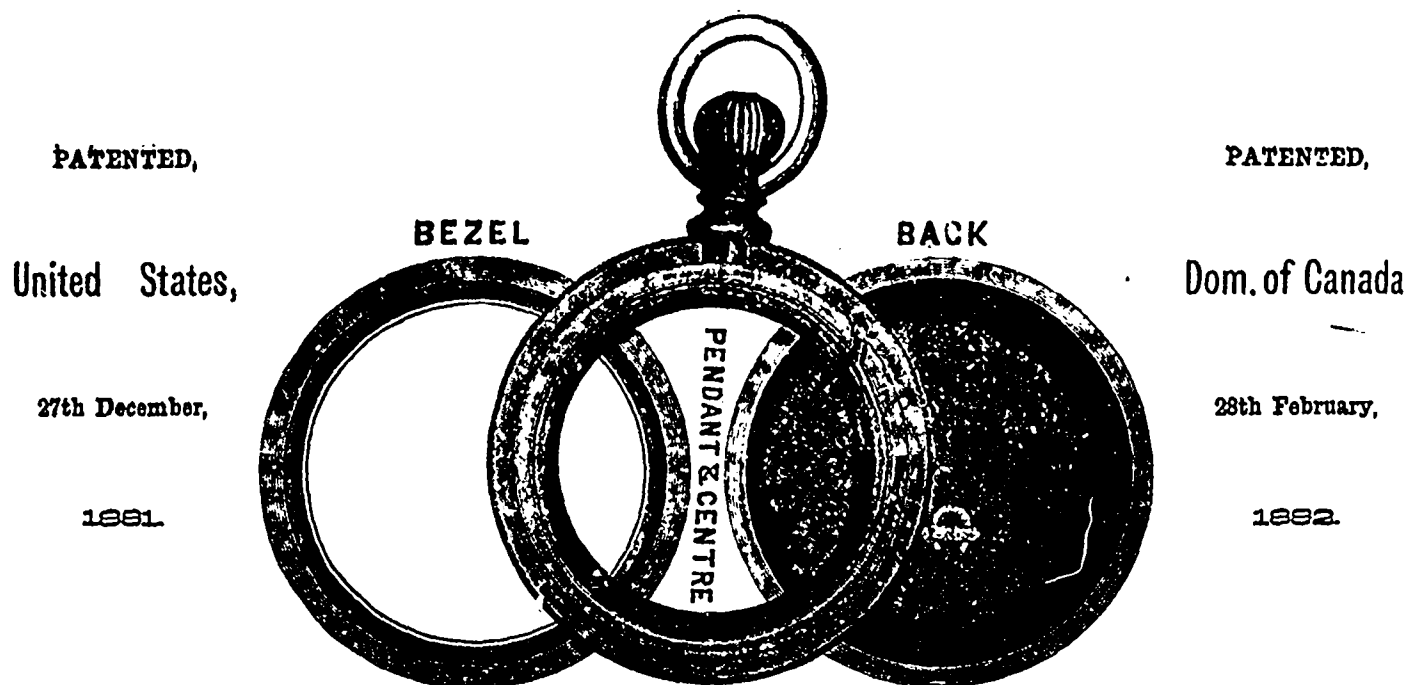


The "Excelsior" Patent Dust Proof Case.



This is the first and only case made without one grain of solder. Every piece is cut from the solid metal and pressed into the shape used in the case. This process hardens the gold and silver by the only method known (that is to work it), and is handed to the Trade as hard as is possible to make it, being a great advantage over a case made in the ordinary way, in saving gold and silver by making a case as strong as a much heavier one that has been softened as heat does in soldering on pendant, joints, thumb catches, or joint to swing movement in. Heat not only softens the gold or silver, but warps it out of the shape that the snaps have been fitted to, and it is never perfect after soldering. The Excelsior Patent Dust Proof is never soldered, never heated, is fitted perfectly, and remains perfect. The Excelsior Dust Proof has no joints to wear out or break off. The Excelsior Patent Dust Proof has no spring to break or wear the case. There is no part of the Excelsior Patent Dust Proof that will wear. The Excelsior Patent Dust Proof is the safest case made for protecting the movement—it will never open in the pocket. Put an Excelsior Dust Proof in your pocket, bend forward, backward, put yourself in any position you please and the Excelsior is closed tight. In an ordinary case, with springs, by bending forward the case will often open and when the lock-spring is worn, the case is nearly always open.

The Excelsior Patent Dust Proof Case is the strongest, best fitting and most durable case made. Ask your Jobber for the Excelsior Patent Dust Proof. Every case warranted as stamped, 18 kt., 14 kt., 12 kt., 10 kt., United States Mint Assay or Coin Silver, as may be stamped, and every genuine case bears the Trade Mark. The Excelsior Patent Dust Proof Case may be obtained from any of the jobbing houses in the country.

TRADE MARK.



Instructions to Open the Excelsior Patent Dust Proof Case.

First press the crown as in opening an ordinary Hunting Cased Watch, then to open front, turn bow to the right with thumb and finger; to open the back, turn left. To close, turn case back in same position as when case was closed, and snap same as glass bezel on any watch.