



B231001. Both sensible and serviceable is this wrist watch, especially for men's wear. The case is 14-kt. gold, very strong, with an inside back case of the same quality, which gives added strength and protection from dust. The leather bracelet has also a heavy 14-kt. gold buckle. The movement is our RAN-LEIGH, a splendid timekeeper. Price \$75.00



B231002. The price of this watch is the same as the preceding one, the difference between the two being in size only. This one is slightly smaller, making it more suitable for ladies' wear or for men doing light work. This also has an inside gold back case, giving extra protection. Movement is our VERNON. Price, \$75.00

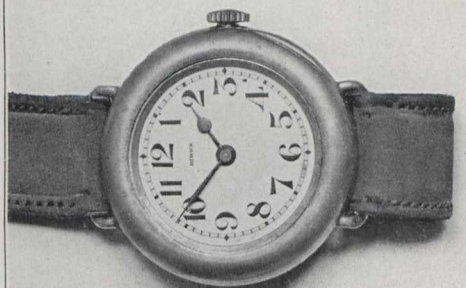


B231003. This "tonneau" shaped watch is one of our most expensive men's wrist watches. It looks the part and plays the part of a really high-class watch. The case is hand-made from heavy 14-kt. gold; the shape is quite unique, the dial figures are very distinct and the movement is our well known CLIVE. You could not ask for a better watch, \$140.00

B231004. A watch which would make an excellent presentation for either a nurse or doctor, because of its long central sweep seconds-hand for taking the pulse. Then, too, it has an inside case for extra protection, also the movement may be relied upon in-gold case, \$90.00



B231005. This watch is exactly the same as above only that it has a sterling silver case, with a silver buckle on the strap. The cost is just half as much. Price \$45.00



B231008. You will have hard work finding the equal of this watch at the price at which we sell it. Thoroughly substantial and thoroughly reliable as a timekeeper. The case is sterling silver throughout, with an inside back which affords extra protection against injury and dust. Price in sterling silver case, \$20.00

A Watch is Different

BUYING a watch, something that is to be handled and looked at and depended upon scores of times every day in your life, is something entirely different from buying almost any other personal effect.

Clothes are for a season or two only; hats become old and old-fashioned; shoes wear out, alas! too soon; neckties and linen become *passé*; but a watch is always with you, regulating your movements by night and by day. A wise man, therefore, can save money and save annoyances innumerable along life's journey by purchasing a watch of sterling integrity. This is the only kind we offer. Further, bear in mind every watch leaving this house is "guaranteed—of course."

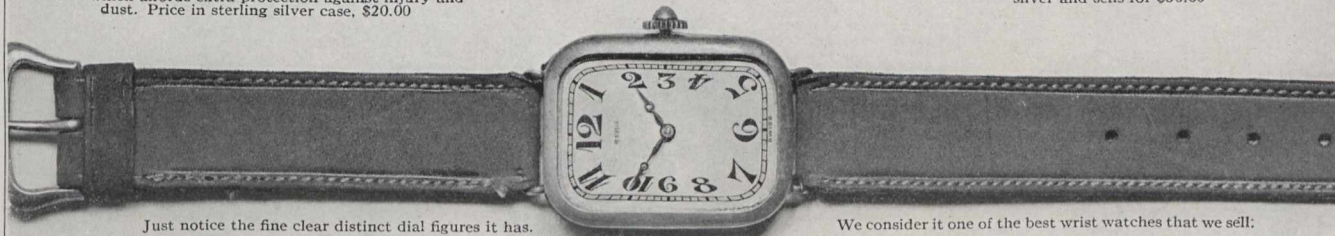
B231006. The movement in this watch is our 15-jewel ST. JAMES, a splendid timekeeper. The case is our best gold-filled and its "cushion" shape is quite out of the ordinary. Very inexpensive at \$45.00



B231007. We can supply the same watch, but in a sterling silver case, for \$40.00



B231009. There is very little difference in appearance between this watch and the preceding one. The movement, however, is our 15-jewel ST. JAMES movement which, because of its high qualities, we use in many of our best solid gold wrist watches. This one is in sterling silver and sells for \$30.00



Just notice the fine clear distinct dial figures it has.

We consider it one of the best wrist watches that we sell.

B231010. As you look at this watch, ask yourself how many of your friends who wear wrist watches have one anything like it, not many, most likely not any. The shape is known as the "rectangular." As a timekeeper you need seek no further. You will find it all here in a sterling silver case. It sells at \$50.00



B231011. Very similar to No. B231008. This watch is just slightly smaller in size and without inside case. It is equally adapted for ladies' wear or for men engaged in light work. Price in sterling silver case, \$20.00



B231012. When you look at this watch you would never imagine it could be priced so low and yet the case is our very best gold-filled and the movement is our 15-jewel ST. JAMES. Price in best gold-filled, \$25.00