



The Lancaster, Pa., Watch Factory.

## THE LANCASTER WATCH.

**T**HE original aim of the projectors of the Lancaster Watch Co. was to make such a Watch Movement as should be superior to any other thus far produced in America, and to offer the public the finest and most reliable time keepers, with all the latest improvements, at a price as low as such movements could be afforded, with the aid of the best machinery and most skilful workmen, to be had in the country.

Four years were spent in preparation, and nearly \$300,000 expended in cash at the Lancaster Works. The Company were fortunate in securing as Superintendent, Mr. Charles S. Moseley, who with an experience of thirty years in the leading Watch Factories of America, is rated the best designer of Watch-making Machinery in the world. He was for many years superintendent both at Waltham and Elgin, and these two great factories are in no small measure indebted to him for their extraordinary success. With the best skilled labor that the country could afford, under his competent direction, the Lancaster Watch Co. have more than fulfilled their expectations, and to-day are successfully turning out The Fullest and Best Ruby-Jewelled Watch in America, putting into it The Best Stem Winding and Stem Setting Arrangement in America, making the Handsomest Design of Three-quarter Plate Movement in America, and selling it at a Much Lower Price than any other equally fine grade of Watch that has yet been put into the American Market.

Wherever examined by Watchmakers and experts, they have been heartily approved, and after thorough examination, pronounced to be the finest American Movement yet brought to their notice. Dealers are respectfully urged to examine the Lancaster Watches in all their detail. Do not compare them with approximate prices of other companies. The Lancaster Co. claim to make the best Watch in America for the price at which it is sold.

The Lancaster Watch Co. desire to notify the trade that they have appointed

### ZIMMERMAN, McNAUGHT & CO., OF TORONTO,

Sole Wholesale Agents for the sale of their Watches for the Dominion of Canada. Messrs. Z., McN & Co. will keep a full stock of the Company's Movements constantly on hand, and furnish them to the trade only, at manufacturer's prices. Send for Price Lists.