



B230001. This watch is one of our best gold-filled. It is mounted on a silk band with an appropriate fastener instead of an expansion bracelet. The ribbon can be renewed when necessary in a few minutes, \$35.00



B230003. Both the watch case and fastener are of 10-kt. gold. The movement is a 15-jewelled one that may be depended upon to give good satisfaction. The watch has a gold dial, \$35.00



B230005. Both the case and fastener of this watch are of solid 14-kt. gold. The movement too is an exceptionally fine one, being known as our 15-jewelled VERNON, with a gold dial. This will meet the wishes of those who want something really sensible and good, \$75.00



B230007. This octagonal-shaped wrist watch and bracelet are both best gold-filled and similar in every other respect to the one we show on page 29 in 14-kt. gold at \$60.00. The bracelet is expansion and the movement our 15-jewelled PICCADILLY, \$40.00

The face or dial of this watch, you will notice, is larger and



B230009. This also is our best gold-filled, and has a 15-jewelled movement. It is also furnished with the silk band and artistic gold-filled fastener if desired at the same price. Please mention your preference when ordering, \$25.00



B230010. This watch is very similar to B230007 with the exception that a silk band and fastener take the place of the expansion bracelet. These bands have become very popular of late, being both comfortable and secure. The somewhat unusual octagonal shape of this watch commends it to many who prefer the out-of-the-ordinary. Best gold-filled, \$40.00



B230012. When you look at this watch don't you just love it? That at least is the almost universal experience of those who view it in our show case. It is a perfect delight just to feel it. Unusual design with no sharp corners. In 14-kt. gold with our 15-jewelled PICCADILLY movement, it really leaves nothing to be desired in a medium-priced watch, \$60.00

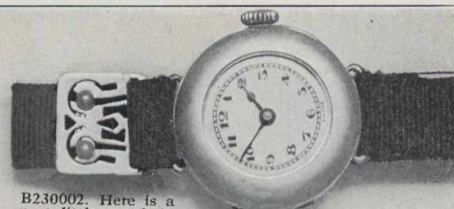
"Guaranteed—of Course"

THE expression, "Guaranteed—of course," is a recognized slogan of this business.

If we have the slightest suspicion that any article offered to our buyers will not prove thoroughly satisfactory to our patrons—whatever attraction it may offer—it never finds a place in our stock.

We appreciate the fact that the greatest asset of our business is the confidence of our patrons and we spare no efforts to see that this is always merited.

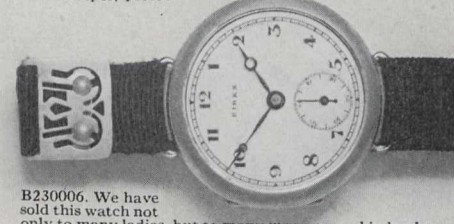
This is specially true of watches, for an unsatisfactory watch in the pocket is the poorest sort of recommendation. For our sake, therefore, as well as your own, every watch sold by us is "Guaranteed—of course."



B230002. Here is a neat little watch in sterling silver, with silk ribbon and sterling silver fastener. The movement is our 15-jewel PICCADILLY, \$35.00

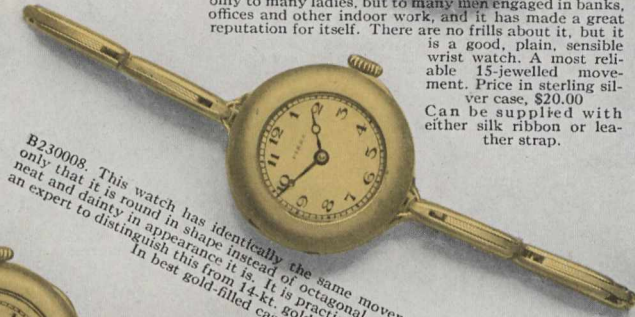


B230004. This watch is in sterling silver case, and although stouter than the others on the page, it has not the slightest suggestion of being clumsy. The movement is our 15-jewel VERNON, and is an exceptionally fine time-keeper, \$45.00



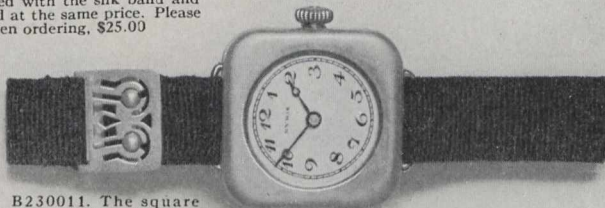
B230006. We have sold this watch not only to many ladies, but to many men engaged in banks, offices and other indoor work, and it has made a great reputation for itself. There are no frills about it, but it is a good, plain, sensible

wrist watch. A most reliable 15-jewelled movement. Price in sterling silver case, \$20.00. Can be supplied with either silk ribbon or leather strap.



B230008. This watch has identically the same movement as B230007 only that it is round instead of octagonal. Please observe how neat and dainty in appearance it is. It is practically impossible for even an expert to distinguish this from 14-kt. gold when worn upon the wrist. In best gold-filled case, \$35.00

more easily read perhaps than some of the others shown.



B230011. The square shape of this watch gives a very pleasing effect and makes it one which is bound to be appreciated as a gift. It has a 15-jewelled PICCADILLY movement and is "dressed" in a sterling silver case similar in design to B230012. The price is very moderate, \$35.00



B230013. It has not always been possible for us to secure such a desirable line of wrist watches in silver cases as we show here. This little octagonal shape is a perfect beauty and is as dainty as you could desire. The movement is our 15-jewelled PICCADILLY exactly the same as we use in our solid gold and gold-filled cases. This one is in sterling silver and is priced at \$35.00