



# THE DUEBER HERALD

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

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## THE CRUSADERS.

Are you interested in the story of the Crusaders?

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Does it thrill you to read of their campaigns? Do you admire their devoted valor, their unflinching, unswerving determination to their cause?

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Listen:

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The management of the Dueber-Hampden Works are the Crusaders of the watch business.

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They have fought the battle of Truth in the watch business, and they purpose continuing it until the end of the chapter - until there's no more need for battle.

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They have made history—watch business history—and you ought to make yourself familiar with it, if you're not familiar with it already.

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The campaigns of the watch business Crusaders, under John the Conqueror, teach this simple moral:

Do what you will, and do what you may,

Truth, in the end, will win the day

## THREE KINDS OF SUCCESS.

It is always well to distinguish sharply between success born of "Fool's Luck," and success born of Ability and Honesty—legitimate success, so to speak.

A third kind of success—or seeming success, because it isn't a success in fact—to be reckoned with is that born of downright Dishonesty.

"Fool's Luck" success is transient; therefore, to follow it means but transient prosperity.

Dishonest success is dangerous; hence to follow it means danger—it is like skating on thin ice.

Success born of Ability and Honesty is safe and lasting and to follow it means safe and lasting prosperity!

"Nothing Succeeds Like Honest Success!"

"Nothing Fails Like Dishonest Success!"

"Nothing is Briefer than 'Fool's Luck' Success!"

The Unequaled Success  
of the  
Dueber-Hampden Works  
is born of  
Honesty and Ability.

Let Canada Time Her Progress  
by the  
Dueber-Hampden Watch.

The New 12 Size  
Dueber Watches:  
THE DUEBER WATCH CO.,  
JOHN HANCOCK  
and  
DUEBER GRAND,  
are sold only in the 14 and  
18k. solid gold and 14k.  
gold-filled cases of the  
Dueber Watch Case Mfg.  
Co.

The factories of  
THE  
DUEBER-HAMPDEN WORKS  
are the most complete  
establishments on earth  
for the manufacture of  
high-grade watch move-  
ments and watch cases.

The Dueber-Hampden Watches  
are  
Paragons of Watch Perfection.  
"THE BEST."

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