

"Things Have Changed"

THE telephone at one time was enjoyed only by the favored few. To-day it is recognized as a great convenience—in fact, an absolute necessity, in every day life.

Just so with the bracelet or wrist watch. It is no longer an experiment, but is recognized as an indispensable convenience—every day and every hour of every day it performs its quiet and useful service.

The wrist watch becomes a fixed habit in the daily life of those who once try it, and they wonder how in the world they ever managed without it. No forgetting it, no fumbling in the pocket to find it, there it is, always waiting patiently at your service, and, if it is of our quality, always answering your enquiry truthfully.



B229001. The first impression made upon you as you look at this watch is that it is "out-of-the-common" in design—one of the reasons why it is such a great favorite. The case is handmade, and by taking a side view of it, you will see why it is known as the "barrel" shape. The movement is our FIDELIS or FAITHFUL, and never was a watch more truthfully named. 14-kt. gold, \$160.00



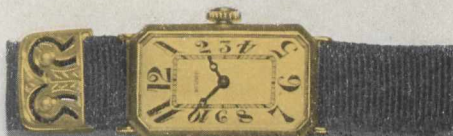
B229003. Set side by side with many lower priced watches, it is perhaps not easy for an "outsider" to appreciate the higher price of this watch. The actual value is there, however, as the movement is one of our very best, the CLIVE. It commends itself strongly to those who like "the plain but good." Price in 14-kt. gold, \$90.00



B229005. You will notice this watch is unusually small in size. This adds somewhat to its neatness, whilst preserving at the same time its timekeeping qualities. The movement is our FIDELIS, that is, FAITHFUL, one of the very finest movements that we can give you. Although not a low-priced watch, it is one of our very best values. Price in 14-kt. gold, \$125.00



B229007. The movement of this wrist watch is really something exceptional. It is known as our CLIVE, and will always bring credit to us and satisfaction to you. The bracelet is our most approved expansion style, fitting any wrist perfectly. There is also an inside cover or back case, which protects against injury and dust. Price in 14-kt. gold, \$100.00



B229002. This wrist watch, all will agree, is decidedly unique. You might travel for days without seeing another one like it. We consider it a perfect beauty, and it is quite as good as it is beautiful. We have platinum and diamond-set watches costing several thousands of dollars each, in which the same movement is to be found. A truly wonderful watch. Price in 14-kt. gold, \$225.00



B229004. As you will observe, this watch is, like the preceding one, mounted upon a silk ribbon with gold fastener. For adjusting to the wrist, it is a combination of simplicity and security, and when necessary the ribbon can easily be renewed within a very few minutes. The movement is our well known 15-jewel PICCADILLY. Price in 14-kt. gold, \$45.00



B229006. To those who prefer a little ornamentation, this wrist watch will make a strong appeal. It is in exquisite taste, not at all overdone, the back of the case being perfectly plain. The movement is our reliable friend the PICCADILLY. Like all the other ribbon bands shown, it can be adjusted in a moment to any wrist. The fastening is, of course, 14-kt. gold. Price in 14-kt. gold, \$55.00



B229008. The movement in this gold bracelet watch is our 15-jewel PICCADILLY, an old and tried favorite, one that we can confidently recommend as a strong and accurate timepiece. The bracelet is known as the expansion type — that is, it slips over the hand and automatically contracts to fit any wrist snugly. Price in 14-kt. gold, \$60.00



B229010. The only difference between this wrist watch and B229001 is that it shows a very neat "thread" ornamentation instead of being perfectly plain. As the great majority of our expansion bracelets are made in our own workshops, you are assured the highest quality of workmanship at the lowest possible price. Price in 14-kt. gold, \$55.00



B229012. The ribbon wrist watch has grown immensely in popularity. It is very quiet in appearance, and most comfortable for wear. There is one little feature in this number not generally found in ladies' watches, namely, it has a seconds hand. This helps to make it a great favorite with nurses, school teachers, and others. Need-thoroughly reliable. Price in 14-kt. gold, \$65.00



B229013. This watch, although very quiet in appearance, will attract immediate attention because of its unusual shape. It is perfectly square with cut corners, and is in exquisite taste throughout. The movement is our faithful FIDELIS. Although by no means our lowest priced watch, you would never regret the investment. Price in 14-kt. gold, \$140.00



B229014. This is another rather unusual shape, and at a comparatively moderate price. It is known as the "Octagon," and contains our favorite 15-jewel PICCADILLY movement. Like all the other fasteners shown on this page, this is of 14-kt. gold, very secure and very workable. Price in 14-kt. gold, \$60.00



B229015. "Cushion shape" is the name by which this watch is known. It is neither square nor round, but is really a combination of the two shapes. The dial, you will notice, is exceptionally clear and readable, whilst the movement is our old reliable 15-jewel PICCADILLY. Price in 14-kt. gold, \$75.00