

models, odd shapes, elfin sizes, *handicap* time-keeping. For while, *outside*, a watch may be a most exquisite ornament . . . inside, it is a highly practical piece of machinery, the most delicate machinery in daily use ... and it must have room to work in.

You can find exquisitely thin models in American-made watches . . . but practical models always. Time-keeping is never sacrificed to odditics of design. And that, chiefly, is the reason that while we sell more American Watches than any other make ... we have fewer American Watches returned for repairs.

We feature American-made watches for the good-sense reason of unfailing accuracy ... for the good-taste reason of beauty . . . and for the peaceof mind reason of the double guarantee ... the American manufacturer's and this store's. Let us show you a representative assemblage of American Watches.





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