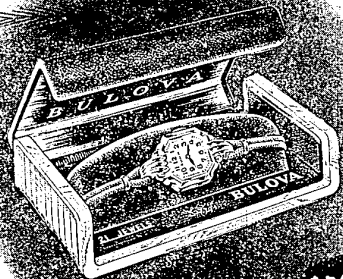




The new
BULOVA
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WATCHES
21 Jewels

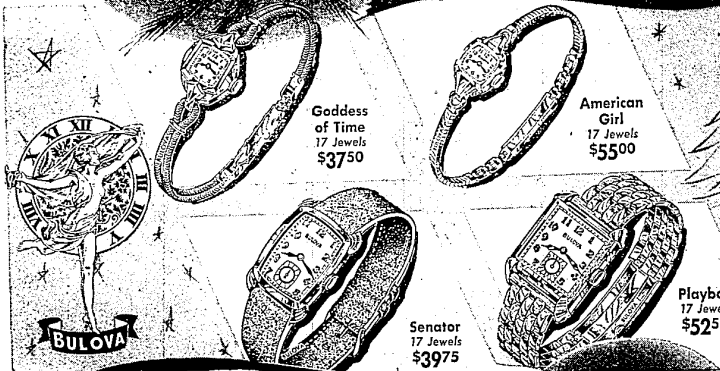


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HER EXCELLENCY 'A' \$4950
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17 Jewels
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\$5250

Gifts to
LAY-AWAY
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Longines
THE WORLD'S MOST
HONORED WATCH



Claudette, 14 K
yellow or white
gold; modern;
17J \$110

Wittnauer "Regina"
for her, 14K Gold;
17J \$71.50
Wittnauer "Roy" for
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\$71.50

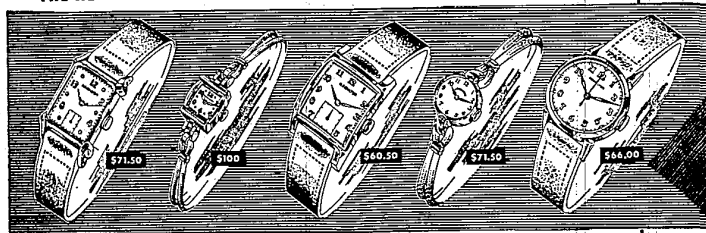
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FINE SWISS WATCH MAKING

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AMERICA'S FINE WATCH
Symbol Of Prestige And Quality!

To choose a Hamilton is to banish all doubt of the enduring value, the complete dependability of the watch you buy. For 50 years, Hamilton has been the most revered name in watches...revered for exquisite, gem-like beauty...revered for utterly dependable accuracy. And today, the Hamilton is more perfect, more splendid than ever before! You merit respect when you own or give a Hamilton!

THE NEW HAMILTONS BRING A NEW MEANING TO WATCH ELEGANCE!



Convenient Terms If Desired Prices Include Federal Tax

MILTON \$71.50
19 jewels, 14K natural
gold-filled case, 18K
gold numerals and
dots on silver dial.

BERNICE \$100.00
17 jewels, 14K natural
or white gold case,
18K gold numerals,
dots on silver dial.

BOYD \$60.50
14K natural gold-filled
case. Here is a depend-
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piece for precise men.

LYNN \$71.50
17 jewels. Smart 14K
natural or white gold
case, Black numerals
on silver dial.

SECURIDER "B" \$66
18 jewels, 10K natural
gold-filled case, 18K
gold or luminous num-
erals on silver dial.

1-6 \$150.00
6 brilliant diamonds
regally set in an ex-
quisite 14K natural or
white gold case.

PIPING ROCK \$200
17 jewels, 14K natural
gold case, Black en-
amel bezel with gold
Roman numerals.

PAY \$55.00
10K natural or white
gold-filled case, 18K
gold numerals and
dots on silver dial.



The pick of Santa's pack... **ELGIN** watches!



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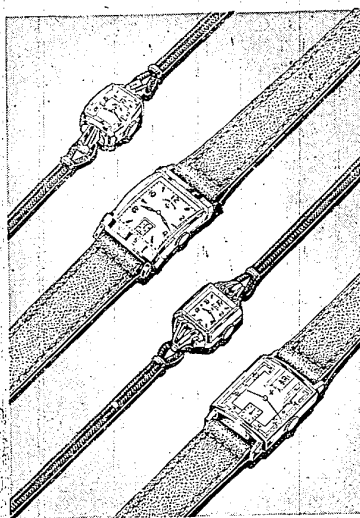
ONLY WATCH WITH THE
DURAPOWER MAINSPRING*

Now...brilliant new Elgins more beautiful than ever. Each with the star-timed accuracy for which Elgin Watches are famed.

And beneath their beauty the amazing Dura-Power Mainspring. Truly a miracle mainspring. It won't rust. Holds its original "springiness". Eliminates 99% of all repairs due to steel mainspring failures. In all Elgins at no extra cost.

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*Patented "Elgins" metal. Patent pending.



Lady Elgin. 19 jewels, adjusted.
Dura-Power Mainspring. Lapped
14K natural gold case. Applied
18K gold markers. \$71.50

Elgin De Luxe. 17 jewels, ad-
justed. Dura-Power Mainspring.
10K natural gold filled case. Spec-
ial high flat crystal. \$60.00

Land Elgin. 21 jewels, adjusted.
Dura-Power Mainspring, 14K
natural gold filled case. High
curved crystal. \$71.50

15 jewel Elgin. Adjusted. Dura-
Power Mainspring, 10K natural
gold filled case. Has a band-
holder strap. \$42.50

*Including Federal Tax