

With watches too, for reliability,
value and service go to a

Jeweller[★]

A good watch is a wonderful gift—a present with a future. What else is so useful for so long? Whether you are thinking of yourself or others remember a Dress Watch is a delightful thing to have. But whatever watch or clock you buy, go to a Member of the Jewellers' Association because *your Jeweller's knowledge is your safeguard.* And, by the way, when did that watch of yours have its last check over? You have your car serviced — a good watch deserves expert attention every two years.



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YOUR SAFEGUARD



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The Blue Crest identifies Members
of the Jewellers' Association of
New Zealand