

Hold fast to your desire...

*there will be
more Elgins*

BORN of skills thoroughly American, and four generations old, are the exquisite style and steadfast accuracy of an Elgin Watch. Those skills have been employed in vital war production for America.

Before Pearl Harbor, and steadily until V-J Day, Elgin craftsmen were busy making precision instruments and timing devices for our fighting men on land, the sea and in the air. Now that those special tasks are fulfilled, new Elgins are coming your way!

Meanwhile, foreign-made watches

... many of them unheard of until recently — will continue to vie for your attention. But hold fast to your desire for a true masterpiece of beauty and time-keeping accuracy — an American-made Elgin Watch.

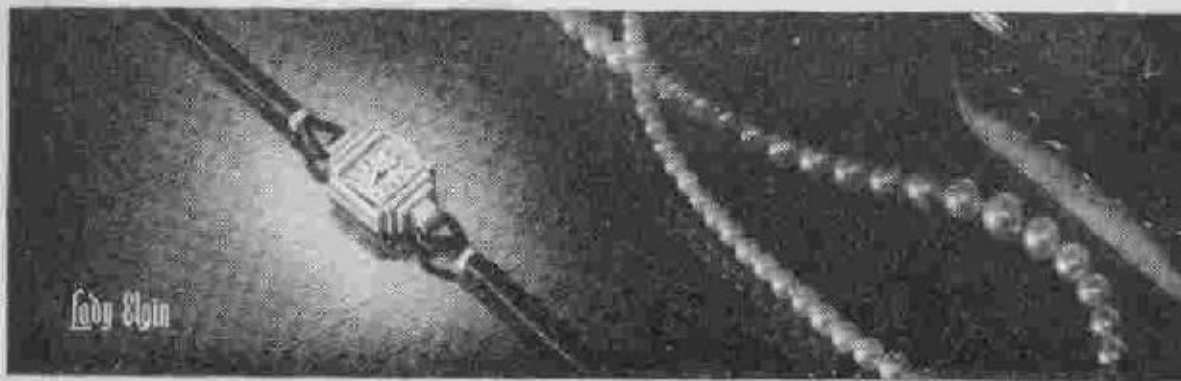
There will be more Lord and Lady Elgins and Elgin DeLuxe models; fine new watches that will be reasonably priced, styled for the discriminating and, yes — timed to the stars! You'll be glad you waited for an Elgin. Elgin National Watch Company, Elgin, Ill., U.S.A. (This is our 100th Anniversary.)

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ELGIN

Gift choice of American Families since 1875

BUY THE GOOD OF YACOBET



1945—World War II advertisement.