

# "Brilliant styling is only half their glory!"



said **ROSALIND RUSSELL**

when she learned of the  
new **DuraPower Mainspring** in  
**ELGIN** Watches

"BEST-DRESSED WOMAN" Rosalind Russell  
starring in "The Velvet Touch". Independent Artists  
Picture released by RKO Radio



## ELGIN watches

TIMED TO THE STARS!

The genius of America ★ ★ to wear on your wrist



Lord and Lady Elgins are priced from  
\$67.50 to \$5000. Elgin De Luxe from  
\$47.50 to \$65.00. Other Elgins as low as  
\$29.75. All prices include Federal Tax.

\*Made of "Elgiloy" metal. Patent pending

A most important accessory in a woman's attire is a smartly styled watch, and the new Elgin Watches are acclaimed in best-dressed circles all over America.

Yet, as Miss Russell said, "brilliant styling is only half their glory." Beneath their beauty is a truly remarkable advancement in timekeeping—Elgin's miracle DuraPower Mainspring.

Here for the first time is a mainspring that will never rust—and rust is the greatest cause of breakage. A mainspring that holds its "springiness" for a permanency of timekeeping performance never before possible. Here, at no extra cost, is a mainspring that eliminates 99% of watch repairs due to steel mainspring failures.

Surely you'll want the very smartest styling in the watch you give a loved one. And you'll want this newest achievement of America's creative and productive genius. Only in an Elgin Watch can you get both. Look for the DuraPower symbol "dp" on the dial.