

The Jewelers' Circular Weekly and Horological Review  
February 11, 1914  
Courtesy NAWCC Library



IF IT'S A  
**ROY**  
TRADE-MARK REGISTERED  
IT'S STANDARD

**ROY WATCH  
CASE CO.**

21-23 Maiden Lane, New York  
704 Market St., San Francisco

The advertisement is enclosed in a rectangular border. It features two pocket watches: one on the left with a ring at the top and one on the right with a decorative top. In the center is the 'ROY' logo in a stylized font, with 'TRADE-MARK REGISTERED' underneath and 'IT'S STANDARD' below that. Below the logo is a hand holding a watch case, with 'ROY WATCH CASE COMPANY' written on the case. At the bottom left is the company name 'ROY WATCH CASE CO.' and at the bottom right are two addresses: '21-23 Maiden Lane, New York' and '704 Market St., San Francisco'.