

DO YOU KNOW THAT YOU CAN OWN A HAMILTON FOR AS LITTLE AS FIFTY DOLLARS?



The

METAL

HEART

that beats 157,680,000 times a year

THE little "tick-tick" you hear when you put your watch to your ear is the balance wheel. Swinging back and forth, it should "beat" 5 times a second . . . 18,000 times an hour!

It is smaller than a dime, yet it *controls* time-keeping. It must be perfectly "poised," or balanced, if accuracy is to be maintained. Too heavy or too light on one side . . . it causes a watch to gain or lose time according to its position.

So "well-poised" is this particular part of a Hamilton that we have records of many Hamiltons that show a variance of only a few beats out of 157,680,000!

We use the same care on all parts of a Hamilton. In the nine months to a year it takes to make a Hamilton, thousands of delicate operations are performed on it.

That means that we make fewer watches.

But it means, also, that we make *finer* watches.

Your jeweler has on display a varied assortment of beautiful Hamilton watches . . . pocket, strap and wrist models. Drop in and see them. The price of any model is truly modest for so fine a watch. Let us send you Christopher Morley's beautiful story about the making of a Hamilton Watch. Address the Hamilton Watch Company, 882 Columbia Avenue, Lancaster, Pa.

From left to right (below): Linden Hall. 17 jewels. 14k filled white or natural yellow gold, \$50. Wheatland. 17 jewels. 14k filled green or white gold, \$50. Raleigh. 17 jewels. 14k filled gold, natural yellow, green or white, with etched dial, plain, \$50; engraved, green or white filled gold, \$52. Other Hamiltons for men and women from \$50 to \$685.

HAMILTON
the Watch of Railroad Accuracy

