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**THE
Three Waterbury Watches.**

SERIES E, SERIES J, SERIES L.

Series E is the best form of the original Waterbury. A good, cheap, serviceable watch, with nickeled case, stem winder, and runs 28 hours with one winding. These are made by the best automatic machinery. Price, \$2.50 each.

Series J is the new Waterbury, short wind, stem set, enamelled dial with second hand, jeweled, duplex escapement, and of the same diameter as Series E, but not so thick. Price, \$4.00.

Series L, "The Ladies' Waterbury," is the latest, and is a short wind, stem set, enamelled dial, jeweled, duplex escapement watch, smaller than Series E and Series J. Price, \$4.00.

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**ALI-BABA
DISCOVERING
THE
WATERBURY
WATCH**

PROBABLY most people do not know that the cave of the Forty Thieves discovered by Ali Baba is located in the little town of Waterbury, Conn. Nor are they aware that the treasure in this cave consisted entirely of Waterbury Watches. Ali Baba was a good man and sympathized with the laboring classes. He believed that the humblest workers of every class ought to be able to carry a watch. He recognized the possession of a good time keep-

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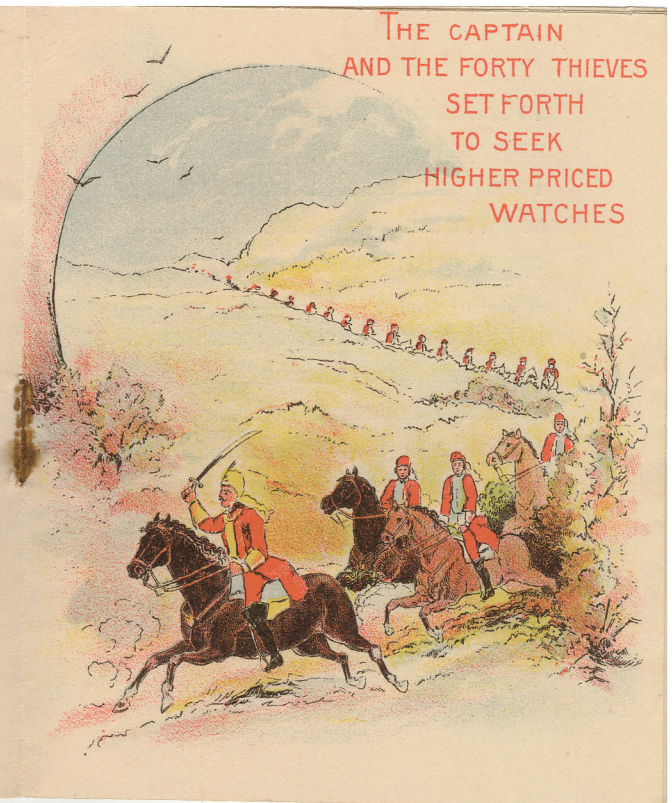
er to be itself an education. He therefore resolved to devote his discovery to a noble purpose. Said he: "I will offer this watch for sale at a price which will enable even the poorest to carry a watch and thus put the plunder of these wicked robbers to a beneficent use." But the captain of the robbers was shrewd and cunning; said he: "I know a thing or two; we will let Ali Baba flood the market with cheap watches. People will soon tire of them

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and, besides, they are no good any way (sour grapes). Then I will go and steal some Jurgensen Watches, and we can fill our cave with something worth while, for after all there is nothing like an 18 carat, gold, chronometer movement, full jeweled, split second, etc., for about \$350.00." But Ali Baba had a faithful slave named Morgiana who was anxious for his success. So she made up her mind to herself explore the robbers' cave. Nor was her search in

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vain, for she found a new kind of watch. Ali Baba examined the watch carefully and to his delight found it to be a short wind, stem-set watch, with second-hand, enamelled dial, and jeweled movement. This he determined to call "SERIES J." He then made a thorough examination of the cave and found a lot of ladies' watches which he proved by trial to be excellent time-pieces. These he called "SERIES L," or "The Ladies' Waterbury."

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WHEN the captain of the robbers found that Ali Baba had three such watches he was overwhelmed with disgrace and immediately fled to Canada. In course of time Ali Baba having reached a good old age, went the way of all flesh. But the business he had founded lived after him and all the Jewelry trade recognized how he had educated a portion of the community heretofore unsought by the watch dealers, not only to buy Waterbury Watches, but to thereby stimulate a demand for higher priced watches. Therefore they determined to erect a monument to him. We regret to say, however, that such has not yet been done. Meantime the business so successfully started by Ali Baba was taken up and is now carried on by the Waterbury Watch Co., and this is the true history of the three Waterbury Watches.