

When Buying a Watch Ask an Expert's Advice

Are you one of the several million Canadians who is a prospective watch buyer this year? If you are, be sure to consult your community jeweller.

The Watchmakers of Switzerland point out that a fine timepiece is like a fine automobile—only an expert can really tell its performance possibilities. And the quality jeweller, who has been selling and servicing fine watches for many years, is the only qualified person in your community to rely upon when it comes to the purchase of a watch.

When selecting a watch, personal preference in style, together with pocketbook capabilities, must first be considered. At that point, however, your jeweller is in a position to help you to select a fine watch which he knows is built to give you accurate, dependable service over the coming years.

For example, his experience has given him practical knowledge of the workmanship that has gone into the various brands of watches on the market. And since his store and reputation are the guarantee behind the product he sells, his first desire is to sell watches that will keep his customers satisfied.

There are various grades of watch movements manufactured and offered for public sale; it's the business of your jeweller to know and recognize the difference. He might offer you two different watches—one that sells for \$40, the other for \$100. And he'll be the first to tell you there is a difference between the two, although he has made it his business to make certain that the \$40 watch he sells is the best value he has been able to find for customers who can afford a watch in that price category.

A number of features in the make-up of a watch can be reflected in its retail selling price. Certain watches have had practically every part in the movements fin-

ished by hand and, naturally, this painstaking checking and rechecking must bring the price up. In addition, there are different metals used for different parts of the mechanism and, here again, the cost differential will be reflected in the price you pay.

And, just as there is a difference in movements, there is also a difference in watch cases. It might be chrome, stainless steel, gold plate, gold filled, or 14-karat gold. And, even if marked gold, it might well be paper-thin, so that it does not give the movement the protection it needs against everyday wear.

Remember, a fine watch is only as good as the firm that stands behind it, and your local community jeweller has a reputation for reliability upon which you can depend.

B and PW Club Hears of Norway

The Tri-Town Business and Professional Women's Club met at the home of Miss Gladys Taylor, Beaver Terrace Thursday evening, November 9.

The meeting was chaired by the President Miss Edna Sumbler, routine business was dealt with and initial plans made for the December meeting which will be a Christmas Party December 9.

Miss Beatrice McDonald vice-president led in an interesting discussion on the aims and objectives of the B & P Federation.

Following the discussion a film was shown of the Scandinavian countries Norway being the highlight to the members as the international B & P Conference will be held in Oslo Norway July 1962.

Attention Bachelors New Club for Tri-Town Area

LAKE LAND, Fla. (AP) — Attention confirmed bachelors: Your excuse of waiting for the right woman no longer holds water.

Rev. Troy M. Strong, a Methodist pastor and family life counsellor, says you could marry any one of 10,000 women and live happily.

Lecturing to a group of college students recently Mr. Strong said:

"Courtship is just like buying a dress or suit of clothes — you shop around before making a choice.

"You don't fall in love, you grow into it."

Annual Meeting For Bible Society

Rev. W. Gilmour Beattie, L. Th., of district of North Bay, secretary of the Canada Bible Society, Northern Division, will be the special preacher at St. Paul's Anglican Church at 11 a.m. Sunday, November 19th, and in the Baptist Church at seven p.m. the same evening.

Following the service in the Baptist church, the annual meeting of the local branch of the Bible Society will be held and a good attendance is hoped for. The president of the local branch is W. T. Joy, secretary, Mrs. George Kranz and treasurer, Mrs. C. E. Peacock.

Meteor

Little hope is held of finding the "what-is-it" reported to have fallen somewhere between North Bay and Kirkland Lake by the National Research Council.

Canadian scientists are anxious to locate the visitor, but overcast skies which have been prevalent here for some time, kill any chance that it might have been seen before it landed in the bush.

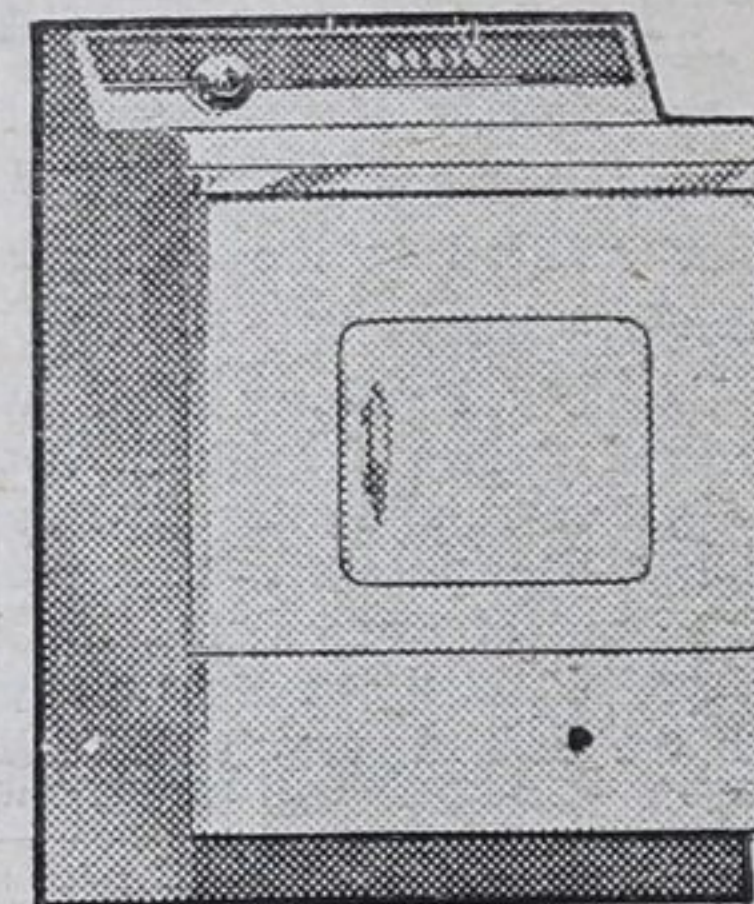
Memorial Center.

Members of the North Bay Chapter of Toastmasters International will be in charge of the meeting and demonstrate how the club operates and how it can benefit men in this district.

Because it is necessary to make arrangements in advance, persons interested in attending the demonstration dinner are asked to call Charles Abel at Midway 7-6222 in New Liskeard. F. A. Orr of Haileybury is assisting Mr. Abel in getting the club organized.



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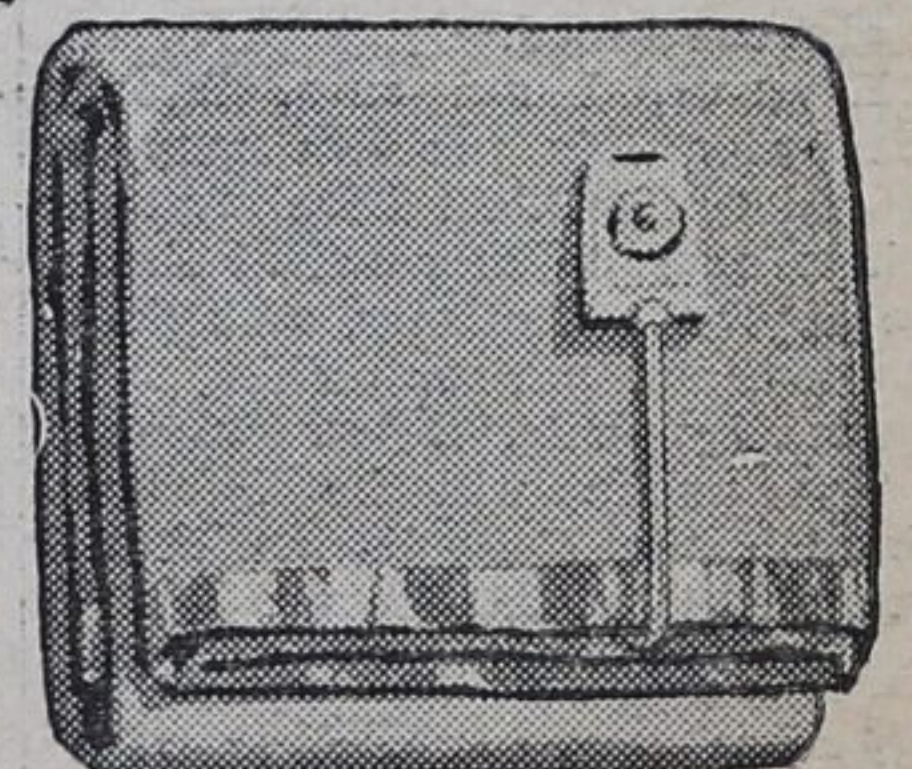
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