

LONGINES

*the most honored watch
in Basketball*



LONGINES, the world's most honored watch, is official watch for most major basketball tournaments including the N.C.A.A., National Intercollegiate, and National A.A.U. Championships. Longines is also official football timing watch for 100 colleges; timed the principal track, swimming, and crew events of 1941; and was selected as exclusive official timing watch for the 1940 Olympics.

The skill and experience necessary for the construction of complicated Longines watches, accurate to 1/10 and 1/100th of a second for sports timing and navigation has contributed to the betterment of all Longines watches. Smartly styled Longines personal watches are sold by authorized Longines-Wittnauer jewelers; see also the Wittnauer Watch a moderately priced companion line, from \$27.50*—product of Longines-Wittnauer Watch Co., Inc., New York, Montreal, Geneva.

*Federal Tax Included



Winner of • 10 World's Fair
Grand Prizes • 28 Gold Medals



Longines
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