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The World's Most Honored Watch
is the
OFFICIAL WATCH of ..

THE NATIONAL INTERCOLLEGIATE BASKETBALL CHAMPIONSHIP TOURNAMENT

Longines is the watch chosen when *world* records must be *world* accepted. Longines watches officially time world's records of National Aeronautical Association and Federation Aeronautique Internationale around the globe. Longines also is official watch of United Air Lines, of American Museum of Natural History, of American Automobile Association and of the many events conducted by the Madison Square Garden, New York.

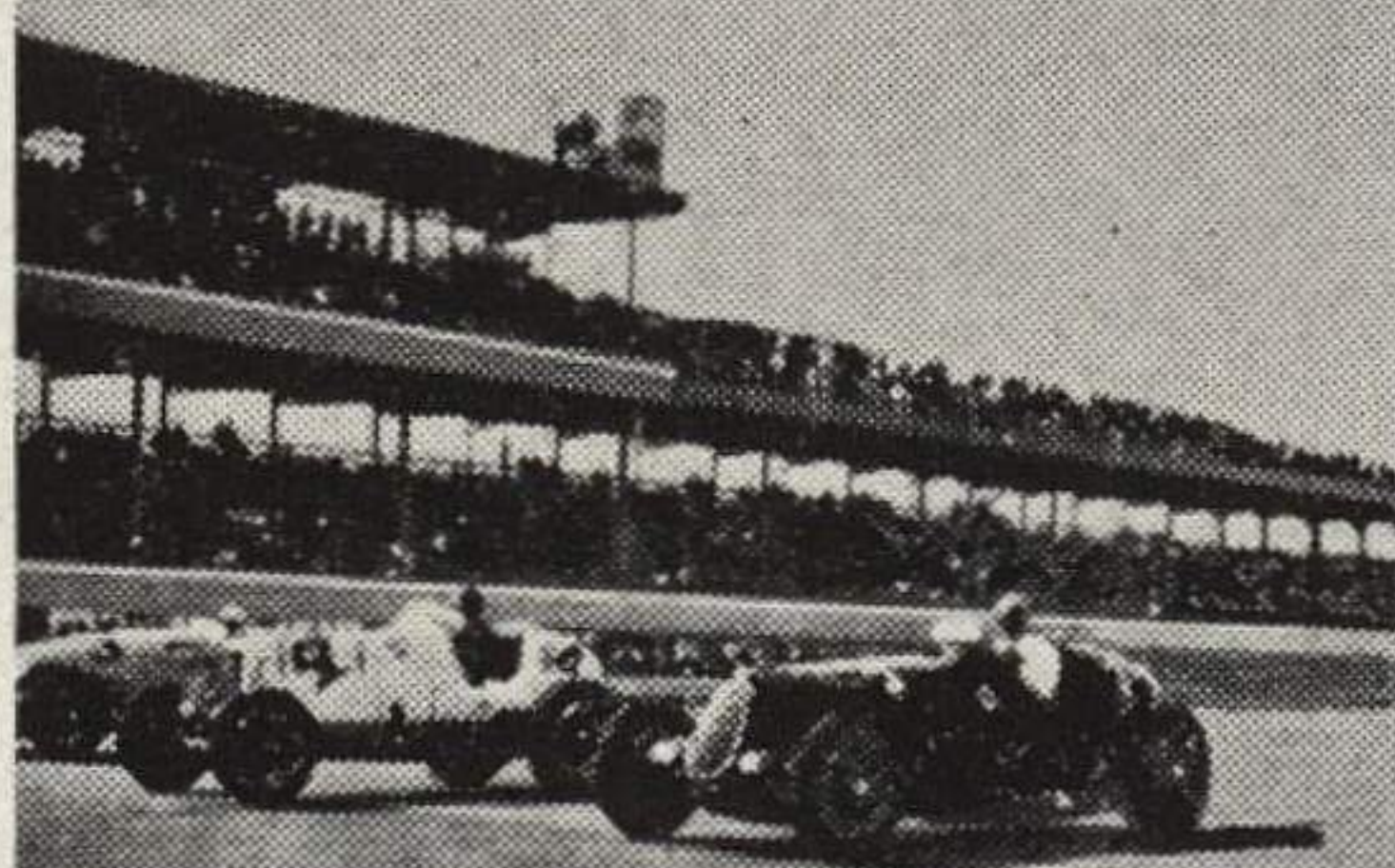


**TWENTY-EIGHT
GOLD MEDALS**



**TEN GRAND
PRIZES**

**OFFICIAL WATCH OF THE
AMERICAN AUTOMOBILE
ASSOCIATION**



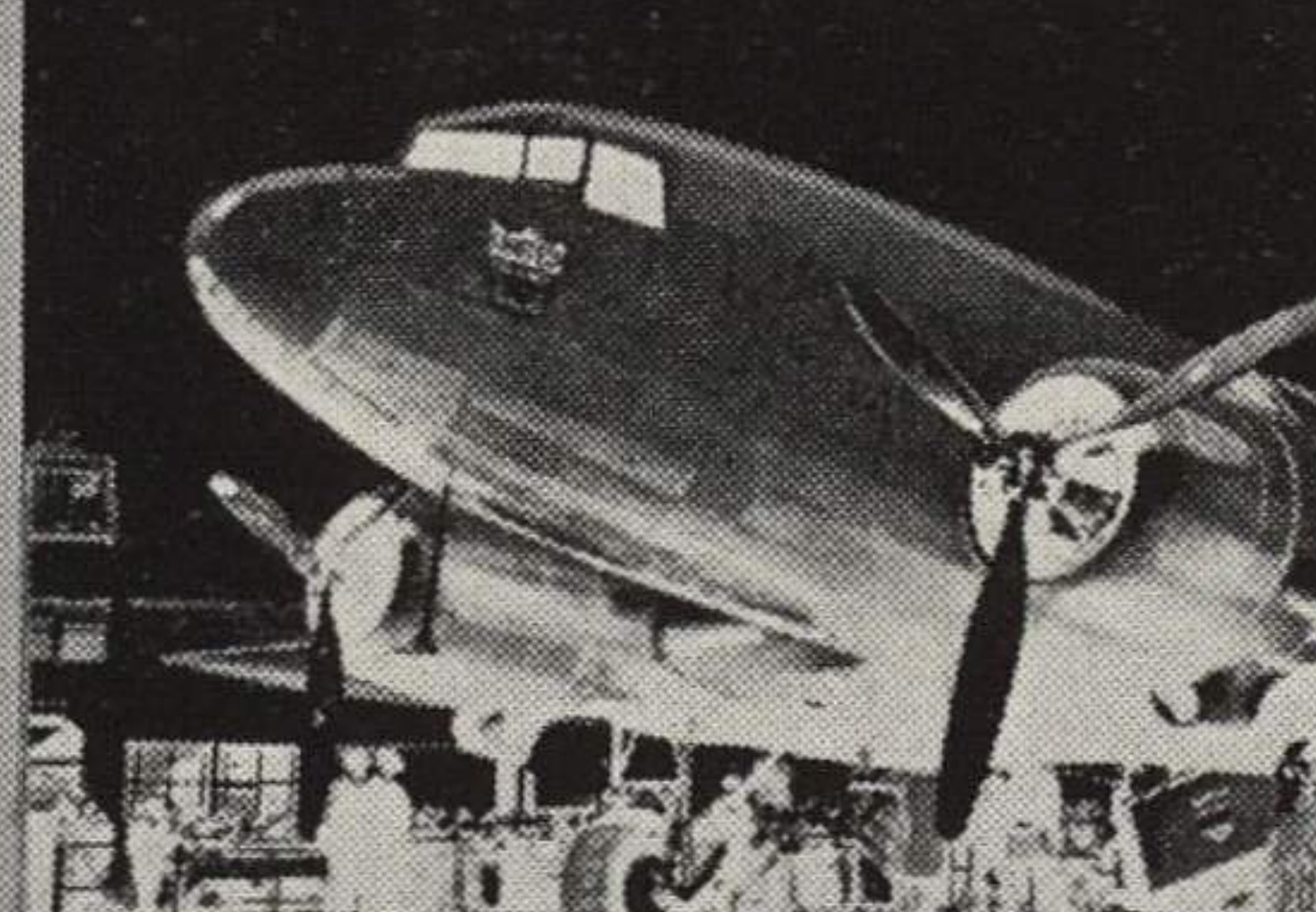
**OFFICIAL WATCH OF THE
NATIONAL AERONAUTICAL
ASSOCIATION**



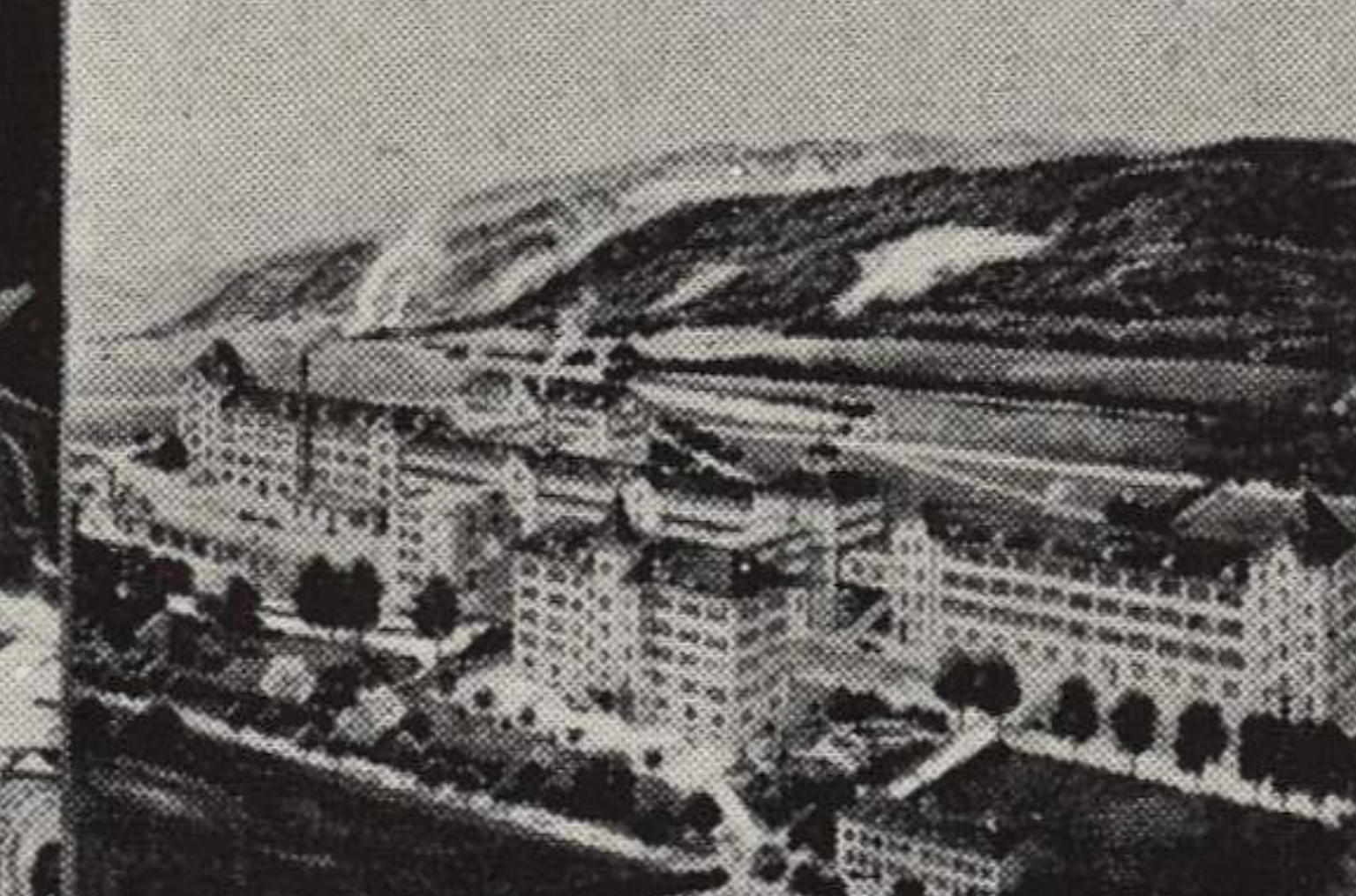
**THE WATCH OF THE
WORLD'S FAMOUS FLYERS**



**OFFICIAL WATCH OF
UNITED AIR LINES FLYING
U. S. AIRMAIL ROUTE NO. 1**



**WORLD'S LARGEST FINE
WATCH FACTORY WHERE
LONGINES WATCHES ARE MADE**



Par Avion—Yellow
Gold Filled; 17
Jewels\$47.50

Gold Medal—Yellow Gold
Filled; 17 Jewels.....\$50.00

World's Fair—Yellow Gold
Filled; 17 Jewels.....\$59.50

Par Avion—Yellow Gold
Filled; 17 Jwls.....\$44.50

Presentation—14K Yellow
Gold; 17 Jwls.....\$85.00

Official—Yellow Gold
Filled; 17 Jwls.....\$60.00

Par Avion—Yellow Gold
Filled; 17 Jwls.....\$44.50

Pres. Lincoln—14K Yel-
low Gold; 17 Jwls, Pink
Gold Dial.....\$100.00

Chronograph—Time-
out-Stainless Steel;
17 Jewels.....\$125.



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Montreal • Geneva

LONGINES WATCHES

• WITTNAUER WATCHES

• AGASSIZ WATCHES

• TOUCHON WATCHES