



HELLO BILL



We Welcome You to Las Vegas and invite You to make our store Your Headquarters during Your stay here.

HAND TINTED DESERT PHOTOS

You address them. We mail them.

We have many views of our desert. ready to mail to the folks back home. Actual photographs hand tinted Also souvenirs at any price you wish to pay.

Featuring American Watches

Beauty
Is Not
Skin Deep



—in watches especially—

JUST as old-fashioned corsets were injurious to health (and to beauty too), so exaggerated shapes handicap the accuracy and real value of a watch.



Are the dimensions of the watch you are considering such that it is as practical as it is beautiful? In other words, are you sure that it is neither too thin nor too small for the watch to do its full duty as a good time-piece?

You will find it easy to choose from our large American watch selection.

TAKE SOMETHING WITH YOU TO REMEMBER THE GATEWAY CITY TO BOULDER DAM.

M. W. DAVIS

Jeweler

UNION PACIFIC TIME INSPECTOR
OVERLAND HOTEL BUILDING

Now, more remarkable than ever... this Gruen Watch value!

Gruen Cartouche
15 jewel movement, \$29.75
Other designs, \$35 to \$150



NOT only is the watch pictured above the first Gruen of its type ever offered below \$35. Not only does it give you the more highly accurate Gruen rectangular movement in a style-leading case, at \$29.75.

But this exceptional watch, like every other Gruen in our store, can now be purchased in a very convenient way—under our Divided Charge Account Service.

Come in, select any Gruen Guild Watch that pleases you most, pay a small part of the full purchase price, and take the watch with you! The balance can be conveniently reduced in regular monthly amounts.

Why not wear or give a smart Gruen Watch, this very day!

Gruen Cartouche
14kt. solid gold case with smart



silk cord and adjustable gold clasp, 15 jewel movement, \$52

TRAP SHOOT TROPHY HEADQUARTERS