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An Accessory that is always Smart



Products of **Doxa, Le Locle.**
Especialidades **Doxa, El Locle.**
Spécimens de la **Manufacture des**
Montres Doxa, Le Locle.

If there is any branch of Swiss industries in which technical skill and art are closely allied, it undeniably is the watchmaking trade.

The high-class Swiss watch factories, whose long-established reputation has made them undisputed leaders in this trade, continue to assert their supremacy in the technique of watchmaking.

Brilliant powers of imagination coupled with excellent taste have added numerous delightful improvements to a method of manufacture that may almost be called classical. True to their traditions, Swiss watchmakers are always able to find out just those details which will lend fresh charm and daintiness. The models are all extremely attractive both as regards appearance and price.

What a man requires in these modern days, when logic and utility are trumps, is, above all, a practical watch. He wants a high-precision instrument, suitable for sports and other forms of physical exercise. Timepieces intended for such purposes must necessarily be of the highest quality and should at the same time be pleasant to look at.

Watches are also an indispensable accessory to a woman's apparel, and it is for this reason that Swiss watchmakers never cease to place new masterpieces on the market. The metal used is so cleverly handled as to make all ornamentation superfluous. The beauty of the watches lies in their shape and their well-balanced proportions. High-class skilled workmanship is thus also required for smart watches for women's wear. These luxurious trinkets, with their simple, harmonious lines and their good taste, rendering them suitable for every occasion, are all created by expert artists.

Every Swiss hand-made watch is finished with scrupulous care and minute attention to detail, whether it be a high-precision instrument or a daintily ornament. In each and every case it bears witness to the artistic skill which has won world-wide fame for the Swiss watchmaking industry.