





# *The Times of* India



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*Annual* 1950



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West End  
Watch*

*meets all  
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FOR over three-quarters of a century, West End watches have maintained a consistently high standard of craftsmanship.

Reliability is the supreme virtue which they possess, and with this is always coupled good looks. These qualities in the ideal watch must, however, be combined with strength, and full consideration has been given to this factor in the production of West End watches.

No matter the price you pay - no matter the model you choose - you will find that your West End watch represents the very best value for money you can obtain.

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