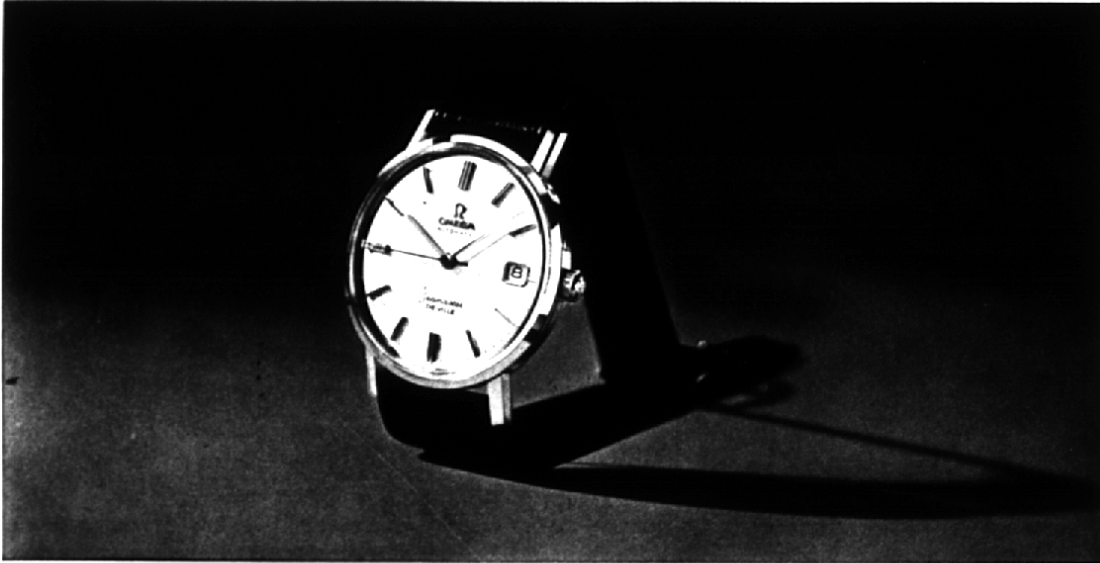


for a lifetime of proud possession . . .



## Omega elegance...for the well-dressed man

*Peerless Omega accuracy in 14K gold dress watches . . . accented with 18K gold dial markers  
. . . meticulously crafted for a lifetime of proud possession*

If you are the kind of man who pays particular attention to good grooming — as accustomed to punctuality in yourself as well as others — then an Omega gold watch is for all your best-dressed occasions. Such precision, such elegance can never be mass produced. From blueprint to final assembly, every Omega undergoes 1,497 quality-control checks to assure the most faithful performance. It actually takes many times longer to make an Omega than an ordinary watch.

Even the oil used to lubricate the jeweled high-precision Omega movement is the world's finest, costing \$2,000 a gallon. No wonder many Omega owners tell us that their watches have given them decades of faithful service. Sold in 129 countries, you will find Omega watches only in fine jewelry stores and better watch departments who will gladly counsel you. The complete Omega collection includes men's and women's models from \$65 to over \$10,000. Federal tax included.

# OMEGA



Congratulations on your Centennial Birthday, Birmingham! We, too, are having a birthday . . . for this is Mr. Lloyd Lake's 50th year in the jewelry business, having begun in 1914. Let's both have a piece of birthday cake!