Is your dream man in this picture?

(No matter who he is, he'll be your slave for life if you give him the gift of a lifetime—a faithful, handsome Hamilton Watch)

EAGER BEAVER—Is he ambitious, hardworking, anxious to get ahead in the world? He knows the importance of being punctual. That's why he'll love you for giving him a good-looking, infinitely precise Hamilton on his birthday or for Christmas. The Secometer (below) has 17 jewels, 10K gold-filled case... $97.75.

EARLY BIRD—Is he always there five minutes ahead of you? And does he get up early Sunday and bring you breakfast in bed? He'll respect the steady precision of a Hamilton—made by America's only manufacturer of fine watches exclusively. The Perry (below) has 19 jewels, 14K natural gold-filled case... $66.00.

MISSOURI MULE—Does he always say "no!" when you want to try new things and go new places? (Yet, later, he's glad you talked him into it.) He'll never question the faithful accuracy of a Hamilton. The Donnan (below) has Hamilton's finest Medallion movement, 19 jewels, 14K gold case... $96.

SMART LIKE A FOX—Can he always finish the crossword puzzles that stump you? And are you glad the children took after him? Show him how smart you are by giving him the gift he's always wanted—a distinguished Hamilton like the Gilman (below)—19 jewels, 14K gold case, Medallion movement... $150.

The watches below were picked to suggest Hamilton's wide variety of styles and prices. See your jeweler for other appropriate Hamilton gift watches from $52.25 up. Prices include Fed. Tax.

Attention: Men with dream girls! There'll be tears in her eyes when you rush through with the long-awaited gift a girl could wish for—a stunning Hamilton. (Above right) 31-Jewel-17 Jewels, 14K gold case and link bracelet, Medallion movement... $350. (Below right) 19 jewels, 14K natural or white gold case. The finest Medallion movement... $400.

The finest hairspring ever developed: It's the exclusive Hamilton Elinox Hairspring—anti-magnetic, rust-resisting, true at all temperatures. First used in Hamilton Railroad Watches, then in Hamilton war timepieces, it now assures greatest possible accuracy in every Hamilton made. Send for FREE catalog and revealing booklet, "What Makes a Fine Watch Fine?" Hamilton Watch Co., Dept. B-6, Lancaster, Penna.