

Ask the
GEMOLOGIST[®]

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THE WATCH AS ART

Some men are no less passionate about wristwatches than women are about diamonds. Most men have a watch for work and a watch for play, and many have specific timepieces for hobbies and outdoor pursuits in between. Some men collect watches in the way that art collectors go after French-Impressionist paintings. In fact, some watches are equally valuable. Recently, a Swiss museum paid nearly \$6 million for a gold watch. This was not just any gold watch, of course. It was a yellow-gold Patek Philippe perpetual calendar chronograph wristwatch. The timepiece produced by the independent Swiss watchmaker was made in 1943-44 and features an avant-garde case design that led

some to hail it as the "Mona Lisa of all watches."

Whether your taste in watches leans toward contemporary or traditional, sporty or fun, or casual or dressy, we know you'll find something to suit your style at our jewelry store. Our designs are innovative and our craftsmanship flawless. And we know our sales personnel are sure to please because we believe in old-fashioned personal service. Experience it for yourself at 1402 Hancock Street, Quincy Center, whether you are shopping for a watch for a special person or something to add to your own jewelry collection. PH: 617-773-3636.

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