

IS IT THE LADY OR THE TIGER?



: IF YOU WANT TO KNOW SEE INSIDE :

THE LADY OR THE TIGER.

Once upon a time a barbarian king had a custom, whenever a subject had offended him, of assembling the populace in the amphitheatre and compelling the victim to choose between two doors. Behind one of these doors was a famished tiger, and behind the other a beautiful young lady. If he chose the former the tiger devoured him. If the latter he was forthwith married to the young lady, midst great festivities.

A young peasant having fallen in love with the king's daughter, the king, finding it out, decided to inflict his favorite penalty. The princess, however, learned the secret of the doors, so that when the young man stood facing the royal box to decide his fate, she caught his eye and signalled him which door to choose. The question is which did she signal?

[Abridged from Frank R. Stockton's "THE LADY OR THE TIGER," in the *Century*.]

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IS IT
THE LADY OR
TIGER
THE VICTIM WILL CHOOSE?
HIS EYES SEEK
THE PRINCESS
HOPING



SOME
RUSE.



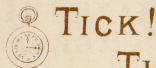
IT pays to keep up appearances. To look shabby condemns a man. Look prosperous even if you are not. One of the things which helps to give a man an unprosperous air is to be without a watch. It makes a person seem either erratic or thoughtless. A watch goes far to enhance one's respectability. The Waterbury is an unpretentious but very tasty watch, and costs a trifle.

ARE you punctual? Are you always prompt? To be habitually behind time is not only discourteous to others, but is a source of infinite annoyance and inflicts a serious loss of time. Time is money, you know. There is really no excuse nowadays for being "always late" when you can get a reliable Waterbury for two dollars and a half of any retail watch dealer.



ALL
↑ AT ONCE

TICK!



TICK!

TICK!

BREAKS
THE
AWFUL SUSPENSE.

"WHO DARES?"
CRIES THE KING.
(EXCITEMENT INTENSE)



T WAS I MY LIEGE LORD,
WITH MY DEAR LITTLE
TICKER!"
THE AUDIENCE ROARED,
(SOMETHING MORE THAN
A SNICKER.)

Our Poet gave out here; what the young man really said was "My Lord, with this watch the conquest of the world is yours; your Royal Armies, always on time, can rout all others; your Royal Navies will sweep the ocean; your Royal Feasts will be ready at the appointed hour, and your affairs will never need "winding up."

"Bless me" said the King, WATERBURY fine watch that must be!" Excuse the interruption, Ladies and Gentlemen, the Poet will now resume—!"

MANY people are careless of speech. Injustice is often done to worthy articles by random talkers. A case in point. People sneer at the Waterbury. "Does it go?" "Is it a real watch?" they ask. They seem to think it is the crudest kind of a watch. As a matter of fact, the Waterbury is made with scrupulous care and exactness in one of the best equipped factories in the country.

HOW proud is a boy when he gets his first watch. And he ought to be. It stimulates his ambition and makes him prompt, business-like and self-respecting. Just think how easy it is to earn a Waterbury ! Only two dollars and a half ! When you and I were boys it took ten times that amount and not so good a watch at that—a key-winder too !

BLESS YOU MY SON,
THE PRINCESS
IS THINE.
WHAT CARE I FOR
TIGERS,
WITH THIS
WATCH
DIVINE.



*Is it the Lady
or the Tiger?*

WHETHER the hero of this story chose the "lady" or the "tiger" is a matter of small moment, but there are two other doors, and which of them you choose will vitally affect your career. One opens to Prosperity, the other to Failure; one is labeled *punctuality*, the other *tardiness*. Behind the former you will find neither lady nor tiger, but—a bright, open-faced, honest timekeeper, the WATERBURY WATCH. This is the door to choose, and the admission is only two dollars and a half. Enter! and secure the WATERBURY. It will help you to prosper by keeping you on time for your engagements and duties, and its undeviating regularity will furnish a *bright* example for you in the performance of your daily work.

THE WATERBURY WATCH CO.

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OR THE
TIGER?



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