

SA943507

Gents Longines wrist watch,
West End Watch Co, 1944

Price

Sold

Item Reference: SA943507

Date of manufacture: 1940

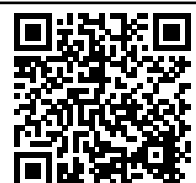
Description

Gents Longines wrist watch, West End Watch Co, 1944. The watch has a Longines hand-winding movement which is working nicely. The movement is signed and it has the serial number 6,757,513 which dates it back to 1944. The West End Watch Company was an international company with offices in Switzerland, Bombay and Calcutta. The company bought in watches from various manufacturers and branded them with the West End Watch Company name in readiness for retail in India. Often the watches had model names such as Sowar, Secundus and Queen Anne but this particular watch carries the Longines name on the dial. Longines supplied watches to West End from 1910 and in fact were the only brand that were allowed to add their name to the West End dial. Even back then, Longines had a very good reputation so this was good marketing on the part of the West End Watch Company as it also enhanced their reputation. The watch measures 31mm diameter excluding the winding crown and the lugs. The case is stainless steel and it has the West End Watch Company logo to the back, along with the CS(I) mark which tells us it was supplied to the Indian Civil Service. The case is in good condition, ...

Seller Details

The Vintage Wrist Watch Company

Worcestershire United Kingdom



Tel: 01386 750 238

International Tel: +44 1386 750 238