

Elgin—

"The Spirit of Reconstruction"



"Zero Hour"



THE secret of our success Over There is bound to be the secret of our success in the business world. And right here is it's symbol—my Elgin watch."

The Elgin stands for the new idea in war and in business—everything must run *on schedule time*.

When zero hour for Germany was set by the Allies, it not only marked the downfall of autocracy, but also registered the last zero hour of the Allied schedule.

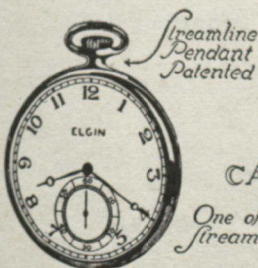
For weeks, months, years, our great war machine worked on schedule. Everything moved like well-oiled watch-works—in unison and to the tick of time.

When the Elgin marked 11 o'clock on November 11th, our chief task was completed our great work done. The whole world knows how the bravery, the resource and the efficiency of our own Canadian boys have won for us glory and honor.

Now a new chapter opens. Reconstruction is the vital issue. Greater production in every factory, every mine, on every farm, by every Canadian man and woman—is the first essential—we must all work *to schedule*.

The Elgin is at once the symbol of all this and the gateway to its fulfilment. It continues to be our trusted Ally in Peace and production—just as faithfully and unerringly as it upheld the service on land, on sea and in the air.

There is a jeweler in your vicinity who is equipped to help you safeguard your Time.



*Streamline
Pendant
Patented*

CANADIAN ELGIN WATCH COMPANY LTD.
Toronto

*One of the famous
Streamline models*