

# The Most Exquisite New Ideas in Watch Cases



Take your choice of these superb new style watches sent without a cent down—on approval (<sup>Payable at</sup> \$2.50 a Month)

# A Bomb!

## for the Watch Trust

**The Burlington Offer**—Our startling and smashing direct offer is overwhelming the watch trust. The superb Burlington Special at the anti-trust rock-bottom price—the same price that even the wholesale jeweler must pay—is paralyzing competition. Such a **smashing and overwhelming** offer has never before been heard of in the entire history of the watch industry. Just think of it! You may secure one of these superb time-pieces—a watch of the very latest model, the popular new thin design, adjusted to the second—19 jewels—the most perfect product of the most expert watch manufacturers in the world, at the rock bottom price, direct from us—the identical price that even the **wholesale** jeweler must pay. And you may pay this rock-bottom price at the rate of \$2.50 a month. Yes—only \$2.50 a month and all the time you are carrying this most superb time-piece. No wonder competition is paralyzed. No wonder everyone says that this is the greatest watch offer of the age.



### Adjusted to Temperature

A watch to be adjusted to temperature is put into a refrigerator and run for 24 hours, then it is put into an oven of 100 degrees temperature and run for 24 hours, then it is run in normal temperature for 24 hours. This process is continued until the watch runs the same in all temperatures.

### Adjusted to Isochronism

A careful adjustment, so that the speed of a watch, when it is fully wound up, is the same when it is almost run down.

### Adjusted to Positions

Adjusting a watch to positions is adjusting it so it runs the same in various positions.

**The Jewels** used are the finest grade of selected genuine imported **ruby and sapphire jewels**, absolutely flawless. Nineteen of these chosen gems protect every point. *It is well understood in the railroad business that nineteen jewels is the proper number for maximum efficiency.* Nineteen Jewels is regarded by experts as the best number for a perfect watch.

**Factory Fitted** Every Burlington Special movement is fitted into the case right at the factory where the movement was made—into a case made for this watch. No looseness or wearing of parts against the sides of the case. No rattle or jar.

**Our Direct Guarantee** means that we will make good on any just complaint either as to workmanship or material, in either watch or case, at any time without red tape or formality. Note: we do not say within ten or twenty years, but at anytime. Our guarantee does not include cleaning or breakage caused by carelessness or accidents, or tinkering with the watch, but, if anything is found wrong with the watch in any way, we will replace the part complained of, or we will repair the watch free of charge, or we will give you a new watch absolutely free as you may elect. Note: this guarantee is good for 25 years! Yes and longer than 25 years, for any length of time if anything is found wrong with material—absolutely without restriction.



Don't miss this liberal offer — send this Free coupon TODAY!

**FREE**

Watch Book

**COUPON**

Burlington Watch Co.

289 Carlton St., WINNIPEG, CANADA  
Dept. 7718,

Please send me absolutely free and prepaid one of your new watch books explaining about your anti-trust fight, and giving the *inside facts* about the watch industry. Also give full particulars of how I may obtain a fully adjusted 19-jewel gold strata genuine Burlington Special, on approval, at the rock-bottom price, on terms of \$2.50 a month. No obligations on me.

Name.....

Address.....

## The Fight on the Trust Is Explained in This Great Watch Book

Get this wonderful new watch book. It is free and prepaid. No obligations whatever. It will tell you about our gigantic fight against the trust and trust methods. It will tell you of quiet agreements which the giant factories have with dealers which enable them to uphold prices. That is the reason why we say that the great watch factories are a trust. It is because they have contracts and agreements with dealers everywhere which enable them to control trade and to uphold prices. It is not an illegal trust; but its methods are unfair to us — unfair to the public who must pay the price. We want you to get this watch book at once. Find out the inside facts of the watch industry. This book will also tell you about the superb Burlington Special and how it is manufactured for quality, not quantity. Just put your name and address on the coupon and send it to us today. We will send you the book prepaid — no obligations on you whatever. Better write now.

## Since the \$1,000 Challenge

was made to the giant factories four years ago, why have they not answered? Why have not these factories produced a watch equal to the Burlington? And this challenge did not ask our competitors to produce a watch better than the Burlington. NO. If they should produce a watch equal to the Burlington we should be the losers. Our \$1,000 still lies in the bank for competitors to cover.

## No Money Down

We ship the watch on approval, prepaid (your choice of ladies' or gentlemen's open face or hunting case). You risk absolutely nothing—you pay nothing—not one cent unless you want the great offer after seeing and thoroughly inspecting the watch. Send the free coupon today.

**Burlington Watch Co.** 289 Carlton St., WINNIPEG, CANADA  
Dept. 7718