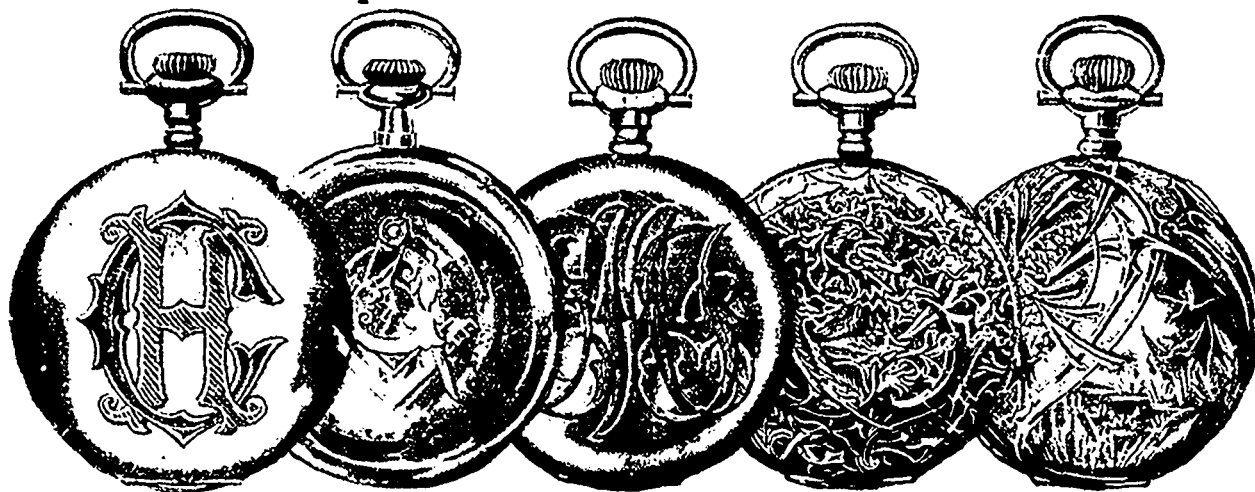


The Most Exquisite New Ideas in Watch Cases



Take your choice of these superb new style watches sent without a cent down—on approval (^{Payable at} \$2.50 a Month)



The Movement—In connection with our sweeping fighting on trust methods we have selected our **finest** highest grade watch for a special offer direct to the people. **Material:** The best that money can buy. **Workmen:** World renowned experts in their line.

The Jewels: 19 finest grade selected genuine imported rubies and sapphires, absolutely flawless. (It is well understood in the railroad business that 19 jewels is the proper number for maximum efficiency.)

Factory Fitted and factory tested. Fitted right at the factory into the case made for that watch—and re-timed after fitting. No looseness or wearing of the parts. No rattle or jar.

Adjustment! Adjusted to temperature, isochronism and positions. The most rigid tests.

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.

Burlington Watch Co. 289 Carlton St., Dept. 76-3
WINNIPEG, CANADA

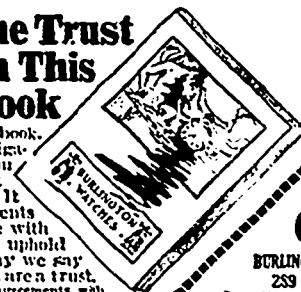
A Bomb!

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.

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 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 your part. Do not delay. Better write now.



FREE
WATCH BOOK
COUPON

BURLINGTON WATCH CO.

289 Carlton Street
Dept. 76-3, Winnipeg, Canada

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

Name _____

Address _____

G2R