

Elgin Watches



The Superintendent

What's the biggest job in the modern factory?

"Making every minute count," answers the superintendent.

He's right. Production's the thing. Not a turn of a wheel must be wasted.

Everything must work to schedule—and here is where the Elgin is the Superintendent's right-hand man.

Work is begun by the Elgin—finished by the Elgin—shipped to the tick of the Elgin.

This means an orderly shop, an even quality, and a maximum output.

In other words, an intelligent working to the Elgin schedule spells *Achievement* everywhere.

There is a Jeweler in your vicinity who carries a pleasing selection of Elgin Watches—faithful guardians of Time.

CANADIAN ELGIN WATCH CO., LTD.
TORONTO

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