



Just Out! Superb New Ideas In Watch Cases!

The latest products of the craft. Exquisitely beautiful. Your own initials handsomely engraved on this superb gold strata case. Your choice of *Inlay Enamel Monograms, Block and Ribbon Monograms, Diamond Set, Lodge, French Art, Dragon Designs.* Open face or hunting cases, ladies' or gentlemen's 12 and 16 sizes. A watch to suit every taste. And—DIRECT—at the rock-bottom price.

The masterpiece of watch manufacture—19 jewels—adjusted to the second—adjusted to positions—adjusted to temperatures—adjusted to isochronism.

Special

A Remarkable Special Offer

For reasons explained in our letter to you (special trade reasons) you can now get *direct* the Superb Burlington Watch at the rock-bottom price—the same price that **even the wholesale jeweler must pay**—and in order to encourage everybody to secure this watch at once, purchasers may pay this rock-bottom price *direct* from us either for cash or \$2.50 a month on this great special offer! We send the watch on approval, *prepaid*.

Sent—No Money Down—Prepaid. Remember, the highest grade watch *direct* (for special reasons, now) at the same price that even the wholesale jeweler must pay! You risk absolutely nothing—you pay nothing—not one cent—unless you want this *exceptional* offer after seeing and thoroughly inspecting the watch.

Send Coupon for Our New Book on Watches

Learn the inside facts about watch prices and the many superior points of the Burlington over double-priced products. Also illustrations of all the newest up-to-date ideas in exquisite watches, and our letter to you sending the rock-bottom price *direct*. Just send the coupon, or a letter, or a postal.

Burlington Watch Company

Dept. 7652 287 Carlton St., WINNIPEG, MAN.

Exquisite New Designs

in watch cases. Are winning favor everywhere. And wherever the great Burlington Special has been introduced it is noted for its wonderful time keeping qualities. Ask any railroad man what he thinks of the Burlington Special. Ranchmen, engineers and men in all walks of life whose duties require them to put a watch to the hardest test prefer the Burlington because they know they can depend upon it.

In the U. S. Navy

Every fighting vessel has the Burlington Watch aboard. The S. S. Connecticut alone has over 200 Burlingtons aboard; the Battleship Georgia has 159 Burlingtons; the new dreadnought Wyoming already has over 100 Watches. Many other battleships, such as the New Hampshire, North Carolina, Minnesota, have over 100 Burlingtons aboard.

Think of the constant vibration, the extreme heat in the boiler rooms, the salt air and the change of climate from the Arctic to the Tropical; if a watch will stand up and give accurate service abroad a man of war it will stand up everywhere.



Watch Book Coupon

Burlington Watch Co.

Dept. 7652
287 Carlton St. Winnipeg, Man.

Please send me (without obligations, postpaid,) your free book on watches, showing the new designs, including monograms, with full explanation of your cash, or \$2.50 a month offer on the Burlington Watch.

Name.....

Address.....