

Elgin— “The Spirit of Reconstruction”



On Schedule



HE time has come when this business—and every other business, to be a success—must run *on schedule*. Our armies couldn't win on any other plan—how can we?"

They knew the value of Time "over there."

As they waited in blackest night, eager, alert for zero hour, every tick of the Elgin was fraught with grim significance.

For they learned—in those breathless rushes as the barrage lifted—that victory and destruction and eternity were separated only by seconds.

For magnitude of operations and for stupendous outcome the Allied war machine threw into insignificance any previous effort of man. Yet its mighty machinery worked as smoothly and accurately as an Elgin—because everything was planned and carried out *on schedule time*.

Shall wartime efficiency be lost in time of peace? Working to schedule is absolutely essential to profitable production in factory, office, mine and field alike.

Elgin plays its accurate part in these days of reconstruction—just as unerringly as it upheld the Service on land, on sea and in the air.

*Streamline
Pendant
Patented*



CANADIAN ELGIN WATCH COMPANY LTD.
Toronto

*One of the famous
Streamline models*