



The New Triumphs of the Master Goldsmiths

Write today for the new watch book that tells about the **master-piece** of watch manufacture—the **Burlington**—19 jewels, **adjusted to the second—adjusted to positions—adjusted to temperatures—adjusted to isochronism.** Open face or hunting case, ladies' or gentlemen's sizes.

Special Send for List of New Designs

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 a cent—unless you want this **exceptional** offer after seeing and thoroughly inspecting the watch.

Send the coupon for handsome art color plates of all the newest designs you have to choose from. No obligations. Write today.

Send to any address free. Illustrations

of all the beautiful up-to-date designs. Read the story of the Burlington, offered now **DIRECT.** Wherever the Burlington Watch has been introduced it has gained in popularity. **Ask any railroad man** what he thinks of the Burlington Watch. Railroad men everywhere have learned that here is a watch that will live up to all requirements, **and more,** and yet they can get it at a fair price. One man who worked in the boiler room of one of the largest automobile factories took advantage of our offer and got a Burlington. He found that it kept time to the second under all conditions and in all temperatures on account of its accurate adjustment to temperature. Now the other men in the boiler rooms carry Burlingtons. A western rancher who spends nearly eight hours a day in the saddle bought a Burlington. Even though he intentionally gave it exceptionally hard usage and submitted it to innumerable tests it maintains its reputation for accuracy. (The Burlington is adjusted to positions.) Since that time scores of Burlingtons have been sold to his neighbors.

Send the Coupon for Our New Watch Book

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. Write today—now.

Burlington Watch Company
Department 2425
19th St. and Marshall Blvd., Chicago, Ill.

New Ideas in Watches

Take your choice of any of the superb new designs, or if you prefer, you may have any of the standard designs. See catalog. Note especially the

Inlay Enamel Monograms, Block and Ribbon Monograms, Diamond Set, Lodge Designs, French Art Designs and Dragon Designs.

Imagine a beautiful hunting case with your own monogram on one side and the emblem of your lodge or any other emblem on the other side. Our catalog shows complete illustrations.

The Movement

For the purpose of this sweeping direct offer the Burlington Watch Company selected its finest and highest grade watch. The 19 imported ruby and sapphire jewels represent maximum timekeeping efficiency, the fact that 19 jewels give the maximum being known to every posted railroad man.

Needless to add that, after having engaged the highest grade of workmen from Europe, the makers of the watch didn't stop the comparative minor expense of getting the very best material for the best watch.

Adjusted to temperature and adjusted to isochronism and adjusted to positions—the Burlington watch is subjected to the most rigid tests—tests that require months after the watch is completed. Then after being fitted at the factory into its proper case, every Burlington watch is retimed so as to meet the ultimate standard of quality.

In the U. S. Navy

timepieces that are absolutely accurate are essential. **Every fighting vessel in the U. S. Navy has the Burlington Watch aboard.** The U. S. Connecticut alone has over 200 Burlingtons aboard; the battleship Georgia has 150 Burlingtons; the new dreadnought Wyoming already has over 100 Burlingtons. Many other battleships, such as the New Hampshire, North Carolina, Minnesota, have over 100 Burlingtons aboard.

The constant vibration, the extreme heat in the boiler rooms, the cold salt air and the change of climate from the arctic to the tropical are the most severe tests on a watch. If a watch will stand up and give accurate service aboard a man-of-war it will stand up anywhere. That is why we consider the wonderful success of the Burlington in our navy the greatest victory the Burlington has ever won.

Burlington Watch Co.

Dept. 2425

19th St. and Marshall Blvd., Chicago, Ill.

Please send me (without obligations, prepaid), your free book on watches, with explanation of your cash or \$2.50 a month offer on the Burlington Watch.

Name

Address

