



Just Out!

New Ideas in Watches!

The latest products of the craft. Exquisitely beautiful. Your own initials handsomely engraved on the superb gold strata case—guaranteed for 25 years. 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 temperature—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 the 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. Let us quote you the special rock bottom price at which you can now get the Burlington. Your name and address on the coupon or a post card, or a letter is enough. No obligations.

Burlington Watch Company, Dept. 2422, 19th St. and Marshall Blvd., Chicago, Ill.

The Burlington

Send for Our Latest Catalog

Sent to any address free. Illustrates all the beautiful up-to-date designs and tells the story of the Burlington offered now DIRECT. Wherever the Burlington Special has been introduced it has gained in popularity. **Ask any railroad man** what he thinks of the Burlington Special. 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 all positions.) Since that time scores of Burlingtons have been sold to his neighbors. Now read about the Burlington in the United States Navy.

We will send you handsome art color illustrations of all the newest up-to-date ideas in exquisite watches. There are scores of designs for you to choose from. No obligations in getting the new watch book. Send the coupon today, and we will send you the book free and prepaid.

The Masterpiece of Watch Manufacture

The watches that you will see illustrated in our new watch book are the latest triumphs of master goldsmiths. 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 time keeping efficiency, the fact that 19 jewels gives 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 do not shun 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.

Among the Railroads and in the United States Navy

timepieces that are absolutely accurate are essential. **Every fighting vessel in the U. S. Navy 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 Burlington Specials 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. 2422

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

Please send me (without obligations, prepaid), your free book on watches and copy of your \$1,000 challenge, with explanation of your cash or \$2.50 a month offer on the Burlington Watch.

Name

Address

