

ARE YOU UP TO DATE?

Are you up to date? Well—let us see. What time have you?

How many of our readers will have to hesitate! "I have no watch,"—or—"my watch has stopped." Or, perhaps your watch is running fast or slow. Nine chances in ten you cannot tell the correct time.

You know, I believe there is nothing that indicates more in any man or an lady an air of being somebody, of being up to date, of enjoying prosperity—than to carry a really first-class, fine-looking watch.

You can afford to save on many ordinary luxuries in order to possess such a time-piece. That is why we are particularly glad to call your attention to the great watch offer on this page—an offer that is enthusiastically recommended.

You May Buy on Time

For although it costs more than the ordinary "cheap" watches, it is sold on a direct offer at the positive rock-bottom price, and in addition those who prefer to buy on time can get easy payments at \$2.50 a month and yet at the rock-bottom price.

Such is the offer made direct to the public by the large and fearless concern, the Burlington Watch Company.

And this has been made necessary on account of the way manufacturers and dealers in this watch trade hang together in boosting other goods.

If you are posted on watches you have undoubtedly heard heretofore of the factory producing Burlington watches; and now you have the opportunity to own this absolutely superior time-piece, thanks to the special direct offer.

What if the watch does cost a little more than the "cheap," inferior watches—you can get it for \$2.50 a month at the very rock-bottom price, and with the Burlington direct guarantee. It is the most economical watch in the long run.

Beautiful Watch Pleases All

Yes, I am enthusiastic about this Burlington Special no-trust watch, for I heard of this latest superb product of the Burlington Company a short time ago, even before it was ready for sale. As soon as the watches were put on sale I bought one and showed it to my friends.

You ought to have heard how they were pleased and surprised. Pleased when I showed them the case, the double-sunk dial, the delicately fine movements and other features of the very, very finest watches.

Surprised when I told them the price—a direct to the consumer no-trust price—on this superb Burlington Special watch.

Well, after I had bought my watch a lady neighbor of ours bought one also—the ladies' Burlington watch—and surely if you had seen it—well, I know you would not think of buying any other kind of watch for your wife, daughter or lady friend.

Better Not Miss This Chance

Now, do not miss an opportunity like this. Just consider what a fine thing it is for a man—a young man or an older man—to own the superb and latest product of the honest, reliable Burlington factory—the greatest factory the world has ever known, not in quantity of product but in quality. No matter whether you are employed on a salary or are in business for yourself, or are running a farm, you ought to have this watch.

The Burlington watch book, which you can get free, quotes surprising rock bottom prices on all Burlington Special watches—one-half and less than one-half the price ordinarily charged for first-class watches.

And if you do not want to pay cash in full you can pay \$2.50 per month—\$2.50 a month for only part of a year and then the payments cease, but your fine Burlington Special watch goes on, year after year, faithfully ticking off the seconds and accurately recording the time from decade to decade.

You are advised once more not to overlook this offer. Sign the coupon now and get a free book of watch facts and prices on the superb Burlington Special watch. Better attend to this at once. Burlington Watch Co.

Fighting the Trust

Get the Benefit

Of the most remarkable offer ever made on a high-grade watch.

Write At Once for Our Free Book on Watches. This free book will tell you not only about the trust, but especially about the remarkable offer on the Burlington.

Get Posted on watches—on the fine points of superior quality in watches—(on the secret trust price and the No-trust prices)—get posted before you buy a watch. Get our booklet and copy of our

\$1,000.00 Challenge to the Waltham and the Elgin

How the Challenge Started! The Waltham Watch Company published a challenge to all foreign factories to put 50 foreign watches against 50 Waltham watches in a competitive test of time keeping, the whole 100 watches to become the property of the winner. For copy of this challenge get our free booklet.

Why Did the Waltham Company carefully confine its challenge to foreign competitors? Of course the Waltham can afford to challenge Swiss watches, for American-made watches are certainly better—but would the Waltham dare to face a test with the Burlington? Or would the Elgin dare?

We Challenge the Waltham (also Elgin)

We have deposited in the Colonial T. & S. Bank of Chicago \$1,000.00 in cash to be forfeited to the winner. We absolutely and positively back any Burlington against any Waltham (or Elgin) of the same size and grade; and we make this challenge irrespective of price. NO MATTER WHAT PRICE the Waltham or Elgin charge. The loser in this contest is to forfeit his \$1,000.00. The bank now holds the \$1,000.00.—Why do not the Waltham or Elgin accept this challenge? Why not?

WE CALL THE BIG FACTORIES A TRUST BECAUSE (with the prices on over twenty similar movements EXACTLY IDENTICAL) THEY HAVE A MUTUAL ARRANGEMENT OF NOTICE ON CHANGE OF PRICES.

Do Not Miss this opportunity to get the best watch made anywhere in the world—not the biggest seller, but acknowledged among experts as the best—the genuine BURLINGTON watch—sold by our no-trust plan—on a rock-bottom offer—at no-trust price—one price, direct to the public (and, if desired, on terms of \$2.50 a month).

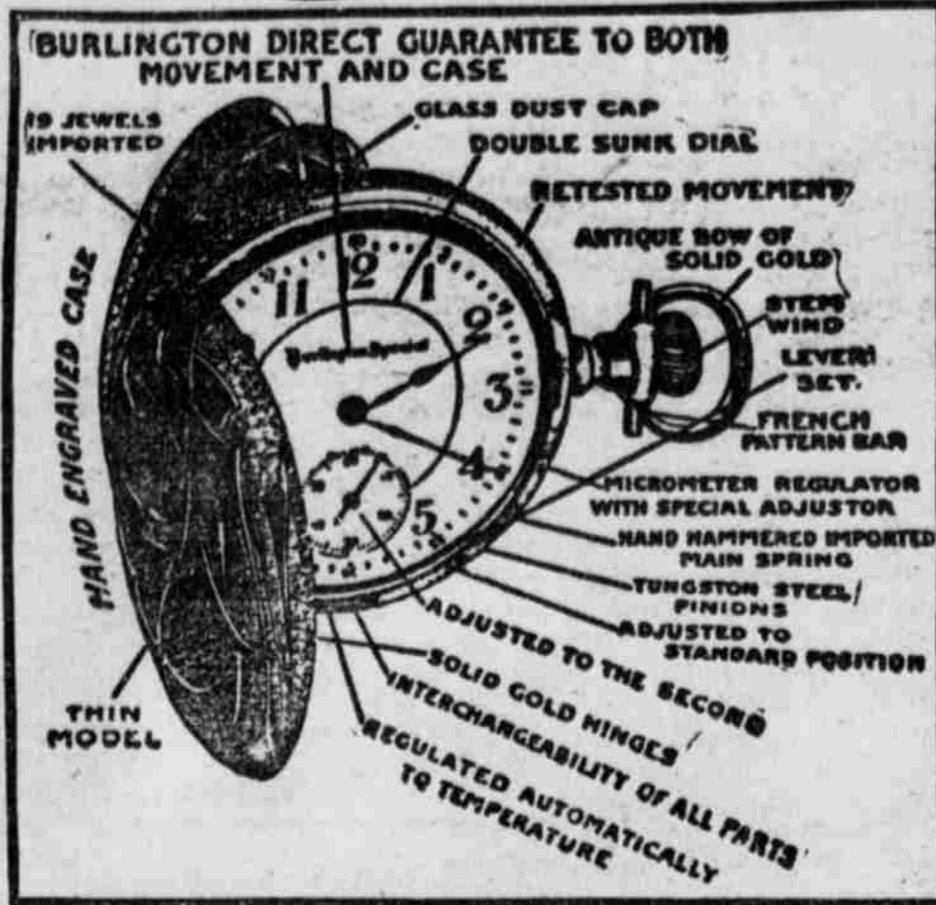
SO WRITE FOR THE FREE WATCH BOOK

BE SURE to write for this booklet telling all about this challenge, and pointing out the superior quality of the Burlington (at its one direct price), and giving you other facts of importance about watches, especially trust watches.

And the FACTS in this booklet with reports from the Congressional Records, speeches in Congress, and briefs now before the Department of Justice in Washington, will quickly convince you that the American people are paying too prices for some of the best known makes of watches.

THIS BOOKLET will quickly convince you, too, that you do want a no-trust watch—made in a smaller but better factory—the independent factory that is fighting the trust as best it can by giving better quality and superior workmanship throughout; the book will convince you that the Burlington watch, on which there is only one rock-bottom price (the same rock-bottom price everywhere) is THE watch for the discriminating buyer; that it is THE watch for the man or woman who wants, not the largest selling brand which everybody has, but the best watch, the watch bought by experts, THE watch that is absolutely perfect in its many points of superiority—the Burlington watch. Send letter or postal or sign coupon today—just your name and address—and the free Burlington book will be sent at once.

BURLINGTON WATCH CO. Dept 4176 Millard Station, CHICAGO



\$2.50 a Month

buys the Burlington Special—(acknowledged the finest and best made watch in the world)—and at the Rock-Bottom, NO TRUST, direct price.

Send coupon below and get full explanation (free) of the most remarkable offer ever made on any watch.

No Money Down: We ship your choice of watch on approval, prepaid (your choice of lady's or gentleman's open face or hunting case). You risk absolutely nothing—you pay nothing—not one cent—unless you want the great offer after seeing and thoroughly inspecting the watch.

Sign the coupon and get the FREE Burlington catalog.

Charles Butler, of the Woman's World, has one of the Burlington Special Watches, and he wants to assure you that it is an absolutely magnificent time-piece. Indeed, this is a rare opportunity to get the superbly beautiful Burlington at a rock bottom direct offer. He says, in his paper, that he should like to see his readers posted on the inside facts of the watch business and asks them to write for the free Burlington Watch Book.



CUT OR TEAR OUT ALONG DOTTED LINE

BURLINGTON WATCH CO., Dept. 4176, Millard Station, CHICAGO

Please send me without obligation and prepaid your free book on watches and copy of your \$1,000.00 challenge to the Waltham or Elgin with full explanations of your cash or \$2.50 a month offer on the Burlington Watch.

Name.....

Address.....

NO LETTER NECESSARY. COUPON WILL DO.

Here is the coupon good for our wonderful FREE book on watches. Sign and send it.