

Startling Watch Offer

A Watch Offer Without Parallel

WRITE for our FREE Book on watches; a book that posts you on watches and watch values—explains reasons for our most remarkable rock-bottom price offer DIRECT TO YOU on the highest grade Burlington. If you want a highest grade watch (ladies' or gentlemen's) or if you ever expect to own such a watch, write NOW for the FREE Burlington book. See coupon below.

We won't "knuckle down" to selling systems among dealers, so we have decided to make such a tremendous and wonderful offer direct to the public on a first-class timepiece, that no trust, no dealers under contract will or can stop us. Read below.

The Burlington Special Shipped Without a Penny Down

We ship the watch on approval prepaid—(your choice of ladies' or gentlemen'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. Remember, you get the watch at the rock-bottom price—the same price that even the wholesale jeweler must pay, when you get the Burlington direct from us on this offer.

\$2.50 At the Rock Bottom Price

A Month \$2.50 a month for the world's most superb timepiece. The easiest payments at the rock-bottom price—the Rock-Bottom price. You get the watch at the same price that even the wholesale dealer must pay. To assure us that everybody will quickly accept this introductory direct offer, we allow cash or easy payments, just as you prefer.

Take Your Choice of Cases The superb Burlington Special is fitted at the factory into the handsome gold strata case. All the latest designs to choose from. The master products of the world's greatest designers of watch cases. All these designs and many others to choose from:

Ribbon Monogram Designs
Block Monogram Designs
French Art Designs

Inlay Enamel Monogram Designs
Diamond Set Cases
Dragon Designs, etc., etc.

The new Inlay Enamel Monogram is the latest product of the designer's art. Exquisitely beautiful. Absolutely the latest idea in watch cases. Your own monogram or the emblem of any lodge or order to which you belong will be engraved on the superb gold strata case by hand. Send the coupon for free Burlington Book that explains all.

Send Free Coupon for Burlington Book

Just your name and address on the free coupon is enough. We will send you absolutely free and prepaid the new Burlington Book. This book will quickly convince you too that you do want an Independent watch—made in an independent factory that is fighting the trust the best it can by giving superior workmanship throughout. We will quickly 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 discriminating buyers; not the largest selling kind which everybody has—but the best watch, the watch for the expert—the watch that is absolutely perfect in its many points of superiority—the Burlington Watch. You will be posted on inside facts and prices when you send for the Burlington Company's free book on watches. It will be sent to you absolutely free and prepaid. Just your name and address on the free coupon or a letter or a postal is enough. We will also send you full particulars of this startling watch offer. Send the coupon today—now.

Free Book Coupon

Burlington Watch Co.
19th Street and Marshall Blvd.
Dept. 2454 Chicago, Ill.

Please send me (without any obligations and prepaid) your free book on Watches and copy of your \$1,000 challenge, with full explanations of your cash or \$2.50 a month offer on the BURLINGTON WATCH.

Name _____

Address _____

Burlington Watch Co.

Dept. 2454

19th & Marshall Blvd., Chicago, Ill.

