

## This is the Genuine Burlington Special

Our very finest watch and the absolute peer of any watch made in the world today. It is, of course, impossible to give a full description here, but we submit this short outline so that you may have some idea of how this perfect masterpiece is constructed.

**THE MARKINGS** of the Burlington Special watch will show you at once the absolute superiority of this fully adjusted movement.

**FULLY ADJUSTED** This is the point of a high grade watch. And no watch is in every way high grade and O. K. unless it is fully adjusted. A watch merely marked adjusted, may be adjusted only as to temperature, not adjusted as to positions. In the higher grade movements of the factories, the markings say, "adjusted to temperature, adjusted to positions." The double marking is a characteristic of only the most expensive watches, and it is this marking, "adjusted to temperature" and "adjusted to positions," which you will find on the "Burlington Special."

**ADJUSTED TO TEMPERATURE** The watch is put into a refrigerator and run for 24 hours, then it is put into an oven of 100 degrees temperature and run for 24 hours. Then it is run in normal temperature for 24 hours. This process is continued until the watch runs the same in all temperatures. Not 10% of all watches made are adjusted to temperature.

**ADJUSTED TO ISOCHRONISM** A careful adjustment so that the speed of a watch when it is fully wound up is the same as when it is almost run down. Not more than four watches out of every one hundred watches made in the United States have this adjustment.

**ADJUSTED TO POSITIONS** Adjusting a watch to position is adjusting it so it runs the same in various positions. You can easily see that if a watch is to run absolutely accurate the friction of the bearings must be exactly the same for different positions. This adjustment is never attempted on more than a very, very minute percentage of all watches made in the United States.

**THE JEWELS** used are the finest grade of selected genuine imported ruby and sapphire jewels, absolutely flawless. Nineteen of these chosen gems protect every point. It is well understood in the railroad business that 19 jewels is the proper number for maximum efficiency. Nineteen jewels is regarded by experts as the best number for a perfect watch, more jewels often being a source of complication rather than service. The smaller size ladies' watch has 17 jewels, giving this watch the protection needed for a lifetime of service.

**DOUBLE JEWELS** that is, bearings with two jewels each are used in the Burlington. A watch so jeweled requires very much less attention than watches jeweled in any other way.

**JEWEL FITTING** The hole in every jewel is highly polished by hand—a process that requires years of experience. This assures perfect alignment and wonderful accuracy.

**HAND WORK** is another characteristic of the Burlington—the quality (not quantity) product. While the latest up-to-date automatic machinery is largely used in the factory, we rely for finishing upon the best expert hand work.

**MAIN SPRING** The two points in which Americans have yet to compete with the Swiss are mainspring and hairspring. Although watch springs are made now in almost all parts of the world, no one has ever been able to equal these Swiss springs. The strain is almost absolutely constant, no matter whether the watch is fully wound or is nearly run down. The Swiss springs used in the Burlington watch do not crystallize with usage and breakage is very rare. These springs will run a watch from 32 to 36 hours.

**SWISS BREGUET HAIRSPRINGS** are imported for the same reason as the imported mainspring. They are far better than any other hairspring made.

**THE U SPRING REGULATOR** allows adjustments to the smallest fraction of a second.

**DOUBLE SUNK DIAL** This is an aristocratic feature and is exclusively used on our men's watches.

**FACTORY FITTED** Every Burlington Special movement is fitted into the case right at the factory where the movement was made—into a case made for that watch. No looseness or wearing of parts against the sides of the case. No rattle or jar.

**OUR DIRECT GUARANTEE** means that we will make good to workmanship or material, in either watch or case, at any time without red tape or formality. Note, we do not say within ten or twenty years, but at any time. Our guarantee, of course, does not include cleaning or breakages caused by carelessness or accidents, or tinkering with the watch, but, if anything is found wrong with the watch in any way, we will replace the part complained of, or we will repair the watch free of charge, or we will give you a new watch absolutely free, as you may elect. Note: This guarantee is good for 25 years, yes and longer than 25 years, for any length of time if anything is found wrong with the material—absolutely without restriction.

Write Today for our free watch book explaining every detail of the Burlington Watch.

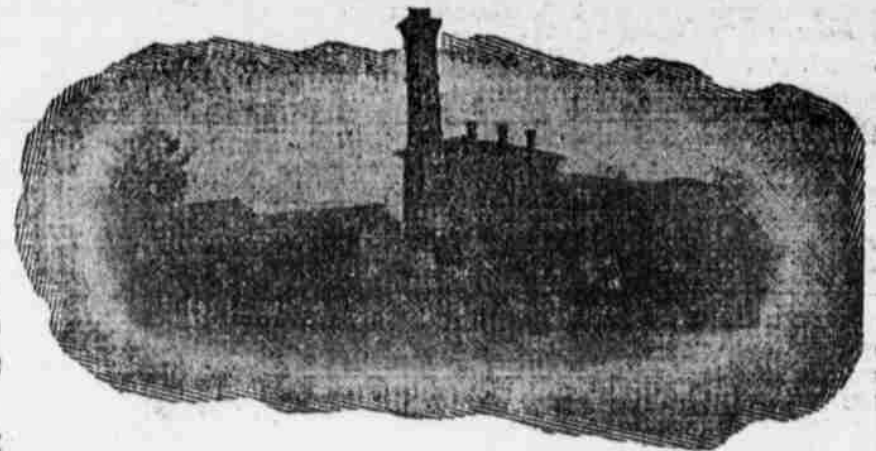
# SMASHING Watch Offer!

Our great fight against the Watch Trust is **Now On.** We are **determined** to maintain our **independent Burlington line** and to do it **quickly** and thoroughly. And so we are making this offer, the most startling, the most overwhelming offer ever known in the whole history of the watch industry. A more liberal offer to **you the consumer**, than any other concern would dare to make to the biggest wholesalers.

## Trust Prices Smashed

At last! An absolutely perfect watch, the magnificent Burlington Special, at a price and on terms within the reach of all. For we are waging the fiercest battle against trust methods ever known in the history of this country. We **will NOT** be bound by any system, no matter how powerful. We call the great factories a trust because they have perfected a system of contracts and agreements with dealers everywhere, which enables them to fix prices and control trade. We do not say that the Watch Trust is illegal. But we do insist that their system of "quiet" agreements and price boosting contracts is very, very unfair.

The Watch Trust has cornered the dealers, but we are determined to win this fight **no matter what it costs.** So we have decided to offer our very finest watch, the unparalleled Burlington Special, **direct to the public** on a staggering offer which must simply annihilate unfair competition.



## Here Is Our Offer

You may get our finest watch at the anti-trust price and besides, if you act at once, you may secure the splendid Burlington Special at the no-dealer price, without profits added—exactly the same price which the wholesale jeweler himself must pay. Think—the quality watch, the world's masterpiece of watch manufacture, for less than half the price usually asked for watches even approaching this one in quality.

**And Without Money Down**—We will send the watch to any responsible person without asking you for a single cent in advance. There are no formalities. There is not the slightest obligation on your part of any kind or nature except to compare it carefully with any watch you ever saw, **no matter what the price.** Then if not satisfactory, you may return it to us **at our expense.** But if you find this watch the most stupendous bargain you ever dreamed of, just slip the watch into your pocket and pay us the Rock-Bottom price, either in cash or on terms of **\$2.50 a month** just as you prefer.

You pay exactly the same price whether you buy for cash or on time. We allow the public the advantage of these \$2.50 a month terms, in order to quickly attract national attention to our great anti-trust fight. So that **everybody** can afford to get a Burlington watch at once.

## Watch Book FREE

Our remarkable Watch Book now sent free on request. We are determined that the public shall be posted on the startling conditions existing in the watch industry throughout the entire country. We want the public to **know** the real truth, the inside truth about watch prices and watch values. Secret selling methods, price boosting contracts, "quiet" agreements to uphold prices, all are completely explained in this book. Besides, we tell you the whole story of our great anti-trust fight and our \$1,000 challenge to giant competitors.

## Now Write

for the free Watch Book at once. If you would like to own a good watch—if you ever expect to own one, you should send for this great book without an instant's delay. You ought to know the facts about these inside prices. You ought to be able to judge watch values for yourself. Besides, we also explain our wonderful anti-trust offer direct to the consumer. No obligations. Just send us a postal or letter, or your name and address on this coupon. The watch book and full particulars will be sent you at once, **FREE**, prepaid.

## Burlington Watch Co.

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BURLINGTON WATCH CO., Dept. 4172, 19th & Marshall Blvd., CHICAGO, ILLINOIS

Name.....

Address.....

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