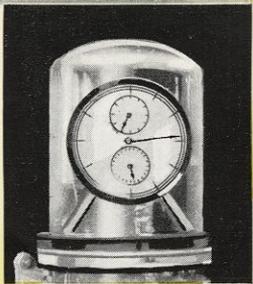


YOU REALLY MUST TAKE A PEEK!



SEE the most accurate time-piece in the world! The Riefler Clock is the standard instrument of the Elgin Observatory. It varies less than 8/1000 of a second a day.

LEARN how an airplane instrument panel looks when you're behind the controls! All the Aircraft Instruments shown here are Elgin-made.



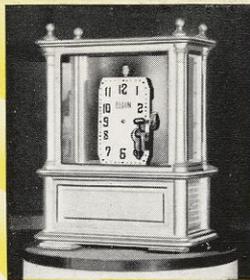
Quite a fascinating spot, this Elgin Exhibit! It offers a world of fresh, stimulating, instructive things to see. We tell you here of just a few you mustn't miss. . . .

There's a reproduction of the famous Elgin Observatory that threatens to turn every visitor into a confirmed star-gazer. It shows you how Elgin catches time from the stars!

An amazing display of antique timepieces is ready to sweep you back to the olden days, before watches sprouted minute hands.

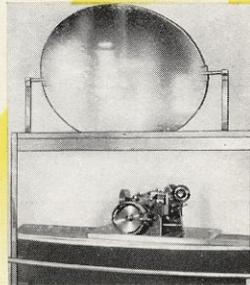
Your ideas of how small is "small" may have to be revised after you see the automatic weighing of watch screws so small that it takes 679,611 of them to make a pound.

And that's just a beginning! See it all—the entire Elgin exhibit—at your leisure. Elgin has installed a beautifully appointed lounge for your use. Feel free to stop in here often . . . to rest . . . to meet your friends. Make it the regular starting point for your World's Fair sightseeing!



OBSERVE how a tiny wrist watch does its job. This model, 1000 times actual size, has been created by Elgin craftsmen to show you.

MARVEL at the precision secrets of Elgin. This Balance Staff Lathe, in daily operation at the exhibit, is accurate to within 1/10,000 of an inch.



● ELGIN TIME runs the six Time Balls which signal the opening of the Fair each day, and 155 Official Clocks throughout the Grounds. Every evening the Elgin Observatory intercepts light from the Star Arcturus and sends it to Chicago as an electrical impulse to turn on the brilliant flood of lights for the Exposition.



1412—Handsome styled Elgin with an accurate mvt. housed in a sturdy case of white metal. Handsome band to match. \$17.50

1100 (White) 1101 (Natural) — Beautiful watch. The movement is dependable and comes in white or natural gold filled case. \$25.00

1180—Expressing a new note in jewelry design. Durable, accurate movement, engraved case and band; \$19.75; with ribbon \$18.75

1127 (White) 1128 (Natural) — Watch of striking beauty. 15 jewel movement comes in white or natural gold filled case. \$35.00

1642 (White) 1643 (Natural) — Dependable strap watch. 19 jewel adjusted movement for accuracy in a 14K gold filled case. \$47.50



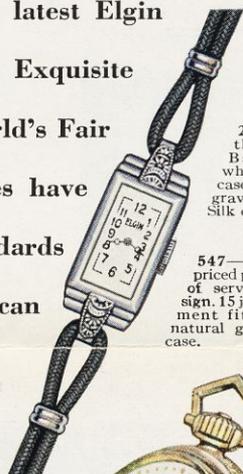
543—An accurate pocket watch of unusual character. 19 jewel movement, 8 adjustments, in a 14K solid white gold case. \$115.00

2601 (White), 2603 (Natural) — Exquisitely fashioned Baguette. 14 karat filled case with beautiful silk cord attachment. \$39.75



A thrilling preview of the latest Elgin masterpieces now on display. Exquisite —slender—modern as the World's Fair itself. These dependable watches have been created to breath-taking standards of beauty and precision by American craftsmen in America.

Choose your favorite model now from those shown here. Ask to see it "in person." And once you do, we venture you won't be altogether happy until you're wearing it—a happy memento of the great World's Fair.



2600—Another of the smart Elgin Baguettes. 14K white gold filled case, solid gold, engraved case lugs. Silk cord. \$42.50

547—Moderately priced pocket watch of serviceable design. 15 jewel movement fitted in a natural gold filled case. \$25.00



496—Sturdy, good-looking wrist watch. 17 jewel adjusted movement, 14K natural gold filled case with band to match. \$39.75

2009 (White) 2015 (Natural) —A dainty semi-baguette Elgin. 15 jewels, 14 karat gold filled case. Gold filled band. \$45.00

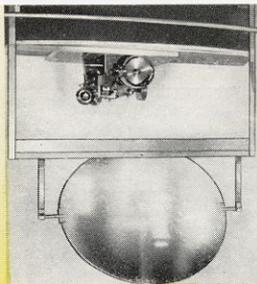
1156 (White) 1164 (Natural) —A popular new Elgin strap watch. 15 jewels, 14 karat white or natural gold filled case. \$42.50

2016—Attractive Elgin has 17 jewels, 14K white gold semi-baguette case. Finest quality silk ribbon, solid gold clasp. \$60.00

1132 (White) 1133 (Natural) —Wrist watch of unusual design. 7 jewel mvt. in a gold filled case, band to match, \$35.00; with 15 jewels \$39.75



• ELGIN TIME runs the six Time Balls which signal the opening of the Fair each day, and 155 Official Clocks throughout the Grounds. Every evening the Elgin Observatory intercepts light from the Star Arcturus and sends it to Chicago as an electrical impulse to turn on the brilliant flood of lights for the Exposition.



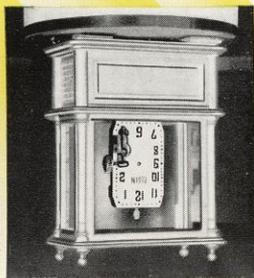
**MARVEL** at the precision secrets of Elgin. This Balance Staff Lathe, in daily operation at the exhibit, is accurate to within 1/10,000 of an inch.



**LEARN** how an airplane instrument panel looks when you're behind the controls! All the Aircraft Instruments shown here are Elgin-made.

SEE the most accurate timepiece in the world! The Rietler Clock is the standard instrument of the Elgin Observatory. It varies less than 8/1000 of a second a day.

**OBSERVE** how a tiny wrist watch does its job. This model, 1000 times actual size, has been created by Elgin craftsmen to show you.

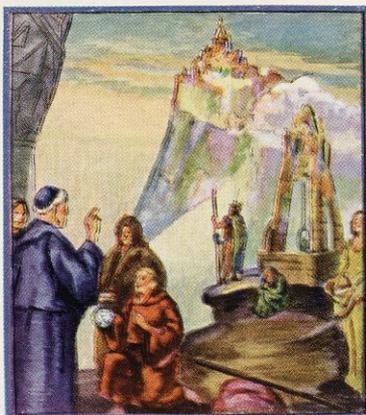


Quite a fascinating spot, this Elgin Exhibit! It offers a world of fresh, stimulating, instructive things to see. We tell you here of just a few you mustn't miss. . . .



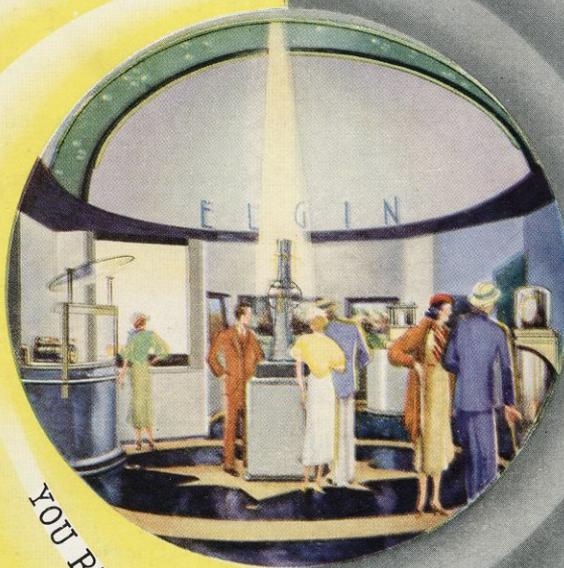
There's a reproduction of the famous Elgin Observatory that threatens to turn every visitor into a confirmed star-gazer. It shows you how Elgin catches time from the stars!

And that's just a beginning! See it all—the entire Elgin exhibit—at your leisure. Elgin has installed a beautifully appointed lounge for your use. Feel free to stop in here often . . . to rest . . . to meet your friends. Make it the regular starting point for your World's Fair sightseeing!



*The First Watch! Peter Henlein, a monk, (1480-1540), shows his creation to his superiors.*

This is one of a series of striking dioramas, depicting in full color the progress of timekeeping methods—from the days of the cavemen and their knotted ropes of burning grass to 1933 and the celebrated accuracy of Elgin Watches.



**YOU REALLY MUST TAKE A PEEK!**

**ELGIN NATIONAL WATCH COMPANY**

ELGIN, U. S. A.



*The First Watch! Peter Henlein, a monk, (1480-1540),  
shows his creation to his superiors.*

This is one of a series of striking dioramas, depicting in full color the progress of timekeeping methods—from the days of the cavemen and their knotted ropes of burning grass to 1933 and the celebrated accuracy of Elgin Watches.

ELGIN NATIONAL WATCH COMPANY

ELGIN, U. S. A.