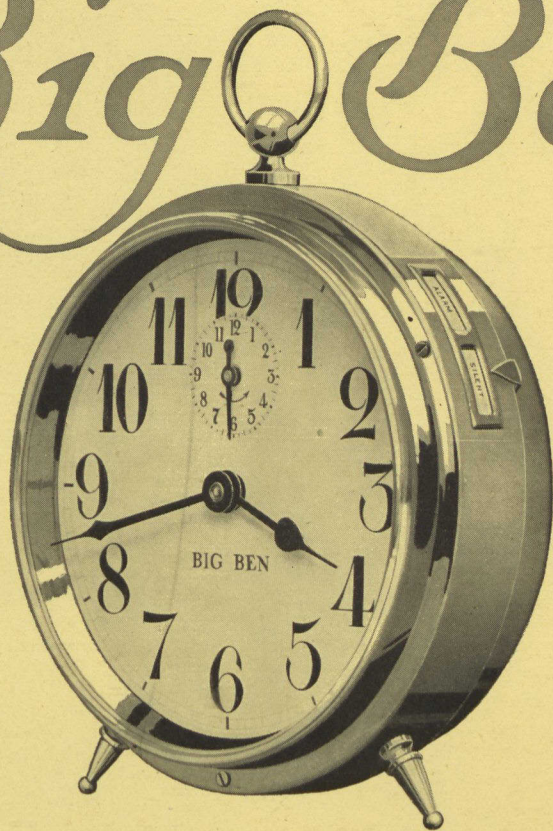


Big Ben



Just Plain Big Ben

YES, Big Ben made his mark in this world by helping live-wire men make theirs; he was less than eight months old when he broke the world's record as a success.

For five years he's occupied the pedestal of fame in the alarm clock field—23,000 dealers have placed him on a mahogany pedestal, but in three million homes he's just plain Big Ben.

Big Ben stands seven inches tall; big, strong, handsome, alert, smiling, true. His bold, black hands and numerals show up plainly in the early morning light.

He'll call you with one straight five minute ring or ten half-minute notes at half minute intervals unless you switch him off. A drop of oil a year will keep him fit for a lifetime of service.

His price is \$2.50 in the States; \$3.00 in Canada. If not found at your dealer's, send a money order, addressed to his makers, "*Westclox, La Salle, Illinois,*" and he'll come to your door—charges prepaid.