

# Big Ben



*For 1912—resolve it men,  
You're Johnny-on-the-spot—Big Ben.*

**A**ND if it didn't take January first, try it again February first.—He who rises every time he falls, will some time rise for good and all.

So instead of squeezing through in the very nick of time, make it a point to punch the clock five minutes before the crowd.

Be at your desk when the bunch files in—begin your day with a flying start.—It's sure

to get around to the old man's ears. — "Five minutes early, sometimes ten, it raises salaries" says Big Ben.

Big Ben is a punctual, handsome and long-lived sleepmeter. He tells you just how late it's safe for you to sleep. He tells you just when you ought to start down town.

He stands 7 inches tall, massive, well poised, triple plated. He is easy to read, easy to wind and pleasing to hear.—If you cannot find him at your dealer, a money order addressed to his makers, *Westclox, La Salle, Illinois*, will bring him to you duty charges prepaid.

**\$3.00**

*At Canadian Dealers.*