

# Big Ben



## He's Big All Over And Good All Through

Big Ben is built for *endless* service. He has no "off-days," no shut-downs. His four years of existence have been one long record of on-the-dot accuracy. 7,000 Canadian dealers say that he does more *efficient work* for less pay than any other clock alive.

A Big Ben battalion, over 3,000 strong, leaves La Salle, Illinois, every day. Their sparkling triple nickel-plated coats of implement steel; their dominating seven-inch height; their big, bold, black, easy-to-read figures and hands; their big, easy-to-wind keys—all make Big Ben the world's master clock.

In return for one little drop of oil, he'll work for you a full year. From "Boots on" to "Eights out"—365 times—he'll guarantee to tell you the

time o' day with on-the-dot accuracy.

He'll guarantee to get you up either of **TWO WAYS**—with one long, steady, five-minute ring if you need a good big call, or on the *installment plan*, with short rings one half-minute apart for ten minutes, so you'll wake up *gradually*, and he'll stop short in the middle of a tap during *either* call if you want to shut him off.

Big Ben is a mighty pleasant looking fellow. His big, open honest face and his gentle tick-tick have earned him a place in thousands of *parlors*.

The next time you go to town call at your dealer's and ask to see Big Ben. If your dealer hasn't him, send a money order for \$3.00 to his makers—*Westclox, La Salle, Illinois*—and he'll come to you prepaid.

## BIG BEN ALARM CLOCKS

Are Illustrated in the Catalogue of  
**D. R. DINGWALL**  
Limited  
JEWELLERS, WINNIPEG  
Write for a Copy of this Book

# THE SWAN

is the *Utmost* in Fount Pens

**G**RACE and velvety smoothness in writing—your favorite pen-point—a delightful "grip"—a balance that banishes writer's cramp—a precise, "just ample" ink-flow, regulated to a nicety—instant writing when the point touches paper—positive freedom from over flow and leakage—consistent satisfaction for a lifetime; these are the unequalled SWAN qualities.

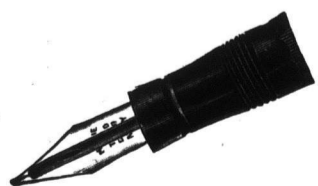
Every SWAN is sold with an unqualified guarantee, made possible by the actual test of 70 years of SWAN service.

Sold by stationers, jewellers and druggists everywhere

Prices—

SWAN SAFETY Fountpens, with screw-down cap and famous SWAN "Ladder" feed and 14 Kt gold pen-point \$3.00 up

SWAN STANDARD Fountpen, with slip-on cap \$2.50 up



Write for SWAN booklet. Sent free from

MABIE, TODD & CO.  
243 College St., Toronto,  
Ont., Canada

## A 25c. Size

Quaker Oats is put up in both the large 25-cent package and the 10-cent. size. The 25-cent. size saves buying so often—saves running out. Try it—see how long it lasts.



## That Quaker Oats Aroma

The very aroma of Quaker Oats tells its exquisite flavor. You know before you taste it that there's choiceness in this dish.

Only the big grains yield that aroma. And, without the Quaker process, it could never be kept intact.

That's why Quaker Oats is distinctive.

We get that flavor and we preserve it. We discard all the grains which lack it, so the flavor is never diluted.

If you enjoy it, you can always get it by simply saying "Quaker." And without any extra price.

# Quaker Oats

Rolled from the Largest Grains

We get but ten pounds of Quaker Oats from a bushel, because of this selection. But those are the luscious flakes. The others are good enough for horses, for not for boys and girls.

abounds in the elements needed for brains and nerves. It is known as "the food of foods."

But, without that taste which makes it inviting, few children would eat half enough.

We started to do that 25 years ago, and the fame of this flavor spread. Now a hundred nations send here to get Quaker Oats. And millions of children of every clime enjoy it every morning.

That's why we supply that flavor, and why you ought to get it. And to get it is always easy. Quaker is sold in half a million stores.

Quaker Oats, as an energy food, excels anything else you know. It

Serve Quaker Oats in large dishes. Small servings are not sufficient to show in full its vim-producing power.

10c and 25c per Package  
Except in Far West

The Quaker Oats Company