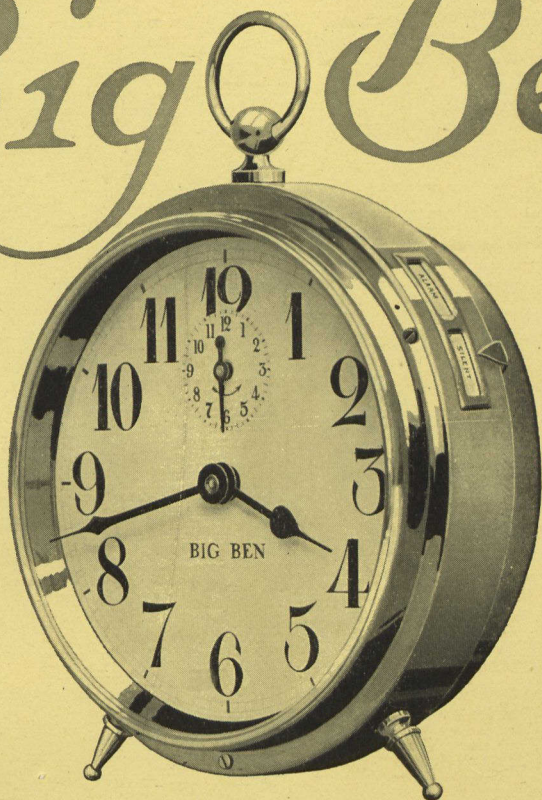


Big Ben



For That Big Monday

RIGHT after that short Saturday—for a running start at that bunch of work Monday morning, and a prompt get-away at five-thirty to a hot dinner at home—Big Ben.

Set him for any hour you wish. He will have you at the desk at any time you say—with one straight five-minute ring that

can't miss fire or with ten gentler taps every other half minute for ten minutes.

Big Ben stands seven inches high with a clear, deep-toned bell, large black hands and bold numerals which show up clearly in the dim early light.

His price is \$2.50 in the States—\$3.00 in Canada. See him at your dealer's. If not there, a money order to his makers, "Westclox, La Salle, Illinois," will bring him to your address—postpaid.