

Big Ben

A Westclox Alarm



To Beat the Time Clock

BIG BEN men are *all-there* men when the day begins at the works. They make the time clock *boost* their game—put them in strong with the boss.

For, everywhere, it's factory talk that Big Ben starts the day—he gives the boys their breakfast call long before the whistle toots. They used to pound the pillow right up to the last dot—till Big Ben showed 'em a better way, as the paymaster soon found out.

Just give Big Ben a trial, *yourself*; make *your* roll-over-time pay. To have extra time about the house, and beat the last minute bunch.

You'll like Big Ben face to face. He's seven inches tall, spunky, neighborly—downright good all through. He rings two ways—ten half-minute calls or steadily for five minutes.

Big Ben is six times factory tested. At your dealer's, \$2.50 in the United States, \$3.50 in Canada. Sent postpaid on receipt of price if your dealer doesn't stock him.

Westclox folk build more than three million alarms a year—and build them well. All wheels are assembled by a special process—patented, of course. Result—accuracy, less friction, long life.

La Salle, Ill., U.S.A.

Western Clock Co.

Other Westclox: Baby Ben, Pocket Ben, America, Bingo, Sleep-Meter, Lookout and Ironclad.

Makers of *Westclox*