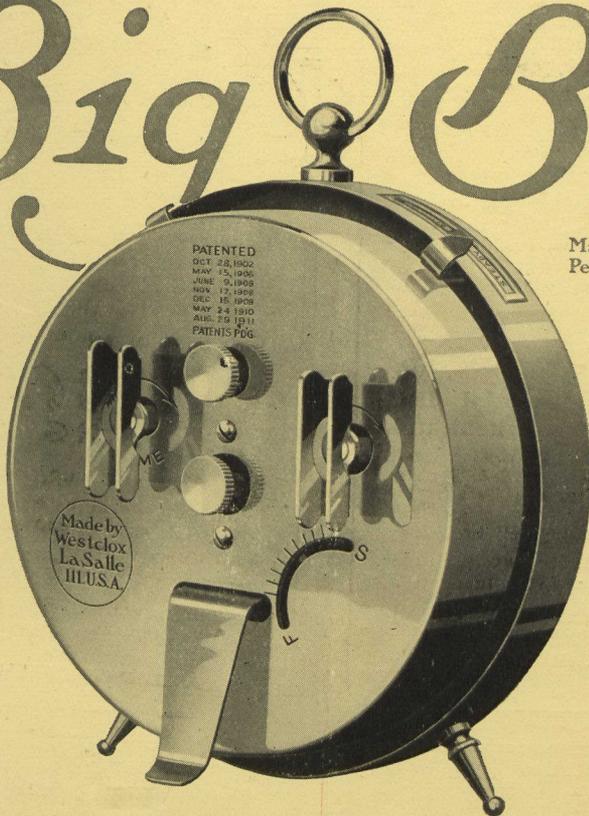


# Big Ben

Made in La Salle and  
Peru, Ill., by Westclox



## His Back

**L**OOK Big Ben square in the back—he's good all round and good all through. If 'handsome is as handsome does'—Big Ben's beauty is more'n skin deep.

See those great, strong, handy keys that make his *wind up* so easy—and the broad, deep-toned bell he scounds, so your *get up* is pleasing.

His best backing is that "*Made by Westclox, La Salle, Illinois.*"—Stamped on a clock, it's the best oversleep insurance you can buy.

Big Ben stands seven inches from tip to toe—big, faithful, exact with large, clean cut hands, plainly seen in the dim morning light.

He rings you up at any time you say—steady for five minutes or, on and off for ten—stops short in either call at a nudge from you.

His price in the States is \$2.50; in Canada \$3.00. If your dealer doesn't stock Big Ben, a money order addressed to his makers, *Westclox, La Salle, Illinois* brings him to your door postpaid.