

Big Ben



*To sleep late's pleasant now and then,
Make it Sunday morn, says Big Ben*

BIG BEN is on the job every minute of the day; he rings on time—he runs on time—he stays on time.

He has a great big dial you can easily read in the dim morning light—a cheerful, deep toned voice that wakes you on your sleepest mornings—large strong winding keys that are a pleasure

to wind—and selective alarm calls that ring just when you want and either way you want, steadily for 5 minutes or intermittently for 10.

4,000 Canadian dealers have already adopted him.—Counterfeits are everywhere trying to cash in on him, he has all the ear marks of a full-fledged success.—If you cannot find him at your dealer's a money order sent to his designers, *Westclox, La Salle, Illinois*, will bring him to you duty charges prepaid.

\$3.00

At Canadian Dealers