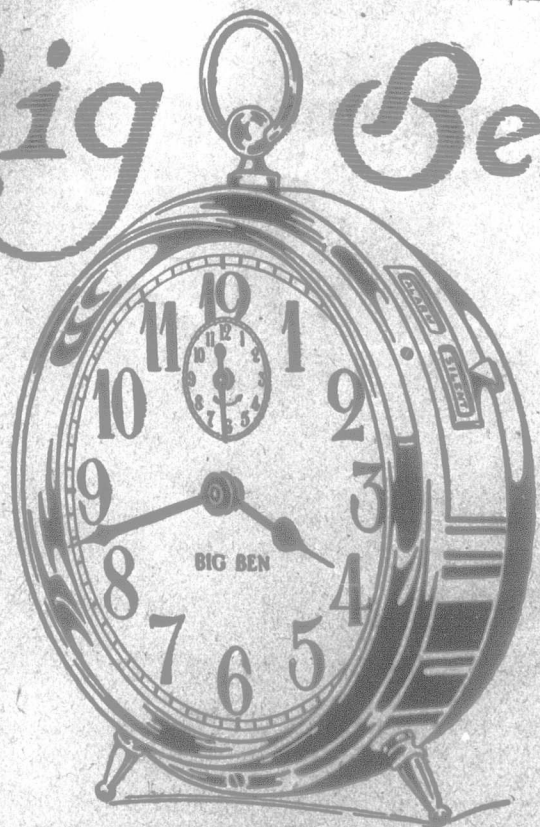


# Big Ben



## 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 "Lights 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.

# SAFETY FIRST

Two Rural Barn Claims are caused by Lightning to every one due to all other causes.

Lightning Rods properly installed are almost absolute protection. They prevent strokes. They carry them off, should they occur.

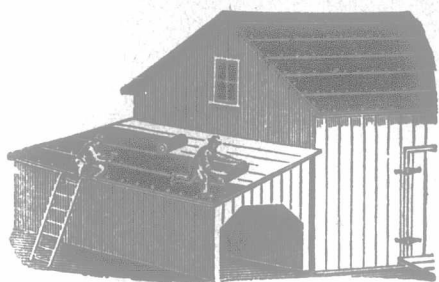
No building rodded with Universal Rods has ever been damaged by lightning, and they protect many thousands.

Write for Our Catalogue

## THE UNIVERSAL LIGHTNING ROD CO.

The Rod with the Lock Joint.

HESPELER, ONTARIO



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For steep or flat roofs. Its great durability and can't-be-beat waterproof qualities, ranks it in the first place of ready roofings. It costs no more than an inferior material, and we ship direct from our factory to you in rolls of one square.

Send stamp for sample.

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131 REBECCA STREET, HAMILTON, CANADA.

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A cool kitchen on ironing day is possible with a

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WICK BLUE FLAME

### Oil Cook-stove

The heat is all in the burner—none in the room.

The New Perfection is cheaper than coal—and cooks better. Broils, bakes, roasts, toasts.

In 1, 2, 3 and 4 burner sizes. Ask to see the 1914 model 4 burner, cabinet range with fireless cooking oven. At all hardware and general stores.

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St. John   Winnipeg   Vancouver

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THE ROSS .22 IS A BULL'S-EYE TICKLER

Boys and men who want a .22 calibre rifle which is safe, speedy and accurate should buy the new Ross Cadet Rifle. The barrel has the same care bestowed on it as the other Ross Military Models, which are famous the world over, and the sights are of a novel adjustable peep and globe style, quite equal to many sold at from \$5.00 to \$10.00.

This rifle is a great one for camp and trail and good enough for any man or boy unless very large game is being hunted.

The price is only \$12.00.

If your dealer cannot show one, write direct for illustrated catalogue—sent free.

**THE ROSS RIFLE COMPANY, Quebec**

They've Nine Lives!

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