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The Men Who Make Big Ben

About 26 years ago a German clockmaker came from the East to La Salle, Illinois.

His only baggage was an idea-the plan of an automatic process he had invented, and which would make more alarm clocks and better alarm clocks than hand labor could ever hope to turn out.

With the backing of some local merchants and with a handful of clockinakers, a small factory was started on the edge of the town.

Beginnings were hard, competition intense. They weathered storms that would have knocked the fight out of weaker hearted men.

But when success at last came in sight they had built one of the best equipped clock plants in the world and one of the greatest names in the American clock industry-Westclox, La Salle, Illinois.

Today, the Westclox people number 1,200. Every week day of the year they turn out 10,000 alarm clocks—alarm clocks of every description and style—their name "Westclox" is on every one of them and Big Ben-is the king of them all.

lie flen is the ideal of the Westelox people. He is their conception of what a perfect alarm clock should be. He is only two years old, but in this short time 6,000 Canadian dealers have already adopted him.

Only the finest materials are used in his making—he is strong, massive and punctual. His face is Itank, open, casy to read. His keys big, bandy* easy to wind. He tings steadily for five minutes or intermittently for ten. He calls you enery day at any time you say. H you have him oiled every other year, there is notelling how long he will last.

Big Ben's price is \$3.00 at any dealer's. If you cannot find him at your dealer's, a money order sent to H'antlest, Le Salle, Illinest, will bring him to you, carefully packed and express charges pa'd.

per twenty-three miles shorter, the rate is four dollars sixty cents a hundred. The express rate on fruit from Forest to Satnia was thirty cents a hundred. 1 low was shipped from Forest to Bosto 1 2: 1 logs half the rate.

COOPERATION NEEDED

Mr. Johnson advocated cooperation and said that for lack of it about twent for per cont. of the apples grown and brough to maturity in Ontario this season had gone to waste, rotting on the ground the same time apples were very expensive and very scarce in the west.

Mr. Douglas of Strathcona asked there was not a good deal of satisfactor with the Ontario apples in the west.
Mr. Johnson admitted that there was accommodated

Rcconfessed that when he was in the westwo years ago he was ashamed to own the Mr he was from Ontario. As a means of approving the pack of Ontario apples Ma

Johnson said:

"I would propose prosecuting the mr fita, who packs bad fruit. There should be a same inspection at point of shipment. The r. t are many, of course, who don't know the are packing badly. They should be taugh a F akir and then if they persist in crooked packing should be prosecuted."

Better Inspection Desired

That the farmers of Ontario are begindening to realize the importance of bett lox fruit packing is shown by the discussion of that are taking place at fruit institute at and similar meetings. At a meeting recently of the Farmers' Club at Redna ville, Prince Edward county, a resoluti was passed which reads in part as follow "We, the undersigned fruit growers, realize the importance of the apple-going industry of this county. During t ing industry of this county. past there have been upwards of one by dred and fifty thousand barrels of appl shipped from this district in one sease We realize that there has not been then formity of packing and quality that desire, that the inspection and sales as brought into force in 1912 has been move in the right direction, but that the inspection as it has been conducted of not materially benefit the individual gr er, and in fact is unjust to the grower.



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