

# Big Ben

The  
National  
School  
Bell



TO help little boys  
and girls outwit the  
Sand Man and get to  
school before the bell:

For a happy little crew call-  
ing "Mother, we beat you!"  
For brushed hair, tied ties,  
white hands, pink ears inside  
and behind.

For ready hats, coats, leggings,  
rubbers, mittens, pencils, papers,  
books, clean handkerchiefs, a big  
kiss all around and the front door  
shut with time to spare:

*Big Ben*—seven inches tall, all shiny and  
bright, with big easy-winding keys, a big,  
frank, open face, and a big jolly deep-toned  
voice.—He'll wake them every day at any  
time you say.

Rings two ways—five minutes straight or every  
other half minute during ten minutes. \$2.50 any-  
where in the States, \$3.00 anywhere in Canada.  
*Made in La Salle, Illinois, by Westclox.*