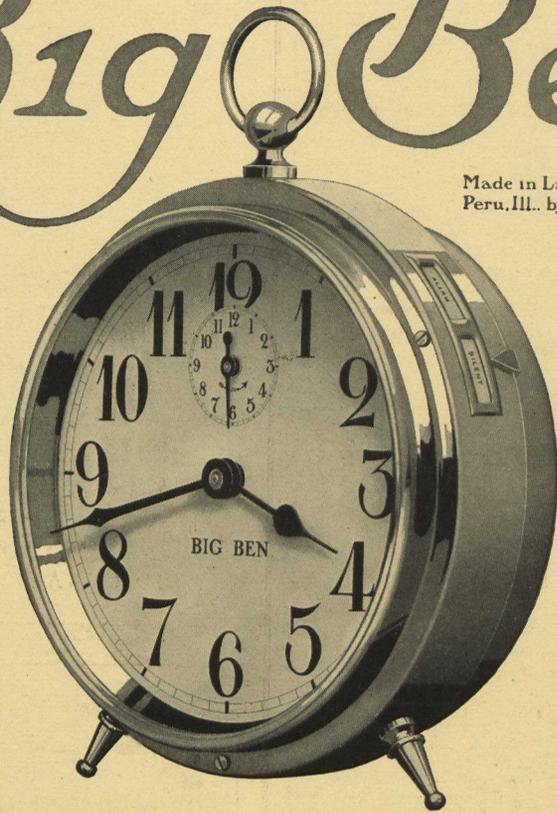


Big Ben

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



For Those Dark Mornings

A frosty tang in the morning air makes you snuggle the bedclothes tight. A lazy sun makes the night stay late, so it's easy to sleep on through.

Big Ben's right there with a tuneful call to tell you it's morning time. The hearty cheer of his "Come on, pal!" sticks with you the whole day long.

He'll be right there with his mellow chime whatever hour you set. He'll ease your eyes open with ten gentle, half-minute rings, thirty seconds apart, or he'll rouse you with one vigorous five-minute signal. Once you're awake a touch of a switch stops him short in either call.

Big Ben is seven inches tall, slender, well built, handsome; business-like, efficient, accurate. Judge him on performance—he'll more than fulfill his promise.

He's waiting for you at your dealer's. His price anywhere in the United States is \$2.50; in Canada, \$3.00. If your dealer doesn't stock him a money order addressed to "Westclox, La Salle, Illinois," will bring him to your door postpaid.