

Big Ben

A *Westclox* Alarm



7 a.m.—

For the Rising Generation

BIG BEN at his best—at seven a. m.—opening little folks' eyes—there's a race to hush him—a pillow battle—merry laughter—and mother to tidy the kiddies for school.

Big Ben's little men bubble health and cheer, and they feel as big as Daddy with a clock all their own. They trust *Big Ben* to make their dreams of "When I'm big" come true—Big Ben smiles a promise to them all.

He gives 'em extra playtime, after porridge and milk—a chance to peep at lessons that the Sandman made so hard. He gets 'em to school long before the last gong and this habit lingers when the children grow up.

You'll like Big Ben face to face. He's seven inches tall, spunky, neighborly—downright good all through. He rings two ways—ten half-minute calls or steadily for five minutes.

Big Ben is six times factory tested. At your dealer's, \$2.50 in the United States, \$3.50 in Canada. Sent prepaid on receipt of price if your dealer doesn't stock him.

Westclox folk build more than three million alarms a year—and build them well. All wheels are assembled by a special process—patented, of course. Result—accuracy, less friction, long life.

La Salle, Ill., U.S.A.

Western Clock Co.

Other Westclox: Baby Ben, Pocket Ben, America, Bingo, Sleep-Meter, Lookout and Ironclad.

Makers of *Westclox*