

# Big Ben



## The Men who make Big Ben

**O**UT at La Salle, Illinois, the Westclox people design alarm clocks and they design them well.

They take the noisy, unshapely affair of our boyhood days and transform it into a thing of merit and beauty.

They give it their skill, their knowledge and their taste and when it reaches the

standard they have set for themselves, they give it a name and call it BIG BEN.

And they've faith enough in his worth to back him with a guarantee that's stronger than any gilt-edged bond. That guarantee is advertising. It's the highest *quality-insurance* that any one can buy.

Within two and a half years of his introduction, Big Ben has been adopted by 6,000 Canadian dealers. His price is \$3.00 anywhere. If you can't find him at your dealer's, a money order sent to *Westclox, La Salle, Illinois*, will bring him duty prepaid.

**\$3.00**

*At Canadian Dealers.*