

Big Ben



*If you'd rise early, just say when
And leave your call with me—Big Ben.*

BIG BEN has something to say to people who like to get up promptly in the morning.

He guarantees to call them on the dot whenever they want and either way they want, with one prolonged, steady call or with successive gentle rings.

And he guarantees to do it day after day and year after

year, if they only have him oiled every year or so.

There are 4,000 dealers in the Dominion who have known him since he was *that high* and who'll vouch for everything he says.

Big Ben stands 7 inches tall, slender, massive, handsome. He rings steadily for five minutes or intermittently for ten. He's pleasing to wind, pleasing to read and pleasing to hear.—If you can't find him at your dealer's a money order sent to *Westclox, La Salle, Illinois*, will bring him to you duty charges prepaid.

\$3.00

At Canadian Dealers.