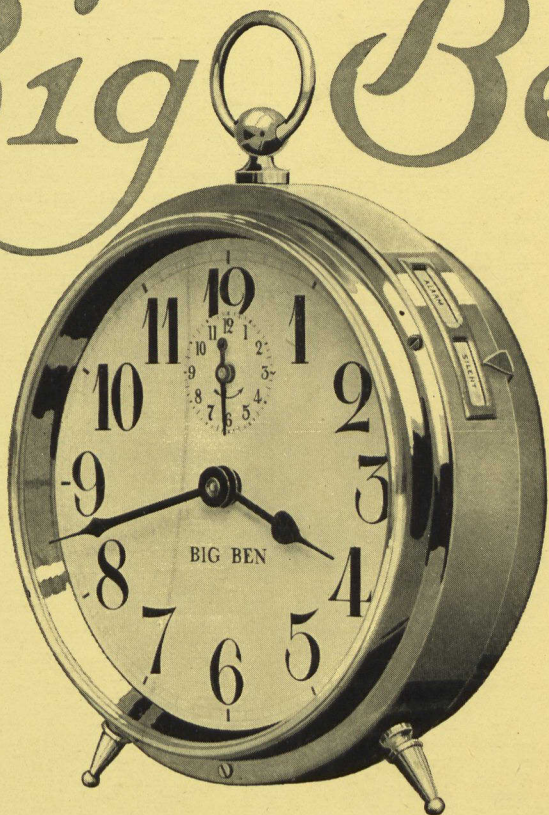


# Big Ben



## On those night-like mornings

**W**HEN you are going full-sleep-ahead at six-twenty-five and must make the stop at six-thirty—sharp

—for a safe oversleep block signal—a five minute ring that means a quick stop, or ten jerks at the brakes

—for plenty of time to “coal up” at the breakfast table and pull out for downtown on schedule—Big Ben.

Seven inches of honest clock value—well-wrought and well-balanced. His bell is jolly, deep-toned and clear. His bold, black hands and numerals show plainly in the dim six-thirty light.

His price is \$2.50 in the States; \$3.00 in Canada. If your dealer hasn't him in stock, a money order addressed to his makers, *Westclox, La Salle, Ill.*, will bring him with all transportation charges prepaid.