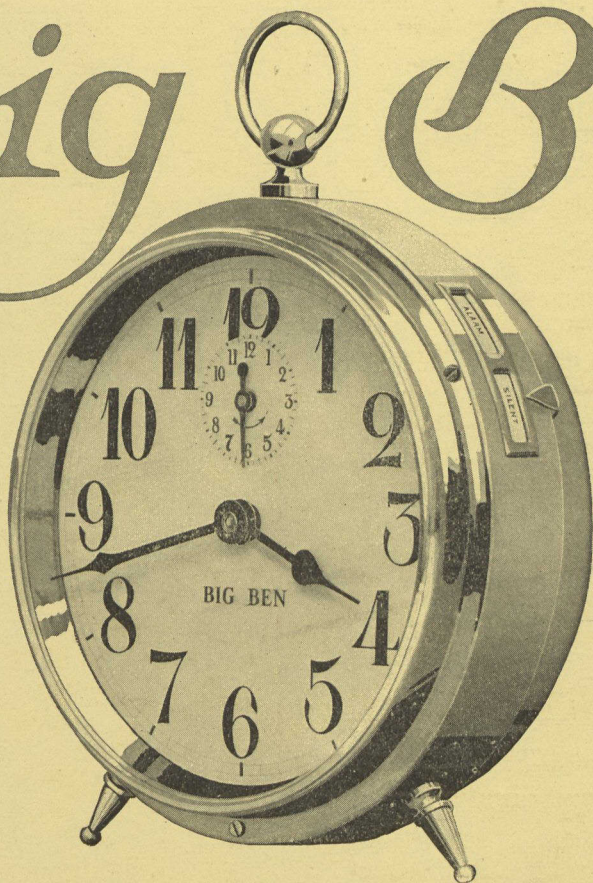


Big Ben



—He's Big All Over And Good All Through

Big Ben is built for *endless* service. He has no "off-days," no shut-downs. His four years of existence have been one long record of on-the-dot accuracy.

20,000 dealers say that he does more *efficient work* for less pay than any other clock alive.

A Big Ben battalion, over 3,000 strong, leaves La Salle, Illinois, every day. Their sparkling triple nickel-plated coats of implement steel; their dominating seven-inch height; their big, bold, black, easy-to-read figures and hands; their big easy-to-wind keys—all make Big Ben the world's master clock.

In return for one little drop of oil, he'll work for you a full year. From "Boots on" to "Lights

out"—365 times—he'll guarantee to tell you the time o'day with on-the-dot accuracy. He's made the same guarantee over 3,000,000 times and made good every time. He'll make good for you. More than \$8,000,000 has passed over good dealers' counters for Big Ben and his brothers—strong evidence of merit and popularity.

He'll get you up either of **TWO WAYS**—with one long, steady, five-minute ring if you need a good big call, or on the *installment plan*, with short rings one-half-minute apart for ten minutes, so you'll wake up *gradually*, and he'll stop short in the middle of a tap during *either* call if you want to shut him off.

Big Ben is a mighty pleasant

looking fellow. His big, open, honest face and his gentle tick-tick have earned him a place in thousands of *parlors*. No "company" is too grand to sneer at Big Ben—he wins friends everywhere.

The next time you go to town call at your dealer's and ask to see Big Ben. If your dealer hasn't him, send a money order for \$3.00 to *Westclox, La Salle, Illinois*, and he'll come to you duly prepaid.

The words, "*Made in La Salle, Illinois, by Westclox*," stamped across his back, is the best alarm clock insurance that anyone can buy. It is Big Ben's "mark"—proof that you're buying the true thoroughbred of the clock world.