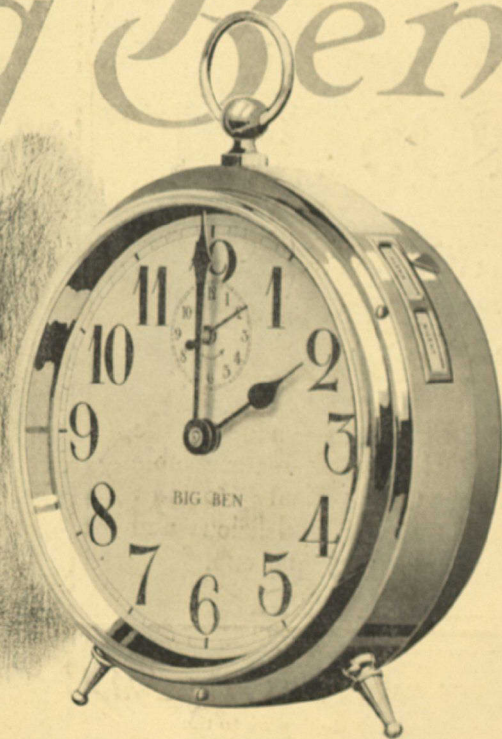


Big Ben

A Westclox Alarm



For the Cream of the Day

TWO A. M.—inky dark—
that's when Big Ben
startsthemilkman's day.

Out of bed like a boy go-
ing fishing—nudges Big Ben
to a hush—takes up the tune
as he whistles to work.

You've heard that patter of
nimble feet—the clink of bottles
in the wire tray—the rattle of
boxes, of cans and ice—the giddap
—the wheels—the merry tune—
all unmindful of the world at sleep.
You've wondered.

Try Big Ben *yourself* a little earlier. See
how he'll bring you the cream of the day—
rich morning hours that start you right
and stretch out till night with minutes
aplenty for every task. And you'll take up
his tune and smile through the day.

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 States, \$3.00 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 assem-
bled 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*