

Big Ben



Once upon a time

there was an alarm clock who wanted to get up in this world.

So he had himself fitted with a regular watch escapement, a light-running motor, selective alarm calls, and large easy-winding keys.

Then so they could see him in the dim morning light, he ordered himself a great big white dial and black clean-cut hands.

When he was dead sure he could make a clean sweep he hung out his shingle and bid for business.

Today there are three and a half million names on his calling list—he's got the biggest practice in the alarm clock business.

His name is *Big Ben*, and his imprint "*Made in La Salle, Illinois, by Westclox,*" is the best oversleep insurance that anyone can buy.

Fact is, he is really two alarm clocks in one—an intermittent alarm ringing every other half minute for ten minutes, a long alarm ringing five minutes straight without interruption unless you shut him off. Price \$3.00 anywhere.