

Big Ben is the biggest thing today in the alarm clock business.

He is only two years old, but he's already getting more trade from the Dominion than any clock alive.

In two years time, 6,000 Canadian dealers have adopted him.

Nearly half of the families in Canada leave it to him to call them up in the morning; nearly half the families in Canada use him all day long to tell the right time by.—He is really two good clocks in one—a crackerjack of a timekeeper and a crackerjack of an alarm.

Big Ben has everything in his favor—quality, looks and price.—He runs on time, he rings on time, he stays on time. He stands 7 inches tall. He is triple nickel-plated and wears an inner vest of steel that insures him for life. His big, bold figures and hands are easy to read in the dim morning light. His large comfortable winding keys almost wind themselves.

He rings five straight minutes or every other half minute during ten minutes unless you shut him off. If he is oiled every other year, there is no telling how long he will last.

Big Ben's price is \$3.00 anywhere in Canada. If you cannot find him at your dealer's, a money order sent to Westelox, La Salle, Illinois, will bring him to you, carefully packed and duty charges paid.

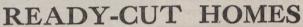
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and the Thousand Islands; the farmer's home on the prairie; the suburban dwellings for the factory owner and the factory worker.

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