

# Big Ben



## Big Ben the biggest thing in the clock business

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 Westclox, La Salle, Illinois, will bring him to you, carefully packed and duty charges paid.

## The Sovereign Construction Company, Limited

Manufacturers of Bungalows, Summer Cottages, Suburban Homes—dwellings warm in winter, cool in summer and comfortable all the year round

FROM our mills in different sections of the country homes are shipped to all parts of the Dominion ready for erection—homes for the miners in Cobalt; cosy bungalows for Muskoka 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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Warm and Substantial—Not Portable

Every man who can handle a hammer and drive a nail can erect his own Ready-Cut Home and save all the costs that add nothing to the value of the finished dwelling—all middlemen's profits and the cost of skilled labor, always expensive items.

The instructions and blue prints are so clear and simple that—as one delighted customer writes us—a boy could follow them without a mistake.



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## The Sovereign Construction Co., Limited

1372 C.P.R. Building, Toronto, Ont.

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