

For rising young men!

Big Ben



LA SALLE, Illinois was named after a man who was always up early in the morning. — The men whose names go ringing past their century usually see the dawn before the rest of the world.

Robert Cavelier, Sieur de La Salle was always on the march towards the Golden West before 7 A. M.—And out at La Salle, the *Westclox* people design sleepmeters for

men who, like La Salle, will get under way while the East is still gray.

Big Ben is an admirable example of these clockmakers' skill.—Slender, handsome, yet massive, he stands 7 inches tall with clean-cut, well shaped hands and a frank, friendly face, distinctly visible in the dim morning light.

He rings just when you want and either way you want, *five straight minutes* or *every other half minute during ten minutes* unless you flag him off.—His keys are large, strong, pleasing to wind—his voice deep, cheerful, pleasing to hear.

Big Ben is sold by 5,000 Canadian dealers. His price is \$3.00 anywhere.—If you cannot find him at your dealer's, a money order sent to his designers, *Westclox, La Salle, Illinois*, will bring him to you attractively boxed and duty charges paid.