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The patron saint of business men

# Big Ben



ARNOLD Bennett says: "The attitude of the American business man toward his business is pre-eminently the attitude of an artist. He *loves* his business."

Most American businessmen know Big Ben. He routs 'em out o' mornings and starts 'em off with a merry and irresistible "Good luck to ye"

Big Ben loves *his* business. He runs on time—he rings

on time—he stays on time. He's clean-cut, cheerful, right on the job—typical of American determination and grit. And the reason he *gets* so much business is that he *minds* his own so well.

Big Ben stands 7 inches tall, slender, massive, with well shaped, distinct hands easily 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, jolly, 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.

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