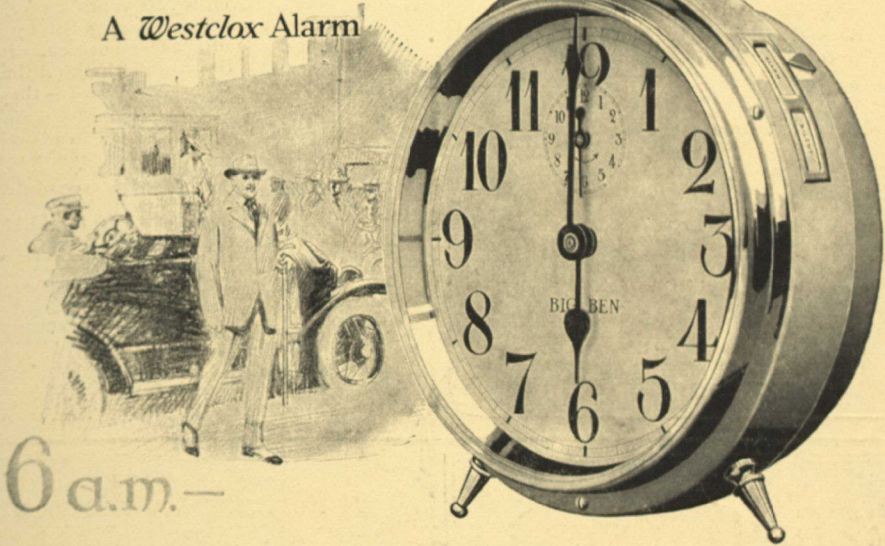


# Big Ben

A Westclox Alarm



6 a.m.—

## There's Success in His Wake

**B**IG Ben at six a. m. for the big man of business—who knows the luxury of ample time—who's up before duty insists. Try Big Ben in the business of living. Set him a little ahead.

"Click," goes the time-lock on sleep—you dart across the room—nudge him quiet—smile. With brain afresh and mind alert you're on good terms with a new day.

Puts an edge on your razor and appetite—and time to use both—brings a whistle that starts in the tub and puckers again at each lull in your work.

To get your salary up, a year of Big Ben get-ups is better than a *pull* with the Boss. You'll like Big Ben face to face. He's seven inches tall, spunky, neighborly—downright good all through. He rings two ways—ten half-minute calls or steadily for five minutes.

Big Ben is six times factory tested. At your dealer's, \$2.50 in the United States, \$3.50 in Canada. Sent prepaid on receipt of price if your dealer doesn't stock him.

Westclox folk build more than three million alarms a year—and build them well. All wheels are assembled by a special process—patented, of course. Result—accuracy, less friction, long life.

La Salle, Ill., U. S. A.

Western Clock Co.

Other Westclox: Baby Ben, Pocket Ben, America, Bingo, Sleep-Meter, Lookout and Ironclad.

Makers of Westclox