

Big Ben



*If you'd rise early, just say when
And leave your call with him, Big Ben*

DOWN in our hearts we're punctual men but we can't help oversleeping now and then any more than we can help talking in our sleep.

For man is only partly conscious when he first opens his eyes after a heavy sleep.—He needs help to get wide awake at once. He'd get up on time if he only realized the time.

Big Ben makes him realize it.—You

can try for yourself. Go to sleep and sleep your best. Forget the rising hour. He'll call you on the dot at any time you say.

And if you roll over and try just one more nap, he'll remind you firmly that it is breakfast time and keep on calling until you're wide awake.

If you sleep heavily—and you very likely do, if you are a heavy worker—see Big Ben at your dealer to-morrow. His price is \$3.00 anywhere.—If you cannot find him at your dealer, a money order addressed to his makers, Westclox, La Salle, Illinois, will bring him to you duty charges prepaid.

\$3.00

At Canadian Dealers.