



For an earlier breakfast

FOR an earlier breakfast—two Big Bens, one for the cook and one for yourself.

Hers set for an hour earlier, yours for a slow cup of coffee, the cream off the news and—another cup if you please.

Each presenting two ways of getting up early: on the *install-ment* plan by coaxing you at half minute intervals for all of

ten minutes—on the *let's have it over* plan by settling it for good with one straight five minute ring.

Each prepared to do it as you choose and ready to *ring off* in the middle of his call whenever you please.—Each 7 inches tall, pleasing to wind, pleasing to read and pleasing to hear.

Each \$3.00 anywhere in Canada. Each attractively boxed and *made in La Salle, Illinois by Westclox.*