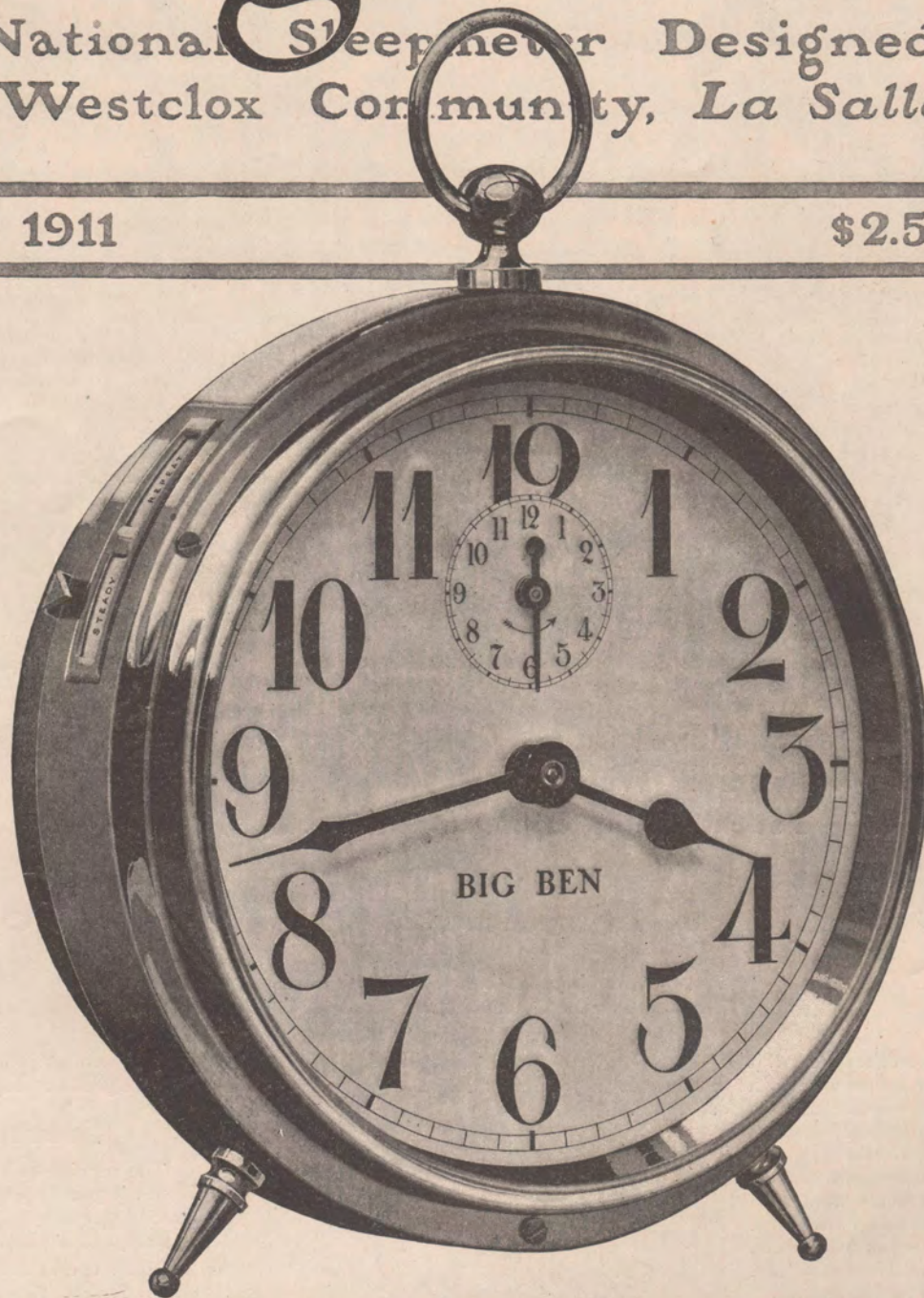


# Big Ben

A National Sleepner Designed by  
the Westclox Community, La Salle, Ill.

OCTOBER 28, 1911

\$2.50 THE COPY



***Alarm clocks and successful men,  
know one another well -- Big Ben***

**I**T'S Big Ben's business to get people up in the world—it's Big Ben's business to get them up in time.

He does it loyally, steadily and promptly—there's a true ring to his morning greeting that makes early risers sit up and take notice.

And every morn, America over, Big Ben awakens men who are getting up in the world—men who are setting the pace for the rest of the field—men

who strike their stride at the flash of the gun.

“Morning ginger—get it, men—great business stuff” says Big Ben.

Big Ben is a thin, beautiful and punctual sleepmeter.—He is easy to read, easy to wind and pleasing to hear.—He calls you every day at any time you say.

A community of clockmakers stands back of him—Westclox, La Salle, Illinois. If you cannot find him at your jeweler a money order addressed to them will bring him to you express charges prepaid.

**\$2.50**

*Sold by Jewelers only. Three Dollars in Canada.*