



He's four years old today

BIG BEN is the biggest thing in the American alarm clock business.

He is barely four years old, but he is already getting more work from the States than any clock alive.

Three million families leave it to him to call them up every morning—three million families use him all day long to tell the right time by.

Counterfeits of all kinds have tried in vain to cash in on him—he had faith enough in himself to dare and advertise.

Big Ben stands 7 inches tall, massive, well-set, triple-plated. He guarantees to wake you on the dot with one long steady call or stop your turn-over naps with successive gentle rings. He works 36 hours at a stretch—over time when needed.

His fee is just the same for one year or for five, \$2.50 in the States, \$3.00 in Canada.—A community of clockmakers stands back of him. Their imprint "*Made in La Salle, Illinois, by Westclox*" is the best alarm clock insurance that anyone can buy.