

JUDGE  
GOLD PLATED  
\$4.95

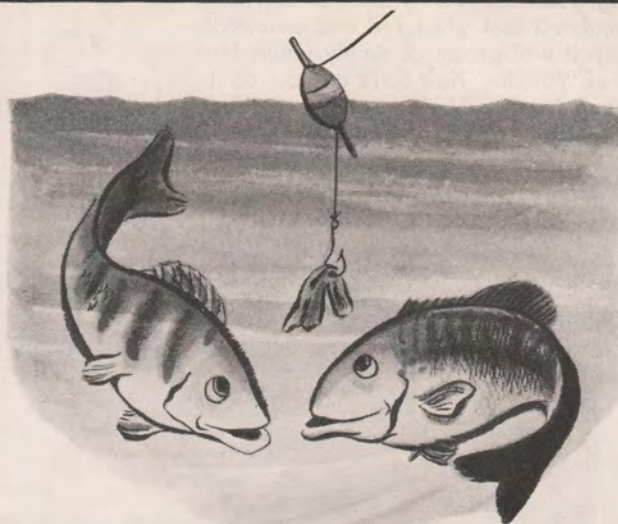
WRIST BEN  
\$3.95

DAX WATCH  
\$1.35

POCKET BEN  
\$1.65

ROCKET  
\$2.95

*Everyone needs a*  
**WESTCLOX**  
*Watch*



## "WELL, WELL . . . I SEE MR. MCGILLICUDY IS BACK"

**PERCH:** How can you tell? Recognize the hook?

**BASS:** I recognize the bait. He's been using that piece of red flannel for two years now.

**PERCH:** He must think we're poor fish.

**BASS:** Don't underestimate him. He's pretty smart. He never wears an expensive watch on vacations. I've heard him say that Wrist Ben is just the watch for fishing, golf, hunting, etc., because it's sturdy and inexpensive.

**PERCH:** Wrist Ben, you say. Any relation to Big Ben?

**BASS:** Same family—and just as reliable. It's a beauty, too.

**PERCH:** I can see that from here. Handsomest watch I ever saw in these parts.

Wrist Ben is the all around watch for all year wear—sturdy enough for sports and business use—smart enough for dress up occasions. See Wrist Ben and other inexpensive Westclox watches today.

### *Springwound or Electric*

Big Ben and Baby Ben alarm clocks come in both spring and electric models. Choose the one you prefer at any Westclox counter. All are handsome, reasonably priced . . . all deliver the value the world expects from this famous name.

**BIG BEN**  
*Keeps America on time*



**BIG BEN LOUD ALARM** has an intermittent "fire alarm" call that wakes the heaviest sleeper. In smart black finish with handsome nickel trim at . . . \$3.25



**BABY BEN** is smaller in size. Quiet tick. Loud or soft alarm. Ivory finish with gold color trim or black with nickel trim . . . \$3.25  
**BABY BEN ELECTRIC**, ivory finish . . . \$3.95



**BIG BEN ELECTRIC** is self-starting. Has a pleasant 2-voice chime alarm. In attractive ivory finish with gold color trim or in smart black with nickel trim . . . \$4.95

*With luminous dials you can see in the daytime or the dark, a dollar more*

Westclox spring clocks, electric clocks and watches; \$1.35 to \$6.95. Westclox, LaSalle-Peru, Illinois. Div. of General Time Instruments Corp. In Canada (prices slightly higher) Western Clock Co., Ltd., Peterborough, Ont.