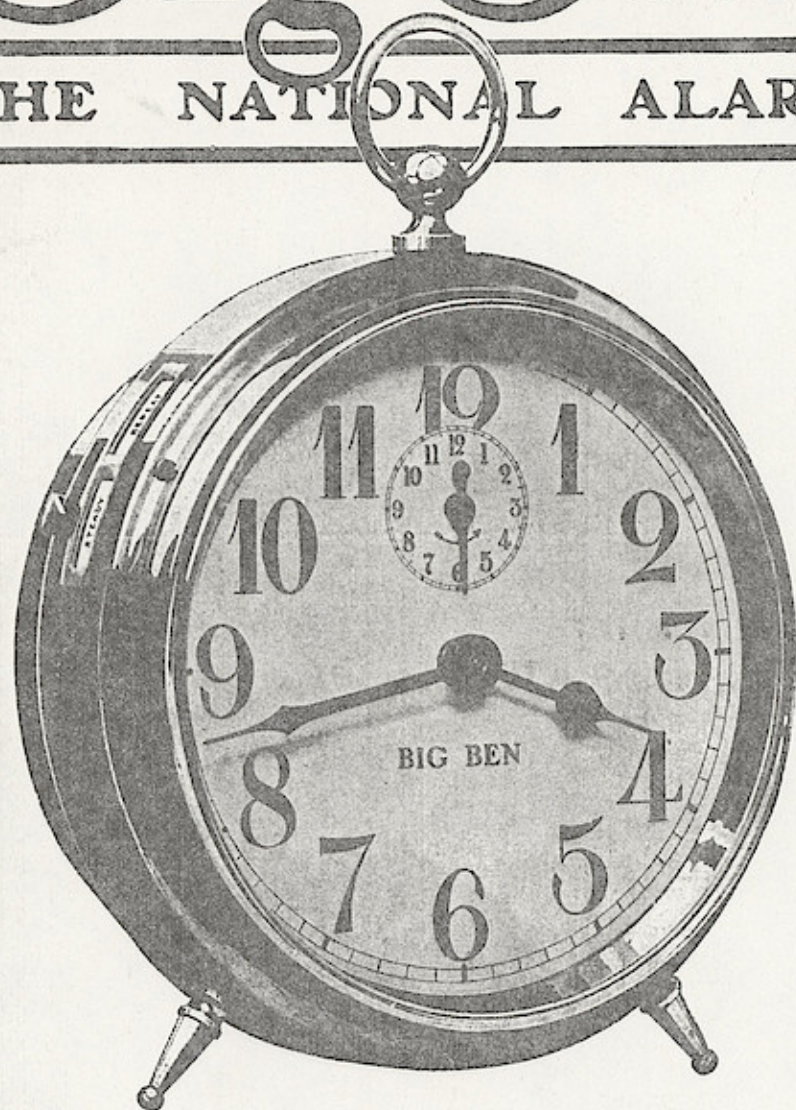


Big Ben

THE NATIONAL ALARM



*Nineteen
Twelve*

Windows App : Images To PDF Maker

Big Ben

Western Clock Mfg. Co.

La Salle, Illinois.

Big Ben was on the market a year before he was advertised and dealers then said he could not succeed. After less than a year of advertising he was pronounced the biggest clock success of years. He is now known wherever people live.

Our advertising has made him an easy clock to sell but you can double your present sales. There are lots of people in your town who would buy Big Ben if they knew where to find him, people who have been influenced by our advertising but don't know that you sell Big Ben.

Read over the ads in this book. The same selling force is there that makes our magazine advertising a success. Yet they are so individual that you might have written them yourself. They give you the entire local benefit of our big campaign.

The dealers who collect their dollar profit oftenest make free use of these electros. You can make Big Ben pay you handsome profits in the next few months if you will advertise him.

Any of the ads will be sent you upon request. A good way to insure having them when your clocks arrive is to have them included with a shipment of Big Ben.

If you order a case of 24 with your name on the dials, Big Ben advertises you as long as he lives. In case lots, \$1.45 each, freight paid. If you want the electros to come with Big Ben, put your order in the envelope. If you want them separately, use the card.

W.S.A.

Yours very truly,

The Western Clock Mfg. Co.

G. A. LeRoy Adv. Mgr.

Westclox
Trade Mark

COPYRIGHT, 1911
BY
THE WESTERN CLOCK MFG. CO.
LA SALLE, ILL.

Refer to inside back cover for other information regarding this advertising material.

Instructions

THE electros of the different Big Ben advertisements reproduced in this book will be sent you *without charge* if you will guarantee to use them and mail us copies of the papers in which they appear.

All shipments will be made *express collect* from La Salle, Illinois, unless you want them included with a clock order. If your order calls for 12 Big Ben or more, *freight will be allowed* on both electros and clocks.

To obtain the best appearance, give instructions to your printer to set your name in a type similar to the one used in this book for the dealers' names.

It is called Caslon Oldstyle and if he does not carry it in stock, any simple, legible and heavy type will answer the purpose.

The white panel on each page gives the exact space your advertisement will occupy when inserted, *including margins*.

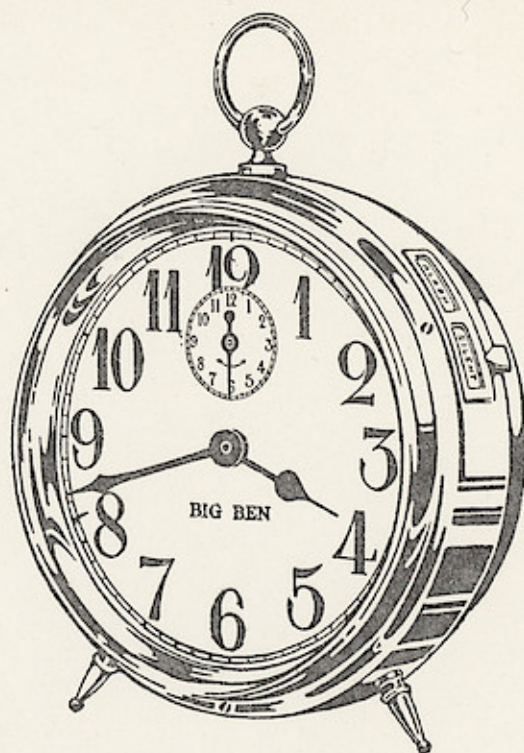
Just order plates by number, turn them over to your printer with the corresponding proof page and don't forget to back up your advertisement with a simultaneous window display.

The Western Clock Mfg. Co.

La Salle

Advertising Department

Illinois



Big Ben is right on the job

every minute of the day. You can depend on him not merely to wake you on time, but to keep fine time and run a long time.

He's heavy, massive, handsome. He weighs three times as much as an ordinary alarm. He lasts three times as long.

He's got a big, frank, open face you can easily read in the dim morning light, a cheerful,

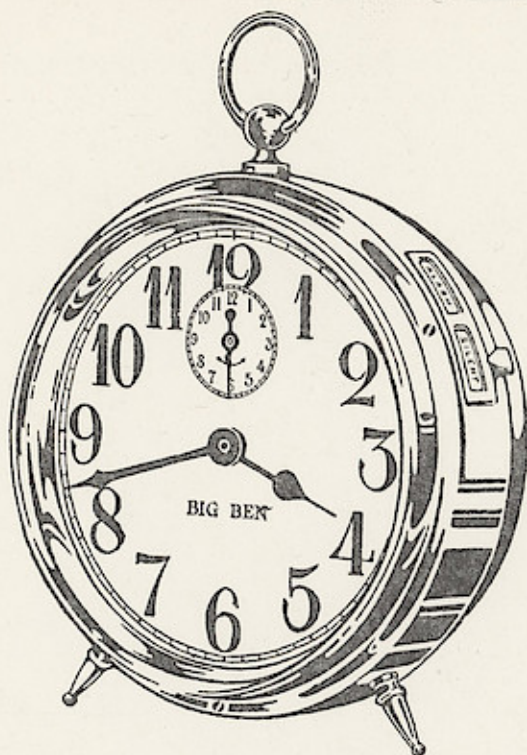
deep-toned voice that will wake you on your sleepest morning.

He's a great clock for those who've got to get up in time and live on time. He's the one alarm clock you can, always count on.

I have just received a fresh shipment and placed some on display. Take a look when you walk by.

\$2.50

W. P. Mulholland
Livingston, Mont.



Leave your call with Big Ben

and sleep soundly, trustingly, every minute of the night—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 gently that it's breakfast time and keep on calling until you're wide awake.

There's a feeling of bigness and strength about him, a pe-

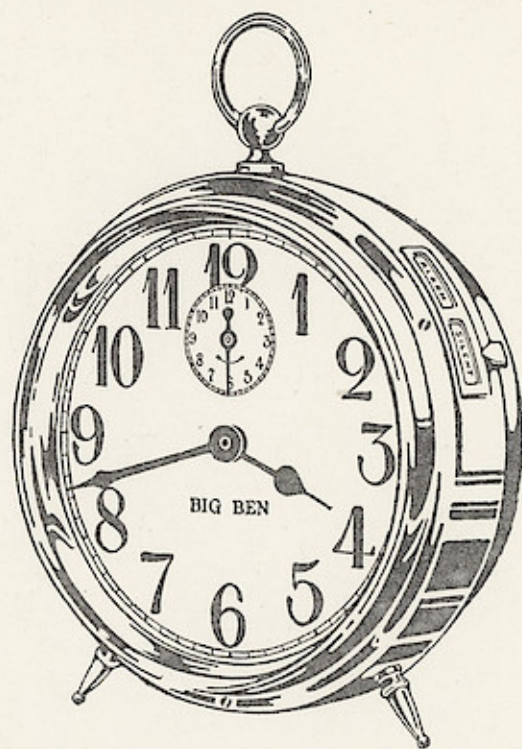
culiar glow of brightness and cheer that is strangely novel about an alarm clock.

His face is frank, open, easy to read—his keys large, strong, easy to wind—his voice clear, sunny, pleasing to hear.

He's about the best alarm clock I've seen in many a day, but don't take my word for it. Come and see for yourself.

\$2.50

T. W. Swan
Franklinville, N. Y.



Big Ben makes it his business

to get people up in the world—he makes it his 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

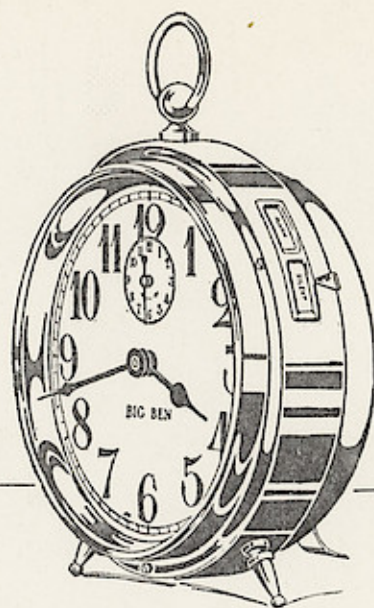
who strike their stride at the flash of the gun.

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.

He's absolutely the finest sleepmeter made, the first one I've felt like displaying in my window alongside of my cut glass and silverware. Look at him when you walk by.

\$2.50

V. J. Pekor
Columbus, Ga.



I sell
more Big Ben

alarms in a week than I sell dollar clocks in a month and I can sell them with positive knowledge that they'll live up to all claims that I make for them.

There's a feeling of bigness and strength about them, a peculiar glow of brightness and cheer, that is strangely novel about an alarm clock.

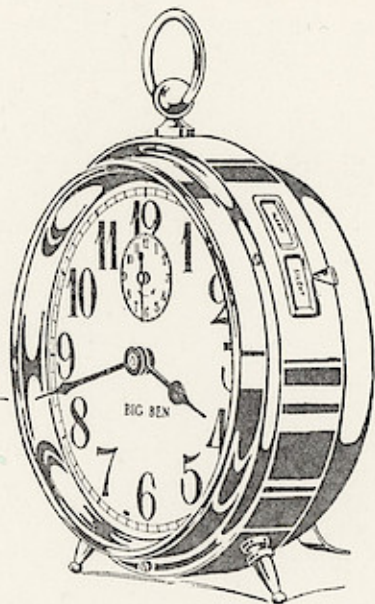
And their work doesn't end with the morning call; they're good, reliable timekeepers for all day use and they're good looking enough for any surroundings.

\$2.50

Geo. F. High
Medina, Ohio

Double-Column
Number 103

Also supplied in plural form for
partnership firms



It's Big Ben

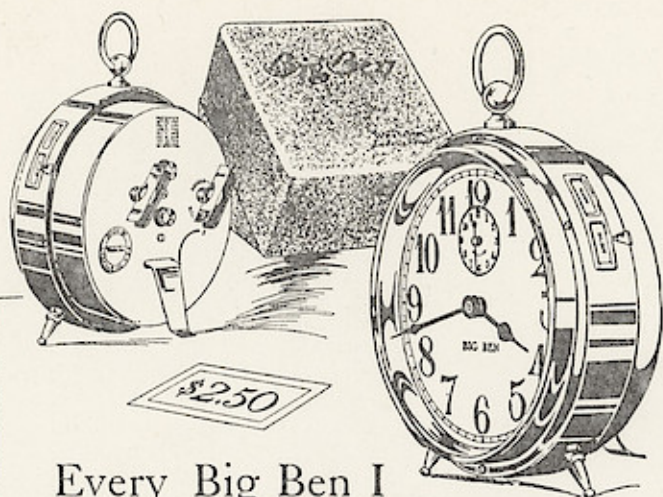
sooner or later for people who've got to get up early in the morning.—For he's punctual, lasting, handsome and the best insurance against oversleep that I've ever heard of.

There's no guess work about him.—He calls you on the dot just when you say and either way you say—steadily for five minutes or intermittently for ten.

I have placed him in my window, take a look at him whenever you go by.—You can't miss him, he's on a pedestal in a class by himself.

\$2.50

E. N. Hewer
Garretson, S. D.



Every Big Ben I have sold has sold me another, for every man I've sold has told another.

There is something about him that seems to open everybody's eyes, he gets a rise out of the drowsiest sleepers.

And he's not merely a bedroom clock—he's good looking enough for the mantel piece or the writing desk, for the office or the living room.

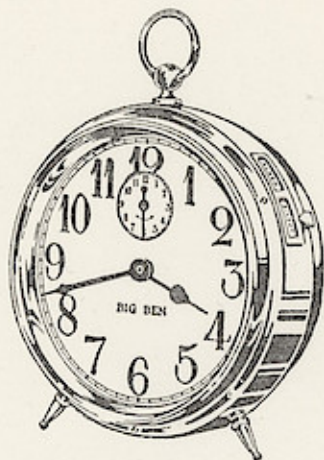
Next time you walk by the store, see how well he looks alongside of my cut glass and silverware.

\$2.50

James Higgins
Perry, Illinois

Double-Column
Number 105

Also supplied in plural form for
partnership firms
Order Number 129 for cut of
illustration alone



**Big Ben
should be in every
farmer's home**

You men who live on the farm have got to be heavy workers. And if you are heavy workers you require heavy sleep and lots of it.

For heavy sleep is heavy work's reaction and it's not always easy for the heavy sleeper to get up without help.

That's where Big Ben comes in. He makes it easy every morning.

Big Ben is a truth-telling and reliable alarm clock.

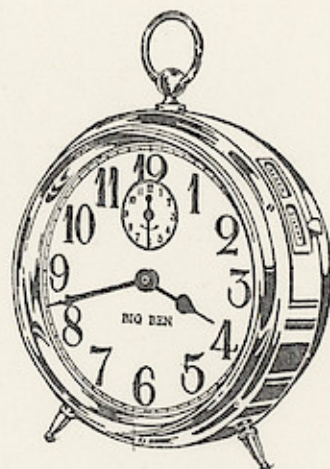
He gets you up, he never fails.

You're always up on the dot if he's in the sleeping room.

See him in my window next time you come to town. Hear him greet you Good Morning. He is well worth meeting, indeed.

\$2.50
H. H. Harris
Orient

106



**Big Ben
helps run the farm
on time**

Is it hard for you to get the farm hands out on time?

Is it hard for you to get them up in the morning?

If so, why not let Big Ben do it for you?

Big Ben is a truth-telling and reliable alarm clock.

It's his business to get people up in the world.

And he'll do it every day at any time you say.

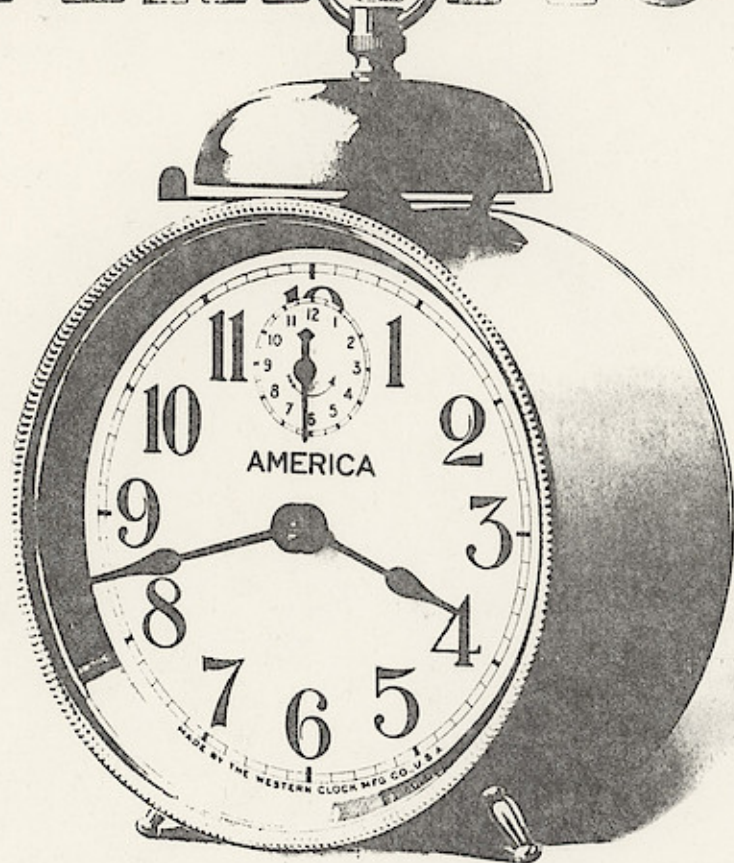
Next time you drive to town, walk over to the store and take a look at him.

I keep him in the window where everyone can see him.

\$2.50
A. P. Kniebes
Coloma

107

America



New 1912 Model

THE America Alarm is 25 years young. When it first came out 'twas joyfully whispered it never would get old. It never has—it's livelier today than it ever was.

There must be reasons—perhaps it's the good looks—perhaps it's the good works—perhaps it's the label and perhaps it's the price.

Perhaps it's all of this and then probably more. But whatever sells them, it does sell and stay sold. The 1912 model is the best ever—it's dressy, it's tasty, it's neat. The price is the lowest that's been quoted for years.

Americas come in cheerful boxes that stack particularly well into window display pyramids and circles. They are packed 12 in a carton and an order for four of these cartons or 48 clocks entitles you to the free printing of your ad on the clock dials. There's a display rack that comes for the asking free with case lot orders.

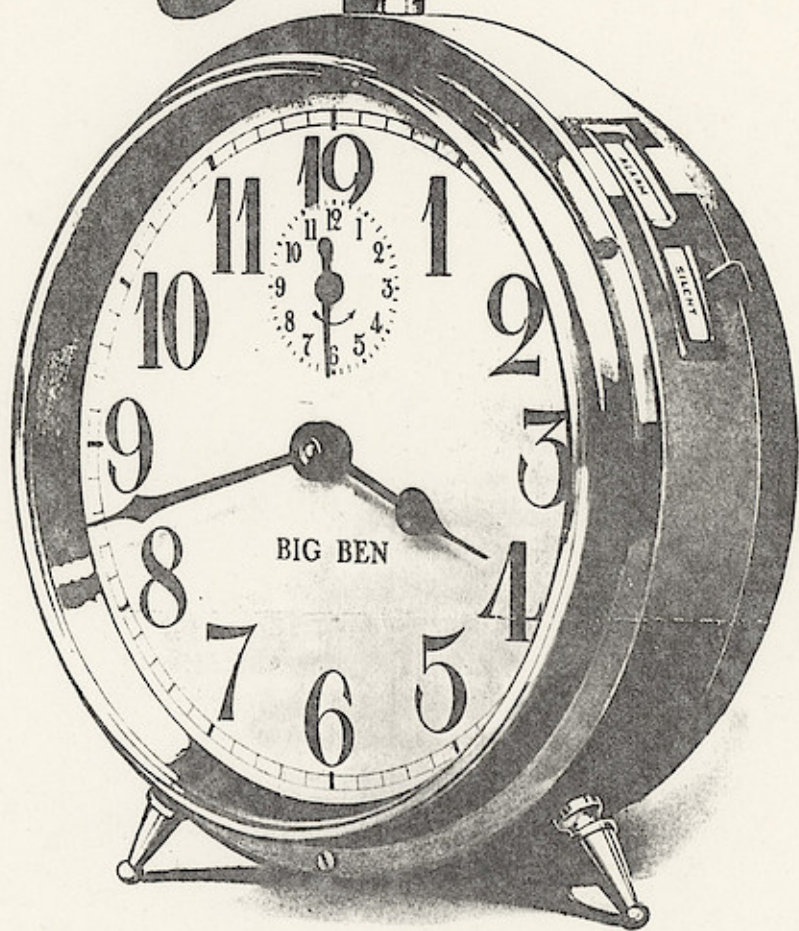
Dealers' names printed free in case lots of 48.

Six inches high. Alarm shut-off. Packed 12 in a box with advertising matter.

In broken lots, 50c net. In case lots of 48, 49c net

WESTERN CLOCK COMPANY, LA SALLE, ILLINOIS.

Big Ben



Not Licensed for Sale for less than \$2.50.

THERE are just three reasons for Big Ben's overwhelming success—himself, his advertising, his policy.

When you buy Big Ben you are buying the most carefully adjusted alarm it's possible to make—you are buying a demand that insures you immediate and generous returns—

you are buying an ironclad price protection that guarantees the retail jeweler the most liberal clock profit he's ever been offered.

Quality, demand, profit—there is no article in any line of goods that combines these elements of success to a greater degree and there is none that deserves it more.

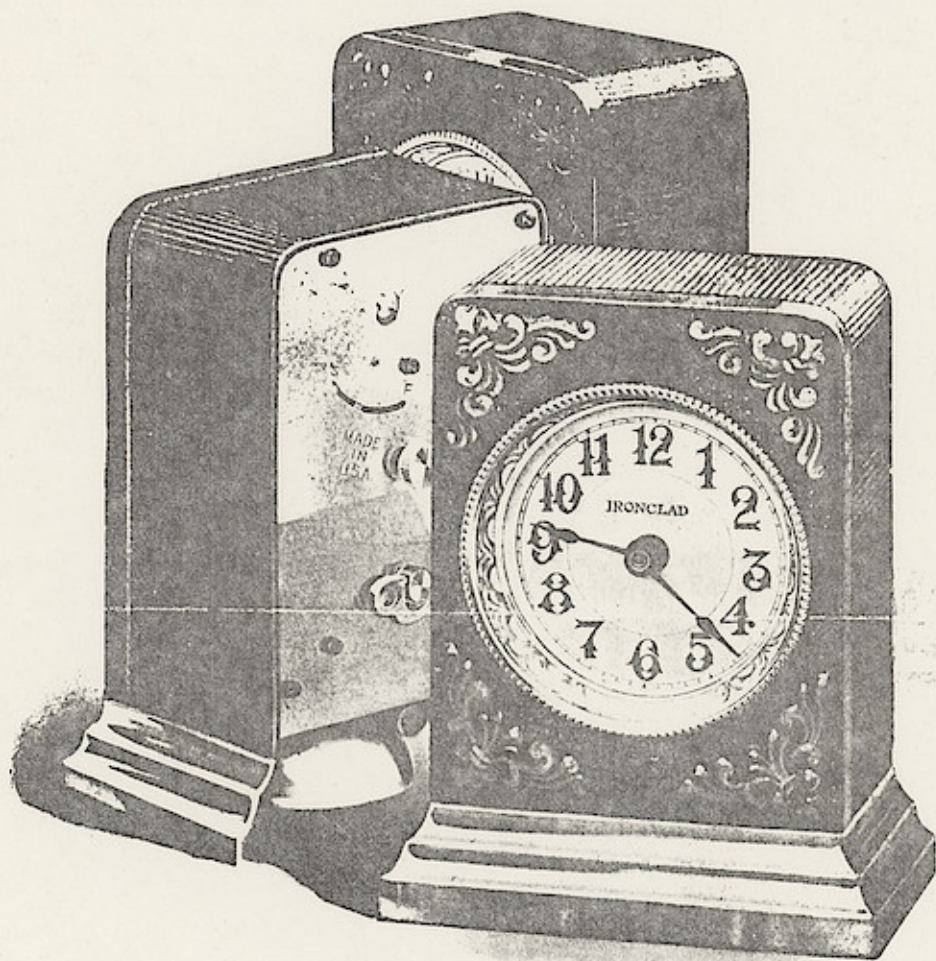
Dealers' names printed free on dials in lots of 24.

Height, 7 inches, dial 4½ inches. Intermittent and long alarm. Nickel or brass finish.

In broken lots, \$1.50 net. In case lots of 24, \$1.45 net.

WESTERN CLOCK COMPANY, LA SALLE, ILLINOIS.

Ironclad



"It Rings to Beat the Band."

IT'S a snap to sell an Ironclad; it has so many selling points, tangible, visible selling points—striking, convincing talking points.

If it sells not on sight, it'll sell on hearing. Bring one on the counter—point out how sturdily it stands, how mightily it's shield-

ed, how huskily it's built.—Make them weigh it, make them set the alarm off, make them stop it.

Make them wind the alarm tight and see how long it rings, how true it rings, how loud it rings, then say "*one-fifty, please,*" and bring down another.—Tell them to get it cleaned every other year.

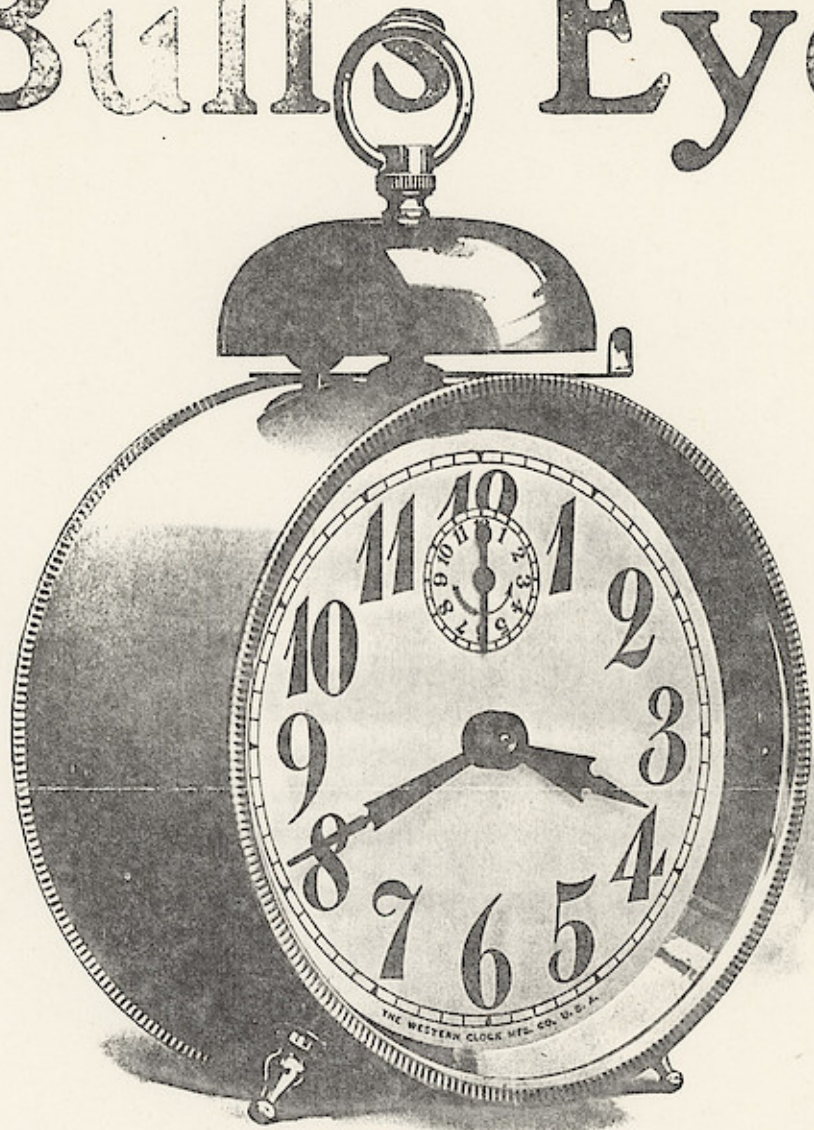
Dealers' names printed free on dials in case lots of 24.

Height 5 inches. Dial $2\frac{3}{4}$ inches. Weight $2\frac{1}{2}$ lbs. Rings 35 seconds, can be shut off at will.

In broken lots, 85c net. In dozen lots, 82c net. In case lots of 24, 80c net.

WESTERN CLOCK COMPANY, LA SALLE, ILLINOIS.

Bull's Eye



Rings the bell every time

HERE'S a splendid little alarm clock that's made for jewelers only. It's called the Bull's Eye because it hits the mark—and it hits it in every way, looks, design and clockmanship.

It's snug, massive, shipshape.—It has a clear, pleasing *long alarm* call and a large, open, distinct face.—The movement is the easiest to get at of any alarm

made.—It can be taken out frontwards or backwards, either way you want, without removing either hands or dial. It's suspended in a cast iron ring to which all the case parts, legs, bell post, shut-off, are screwed, not staked.

It's sold to jewelers only, it's not to be retailed for less than \$1.25 and it comes in a beautiful box that will score a bull's eye in any window display.

Dealers' names printed free on dials in lots of 24

Dial 4½ in., hgt. 7 in., wgt. 20 oz., rings 45 seconds.

In broken lots, 68c net. In case lots of 24, 65c net.

WESTERN CLOCK COMPANY, LA SALLE, ILLINOIS.



**Make it a
Big Ben Christmas
on the farm**

Big Ben's big, round, smiling face is as jolly as that of old Santa Claus himself.

Get one for each member of the family, one for the farm hands. Sneak him in while they sleep.

Let him wake them Christmas morning. No Christmas bells were ever more merry than Big Ben's tuneful call.

Big Ben is not an ordinary alarm clock. He is a splendid timekeeper for all day use.

He's sturdy, well set and long lived.

He's easy to read, easy to wind and pleasing to hear.

I have some in my window. Drop in and look at them, next time you drive to town.

\$2.50
C. C. Ross
Cainsville

108



**Big Ben
the busy farmer's
friend**

Big Ben is for the farmer who believes in the advice of old Ben Franklin "Plow deep while sluggards sleep."

He's for the farms whose owners want big yields.

He's for the hard-to-get-up farm hands. It's up to him to get them in the fields on time.

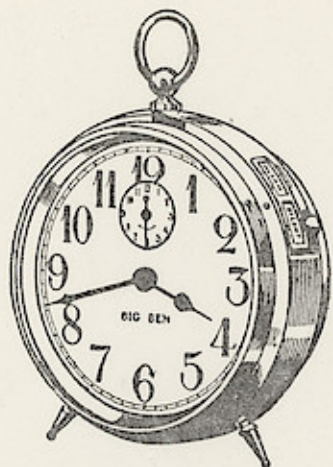
He keeps watch time. He's reliable and handsome. He's sturdy, well set and long lived.

Be first in the fields every morning. Get the farm hands out bright and early. Depend on Big Ben.

He'll more than earn his wages the first month you employ him.

\$2.50
M. S. Hall
Mankota

109



Big Ben

has something to say to people who like to get up promptly in the morning.

He guarantees to call them on the dot just when they want and either way they want, with one prolonged, steady call or with successive gentle rings.

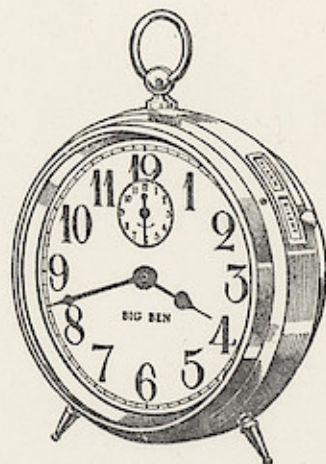
And he guarantees to do it day after day and year after year, if you only have him oiled every year or so.

I've known him ever since he was "that high" and I'll vouch for everything he says.

\$2.50

F. M. Glenn
Parsons, W. Va.

110



Big Ben

is still on his way, but he ought to be in now at any time.

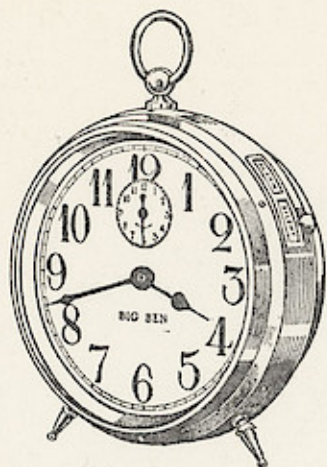
And if you like to be called on the dot every day in the year, it will pay you to drop in and have one put aside when this new lot comes in.

I've just saved one from the last shipment and I'll be glad to have you come in and let me explain how he works.

\$2.50

J. J. Bleich
Paducah, Ky.

111



Big Ben

is not an alarm clock, but a clock with an alarm attachment.

That is, he does not merely get you up on time, but he keeps fine time, stays on time and lasts a long time.

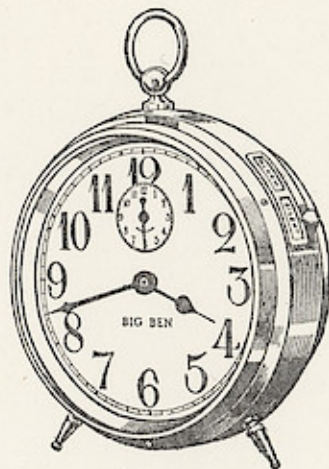
The people that design him can't begin to ship him fast enough. Our first lot went in less than a week. We've just received another shipment and will place it on display next Saturday night.

Don't forget to pass by the store and take a look at them.

\$2.50

T. E. Hamilton
Fort Myers, Fla.

112



Leave
your call with

Big Ben, 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 repeat his call 30 seconds later and keep on calling until you're wide awake.

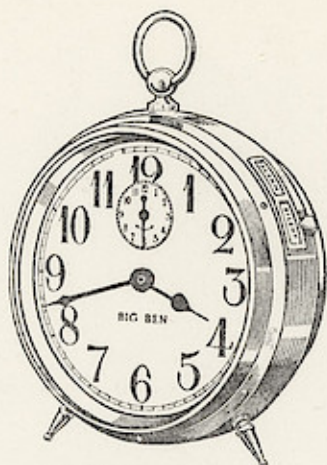
Big Ben stands 7 inches tall—He's heavy, massive, handsome. He's got a great, big dial you can easily read in the dim morning light, a sunny deep toned voice you'll hear distinctly on your sleepiest mornings.

I've placed him in the window. Look at him whenever you go by.

\$2.50

W. D. Walter
Easton, Ill.

113



Big Ben

is a regular "Johnny on the spot"—he never fails.

You're always up on the dot if he is in the sleeping room.

There's a true ring to his morning greeting that makes early risers sit up and take notice.

He gets a rise out of the drowsiest sleeper.

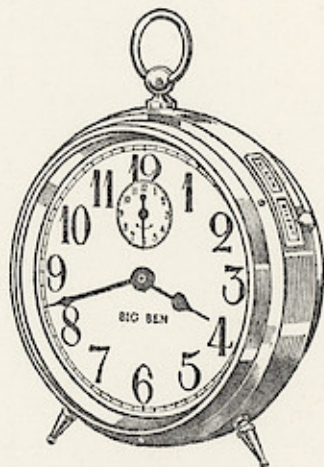
But don't take my word for it. Come in and see for yourself. I always keep him on the counter where everyone can see him.

\$2.50

A. E. Waldron

Glidden, Iowa

114



Big Ben

the clock you've read so much about in the magazines, arrived in my store yesterday with 23 brothers.

They're the finest alarm clocks I've ever laid eyes on. They're built right and right from the ground up. I'm a practical clock man and I know.

They'll be in my window for the rest of the week and I wish you'd come in and look them over.

\$2.50

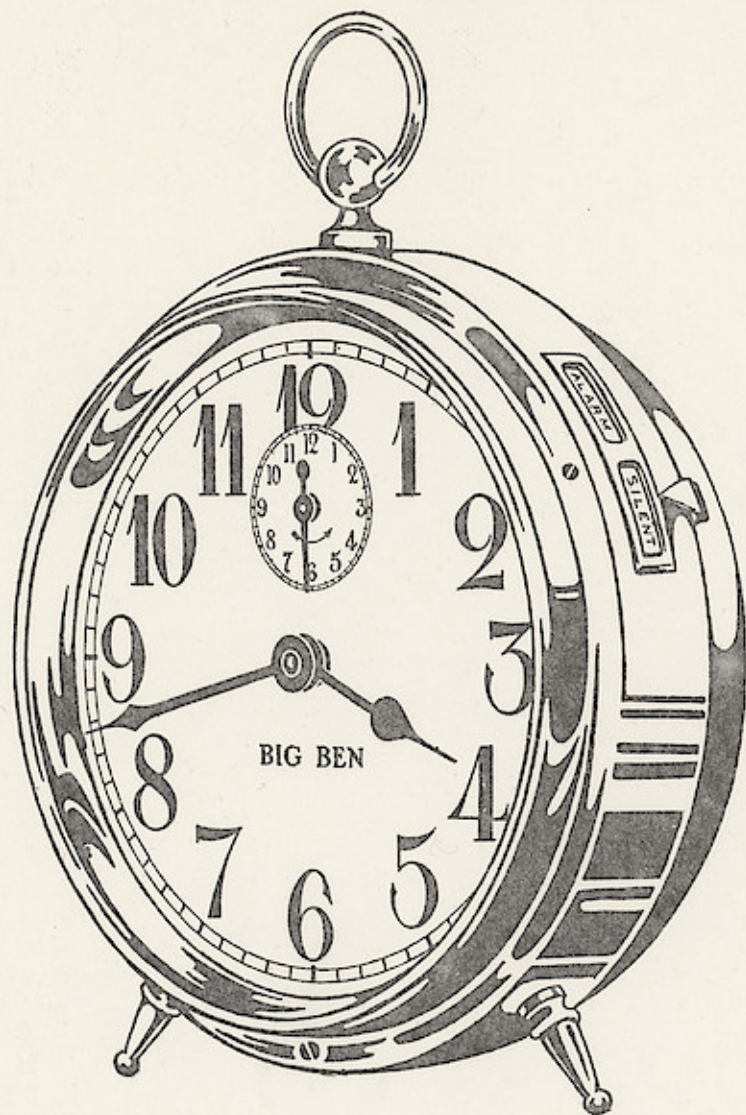
B. L. Smith

Cambridge, Mass.

115

Single-Column
Numbers 114 and 115

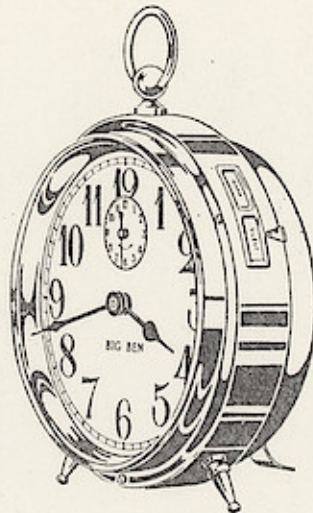
Also supplied in plural form for partnership firms



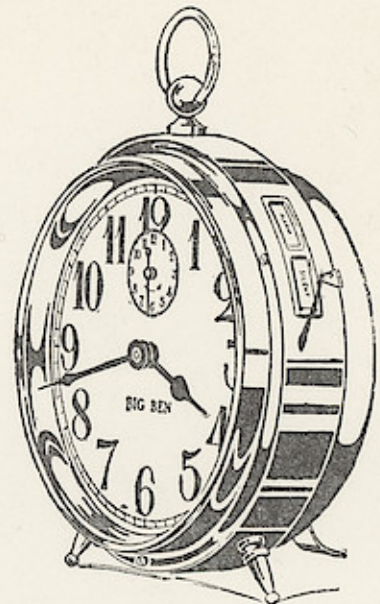
Single Cut
Number 116
6 Inches High



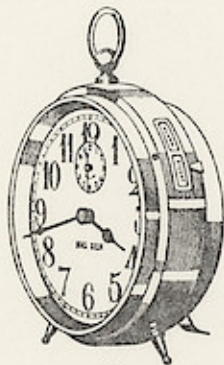
117



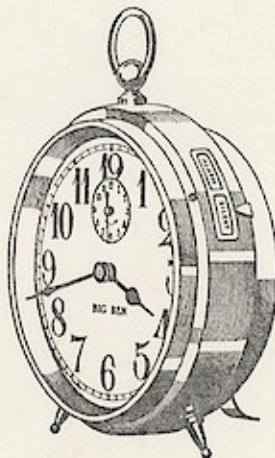
118



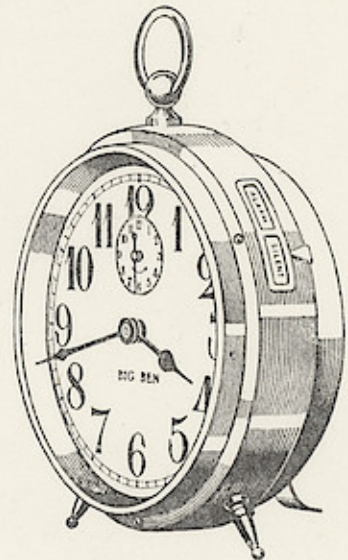
119



120



121



122

Single Cuts

Number 117, two and one-quarter inches

Number 118, two and three-quarters inches

Number 119, three and one-quarter inches

Number 120, two inches

Number 121, two and one-half inches

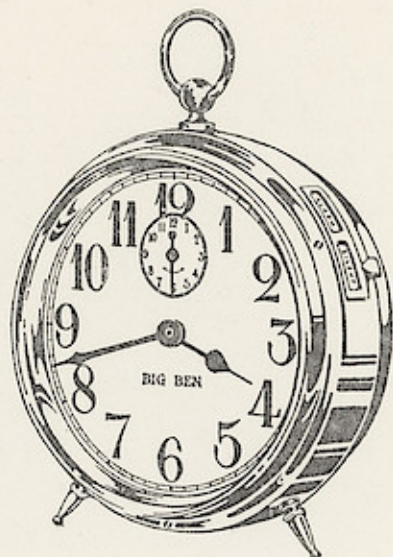
Number 122, three inches



123



124



125

Single Cuts

Number 123, two inches

Number 124, two and one-half inches

Number 125, three inches

Number 126, one and one-quarter inches

Number 127, two and one-quarter inches

Number 128, two and three-quarters inches

Windows App : Images To PDF Maker

This Reprint is a copy of the 1912 Western Clock Mfg. Company's advertising materials catalog for their various retail dealers.

The 'electros' mentioned in the Instructions at the beginning of the book, were for the specific use for newspaper advertising which the dealer might have wanted to use. These electros were wooden blocks made of the hardest wood on which was mounted a metal, usually zinc or copper, in which the advertising message had been etched. This entire electro unit was then given to the printer and the ad was thus reproduced.

The single 'cuts' as shown for 116 thru 128, are similar blocks of wood as the electros but they do not carry any advertising message. When using the single cuts, the merchant could set whatever message he preferred.

This Booklet Was Reprinted From
The Horological Library Collection

of

Bernard J. Edwards

Published by Postacular

THE most gifted actor in the country would be playing to empty houses if nobody knew that he was in town.