

EVEREADY

The Product that has outgrown its name "FLASHLIGHT"

\$3,000. for the best name suggested to take the place of flashlight



Who won that \$3000?

The Question on Half a Million Tongues

WHO won that \$3,000 for a better name than "flashlight"? From city, town and hamlet throughout Canada and the United States—from Central America, Cuba, Morocco and even China is heard the echo of this question. Everywhere interest is at a high pitch and while half a million people wait the Eveready organization is working day and night to find the winner and the winning word.

Never before has a contest for a new name met with such generous and enthusiastic response. Suggestions have poured in at the rate of 10,000 to 25,000 a day. On the last day of the contest 50,000 were received.

The Post Office was forced to call for help. Eveready automobile trucks were pressed into service to deliver contest mail. It took ten days after the close of the contest to finish opening the mail. It took six weeks to transfer to entry blanks the thousands of suggestions received in letters written to the company. It took one entire week to sort out all the names beginning with the letter "L."

Fifty extra employees have been necessary to handle the purely mechanical details such as opening mail, sorting, filing, etc.

College students were specially recruited to handle some of the more important routine. Salesmen from the Eveready organization were taken off the road to speed up the search for that \$3000 word.



Scores of suggestions came from the boys in camp.



Two days from here to Guantanamo, Cuba, but we got his suggestion in time.

Now we are just as anxious to know who won that \$3000 as you are; but we have simply been snowed under.

Up to the official date set for the close of the Eveready Contest (Nov. 7th, 1916) over 530,000 suggestions had been received and at this moment the judges have before them the 50,000 best suggestions from which the choice will be made.

To settle this question fairly we must ask for more time. On its settlement depends not only the fulfillment of our obligation to pay \$3000 but a decision on that name which is best suited to our needs.

April 5th is the date now set for the award announcement. Watch your Eveready dealer's windows. The announcement of the prize winner will be made through our dealers as well as through the newspapers and magazines, because we can thus place the news before the greatest number of people with the least possible delay.

If the judges decide sooner, the announcement will not be held back. We are not going to keep half a million people waiting any longer than we can help.

50,000 Eveready dealers all over the United States and Canada are ready to flash the message when the judges decide.



Out in the sage brush—80 miles from the nearest dealer—so we sent our western friend a contest blank.

CANADIAN NATIONAL CARBON CO., Limited
Toronto Ontario

Watch your Eveready Dealer's Window