



The Winning Name for which was paid \$12,000.00

THE prize-winning word in our contest for a better name than "flashlight," is DAYLO. Keenly realizing our responsibility to the public the judges have spent four months' time, in giving the most painstaking consideration to the 530,000 names submitted.

In our announcement of this contest last Fall, we stated that "if two or more contestants submit the word selected, the full amount of the prize will be paid to each."

We have made our selection without regard to the number of duplications. The word DAYLO was submitted by the four following contestants, to each of whom we are paying \$3,000.00:

Mrs. F. C. Grow, 1219 Second Street, N. E., Watertown, S. D.
Katherine W. Hand, 1501 Mulvane Street, Topeka, Kansas.
Miss J. M. Schulz, 239 Second Street, Union Hill, N. J.
Bertha A. Wilson, 413 Park Avenue, Medina, N. Y.

The decision of the judges was unanimous. They were agreed that the word DAYLO fulfills in a masterly way the requirements specified, viz.: A coined word that we can register as a trademark, a name easy to remember and entirely simple to pronounce, yet a word that suggests the nature or use of an Eveready without being legally descriptive.

DAYLO is indeed easy to remember and pronounce. In fact, it cannot be mispronounced, and its elements do suggest the nature and use of Eveready. "DAY" suggests perfect light, and "LO" means "Behold!"—"See!"

We had hoped perhaps to obtain a word that would satisfactorily combine in a suggestive way both what Eveready is, (powerful, portable electric light) and the variety of service it renders. We are now convinced that no usable, protectable word could cover so broad a field. The true significance, the living ideal of the reliability and service characteristic of our product must and will find its expression in the new name, "Eveready DAYLO".

I wish I might personally thank each of the half million contestants, and the millions of Eveready friends and users who have contributed so earnestly and helpfully to the success of our search for a new name.

Sincerely,

Conrad Hubert

Vice-President,
AMERICAN EVER READY WORKS
of National Carbon Company
Long Island City, N. Y.

CANADIAN NATIONAL CARBON CO., Limited
Toronto Ontario

The Product that has outgrown its name—"FLASHLIGHT"