

EVEREADY DAYLO



*The light that says
"There it is!"*

There are nooks and corners in every home that even daylight cannot reach—where matches, candles or lamps are positively dangerous. That's why you need an *Eveready* DAYLO* about the house, for both convenience and safety.

Nearly all good electrical, hardware, drug, sporting goods and stationery dealers display and carry *Eveready* DAYLO'S* in 77 different styles at prices from 85 cents up. And your satisfaction is always assured by the *Eveready* TUNGSTEN battery, the only battery that is long-lived, dependable and really economical. Always specify this make when your battery must be renewed.

**Don't ask for a "flashlight"—
get an Eveready DAYLO**

*DAYLO is not merely the new name for our product but a mark by which the public will hereafter distinguish between the ordinary "flasher" or "flashlight" and the highest development of the portable electric light.

**National Carbon Co., Inc.,
Toronto**

when a leak in the water or gas pipe must be fixed quickly

when you lose a key, a coin or a ring in the dark

when the watch dog barks his alarm

when all the lights in the house go out

when the wrong medicine bottle may mean a tragedy

whenever you need light—indoors or out—that cannot cause fire or blow out—you need an *Eveready* DAYLO*.

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get an Eveready DAYLO**