

EVEREADY

DAYLO



The light that says
"There it is!"

STORM-TOSSED and battered, helpless in a raging sea, seams opening, decks awash, the crew unable to launch a boat—such was the plight of the Spanish freighter, Pio IX, on the night of December 5, 1916.

And here might come the tragic end of this story but for the timely thought of Antonio Oliver, one of the crew. He remembered the Eveready *DAYLO in his bunk; strapped it to his wrist and with ten of his comrades went overboard, clinging desperately to a ship's raft swept by towering seas.

Gleaming like a lone star in eternal blackness, the light from Oliver's Eveready attracted the attention of the lookout on the S. S. Buenos Aires. After several failures a boat was launched and help sent to the exhausted crew. Thus were the lives of eleven men saved by the light that did not fail—Eveready *DAYLO.

There are times in everyone's life when a dependable pocket light is invaluable. In a train disaster, in a fire in a strange hotel, or even to avoid the lesser perils of picking one's way about a dark room, or down the steep cellar stairs, or along an unlighted road.

Eveready *DAYLO has replaced the old-style "flasher" or "flashlight" and become the useful servant of millions. Through the perfection of the Eveready TUNGSTEN battery and the Eveready MAZDA lamp, the reliability, economy and safety of the Eveready *DAYLO are assured.

Made in 76 styles at prices from 75 cents up, and sold by the better electrical, hardware, drug, sporting goods and stationery stores everywhere. Get yours today.

*DAYLO is the winning name in the Eveready Contest. We paid \$3,000 to each of the four contestants who submitted this name. Don't ask for a "flashlight"—get an Eveready DAYLO.

CANADIAN NATIONAL CARBON CO., LIMITED
 TORONTO, - - ONTARIO.

The light that saved Antonio Oliver and ten of his comrades was Eveready No. 2650—the style shown immediately below.



With that long lived **TUNGSTEN** Battery

—when all other lights fail

when a fuse blows and all the lights go out

when the car stalls on a dark road and the trouble must be located

when uncanny scratching in an unused room awakes you

when someone rings your doorbell in the middle of the night

when a storm breaks at 2 A. M. and the windows must be closed

when it's too dark to see your way from the house to the garage

when a strange noise in the bushes near the porch alarms you

when the baby cries in the night

whenever you need safe, instant light without striking matches, without risking the danger of fire, you need the light that says "There it is" safely positively, and unfailingly—an Eveready DAYLO.