



# EVEREADY

## DAYLO



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

**S**TORM-TOSSED and battered, helpless in a raging sea, the crew unable to launch a boat—such was the plight of the freighter, Pio IX, on the night of December 5, 1916.

And here might come the tragic end of this story, but for 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.

Gleaming like a lone star, the light from Oliver's *Eveready* DAYLO\* attracted the attention of 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. Get your *Eveready* DAYLO\* today. Prices from 75 cents up. Dealers everywhere.

**Canadian National Carbon Co., Limited,**  
TORONTO

*\*DAYLO is the winning name in our \$3000 contest. We paid \$3000 to each of the four contestants who submitted this word.*

*—when all other lights fail*

*when* the fuse blows  
and all lights go out

*when* the car stalls on  
a dark road and the  
trouble must be lo-  
cated

*when* uncanny scratch-  
ing in an unused room  
awakes you

*when* someone rings  
your door-bell in the  
middle of the night

*when* a storm breaks at  
2 A. M. and the win-  
dows 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

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