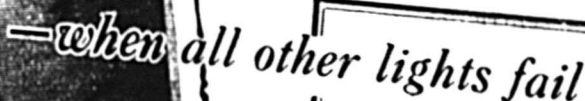


# EVEREADY



The light that says  
"There it is!"

—when all other lights fail

**S**TORM-FOSSED 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.

freighter, the *Fort*

There are several ways in which the water in the water column can be removed from the system. The most common is by the use of a pump. The pump can be used to remove water from the system, or it can be used to add water to the system. The pump can also be used to circulate water in the system. The pump can be used to remove water from the system, or it can be used to add water to the system. The pump can also be used to circulate water in the system.

I CAN TAKE READY WORK  
 at Spring Lake, N. Y.  
 SPECIAL CARBON CO. - Lumber - Furniture - Office

With that long lived **TUNGSTEN** Battery

when the tree blows  
when the leaf begins to  
when the sun stills and  
a dark road and the  
strength must be  
when answers are  
in the mind and in  
the heart  
when answers come  
from darkness in the  
middle of the night  
when a voice breaks  
in a dark room  
when the world  
must be changed  
when a dark  
eye sees it all from the  
house to the garage  
when a strange  
man in the street  
the street always  
when the baby  
in the night  
when ever you need  
an answer light is  
in the shadows  
when you make  
the door of life you need the  
light that sees there  
when you understand  
and enlighten—  
Beverly

when the 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 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.

*whenever* you need  
safe, instant light with-  
out waiting.

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

## Publicité dont profite un vendeur de premier ordre

Chacun a besoin d'un Eveready, mais on peut en vendre davantage en en démontrant l'utilité.

Voilà pourquoi on publie une liste de toutes les circonstances dans lesquelles il peut être employé, dans chaque annonce du DAYLO Eveready.

Le meilleur moyen qu'il y ait pour démontrer à quelqu'un le besoin qu'il a d'un DAYLO Eveready est de lui montrer les nombreuses façons dont il peut s'en servir—utilement.

Les agents qui agissent ainsi sont des vendeurs de premier ordre et ils ont une importance aussi grande sur la bonne publicité.

Il y a plus de mille usages pour le DAYLO Eveready. Plus vous pouvez impressionner votre client, plus fort est votre argument.

Employez tous les moyens qui sont susceptibles de faire faire des ventes.

Pour avoir des idées à ce sujet surveillez les annonces d'Eveready. Collez quelques-unes de ces annonces dans votre vitrine ou près de votre magasin. Clouez **solidement** l'annonce d'Eveready.

Cela vous vaudra plus de ventes, plus de ventes importantes et des ventes plus faciles. Et vos renouvellements de ventes de batteries Tungsten seront plus nombreux que jamais.

**USINES AMERICAN EVER READY DE LA NATIONAL CARBON CO., INC.**

LONG ISLAND CITY, NEW-YORK

**CANADIAN NATIONAL CARBON CO., LIMITED**  
TORONTO (ONTARIO)