



# \$10,000<sup>00</sup> In Cash Prizes

## \$3,000.00 First Prize for a Thought 103 other prizes from \$1,000 to \$10.00

**A**NOTHER Eveready contest! Another chance to win a big cash prize! Another incentive for active-minded men, women, boys and girls—for everybody with imagination.

On June 1, Daylo dealers throughout the United States and Canada will display in their windows the new Daylo Contest Picture. It has no title. The story it tells is a great big interesting, intensely human one. A thousand different people will see a thousand different stories in the picture. The story the picture tells *you* may be the most interesting—the prize winner—the story that may be worth \$3000.00 to you.

If your answer doesn't win first it may win the second prize—\$1000.00—or one of the 102 other prizes, none less than \$10.00.

Go to the store of a Daylo dealer. Study the picture in the window and write, on a contest blank which the dealer will give you, what you think the letter says. Use 12 words or less. For the best answer that conforms to the contest rules, the winner will receive \$3000.00 in cash. Answers will be judged by the editors of LIFE. If two or more contestants submit the identical answer selected by the judges for any prize, the full amount of that prize will be paid to each.

Anyone may enter. There is no cost or obligation of any kind. Submit as many answers as you wish. But do not delay. Get an early look at the picture.

Then send in your answers. Contest closes midnight, August 1st.

TO DEALERS: There is still an opportunity to secure display and contest material for this record-breaking event. Write to the following address:

CANADIAN NATIONAL CARBON COMPANY  
Limited  
Toronto, Ontario

### List of Prizes

#### 1 First Prize \$3000.00

1 Second Prize .....	\$1000.00
3 Prizes of \$500.00 each.....	1500.00
4 Prizes of 250.00 each.....	1000.00
5 Prizes of 200.00 each.....	1000.00
10 Prizes of 100.00 each.....	1000.00
10 Prizes of 50.00 each.....	500.00
20 Prizes of 25.00 each.....	500.00
50 Prizes of 10.00 each.....	500.00
104 Prizes .....	Total \$10,000.00



### This Sign

on the window identifies Daylo dealers throughout the country who have contest blanks for you and the new Daylo Contest Picture on display.

If you need new batteries for your flashlight, dealers displaying this sign can furnish you with the best—the long-lived Tungsten Battery.