

Dollars

Prizes
OTHER

EVEREADY
DAYLO

TEST
BEST PICTURE IS NOW ON DISPLAY
IN THEIR WINDOWS
SEEN IT?

Your Answer Today - Contest Closes Aug 1st

Contest
ks at



Fresh Stock Batteries Bring your case in and have it filled. Just Press the Button and you have an instantaneous flood of daylight

BBS
RIC CO
AT OAK

Electric Store
Near First
Contest Blanks

Best Picture on Display

0 to \$3000 Each
necessary informa-
ed at our store.
teries give two to
service. Ask us

adjusted free of charge
CTRIC STORE
and Repairing
for the Sign Electric

In DAYLO
Contest-Time,
Our Time Is Your
Time

Visit our store during the Daylo contest—no obligation—to purchase—no delay—no solicitation. Just uniform courtesy to every one wishing to win an Eveready Contest prize.

Study the contest picture in our window. Ask us any question about rules. Get contest blanks. We'll even gladly show you our whole Daylo line. It may help you toward winning a cash prize.

The Daylo shown is one style of the many Daylos we are carrying. It is the Searchlight Type, a strong, long burning Daylo. "Buy Electric Goods From People Who Know"

SMITH-MCCOY ELECTRIC CO.
ELECTRIC SUPPLIES & SERVICE
231 ST. DIST. WASH. 62 ST. SE.
571 WASHINGTON, DET. 1775 6-1021 STS
PHONE MAIN 8011



another
EVEREADY
contest!
\$10,000²⁰ In Cash Prizes

WE'LL START
YOU RIGHT

Much Depends on a Good Start

You may be able to win a good, big slice of the \$10,000.00 cash in Eveready contest prizes if you start right and keep on going as well as you start.

We'll see that you understand how to begin. In our window is the Contest Picture. We'll furnish Contest Blanks and information.

The winning answer will say something about a Daylo—so, of course, you'll be interested in seeing and studying our complete Daylo line. No obligation to purchase.



ELECTRIC STORE

PORTLAND RAILWAY, LIGHT & POWER CO.
BROADWAY AND ALDER ST.

another
EVEREADY
contest!
\$10,000²⁰ In Cash Prizes

One of the
Winning Words

We know one of the words in the winning letter of the Eveready Contest. It's "Daylo."

We know one way to get ideas for winning that \$3000 prize. It's the Daylo way. Just examine our complete Daylo line—no obligations to purchase. Something you learn may inspire a winning thought.

This is a powerful searchlight type of Daylo—long-lasting, convenient for out-door or in-door use. We have many other types to show you.

F.R. CHOWN
Hardware Co.
223 MORRISON ST.
Near First St.



another
EVEREADY
contest!
\$10,000²⁰ In Cash Prizes

Open House Months
BETWEEN June 1st and August 1st our store will be at the service of all who enter the \$10,000 contest.

The contest picture is in our window. Get contest blanks and information inside.

The winning answers will have something to say about a Daylo; so we shall be pleased to show our full Daylo line.

You will see this sign on our window.

M.J. Walsh
ELECTRIC CO.
106 Fourth St.



Be Sure to Read This

The purpose of this Eveready Daylo Contest is to discover uses of portable electric lights (receiving current from Eveready self-contained batteries) which are of unusual service to the public, in convenience, comfort and safety. These uses are to be suggested by the picture now on display in the windows or stores of Eveready Daylo dealers.

In the letter shown in the picture the best use is suggested. We do not know what it is. Do you? For the best summary of this letter the American Ever Ready Works will award prizes as follows:

1 First prize...	\$3000	10 prizes, each.	\$100	\$1000	
1 Second Prize	1000	10 prizes, each.	50	500	
3 prizes, each.	\$500	1500	20 prizes, each.	25	500
4 prizes, each.	250	1000	50 prizes, each.	10	500
5 prizes, each.	200	1000			
		104 Prizes	Total	\$10,000	

CONTEST RULES

1. By "best" is understood those answers which most cleverly describe the contents of the letter, based upon the picture and the uses of portable electric light for which the picture stands.

2. No answer submitted shall consist of more than 12 words, of which the word "Daylo" must be one. Hyphenated words will be counted as one.

3. Contestants may send in more than one answer, but each one must be on a separate sheet or contest blank containing nothing but the answer and the contestant's name and address, all plainly written. The contest is open to everybody.

4. This contest opens June 1st and closes at midnight on August 1st, 1920. No entries received later will be considered unless plainly postmarked previous to closing date and hour.

5. All entries should be addressed to:
EVEREADY CONTEST DEPARTMENT,
30 East 42d Street,
New York City.

Envelopes addressed in any other way will not be considered. Do not write letters of explanation with your entries.

6. In case of ties, the full amount of the prize will be given to each tying contestant. No entry shall be considered a tie unless consisting of the same words and arrangement of words as some other entry which shall have been submitted.

7. In case of any dispute as to the merits of answers submitted, or standing of winning contestants, the judges, who are the Art Editors of "Life," will be the sole judges.

8. The American Ever Ready Works (of National Carbon Company, Inc.) will not be responsible for loss of manuscripts. No manuscripts will be returned.

9. The final awards will be announced as early as possible after the close of the contest and widely advertised to the public. Prize checks will be sent when awards are announced.

Follow these conditions carefully, as no entries will be considered which do not conform.

NATIONAL CARBON COMPANY, INC.

\$10,000 Daylo Contest

Blanks Can Be Secured at the Following Dealers:

- Killingsworth Avenue Drug Co., 131 Killingsworth Ave.
Kenton Drug Co., 1736 Derby St.
Westmoreland Drug Co., 1381 Milwaukie Ave.
H. L. Fairley Drug Co., 72d and Sandy Road
Foster Drug Co., East 34th and Belmont
Highland Pharmacy, 1000 Union Ave. North
R. N. Lewis, Gas and Electric Goods, 402 Morrison St.
A. W. Allen, Dispensing Pharmacist, 16th and Lovejoy Sts.
Sanders Electric Works, 425 Stark Street
O'Brien-Shold Barber Supply Co., 86 Broadway
Acme Pharmacy, Third and Burnside
N. O. Lindey, Books, Stationery, 66 Third St.
City Hall Pharmacy, 5th and Jefferson
Dayton Hardware Co., 194 First St.
Third-Street Electric Store, 224 1/2 Third St.
Heldfond Drug Company, Morrison and First Sts.
Skidmore Drug Co., 151 Third St.
Marquardt Bros., Drugs, 1150 Union Ave. North
Conwell & Muller Filling Station, 551 Union Ave.
Chris' Cyclery, 33d and Belmont
Piedmont Pharmacy, 1050 Union Ave.
S. Salmonson, Hardware and Paints, 661-63 Alberta St.
P. C. Rhodes Co., 819 Lombard St.
East Side Electric Co., 519 Williams Ave.
Beaver Pharmacy, 560 Umatilla Ave.
E. H. Battemiller, Hardware, 751 Thurman
Brooklyn Pharmacy, 594 Milwaukie Ave.
Brown Mercantile Co., 171 First Street
J. C. Clark & Co., Drugs, 860 E. Burnside
Currins for Drugs, St. Johns
East Side Auto Supply, 389 E. Burnside
Electric House & Auto Supply, 449 E. Burnside

ROETTGER HARDWARE CO.

146 KILLINGSWORTH AVE.
Get Your Blanks for \$10,000 Daylo Contest Here.

WILSON DRUG CO.

1054 CORBETT ST.
\$10,000 Daylo Contest Blanks and Information Given Here.

WINKLER'S PHARMACY

54 NORTH 6TH ST.
We Will Supply You With \$10,000 Daylo Contest Blanks.

House of "Kurofin"—Greatest Tonic and Blood Purifier

AUSPLUND DRUG STORE

DR. JULIUS S. ZELL
110 N. SIXTH ST. PORTLAND, OREG.

Prescription Specialists—Films and Kodak Supplies
Phone Broadway 2172

GARAGE MEN
Accessory Dealers

We solicit your business.

We are in our new home at
Park and Couch Sts.,

Where we distribute Eveready "Daylo"
Products and Automotive Equipment

Exclusively Wholesale

"To Better Serve the Trade"

Wiggins Company, Inc.

Three Phones—Broadway 277
N. W. Corner Park and Couch Streets

another
EVEREADY
contest!
\$10,000²⁰ In Cash Prizes

A Hint on
the Contest

THE winning answer to the \$10,000 contest will say something about a Daylo.

We are primed with Daylo

information. We can talk about and show you Eveready Daylos for every known purpose.

Note the interesting Daylo group below—a splendid combination for home, out-door and general service.



With that, you'll need no more batteries

Your Thought May
Win You \$3,000

What do you think is the best use for Daylo? ELECTRICAL DEALERS everywhere are displaying a remarkable picture—in their windows. See it. Study it.

Get a FREE contest blank from the Daylo dealer and send in your answer.

Dealers, write us for information.

Fobes Supply Co.

Wholesale Electrical Supplies
285 Couch St. Portland, Oregon

At Your Service

Daylos for Everyone
Everyone for Daylos

All Daylo dealers have "ammunition" for the big \$10,000 Contest. Let's "shoot."

DEALERS: Write us for full particulars and contest blanks.

M. Seller & Co.

Wholesale Distributors
PORTLAND—SEATTLE—SPOKANE

Be Our Contest Guest

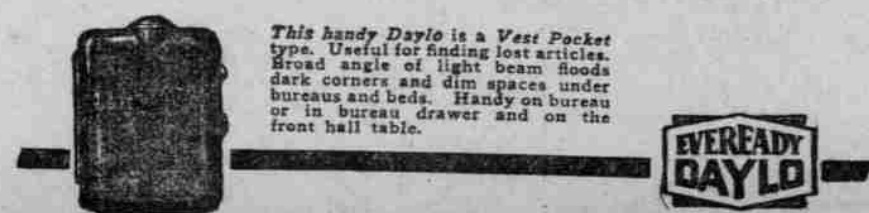
WE treat all contestants as guests. You will not be urged to purchase anything—although, if you should be interested in seeing our line of Daylos we will be pleased to let you look at them.

Twelve words or less win anyone of the 104 cash prizes in this Eveready picture contest. You can try as often as you like.

Just come to our store and see the picture. We'll furnish contest blanks and information.

Winters & Brookings

WHOLESALE AUTOMOBILE SUPPLIES
Formerly A. J. Winters Co., Inc.
65-67 SIXTH STREET, PORTLAND, OREGON



This handy Daylo is a Vest Pocket type. Useful for finding lost articles. Broad angle of light beam floods dark corners and dim spaces under bureaus and beds. Handy on bureau or in bureau drawer and on the front hall table.