

These enterprising dealers of Salem announce the winners and winning
word in the $\$ 3,000$ Eveready Contest for a better name than "Flashlight"


## We Carry a Full Line

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| Auto Bulbs | Storage Batteries | Trouble Lamps |
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SALEM ELECTRIC CO.<br>"IF IT"S ELECTRIC, COME TO US"

Masonic Temple Phone 1200

EVirfay

We have made our selection without re-
gard to the number of duplications. The gard to the number of duplications. The
word chosen was submitted by the four following contestants, to each of whom we are paying $\$ 3000.00$ :
Mra. F.C.Grow, 1219 2d St, N.E. Watertown, S.D.
Katherine W. Hand, 1501 Mulvane St, Topekan, Kan. Katherine W. Hand, 1501 Mulvane St, Topeka, Kan.
Mine . M. Schuzk, 2393 2nd St. Union Hill, N. .
Bertha A. Wilon, 413 Park Ave., Medina, N. Y. The prize-winning word is DAYLO. It futfills in a
mastery way the requirements specifoe, viz: a
coined word that wo can register as atrade-mark
and a name easy to remember and entirely simple
to pronounce. "DAY"

for this name
Four People Receive $\$ 3000$ each
In our announcement last fall of the Eveready Contest for a better name
than "flashlight," we stated that if "two or more contestants submit the
word selected the full amount of the prize will be paid to each."
The true significance, the living ideal of the relia-
bility and service characteristic of our product will bility and service characteristic of our product will
hereafter find its expression in the new name,
Eveready DAYLO.
I with 1 might personally thank each of the half
milion contestants and the millions of Eveready
million contestants and the millions of Everready
friends and userw who have contributed so earnestly
to the succees of or sent friends and users who have contributed so varnestly
to the success of our search for a new namee.

The product that has outgrown its name-"FLASHLIGHT",

## Hiniw

Batteries
Bulbs
complete Line
A Large Assortment


Ray L.Farmer
HARDWARE COMPANY
Court and Commercial Phone 191

FOR WIRELESS FLASHES USE DAYLO

Iot us fagre on your wirtury job.
DENISON ELECTRIC FIXTURE \& SUPPLY CO

## Watch These Dealers Windows

