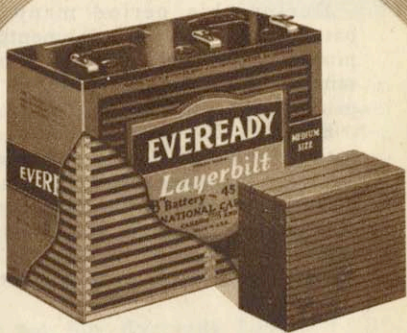


4B

The New Style

EVEREADY LAYERBILT

The Eveready Layerbilt "B" battery is packed like a stack of lumber—there is no waste space—it is all energy.



LONGER LIFE!

UCC

UNION CARBIDE AND
CARBON CORPORATION

FORTY YEAR'S
EXPERIENCE IS BEHIND
EVEREADY BATTERIES

You want the most FOR YOUR MONEY

When you buy "B" Batteries—you naturally want the best product available at the price you wish to pay for it—that is truly economical buying.

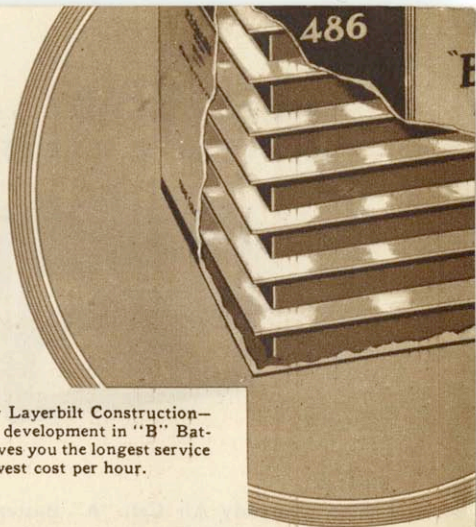
In "B" Batteries, "the best product at the price" is the battery that gives you the longest service at the lowest cost per hour and Eveready batteries have been developed along this basic specification for a period of more than forty years.

During this period many important battery-improving developments have been pioneered by Eveready and the most important of these is the Eveready "Layerbilt" principle of "B" Battery construction.

Eveready *Layerbilt* "B" Batteries are the most efficient "B" Batteries known; they are different than any other "B" Battery made because the cells in the Eveready *Layerbilt* are flat, as shown in the illustration, not round, as they are in all other "B" Batteries.

This exclusive Eveready construction re-

The old style "B" Battery is full of waste space—like a pile of logs.



Eveready *Layerbilt* Construction—the latest development in "B" Batteries—gives you the longest service at the lowest cost per hour.

sults in a tremendous saving of space in which to pack more power-making materials and eliminate hundreds of soldered wire connections inside the battery. Wired connections are always a possible source of battery failure—but not in *Layerbilts*. Every cubic inch of the *Layerbilt* case is packed with power-making materials, mixed and blended by the world's largest battery-maker.

When you buy Eveready *Layerbilt* "B" Batteries, you buy "the best product at the price" and to-day the price is extremely low.

If you wish to buy the old-fashioned round-cell "B" Battery in order to save a few cents on your initial outlay, ask for Eveready cylindrical cell types. These batteries are the very finest of their kind, made with the skill and knowledge that comes from many, many years of experience in the manufacture of every known type of battery.

THE EVEREADY AIR CELL "A" BATTERY



The Eveready Air Cell "A" Battery is the modern "A" Battery around which the new 2-volt "Air Cell" Battery receivers were designed.

The Eveready Air Cell Battery offers an entirely *new* source of electricity for radio "A" current and provides at least ONE THOUSAND HOURS of full, steady "A" power whether used two or twenty-four hours a day, without renewal or trouble of any kind. This means at least a full year of service if a set is used on an average of about three hours a day. The Eveready Air Cell "A" Battery needs no recharging.



WARNING—Eveready makes the only Air Cell "A" Battery. It is not an Air Cell unless it bears the name "Eveready."

NATIONAL CARBON COMPANY, INC.

Unit of Union Carbide and Carbon Corporation



Chicago

New York

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