

## GREAT PROGRAMS ON THE AIR THIS WINTER

SOME STARS OF THE AIR ★ ★ ★  
★ WHO WILL BE HEARD THIS SEASON



**JACK BENNY and FRED ALLEN**, Radio's leading comedians, exchange quips. Benny is heard Sunday nights, while Allen stars at "Town Hall Tonight," Wednesday evenings. Both funsters are on NBC.



**FRED ASTAIRE**, suave film sensation who is now winning over listeners in his first long-term radio series, is heard Tuesdays over the NBC-Red Network at 9:30 P. M., EST.



**GLADYS SWARTHOUT**, whose charming personality and glorious contralto voice are welcome elements on many an NBC presentation.

### NATIONAL BROADCASTING AND COLUMBIA NETWORKS PLAN BRILLIANT PROGRAMS

#### Radio Broadcasting to Reach New Entertainment Heights

There has never been a greater concentration of talent or a wider variety in programs on any of the networks than is to be heard this season over the stations of the National Broadcasting Co. and the Columbia Broadcasting System.

Regular weekly CBS programs this season include the following popular dance orchestras:

Guy Lombardo, Fred Waring, Wayne King, Eddie Duchin, Hal Kemp, Vincent Lopez, and Benny Goodman. NBC is featuring Rudy Vallee, Paul Whiteman, Bing Crosby and Erno Rapee. Columbia sponsors offer Eddie Cantor, Milton Berle, Phil Baker, Burns and Allen, Ken Murray, and Joe Penner; while NBC will have Fred Astaire in his first long-term

broadcast; Col. Stoopnagle and Budd, Fred Allen's "Town Hall" program and Jack Benny's "Sunday Night Revels."

For people attracted by the glamour of Hollywood—and there are millions of them—CBS stations provide a rich weekly fare. Three full-hour shows, broadcast directly from Hollywood, bring the most popular movie stars into Columbia's radio homes on Mondays, Tuesdays and Fridays. In educational features, among others, the NBC schedule will include the Metropolitan Opera Saturday matinees, Dr. Walter Damrosch, America's Town Meetings of the Air and news dissertations by Lowell Thomas.

#### Of Special Interest

Programs of special interest to women or children have not been forgotten in the preparation of more widely-popular evening entertainment. A full hour, five mornings a week, is divided into a variety of quarter-hour and ten-minute shows by Columbia, each designed with a direct appeal to women. This is followed by the Magazine of the Air with its guest authors, artists, and columnists who speak exclusively to women. Six other daily script shows whose characters have become endeared to millions are also on the Columbia morning schedule.

#### Helen Hayes Returns

Helen Hayes, one of the leading stars on Broadway, has returned

(Continued on page 4.)



**HELEN JEPSON**, beautiful Metropolitan Opera soprano, is one of the new stars of the revised 1936-37 edition of the Thursday night Show Boat programs over NBC.



**MAJOR BOWES**, who this Winter brings his now-famous Amateur Hour to the Columbia network. The program is being broadcast from the new Columbia Radio Theatre in New York every Thursday from 9:00 to 10:00 P. M., E. S. T.



**HELEN HAYES**, currently appearing in the Broadway success "Victoria Regina," is now in her second year of broadcasting as the star of the new serial, "Bambi," over the NBC-Blue Network. Monday nights.



**GEORGE BURNS and GRACIE ALLEN**, stars on the Columbia network every Wednesday from 8:30 to 9:00 P. M., EST. Henry King's orchestra is providing the musical interludes to Gracie's non-sequiturs.



**LOWELL THOMAS**, news commentator, with his son—Lowell Jr.—and two friends, engrossed in the timing of a news script which will be broadcast over National Broadcasting Co. network during the Winter months.



**RUDY VALLEE**, who will continue his Thursday night Variety Hour on the NBC-Red Network.



**JOAN WINTERS**, star of the stage productions "Apron Strings," "Nancy's Private Affair" and "The Church Mouse," now is heard as Alice Ames in "Girl Alone" over WEA of the NBC Red Network daily, except Saturday and Sunday, at 12:00 Noon E.S.T.

**KATE SMITH**, starred in the "Bandwagon," heard from CBS every Thursday night from 8:00 to 9:00 P. M. Jack Miller's orchestra provides the music for Kate's variety show and guest stars assist in the entertaining.



**GUY LOMBARDO**, whose dance orchestra is heard over the Columbia system every Sunday evening from 5:30 to 6:00 P. M. Guy and his band are rated high on radio, having held this enviable position for five successive years by virtue of the radio editors' annual popularity polls.



# MODERN RADIO SETS COME TO THE FARM

*"Air Cell" Sets Most Efficient  
Of Modern Battery Receivers*

## NO COMPLICATED MACHINERY

Today the American family that lives beyond the power lines and has no electricity can have as fine a radio set as those who live in wired areas—and just as cheaply. It is only necessary to visit a local radio dealer to see these remarkable new receivers. They have batteries that need no recharging and have no complicated machinery to get out of order or need replacement parts.

Only a few years ago a thoroughly satisfactory radio in a home without electricity was impossible. Old-fashioned battery-operated sets required either inefficient dry batteries for "A" power or ran from a storage battery which needed recharging regularly.

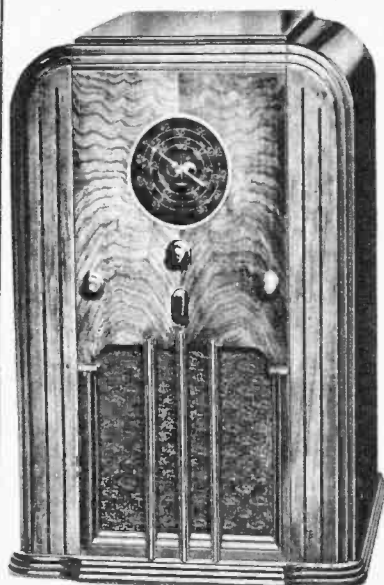
The recharging of a storage battery is a troublesome and expensive chore which now, because of the progress of modern science, becomes needless. Those frequent periods when the "A" battery is in town being recharged and the set is running on a "rental" or not at all, can be stopped.

### New "A" Battery

A few years ago a new type of "A" battery was developed, and since has been thoroughly proved in thousands and thousands of farm homes in all parts of the United States.

This new "A" battery is called the "Eveready" "Air Cell" "A" battery. It needs no recharging and is guaranteed to give 1,000 hours of listening service. It was developed by National Carbon Co. engineers.

Radio set manufacturers eagerly designed receivers around it. The proper 2-volt tubes were developed and the result has been a trouble-free modern radio receiver for homes without electricity. These



A 1937 table model like this can be bought for as low as sixty dollars, has both broadcast and short wave bands and gives remarkable reception quality with eight tubes and dynamic speaker. The beautiful cabinet with the furnishings of any room.

remarkable receivers are known as "Air Cell" sets.

### Twenty-six Makes

The list of manufacturers who are building "Air Cell" receivers has grown steadily until today 26 leading makers are offering sets. The complete list is shown on Page 3 of this issue of RADIO REVIEW.

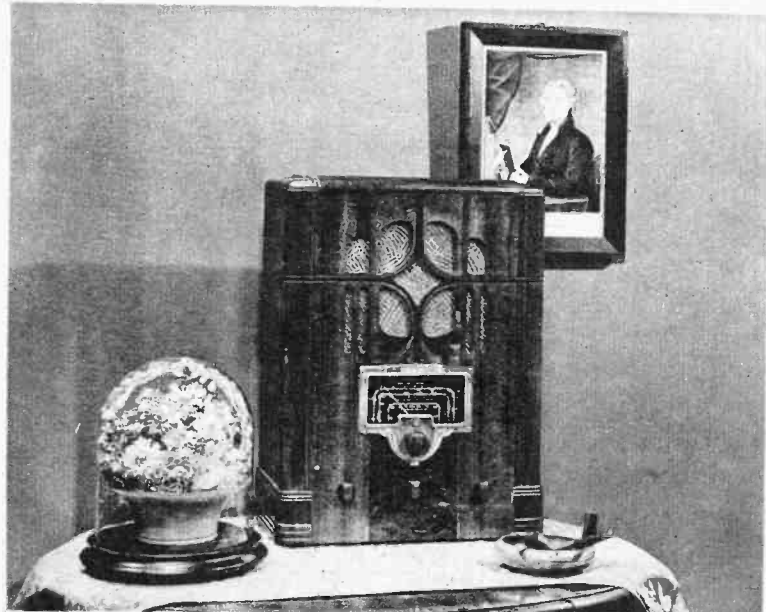
"Air Cell" receivers are offered by these manufacturers in practically all cabinet types and at low prices to suit every pocketbook. They are made in table models and consoles which provide space for all batteries inside the cabinet and out of the way.

### Look Like City Sets

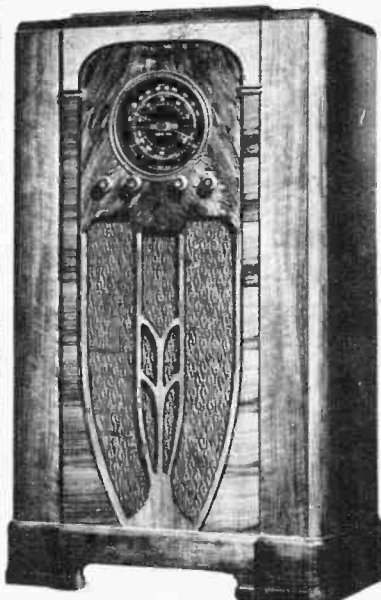
An "Air Cell" console looks just like an all-electric "city" receiver. It snaps on and off with a switch. Some models provide all-wave bands, others supply long and short wave, all give remarkably true tone and everything that any all-electric set of the same price will give its owner.



Twenty-seven fifty buys this table model "Air Cell" receiver with magnetic speaker, six tubes and a six-inch long dial. Suitable for end table or mantel, this little receiver will bring in all long wave broadcasts with surprising fidelity of tone.

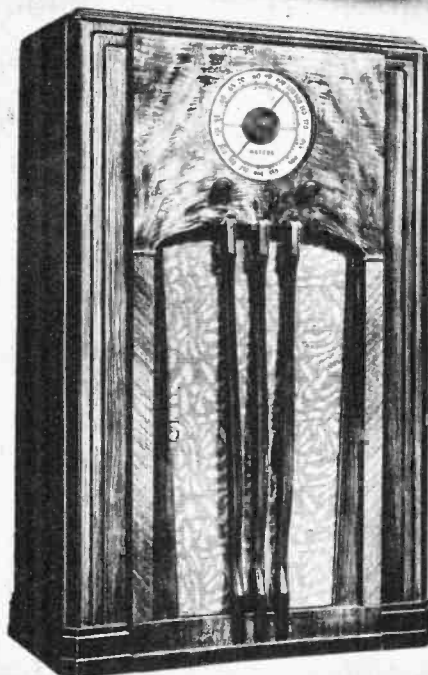


### SOME 1937 MODELS



This beautiful console is a fine example of 1937 "Air Cell" receivers made for the modern farm home. It provides long and short wave reception, has 7 tubes and all batteries are enclosed in the cabinet. It has an eight-inch magnetic speaker.

**26 MANUFACTURERS  
MAKE "AIR CELL"  
RADIO RECEIVERS  
OF ALL MODELS**



This "Air Cell" 2-volt receiver is a 4-tube superheterodyne console and all the batteries are inside the cabinet. It is equipped with extra large dial, has receiver tuning with tone control and a range from 540 to 1720 kilocycles. The cabinet is 38 inches high, 22 1/4 inches wide and 12 1/2 inches deep. In the background is a glimpse of a workman cutting a walnut panel for the beautiful cabinet with a gigantic machine such as is generally used in up-to-date radio receiver factories.

The eight-inch dynamic speaker is one important factor in giving beautiful tone and quality to this small eight-tube table model. This model provides reception wave bands which reproduce long wave, police and short wave broadcasts. The dial is equipped with a pilot light and the attractive cabinet is a blending of several kinds of beautiful woods. Modern radio sets more than repay their cost in entertainment and the practical value of weather and up-to-the-minute stock reports.

### CORNER OF A MODERN FARM LIVING ROOM



Here is the attractive corner of a modern farm home where most members of the family spend their evenings grouped near this 1937 "Air Cell" receiver, listening to the great programs now on the air.

## FARM RADIO POWER IS NOT FARM POWER

*Important Difference Between  
Two Forms of Power*

Don't confuse farm radio power with farm power. They are two entirely different things.

Radio receivers require small power—not over 18 to 20 watts for 6-volt "B" batteryless receivers and only 4 or 5 watts for "Air Cell" receivers.

Most farm power-driven devices require many times the power it takes to run a radio set—from 1/2 horsepower up. Since it takes 746 watts to make 1 horsepower, this means from about 375 watts up.

Small gas engine-driven generators, even in the smallest practical sizes, generate from 180 to 200 watts, or roughly 1/4 horsepower. This is about 10 times as much as it takes to run a radio set, and about half as much as it takes to run all but the very lightest farm power-driven devices.

### Little Gas Engines Misfits

In all but a few exceptional cases, the little gas engine units being offered for radio battery charging are misfits; too big for battery charging only, and too little to act as a source of farm power.

Farm lighting and power plants have been on the market for years. They do the job they were designed to do. They are not misfits, but they cost a great deal more than the little 6-volt gas engine-driven generators being offered for radio battery charging. You cannot get a farm power plant for less, however, and if it is farm power you want, buy a regular farm power plant; if it is farm radio power you want, investigate carefully before investing in something claimed to be good for the various farm power jobs and capable of charging the radio battery as well when not busy doing something else.

**ASK THE NEAREST  
RADIO DEALER  
TO GIVE YOU A**

**FREE  
DEMONSTRATION OF  
AN "AIR CELL" SET**

# THIS "BREATHING" BATTERY MAKES "AIR CELL" RADIO POSSIBLE

Remarkable "A" Battery Needs  
No Recharging and Gives  
1000 Hours of Listening

## ABSOLUTELY GUARANTEED

The "Eveready" "Air Cell" "A" Battery was developed by National Carbon Co. engineers to eliminate charging nuisance and expense of the storage battery in homes without electricity and to provide longer life at lower cost than is possible with dry "A" batteries or storage batteries. The "Eveready" "Air Cell" battery does these things, but in addition its voltage does not run down with use, as that of the dry battery.

If an "Air Cell" receiver were used with an "Eveready" "Air Cell" "A" Battery three hours every day, week after week, month after month, it would take a whole year to use up the hours of service life

in the "Eveready" "Air Cell" Battery!

This remarkable performance is made possible because the "Eveready" "Air Cell" actually breathes oxygen out of the surrounding atmosphere—this oxygen keeps it alive.

An ordinary battery requires oxygen to enable it to supply electricity and this oxygen is usually provided by packing the battery full of oxygen-producing material—manganese dioxide being generally used. In order to give the long life to the "Air Cell," a manganese-dioxide-packed battery would have to be three times as big as an "Air Cell" and would cost twice as much money.

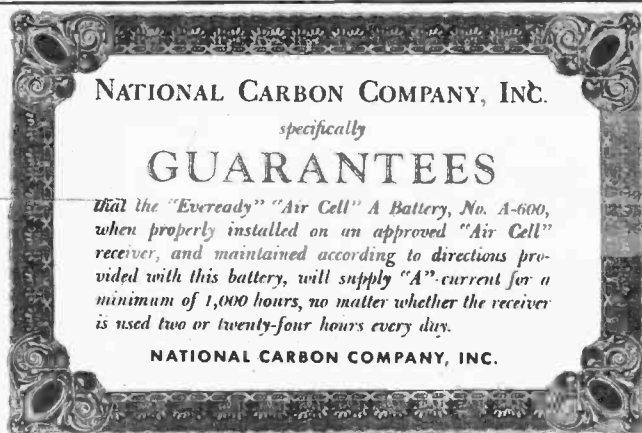
In the remarkable "Eveready" "Air Cell," there is no manganese dioxide and all the necessary oxygen is actually drawn from the surrounding air by two carbon "lungs" which can be seen on top of the battery and which are shown in the diagram at the right. This action is automatic; there is nothing to get out of order or to be replaced.

All the service that is necessary to maintain the "Eveready" "Air Cell" for its guaranteed 1,000 hours of life is a little water. Since water evaporates out of the battery it must be replaced, but this is only necessary at infrequent intervals in most localities.

When you buy your 2-volt radio, make sure its "A" battery is an "Eveready" "Air Cell" Battery and that its "B" batteries are "Eveready" Super "Layerbilt" or "Layerbilt." That way you will be assured of at least 1,000 hours of "A" battery life, and the longest, most economical "B" battery life, with no machinery to tinker with and keep in running shape.

**FOR GREATEST ECONOMY  
USE THE "EVEREADY"  
"AIR CELL" "A" BATTERY  
ON 2-VOLT RECEIVERS**

### READ THIS GUARANTEE



### ASK YOUR LOCAL DEALER TO SHOW YOU A 1937 MODEL

Ansley	Ansley Radio Corp.
Crosley	Crosley Radio Corp.
Detrola	Detrola Radio Corp.
Emerson	Emerson Radio & Phonograph Corp.
Fada	Fada Radio & Electric Co.
Fairbanks-Morse	Fairbanks-Morse & Co.
G. E.	General Electric Co.
Gilfillan	Gilfillan Bros.
Grunow	General Household Utilities Co.
Kadette	International Radio Corp.
Midwest	Midwest Radio Corp.
Pacific	Pacific Radio Corp.
Pilot	Pilot Radio Corp.
RCA Victor	RCA Mfg. Co.
De Wald	Pierce Airo, Inc.
Remler	Remler Co., Ltd.
Sentinel	Sentinel Radio Corp.
Simplex	Simplex Radio Co.
Sparton	Sparks-Withington Co.
Stewart-Warner	Stewart-Warner Corp.
Troy	Troy Radio Mfg. Co.
Wilcox-Gay	Wilcox-Gay Corp.
Bosch	United American Bosch Corp.
Wells-Gardner	Wells-Gardner & Co.
Zenith	Zenith Radio Corp.
Westinghouse	Westinghouse Electric & Mfg. Co.



This diagram shows how the remarkable "Eveready" "Air Cell" "A" battery breathes invigorating oxygen from the surrounding air. The oxygen is drawn down into the battery by the lungs, one of which is shown in detail in the drawing, where it keeps the battery alive. This "breathing" battery is guaranteed to give at least 1,000 hours of listening service on an approved "Air Cell" receiver.



**THE "EVEREADY"  
"AIR CELL" "A" BATTERY**



# FAMOUS "EVEREADY" "LAYERBILT" NO. 486 NOW AT NEW LOW PRICE

**New Price Is  
Announced.  
Reduced to \$1.98**

**First Time at This Low Price**

"The 'Eveready' 'Layerbilt' No. 486 'B' battery has long been the most popular heavy duty 'B' battery with American owners of battery-operated radio receivers but never before have they been offered at so low a price.

#### Flat Cells

Because of its patented flat cell construction the 'Layerbilt' No. 486 battery has longer life and gives more hours of service for less money than any ordinary round cell battery on the market.

Built like a sandwich, the 'Eveready' 'Layerbilt' has no waste space and all its power-making materials can be converted into electricity.

#### Last Longer

'Eveready' 'Layerbilt' batteries are so efficient that they last up to 80% longer than common round cell types of batteries and on the Standard 1250 ohm intermittent test, the No. 486 gives 680 hours which, at a price of \$1.98, is the equivalent of 343 hours of service per dollar of cost.

*Price slightly higher west of the Rockies.*



## GREAT AIR PROGRAMS

*(Continued from page 1)*

to the air for her second season of weekly dramatizations over the NBC networks and a new serial, "Bambi," is being heard over NBC, Mondays at 8:30 P. M., E. S. T., Blue Network.

Children who tune to Columbia stations are given a wide choice in programs that have been produced for their enjoyment alone. First in its classification on many popularity polls is "Popeye the Sailor"; first in the estimation of the Women's National Radio Committee is "Wilderness Road." Equally enthusiastic audiences have been drawn to "Renfrew of the Mounted," "Bobby Benson," and "Scoop Ward's News of Youth."

These are only a few of hundreds of outstanding programs of entertainment which will be available on the air this Winter to radio receiver owners.

#### 10th Anniversary for NBC

National Broadcasting Company is celebrating its 10th Anniversary with many outstanding programs and Columbia's Chief of Operators, Mr. L. W. Lowman, says he be-

lieves the programs on Columbia's chain have never been surpassed.

This is the season when every radio set owner will get his or her money's worth many times over.



**RUBINOFF**—with his famous violin—made his bow on the WABC Columbia network in a new series of weekly programs Sunday, October 18, 6:30 to 7:00 P. M., E. S. T. The violinist, supported by Jan Peerce, tenor, and Virginia Lea, soprano, conducts his 32-piece orchestra in symphonic arrangements of popular airs.



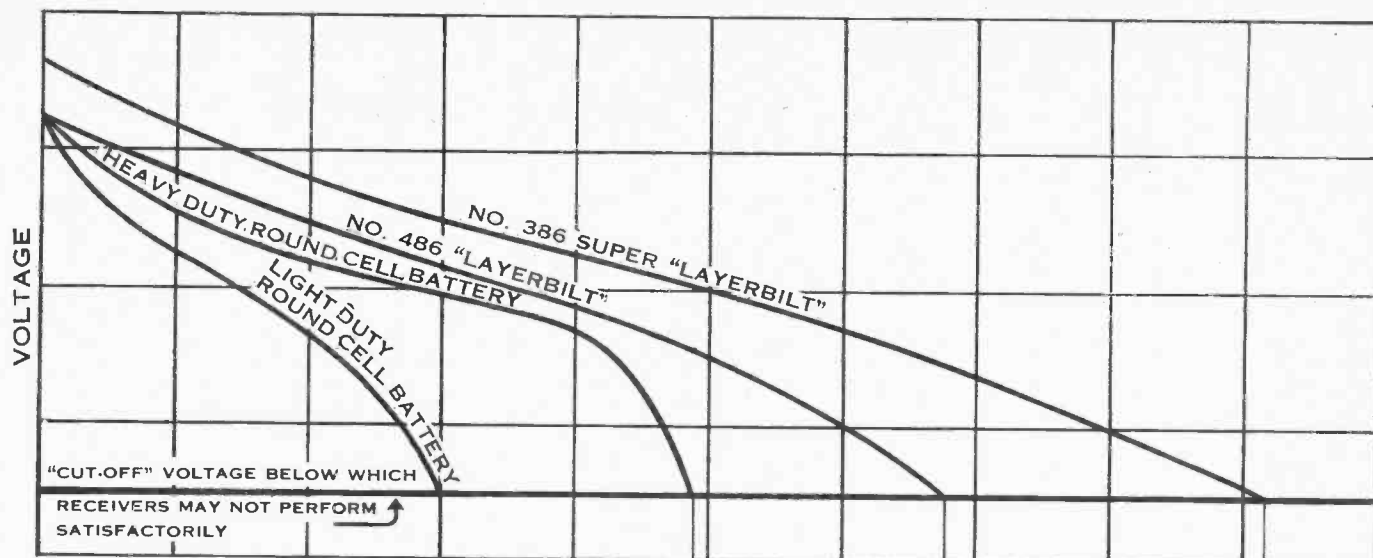
**EDDIE CANTOR**, the new Fire Chief, surrounded by himself. He began his Sunday evening broadcasts over the Columbia network on September 20, and will be heard every Sunday from 8:30 to 9:00 P. M., E. S. T., together with Parkyakarkus, James Wallington, Bobby Breen, and Jacques Renard's orchestra.

**PAUL WHITEMAN**, paramount maestro of symphonic jazz, continues to hold his genial place at the head of the NBC Sunday night Musical Varieties broadcasts.



**ANDRE KOSTELANETZ** and his orchestra heard twice weekly over the Columbia Network, assisted by Kay Thompson, Ray Heatherton, and the Rhythm Singers, and David Ross, announcer. Broadcasts Wednesdays from 9:00 to 9:30 P. M., and Fridays from 10:00 to 10:30 P. M. E. S. T.

**This Chart Shows  
How "Eveready"  
"Layerbilt"  
Batteries Give  
More Hours of  
Service Per Dollar  
of Cost—  
They Save Money  
for Owners**



LENGTH OF SERVICE*	300 HRS.	490 HRS.	680 HRS.	915 HRS.
COST†	\$1.10	\$1.59	\$1.98	\$2.25
HOURS OF SERVICE PER DOLLAR OF COST	273 HRS. PER \$	308 HRS. PER \$	343 HRS. PER \$	407 HRS. PER \$

\*RESULTS ON THE STANDARD 1250-OHM INTERMITTENT TEST TO THE END VOLTAGE BELOW WHICH RECEIVERS MAY NOT OPERATE SATISFACTORILY.  
†PRICES SLIGHTLY HIGHER IN PACIFIC COAST STATES.

**It's Cheaper to  
Buy "Eveready"  
"Layerbilt"  
Batteries**

These curves represent the service life of four popular sizes of "B" Batteries—two ordinary round cell batteries and two "Eveready" "Layerbilt" Batteries. The starting point high on the left represents the 45 volts delivered by new batteries. Note that the "Eveready" Super "Layerbilt" starts at a point slightly above 45 volts. As the batteries are used, the curve drops and the low-priced, light-duty round cell quits after 300 hours use; that gives the user 273 hours per dollar of

cost. These curves clearly show how much more economical it is to buy "Eveready" "Layerbilt" or Super "Layerbilt" Batteries than ordinary round cells because the "Super Layerbilt" curve runs clear across the chart to deliver 915 hours of service! Although this battery costs more than the others, it is by far the cheapest in the long run because it delivers 407 hours per dollar of cost against only 273 hours per dollar for the cheapest battery.

## NEW SUPER "LAYERBILT" JUST ANNOUNCED



This new "Eveready" Super "Layerbilt" "B" Battery No. 386 is the most efficient "B" battery on the market. Priced at only \$2.25, twenty-seven cents more than the famous No. 486, this new battery actually gives more than 200 more hours of service than the No. 486. It is equipped with plug-in socket, the same as all "Eveready" radio batteries, and is the same size as the No. 486. A superior grade of electricity-making material, plus its "Layerbilt" (flat cell) construction combine to make this tremendously efficient "B" battery possible. Careful buyers of "B" batteries will always ask for "Eveready" Super "Layerbilt" in order to get more for their money. No "B" battery on the market today closely approaches the superior efficiency of the new "Eveready" Super "Layerbilt" "B" Battery.

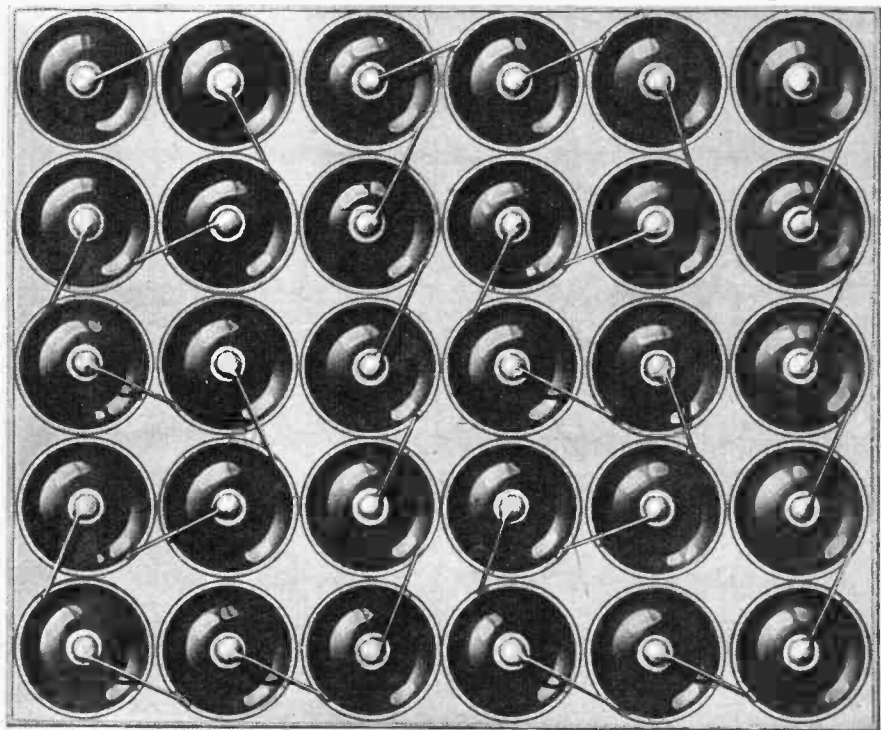
Price slightly higher west of the Rockies.



# HERE IS THE DIFFERENCE IN "B" BATTERIES

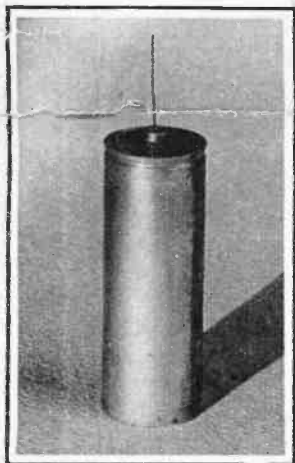
## It's What Is Put IN That Governs What You Get OUT

**This Is an Ordinary "B" Battery**

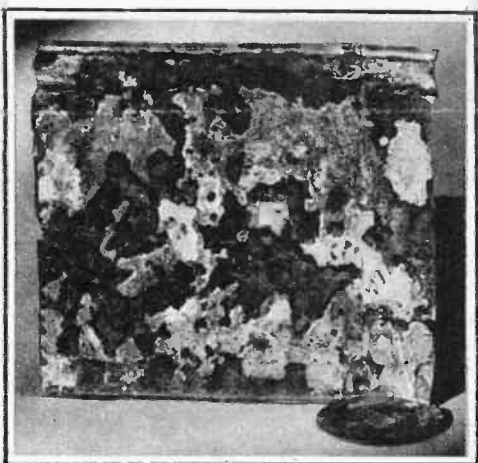


**89 POSSIBLE PLACES FOR TROUBLE**  
These Cells Are Connected With 29 Fine Wires That Require 60 Delicately Soldered Connections.

**IT IS MADE UP OF CELLS LIKE THIS**

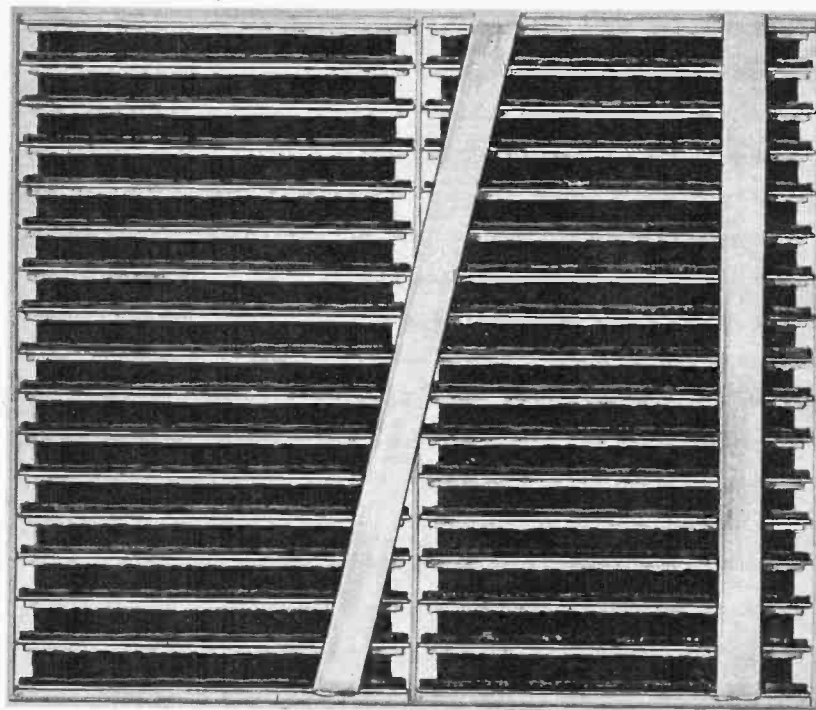


Here is a single cell from a common round cell "B" Battery. The zinc cylinder not only holds the electricity-making material, but also is one of the materials used.



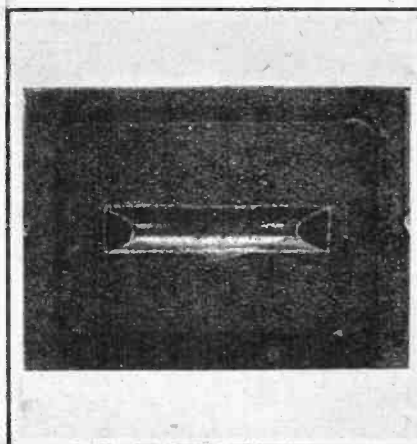
This is an exhausted cell from a round cell "B" Battery. When the electrolyte has made holes in the zinc, as shown here, air rushes in, dries out the cell and it stops producing electricity. All of the electricity which this unconsumed zinc could have produced is lost to the users of round cell "B" Batteries.

**This Is an "Eveready" "Layerbilt" Battery**

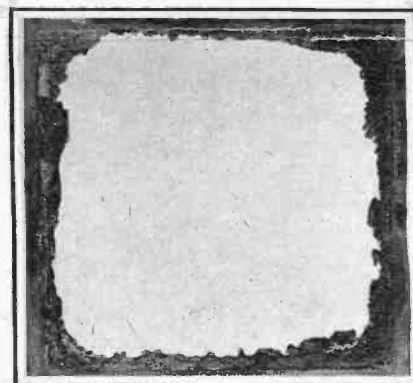


**Connections Made Automatically by Wide Flat Bands. Only 2 Broad Connecting Strips—Only 5 Soldered Points.**

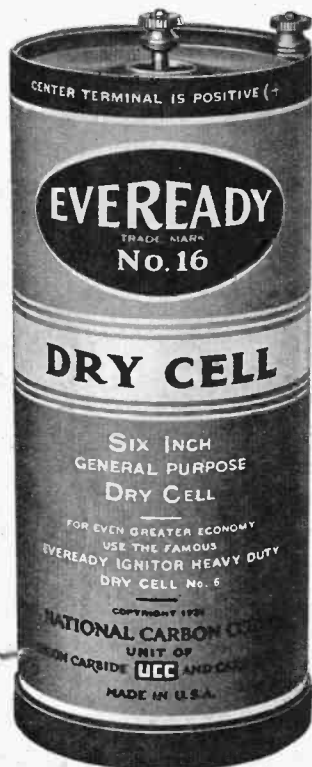
**FLAT SPACE-SAVING CELLS**



This photograph shows a new flat "Layerbilt" Cell. Notice how the electricity-producing materials are packed on top of the zinc. Two stacks of cells like this make up a "Layerbilt" "B" Battery.



And here is an exhausted "Layerbilt" flat cell. Note that practically all the zinc has been used. "Layerbilt" batteries are completely sealed against air so that even when the electrolyte has made holes in the zinc, the cell cannot dry out and so goes on producing electricity until the entire cell is used up.



## SPECIAL—"EVEREADY" ANNOUNCES NEW LOW PRICED DRY CELL, NO. 16

The "Eveready" "Ignitor" No. 6 long famous as the premier quality dry cell on the market, has now been joined by "Eveready" Dry Cell No. 16, a new product designed to meet an increasing demand for a quality cell at a popular price.

"Eveready" No. 16 Dry Cell retails for 25c—the "Ignitor" No. 6 for 35c. This difference in price reflects the difference in quality. For extreme long life and heavy-duty service in connection with bells, buzzers, gas engines, lanterns, etc., "Eveready" "Ignitor" No. 6 is recommended as the best value in the field.

Prices Slightly Higher West of the Rockies.

The new 25c product, on the other hand, represents top-value in a low-priced cell.

Both "Eveready" Cells are made in the largest dry cell plant in the United States, under manufacturing conditions which assure exceptional uniformity of product. The same rigid controls which make millions of "Eveready" "Ignitor" cells identical, one with another, have been extended to include the manufacture of the new product.

The new "Eveready" No. 16 Dry Cell has already made its appearance on dealers' shelves.

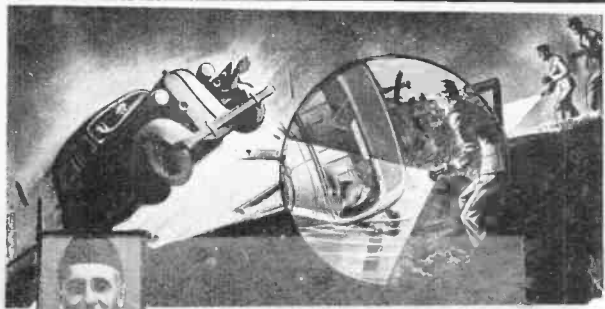


# FRESH, FLASHLIGHT BATTERIES SAVE LIVES

Read These True Stories of Lives at Stake—Saved by a Beam of Light

These are true incidents in the lives of people who live in all parts of the United States. Hundreds of letters like these are in our files and the chief actors in these thrilling dramas have been glad to be alive to tell us of their adventures.

These swift events are unheralded and sometimes tragic; it pays to have a flashlight always handy—and always loaded with fresh, DATED, "Eveready" batteries—the batteries that will give you emergency light when you need it.



## WAR VETERAN AND BUDDY RESCUE MOTORIST FROM DEATH

"Both cars were going plenty fast," says T. J. Trombley of Middletown, N. Y. "When they sideswiped, it sounded like a three-inch field piece going off. One driver righted his careening car and went on, the other dropped eight feet off the edge of the highway into a half-filled drainage ditch.

"My buddy and I ran to the spot where the car disappeared. It was so dark that all we could see was the hole of light my 'Eveready' flashlight cut in the blackness. The driver, knocked out cold, lay there in the water. A few minutes and we had him out. But without my flashlight to help us, he certainly would have drowned before we could even have found him.

"I've been reading about dated 'Eveready' Batteries being fresh when you buy them . . . and I want to okay that. The 'Eveready' cells that saved this man's life were still full of pep after long, hard service."



## Foils Sudden Death NOW CARRIES FLASHLIGHT

"Sudden death walks by the roadside at night as well as riding the cushions . . . as I never fully realized until the night I came so near to playing the title role," says Gordon M. Thompson.

"Two cars racing neck-and-neck came up behind me. Walking on the left side of the road, as I should, I paid no attention . . . until I was about ten seconds from eternity. At this last instant I turned, looked into the jaws of death, and jumped practically out of them into the brambles in the ditch.

"I never walk at night any more without my 'Eveready' flashlight . . . loaded with fresh, dependable 'Eveready' batteries. That gives me a chance to be seen."

## Skull Fractured By Horse's Kick

Flashlight  
Beam Saves  
Life.



"The still form of my little ten-year-old Irmgard lay on the operating table," writes her father, Peter Giess. "The great brain specialist stood over her in a cone of brilliant white light, his instruments flashing as he began the work that we prayed would save her life.

"But he had hardly started when the room went black . . . the fuses had blown. 'Flashlights quick!' barked the doctor. I groped to the door, ran to my car and got my big flashlight with five 'Eveready' Batteries in it . . . The operation went ahead . . . and my little girl is getting well.

"I'd used those batteries a lot, but they still had plenty of power left. And I guess she would have been gone if it hadn't been for 'Eveready' Batteries that were good and fresh when I bought them, months before."

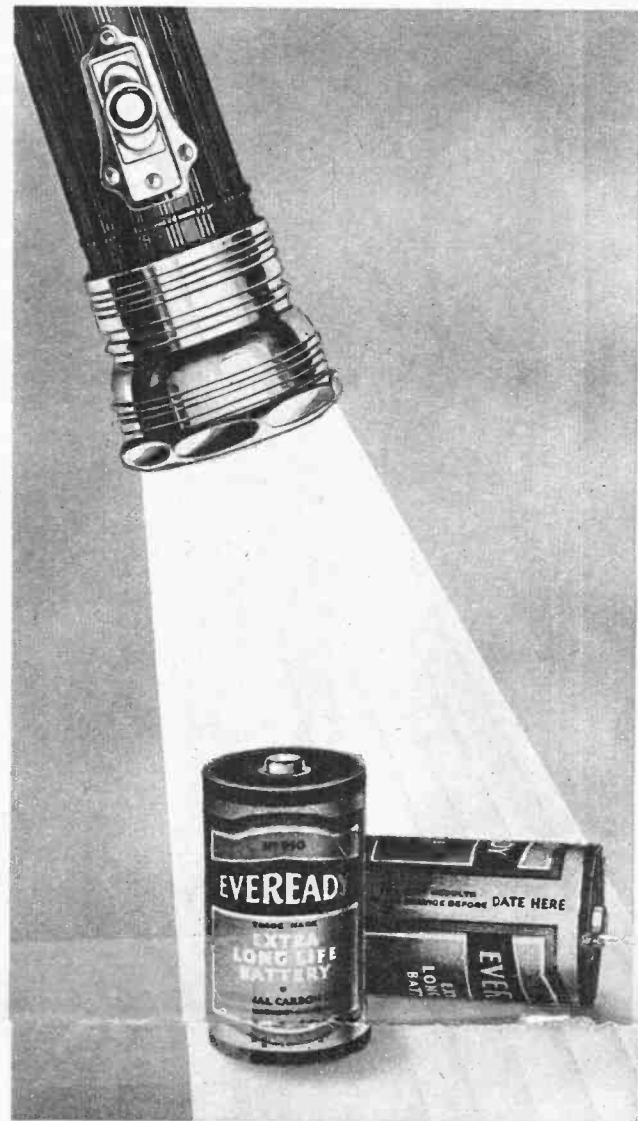
## 30 MINUTES WITH DAVY JONES

And Back  
To Life  
Again



"It's almost midnight," writes Frank Dryden. "A terrific wave comes over and sweeps me with it over the side. I freeze to the flashlight I'm holding, but I'm dressed for heavy weather. Oilskins and seaboots are pulling me under. To go out of them I have to hold the light under water. If it goes out, so will I. But I have to take that chance. . . . Then the whistle blows. . . . They can see my light!

"For thirty minutes I fight to stay afloat. . . . Every minute I expect my light to go out . . . a shark to devour me. Then the ship maneuvers alongside. They throw me a line . . . somehow I get it around me. Once on deck I check out, and my shipmates tell me they have to pry that flashlight out of my fingers. . . . After months of daily shipboard use, those 'Eveready' Batteries had the strength to see me through. Because they were fresh when the mate bought them, I am able to give you my story today."



## Saved from Death

As Venomous Reptile is  
Hypnotized



"Something in my voice woke my companions from their deep sleep," writes George F. Jackson.

"Fighting for self-control, I told them quietly what had happened. One turned his 'Eveready' flashlight on my cot. The other carefully pulled my blankets down . . . to reveal a big, deadly copperhead, coiled to strike where no first-aid could have saved me!

"The flashlight beam moved a little, and we noticed the snake followed it with his beady unblinking eyes . . . My friend moved the light slowly, farther and farther. Gradually the snake began uncoiling to keep his eyes on the light. Now he was facing directly away from me . . . my other companion reached quickly for me, gave a mighty heave and I sailed out of my bunk and against the tent wall. Then I fainted, while they killed the deadly reptile.

"But for the fresh 'Eveready' Batteries that kept that light strong and steady through this horrible emergency, there could have been no happy ending. Needless to say I never take chances any more on batteries that have grown old on a dealer's shelf."

# THE "EVEREADY" DATE LINE IS A LIFE LINE



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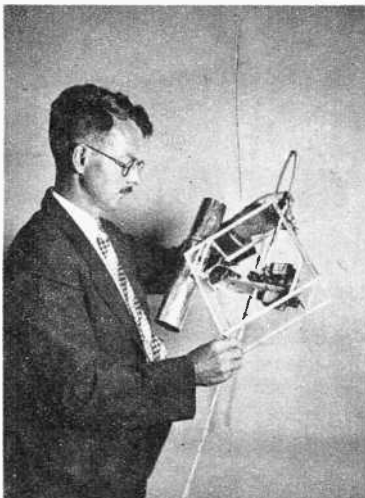
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# TINY "EVEREADY" "LAYERBILT" BATTERIES HELP WEATHER FORECASTERS

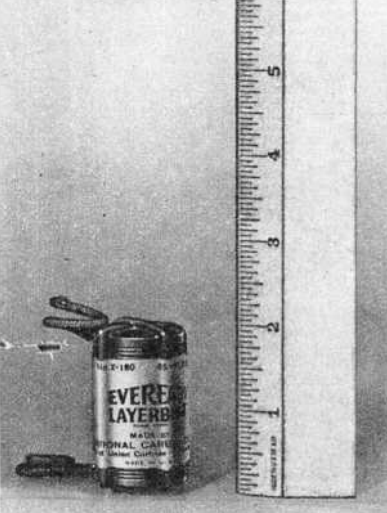
## *Weather May Be Foretold by 20- Ounce Radio Attached to Balloon*

Hopes of meteorologists that a new era in weather prediction is at hand, in which accurate forecasts may be made as much as two weeks in advance instead of the present 24 to 48 hours, center around the development of the world's smallest "B" battery, which is actually smaller than a flashlight battery. This miniature power plant is an "Eveready" 45-Volt "Layerbilt," complete in every detail, but a midget in size and weight compared to its standard "Eveready" "Layerbilt" brother, known to radio users in all parts of the country.

Dr. L. F. Curtiss of the Bureau of Standards holds one of the new weather-broadcasting radio transmitters of the type soon to be sent into the stratosphere daily by the U. S. Weather Bureau. Note the two tiny "Eveready" "Layerbilt" batteries on the right.



This, believe it or not, 45-volt "Layerbilt" delivers power to the radio transmitter which is carried aloft by the balloon shown above. This much power in so small a battery can only be supplied by a battery built on the patented "Eveready" "Layerbilt" principle.



Here is a closeup of the apparatus the U. S. Weather Bureau hopes will aid in predicting our weather weeks in advance. This tiny radio set transmits signals back to earth as it soars miles up into the stratosphere. The set is powered by a couple of "Eveready" flashlight batteries and the two "Eveready" "Layerbilt" Batteries shown on the left and right of the sender.

This is the equipment used by the Bureau of Standards, working in conjunction with the Weather Bureau, to study weather in the stratosphere. It consists of a balloon and a tiny radio transmitter which is powered with the remarkable "Eveready" "Layerbilt" 45-volt batteries smaller than a flashlight battery.

