

**SEE THIS NAME!**  
**-BEFORE YOU BUY BATTERIES**

Before buying a battery look for the best-known name—EVEREADY. EVEREADY know how to pack the most power into the least space. Years of research have built up the EVEREADY reputation, EVEREADY popularity; and whenever there is a new battery development to give longer life, higher capacity, greater economy—you can be sure you'll get it from EVEREADY.



**EVEREADY SUPER No. 1 THE MOST ADVANCED RADIO BATTERY**

Modern construction features allow the Super No. 1 to be packed with more power, retain its power longer. Super No. 1 costs less than 1¢d. per hour to run.



**EVEREADY 950 THE MOST SUCCESSFUL TORCH BATTERY**

Million upon million of these single-cell torch batteries have been sold. Through constant technical improvement they are still the best. When refilling your torch always choose EVEREADY.



**EVEREADY BATTERIES**

**most power per penny**

*THE AMERICAN EAGLE, JULY 10, 1966.*



Drought and cattle sickness have brought hard times to Joseph and his family. So he must seek work in the town far away.



Joseph went to school as a child, so he knows many things, and believes he can get work easily. But he forgot he had become a man since those days.



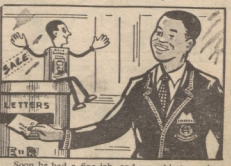
In the town, he feels strange and simple, and wonders why people seem to laugh at him. Sadly he sits down to think.



Suddenly he hears someone talking: "I'm Tom Gillette" he hears, "Let me help you. You need a shave, my friend, to smarten you up."



Joseph takes his advice and buys a Gillette No. 5 Set, and 2 Blue Gillette Blades—only 1/6. He was amazed to find them so sharp for so long.



Soon he had a fine job, and was able to send money home. "Thank-you, Tom," he says, "I'll never be without my GILLETTE friends."

Smartness leads to success—

**This Amazing Offer gives you the chance**

Gillette No. 5 Razor and

**2 Blue Gillette Blades—only 1/6**

1/8 for 5 Blue Gillette Blades

*THE AMERICAN FRIDGE AUGUST 1966.*

**Be safe after dark**



**CARRY A TORCH!**

Darkness is a time of danger—but you will have no need to fear sudden, unexpected attacks and accidents in the street at night if you carry a torch. The light from a torch gives you the use of your eyes—even in pitch blackness—and lets you see what's coming in time to get out of the way. Whenever you have to go out into the dark take a torch with you—and be safe!



**EVEREADY**  
TRADE MARK

**lets**



**CARRY A TORCH!**

There is no need to be afraid in the dark if you carry a torch. Evil doers depend on darkness to do their work—but light scares them away. The friendly light of a torch gives you confidence—lets you see danger before it has a chance to strike. Buy a torch today. Always carry it with you at night—and remember to keep it filled with EVEREADY batteries.

**EVEREADY**  
TRADE MARK



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