

AS NEW ZEALAND MARCHES ON ★ ★

EVEREADY
KEEPS PACE



The Columbia Quality Batteries which were so well known and popular in New Zealand are now sold under the name of Eveready. The same high standard of workmanship and chemical formula remains unaltered. Manufacture in New Zealand on the highest overseas standard ensures absolute freshness and extra long life. If you've enjoyed Columbia performance in the past, demand Eveready in the future.

INTRODUCED simultaneously with the approach of New Zealand's Century of Progress, Eveready's new and up-to-date factory symbolises and perpetuates the spirit that has transformed New Zealand from a bush clad, practically unpopulated country, to a young and virile nation, in the short space of one hundred years.

The world-wide Eveready Organisation is proud to be associated with this record of progress. In the past, the people of New Zealand have shown their faith in Eveready British Batteries. Today, Eveready expresses a measure of thanks for that faith by the expansion of their New Zealand factory, which will provide steady employment for a large staff of New Zealanders... and will make available the complete range of Eveready Dry Batteries.

The New Factory is equipped with the most modern plant for manufacturing Batteries, the quality of which is controlled by the Company's Scientific research Laboratory located in these new Premises.

EVEREADY TORCH AND RADIO BATTERIES

A NATIONAL CARBON COMPANY PRODUCT ★ MADE IN NEW ZEALAND