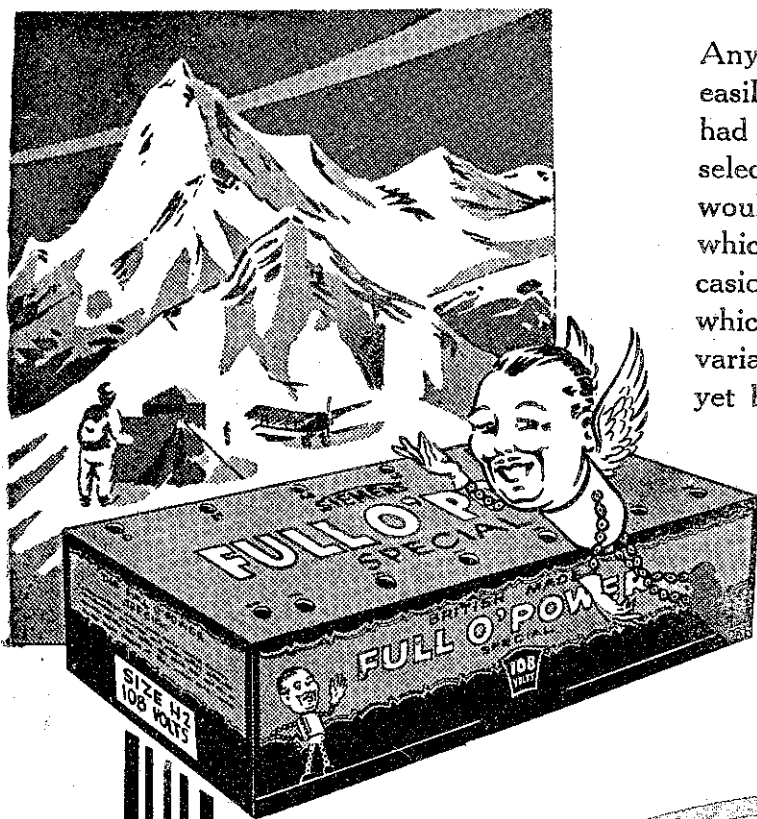


A STRIKING ENDORSEMENT

OF THE WORTH OF FULL O'POWER BATTERIES IS GIVEN BY THE FACT THAT THE MOUNT EVEREST EXPEDITION CHOSE THEM FOR THEIR TRANSMITTING AND RECEIVING APPARATUS.



Any failure of the batteries might easily have meant disaster, so they had to be extra careful in their selection, and choose those which would stand up to the hard knocks which would undoubtedly be occasioned in the hard climb—those which would stand up to the great variations in temperature—and yet be certain to give maximum efficiency.

That Full-O'-Power Batteries stood up to those tests is evidenced by the success of the flight.

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