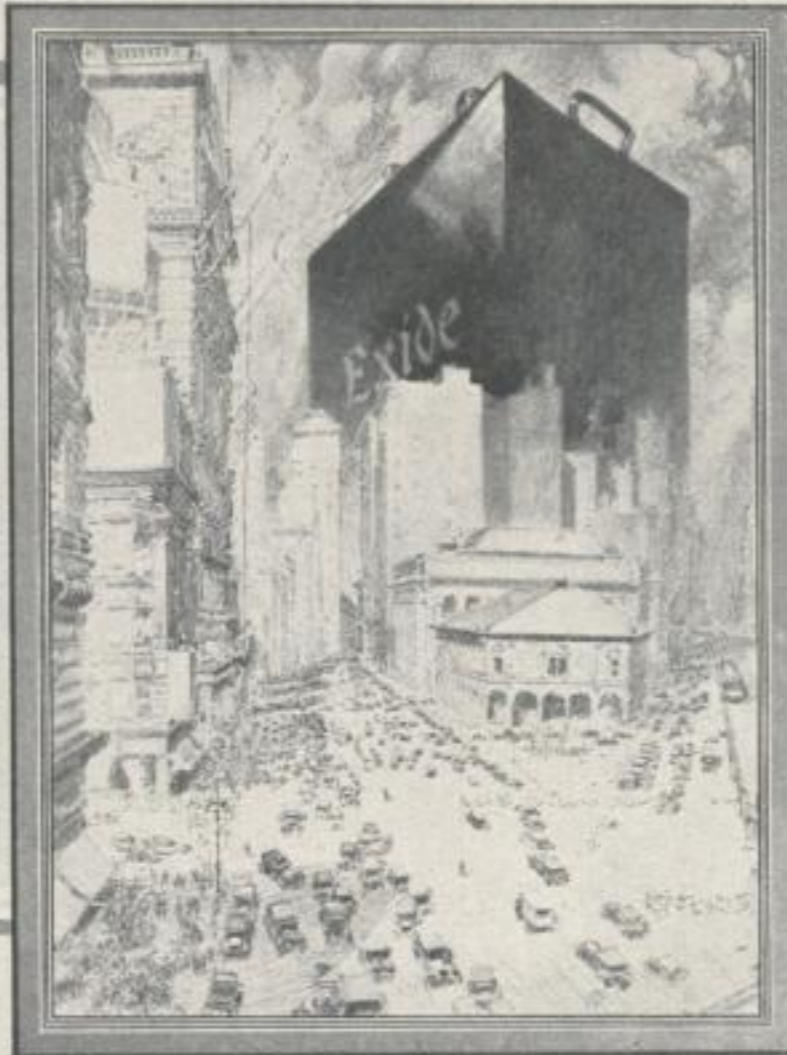


**Exide**  
BATTERIES



### Why Exide spells economy

**T**HERE are two traits built into Exide Batteries that result in economy. Both of these qualities are known the world over. They are Dependability and Durability.

You can depend on an Exide being right on the job in your car whenever you need it. And it stays right on the job for so long a time that it proves a true economy. The first cost of an Exide is surprisingly low—the final cost, lowest.

You will find the economical battery for your car at a nearby Exide Dealer's. Also, you can get Exide Radio Batteries at Exide Dealers and at radio dealers.

THE ELECTRIC STORAGE BATTERY CO., Philadelphia  
Exide Batteries of Canada, Limited, 100 Dufferin Street, Toronto

ABOVE THE GARTH  
Dependable battery performance is a vital factor in aviation. That is why Exide Batteries are used on government, private and commercial airplanes.

**THE LONG-LIFE BATTERY FOR YOUR CAR**

ZEICHNUNG H. L. G R O U T DRAWING\*)

## SECHS KÜNSTLER BEARBEITEN DIE GLEICHE AUFGABE HOW SIX ARTISTS PRESENT THE SAME SUBJECT

**D**IE George Batten Company, eine führende amerikanische Reklame-Agentur, stellte für eine Inseratserie der Firma Electric Storage Battery Company sechs anerkannten amerikanischen Graphikern die Aufgabe, eine Batterie dieser Firma in einem Landschaftsbild illustrativ darzustellen.

Die Durchführung der Idee ist insofern besonders interessant, als derartige Aufgaben in der Praxis häufiger vorkommen. Die Bildidee vertritt hier gewissermaßen das Kennbild oder die Kennmarke. Es wäre durchaus denkbar und möglich,

**T**HE George Batten Company, a leading American advertising agency, in planning an advertising series for the Electric Storage Battery Company, arranged with six well-known commercial artists to make an illustration of a battery of this firm using the landscape as an atmospheric background. The execution of this plan is of particular interest just now, as it is becoming a more and more frequent practice. The advertising principle at work here is the production of a recognizable illustration to act as trade-mark. It is quite conceivable that

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