



FROM A PAINTING BY SIGURD SKOU
for The Electric Storage Battery Company, Philadelphia
Manufacturers of Exide Batteries

ZEICHNUNG

The truth about BATTERIES

A battery is a black wooden box with a handle on each end. It contains plates and separators and other things.

Its purpose is to start and light your car, fire the gas, and sound your horn whenever you call upon it to do so.

If it does these things efficiently over a reasonable period of time, it's a good battery. If it does it over a longer time, it's a better battery.

If it does its work not only well and long but without laying off for repairs — it's an economical battery.

Now that the price of an Exide is low, it is a very economical battery.

EXIDE PRICES are from \$17.65 up, according to size and geographical location. You can get the right size for your use at a nearby Exide Service Station.

THE ELECTRIC STORAGE BATTERY COMPANY
PHILADELPHIA

In Canada, Exide Batteries of Canada, Limited, 1311 172 Dufferin St., Toronto

Exide BATTERIES

THE LONG-LIFE BATTERY FOR YOUR CAR

FOR YOUR RADIO

After you run in some distance on a road, you might get a little tired with your radio. Exide has the answer — a new Exide Radio Battery with uniform current.

There is an Exide Radio Battery made for each type of tube — A batteries for 2-volt, 4-volt and 6-volt tubes, and the 12-volt B battery. Exide Radio Batteries give uniform current over a long period of discharge and enable you to get the most out of your set. You can get an Exide at any Radio Dealer's or Exide Service Station.

DRAWING

SIGURD SKOU