

THE LONG-LIFE BATTERY FOR YOUR CAR

Take out battery insurance ~

The one way to get battery insurance is to buy the right battery — the battery that gives longest service and needs the fewest repairs.

Since the day of the first electrically started car, Exide has been proving itself the long-lived, economical battery. Exide was standard equipment on that car. Today, more new cars leave the factories equipped with the product of the Exide plant than with any other battery.

Take out battery insurance by putting an Exide in your car. The first cost of an Exide is low, the last cost lowest. You can also get Exide Radio Batteries at our service stations and at radio dealers.

THE ELECTRIC STORAGE BATTERY CO.
Philadelphia
Exide Division of Canada, Limited, 111 Dundas St., Toronto

BRIGHT LIGHTS ON THE FARM
A great majority of all the individual electric light and power plants in rural homes get their current from Exide Batteries. Exides are made for every purpose by the largest storage battery manufacturers in the world.

ZEICHNUNG EARL HORTER DRAWING

Der zweite Künstler ist C. P. Helck. Er ist Maler. Mit breitem Pinsel setzt er seine Bilder hin. . . Edward L. Chase, als temperamentvoller Landschaftszeichner, läßt die Batterie als phantastisches Gebilde aus einer amerikanischen Großstadt herauswachsen, was besonders dadurch interessant wird, daß er den Vordergrund durch einen kräftig hervortretenden Baum zu beleben weiß. — H. L. Grout ist der Zeichner dicht belebter amerikanischer Verkehrsstraßen. Sigurd Skou und Earl Horter bevorzugen ebenfalls architektonisch-landschaftliche Motive. Jeder baut die Batterie gewissermaßen in sein Spezialgebiet ein, und so entsteht trotz Gleichheit der Bildidee eine interessante Abwechslung in der Gestaltung der gleichartigen Aufgabe, die durchaus anregend ist. R.

C. P. Helck is the next artist. He is a painter who uses a broad brush in his illustrations. . . In the design by Edward L. Chase, a temperamental landscape artist, the battery is presented in a phantastic figure growing out of the lines of an American metropolis. His design attains a heightened degree of interest through the introduction of the mighty tree in the foreground. — H. L. Grout is an illustrator of congested American thoroughfares. Sigurd Skou and Earl Horter also prefer architectural motives. All these artists have worked the battery into their own type of design, and the result, despite the uniformity of idea, is an interesting and stimulating variety in the composition of the same subject.

Translated by S. L. S.