

Exide

BATTERIES



The First Automobile Starting Battery

Not so long ago all automobiles were cranked by hand. The year 1911 saw the first car regularly furnished with electric starting and lighting equipment. *It had an Exide Battery.* Every car of this make since then, and hundreds of thousands of other automobiles, have placed their reliance in Exide Batteries.

The first starting and lighting battery was made possible through the experience of the manufacturers of Exide in building batteries for every industrial and government purpose since the beginning of the battery industry. In fact, the entire

evolution of the storage battery is little else than a record of the makers of Exide Batteries.

Today Exides are used by the navies of various nations, the Bell telephone system, Marconi wireless, in 95% of the central stations of our great cities, in industrial trucks, mine locomotives, for lighting farm homes, and for a score of other purposes where a battery must have lasting power.

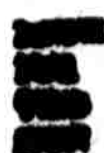
Back of every Exide is the experience and resources of the oldest and largest manufacturers of storage batteries in the world.

THE ELECTRIC STORAGE BATTERY CO.

Branches in 17 Cities PHILADELPHIA Service Stations Everywhere

Philadelphia Office: Allegheny Ave. and 19th St.

Oldest and largest manufacturers in the world of storage batteries for every purpose



Whenever you see this sign, you can be assured of expert service, no matter what make of battery you have in your car. Your battery will be made to last as long as possible, until you are ready to replace it with an Exide—the long-life battery.

Exide Service Station: 671 N. Broad St.