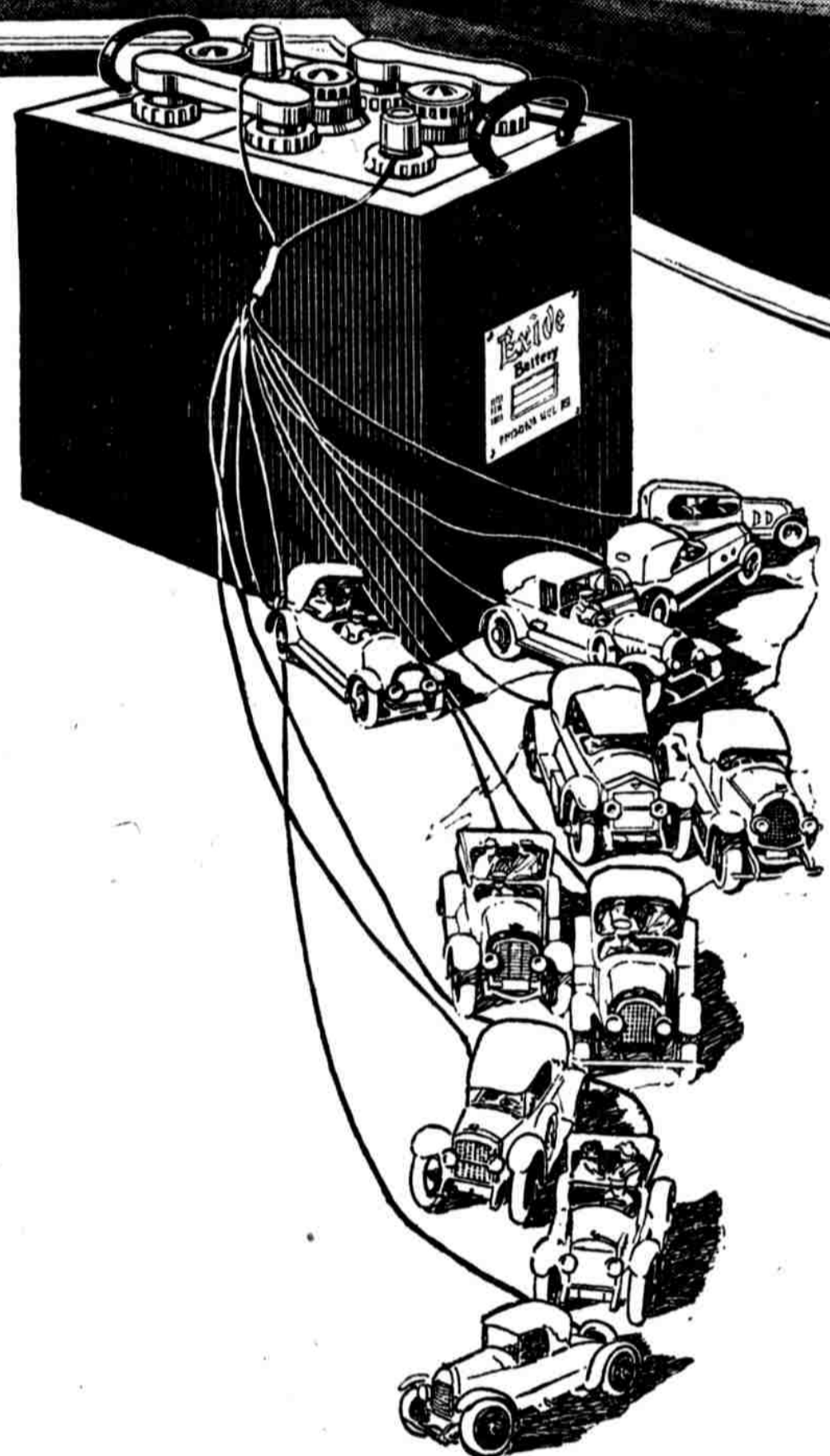


Present plant of The Electric Storage Battery Co., 19th & Allegheny Avenue

A development of 33 years
of constant growth



Philadelphia—the Home of the Largest Manufacturers of Storage Batteries in the World!

Designed and Built by Wm. Steele & Sons Co.

The largest factory in the world making storage batteries is located in Philadelphia. But big as is the plant of The Electric Storage Battery Company, it is not big enough to fill the constantly increasing demand for Exide Batteries. So the giant new factory, pictured above, is being built at Crescentville. This will be operated in addition to the present plant at Allegheny Avenue and 19th Street.

The makers of Exide Batteries are the oldest as well as the largest manufacturers of storage batteries in the world and the only firm that makes batteries for every purpose. The storage battery industry began with them thirty-three years ago in Gloucester, N. J., opposite Philadelphia. Exide

Batteries are also now made in England and Canada. The navies of many nations and great industries of all kinds use Exide Batteries. A majority of all the submarines in the world are propelled under the surface by Exide Batteries. Exide was the first starting and lighting battery for automobiles and today is used by millions of motorists. Every time you telephone, your voice is sent over the wire by the current from an Exide Battery. Exides propel industrial trucks and mine locomotives, operate fire alarms, light railway trains and in scores of other ways play a vital role in the daily life of the nation.

Facts about this wonderful plant:

The new plant of The Electric Storage Battery Company at Crescentville, Philadelphia, is the largest plant in the world devoted exclusively to the manufacture of electric storage batteries. When completed it will comprise 27 buildings, of which 17 buildings are now under construction.

The Crescentville plant is being built to supply the tremendously increased demand for Exide Batteries and will be operated in addition to the present plant at Allegheny Avenue and Nineteenth Street.

We are installing and equipping the power plant, heating system, conveyors, sprinkling system, lighting, ventilating, etc., etc. This means that all the work

is being done under one contract, one supervision and one responsibility.

We have been their building counsel in every sense of the term. As a result The Electric Storage Battery Company always received maximum results—the most for their building dollar.

The plant is so arranged and coordinated that the greatest volume of production is obtained with the least effort, time and expense. Conveyors, bridges and underground tunnels connect the production units and there is a concerted movement in one direction—from the raw material receiving room to the shipping platform and warehouse. Operation continues in a straight and uninterrupted line. There is no movement of

material unless something is done to it to bring it nearer completion. Lost motion and waste are eliminated.

The plant as it now stands is an independent working unit and yet it can be added to and enlarged at any time, according to our plans, without disturbing or interrupting production for an hour. The machinery placements, conveyor, power house, heat, light and sprinkling systems will remain undisturbed.

The buildings are of concrete, brick and steel—each constructed to suit the peculiarities of manufacture. They are designed to give maximum light and ventilation in clear space eliminating to a great degree all columns.



WM. STEELE & SONS CO.

Architects : Engineers : Constructors

PHILADELPHIA

TORONTO