

What embarrassing, humiliating or dangerous experiences have you had with ordinary batteries? Write us.

## —and then she got her Philco!

Cranking a car is “no business for a lady”—or a man, either. In the emergencies—on lonely roads, railroad crossings or traffic-jammed streets—*safety* itself demands Philco power and Philco dependability.

That’s why veteran car owners insist on Philco Batteries. They know that with a touch of the starter—a mighty surge of Philco’s motor-whirling power—they’re off! No hang-ups in traffic. No hand-cranking. No bitter experiences.

Why take chances on just an ordinary battery—especially when you can get a full-size, full-powered, dependable battery made by Philco for \$15.95 up?—depending on type and geographical location.

For maximum protection against battery failure—for quickest starts, brightest lights and sure-fire ignition—get a famous over-size two-year-guaranteed Philco Diamond-Grid Battery with Philco Retainers. This is also the lowest-cost-per-month-of-service battery ever built. Get your Philco now.

Philadelphia Storage Battery Company  
Philadelphia

**PHILCO** Farm Lighting Industrial Tractors Auxiliary Power  
Radio Electric Truck Passenger Cars Marine Isolated Plant **BATTERIES**



**RADIO**

Philco Rechargeable Glass Case Batteries contain the exclusive Philco built-in Charge Indicator, which tells at a glance WITHOUT the use of a hydrometer how far a battery is charged or discharged. They are absolutely acid-tight and may be used inside the finest cabinets.

Recharging with the safe, low-current Philco Charger and a throw-over switch is easy, simple and NOISELESS. Insure Distance, Volume and Clearness of reception by having your set “Philco Equipped.”

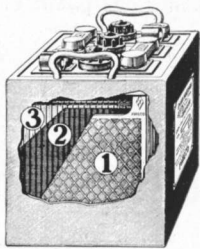
You can get Philco Batteries from your nearest Philco Service Station, Radio or Music Dealer.

**PHILCO**  
REG. U.S. PAT. OFF.

**DIAMOND GRID  
BATTERIES**



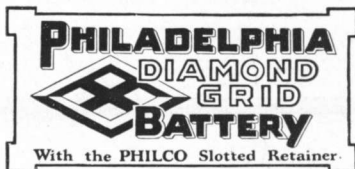
# That ghost of the night trail — battery trouble



## 3-Point Superiority

1. **The Famous Diamond-Grid**—the diagonally braced frame of a Philco plate. Built like a bridge. Can't buckle—can't warp—can't short-circuit. Double latticed to lock active material (power-producing chemical) on the plates. Longer life. Higher efficiency.
2. **The Philco Slotted Rubber Retainer**—a slotted sheet of hard rubber. Retains the solids on the plates but gives free passage to the current and electrolyte. Prevents plate disintegration. Prolongs battery life 41 per cent.
3. **The Quarter-Sawed Hard-Wood Separator**—made only from giant trees 1,000 years old; quarter-sawed to produce alternating hard and soft grains. Hard grains for perfect insulation of plates. Soft grains for perfect circulation of acid and current—quick delivery of power. Another big reason why Philco is the battery for your car.

**LOOK FOR THIS SIGN** of better battery service. Over 5,000 stations—all over the United States.



A lonely road—stormy night—battery "dead"—and miles from a service station! It's the *emergencies* that make you realize what a long-life, power-packed Philco Battery means in your car.

The Philco Battery, with its tough, rugged, shock-proof construction, gives years—not just months—of dependable, trouble-free service. The Philco Battery not only stands *work*—it stands *punishment*.

Philco's diamond-grid plates are buttressed—in every direction—against shocks that buckle, warp, twist and short-circuit the plates of ordinary batteries. Philco's slotted retainers and quarter-sawed separators *keep these plates alive*.

Philco construction stands up in emergencies. That's why thousands of car owners today—at the first sign of battery trouble—are replacing the ordinary batteries that came with their cars with reliable long-lasting Philcos.

The Philco Slotted-Retainer Battery, with the famous diamond-grid plates, is guaranteed for two years—but it is *built to last years longer*. And it now costs you no more than just an ordinary battery.

Consult your nearest Philco Battery Man at once. He is a specialist in long life for batteries. No matter what make of battery is in your car, prompt attention may save you months of battery life. And not until your battery is definitely worn out—when by mutual agreement no further repairing would be justified—will he advise a new battery for your car.

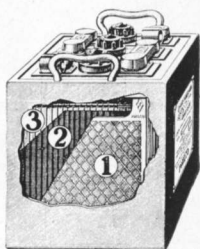
Philadelphia Storage Battery Co., Philadelphia

*Makers of the famous Philco Slotted-Retainer Batteries—the standard for electric passenger cars and trucks, mine locomotives and other high-power, heavy-duty battery purposes.*

# PHILCO

SLOTTED  RETAINER  
BATTERIES

with the famous "Philadelphia" Diamond-Grid Plates



### 3-Point Superiority

1. **The Famous Diamond-Grid**—the diagonally braced frame of a Philco plate. Built like a bridge. Can't buckle—can't warp—can't short-circuit. Double latticed to lock active material (power-producing chemical) on the plates. Longer life. Higher efficiency.
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**LOOK FOR THIS SIGN** of better battery service. Over 5,000 stations—all over the United States.



## Cranking a car— "No Business for a Lady"

—or a man either for that matter. And in tight places—on lonely roads or traffic-jammed streets—safety itself *demands* the never-failing, dependable power of a Philco Battery.

That's why thousands of motorists today are replacing the ordinary batteries that "came with their cars," with long-life power-packed Philco Batteries.

The Philco Battery is chock full of pent-up power, fairly itching to crank the stiffest engine; to place a hot, fat spark on the tip of each plug; to project a flood of white light through the lamps; to put the voice of authority in the horn.

Then why worry along with just an ordinary battery? Put a long-life Philco in your car NOW and *avoid* needless trouble and expense. Its first cost will be no more—and you'll be amazed how much less it costs you per month of service.

The Philco Slotted-Retainer Battery, with its famous diamond-grid plates, is guaranteed for two years—both by maker and dealer. But Philco Batteries usually far outlast their guarantees.

Philco Battery Service Stations specialize in long-life for batteries. No matter what make of battery is now in your car, a Philco Battery Man will help you keep it going, for the longest possible time.

Philadelphia Storage Battery Co., Philadelphia

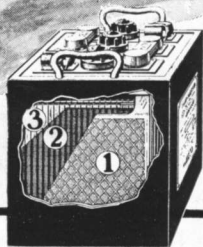
*The famous Philco Slotted-Retainer Battery is the Standard for electric passenger cars and trucks, mine locomotives, and other high-powered, heavy-duty battery service.*

# PHILCO

SLOTTED  RETAINER  
BATTERIES

*with the famous shock-resisting Diamond-Grid Plates*





### 3-Point Superiority

1. The Famous Diamond-Grid—the diagonally braced frame of a Philco plate. Built like a bridge. Can't buckle—can't warp—can't short-circuit. Double latticed to lock active material (power-producing chemical) on the plates. Longer life. Higher efficiency.
2. The Philco Slotted Rubber Retainer—a slotted sheet of hard rubber. Retains the solids on the plates but gives free passage to the current and electrolyte. Prevents plate disintegration. Prolongs battery life 41 per cent.
3. The Quarter-Sawed Hard-Wood Separator—made only from giant trees 1,000 years old; quarter-sawed to produce alternating hard and soft grains. Hard grains for perfect insulation of plates. Soft grains for perfect circulation of acid and current—quick delivery of power. Another big reason why Philco is the battery for your car.

#### LOOK FOR THIS SIGN

of Philco Service. Over 5,000 stations—all over the United States. There is one near you. Write for address, if necessary.

**PHILADELPHIA**  
**DIAMOND**  
**GRID**  
**BATTERY**

With the PHILCO Slotted Retainer

## After this—a Philco!

Winter's no time for weak, crippled or under-powered batteries! That's one reason why thousands of car owners today are replacing their ordinary batteries with *super*-powered, man-size, long-life Philcos.

They want no more back-breaking hand-cranking of cold-stiffened motors. No more humiliating experiences in traffic. No more battery failures miles from a service station.

The life, power and all-year-round dependability of the Philco Battery are *guaranteed for two years*—the longest and strongest guarantee ever placed on a nationally-known automobile battery.

"How can you do it?", ask thousands of car owners. Philco Service Stations reply by showing them why the famous time-tested features of the Philco Battery—Diamond-Grid Plates, Slotted-Rubber Retainers and Quarter-Sawed Hardwood Separators—*make it long outlast its two-year guarantee.*

Why not forestall battery trouble—and needless battery expense—by installing a Philco NOW? For years the lowest cost per-month-of-service battery—*it now costs you no more to buy* than just an ordinary battery.

There's a right size Philco Battery for your particular car. Let your nearest Philco Service Station show it to you.

Philadelphia Storage Battery Co., Philadelphia

*The famous Philco Slotted-Retainer Battery is the standard for electric passenger cars and trucks, mine locomotives and other high-powered, heavy-duty battery services.*

**PHILCO**  
 SLOTTED  RETAINER  
 BATTERIES

with the famous shock-resisting Diamond-Grid Plates





This happened to H. L. D.  
—and then he got a Philco  
What experiences—embarrassing or dangerous—have you had with ordinary batteries?  
We would be glad to hear from you.

## “My wife was right”

“She warned me to play safe—to get a Philco Battery. But I couldn’t see the point. Thought our old battery good enough. And here’s the sequel!”—writes H. L. D.

“A long, stiff hill, a stalled engine, and the battery flunked—petered clean out. . . . With my daughter at the emergency brake—two men at the back—I toiled and sweat and CRANKED until that big, stiff-jointed motor started.”

“But never again!” adds H. L. D. For then HE got a Philco—the long-life, high-powered battery that whirls the stiffest engine—gives you steady white-hot ignition—keeps your lights brilliant hour after hour.

Thousands upon thousands of other motorists—with similar hand-cranking experiences behind them—are replacing their ordinary batteries with Philcos. They demand Philco’s MARGIN OF SAFETY—its tremendous surplus power in reserve for emergencies.

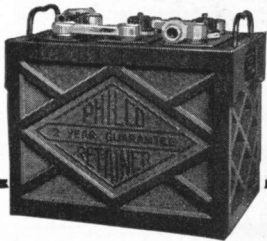
Why not get YOUR Philco now and be safe? A Philco Battery, with Diamond-Grid Plates and Slotted-Rubber Retainers, carries a TWO-YEAR Guarantee and now costs you no more, in many cases even less, than just an ordinary battery.

See your nearest Philco Service Station at once. Write for a complimentary copy of our new booklet, “How to Stretch Your Battery Dollar.”

Philadelphia Storage Battery Co., Philadelphia

Philco Batteries are standard for Radio “A” and “B,” electric passenger cars and trucks, mine locomotives and other battery uses where long-lasting, low-cost service is demanded. Whatever you use Batteries for, write Philco.

**PHILCO**  
REG. U.S. PAT. OFF.  
DIAMOND  GRID  
BATTERIES



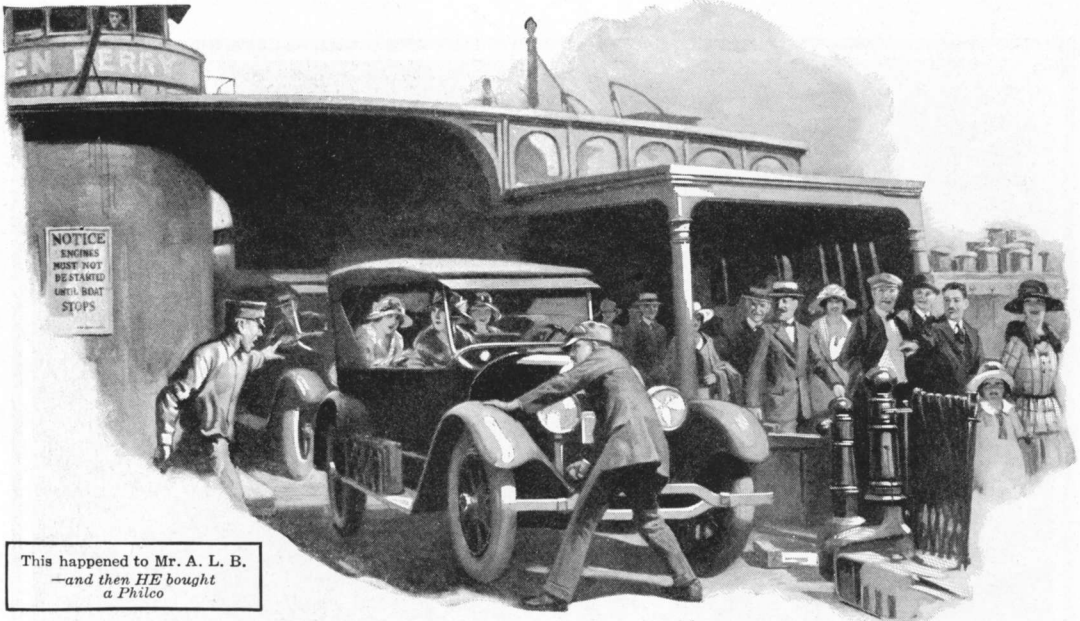
### 3-Point Superiority

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**LOOK FOR THIS SIGN**  
of Philco Service. Over 5,500 stations—all over the United States. There is one near you. Write for address, if necessary.

**PHILADELPHIA**  
DIAMOND  GRID  
BATTERY

With the PHILCO Slotted Retainer



This happened to Mr. A. L. B.  
—and then HE bought  
a Philco

## “Then I got my Philco!”

“My old battery flunked on a Lackawanna ferry—Hoboken to 23rd Street—and I held up the whole boat until finally pushed off. Then I got MY Philco!” writes A. L. B., of South Orange, N. J.

Whirling a big engine—summer or winter—is *no job for an ordinary battery*. To avoid the humiliations and dangers of battery failure—GET YOUR PHILCO NOW!

The Philco Diamond-Grid Battery—with its tremendous surplus power and excess capacity—its famous Diamond-Grid plates and other exclusive Philco features—is built up to a quality standard, not down to a competitive price.

Yet you can now obtain a genuine power-packed Philco Diamond-Grid Battery *at less cost than just an ordinary battery*. Tremendous increase in Philco sales—efficient manufacture—economical distribution—have made this possible.

For safety, comfort, economy—for quick starts, steady ignition, brilliant lights—GET A PHILCO! The nearest Philco Service Station has the right type for your car. Write for a complimentary copy of our new booklet “How to Stretch Your Battery Dollar.”

Philadelphia Storage Battery Co., Philadelphia

*Philco Batteries are standard also for farm lighting and isolated power services; for radio, electric motor trucks, industrial tractors, mine locomotives and passenger cars; for marine work, auxiliary power, etc. Whatever you use batteries for, write Philco.*

**Lowest prices in  
history**

*A genuine, full-powered*

**PHILCO BATTERY**

**\$17.85**  
war tax paid

\$17.85 is the exchange price east of the Mississippi River for Ford, Chevrolet, Overland, Star and other light cars. Genuine Philco Diamond-Grid Batteries for all other cars reduced proportionately.

Tremendous increased Philco sales—efficient manufacture—economical distribution—have made these extraordinary reductions now possible.

There is a long-life, power-packed Philco Diamond-Grid Battery for every make and model of car.



**PHILCO**  
REG. U.S. PAT. OFF.

DIAMOND  GRID  
**BATTERIES**

LOOK FOR THIS SIGN  
OF PHILCO SERVICE



Over 5500 Philco Stations all over the United States. There is one near you. Write for address, if necessary.



This happened to Mr. G. L. M.  
—and then HE bought  
a Philco

## “The night before I got my Philco”

—writes G. L. M., “My old (xxxxx) battery ‘passed out’ during a heavy storm. Drenched to the skin—mud oozing into my shoe tops—I sloshed and cussed and CRANKED.”

Then HE—like thousands upon thousands of car owners—got his Philco. A mighty surge of power for quick starts. Sustained power for lights and ignition. Exclusive Philco construction for long-lasting, economical life.

Philco Diamond-Grid Batteries for years have been standard—not only for high power, high capacity, and long life, but for low cost per month of service.

Today, the first cost of a full-powered, guaranteed Philco Battery—with its famous Diamond-Grid Plates and other exclusive Philco features—is actually even less than for just an ordinary battery.

Install a Philco NOW. Have the assurance of instant, whirling starts—of lavish, un failing power for brilliant lights, steady ignition, a commanding horn. Your nearest Philco Service Station has the right Philco for your car.

**Philadelphia Storage Battery Co., Philadelphia**

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There is a long-life, power-packed Philco Diamond-Grid Battery for every make and model of car.



# PHILCO

LOOK FOR THIS SIGN  
OF PHILCO SERVICE

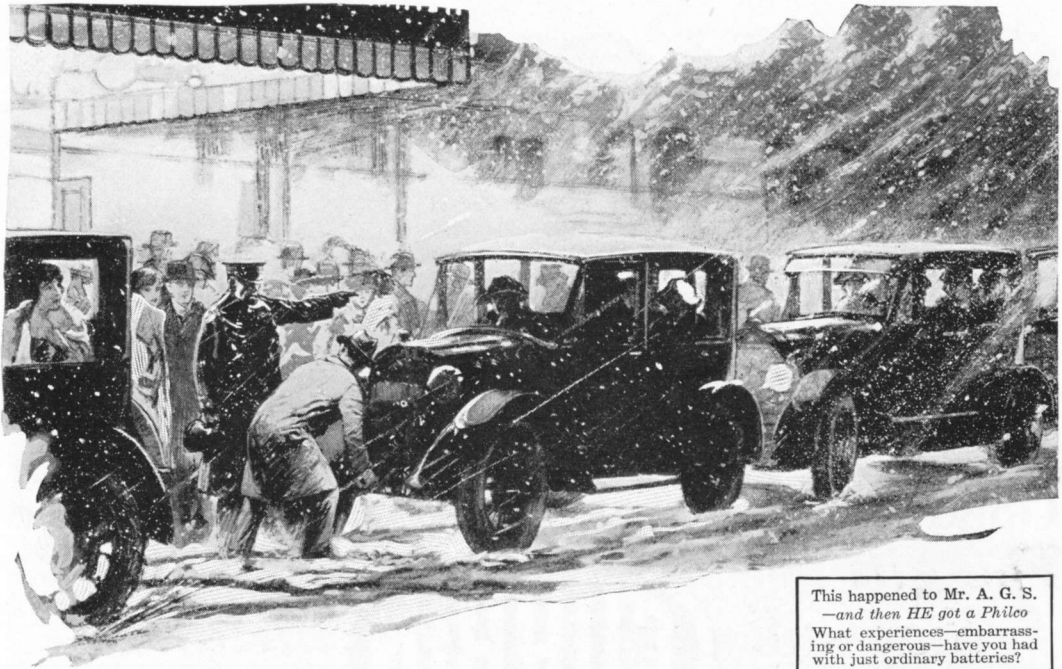
**PHILCO**  
DIAMOND GRID  
BATTERIES

## DIAMOND GRID BATTERIES

Over 5500 Philco Stations all over the United States. There is one near you. Write for address, if necessary.

© 1923 Philco





This happened to Mr. A. G. S.  
—and then HE got a Philco  
What experiences—embarrassing or dangerous—have you had with just ordinary batteries?

**A Genuine  
Full-Powered  
Guaranteed  
PHILCO BATTERY**

*With the famous Diamond-Grid Plates, Quarter-Sawed Hardwood Separators and other exclusive Philco advantages*

**\$17.85** war tax paid

\$17.85 is the exchange price east of the Mississippi River for Ford, Chevrolet, Overland, Star, and other light cars. Genuine Philco Diamond-Grid Batteries for all other cars proportionately low priced.

Beware of under-size, under-powered batteries. Sooner or later they will get you into embarrassing, humiliating or positively dangerous situations.

**“—and then I got my Philco!”**

Veteran car owners—now “battery wise” like Mr. A. G. S.—will no longer take chances on ordinary batteries. They’re buying full-size, full-power, guaranteed Philco Diamond-Grid Batteries for assured comfort and safety.

They know that with a touch of the starter *their motors whirl*. No hand-cranking ordeals. No dangerous or humiliating experiences. No turning off lights for power to start their motors.

Philco Diamond-Grid Batteries are built for long, vigorous and dependable service. With Philco Retainers, they are guaranteed for TWO YEARS—but long outlast even this extraordinary guarantee.

Don’t wait for battery failure to show you the absolute *need* for a rugged, long-life, power-packed Philco. Install a Philco *now*. Your nearest Philco Dealer has the right type for your car.

Philadelphia Storage Battery Co., Philadelphia

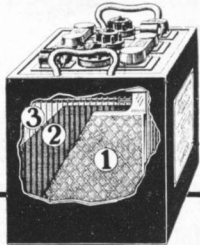
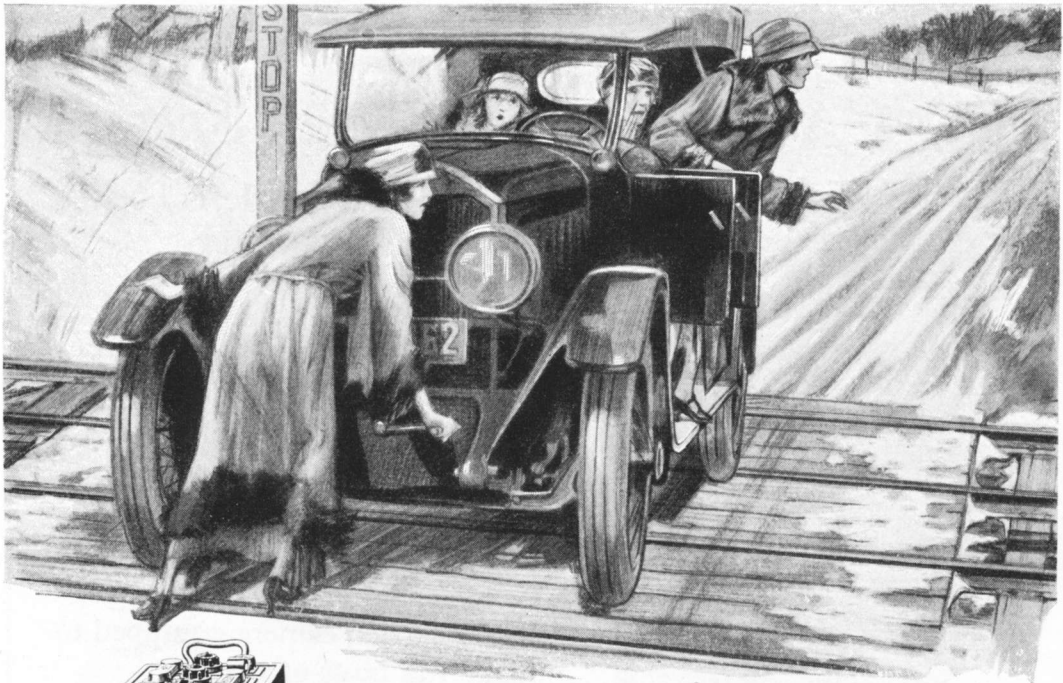
**PHILCO** Farm Lighting Radio Electric Truck Industrial Tractors Passenger Cars Mine Locomotives Auxiliary Power Marine Isolated Plant **BATTERIES**

**PHILCO**  
REG. U.S. PAT. OFF.

**DIAMOND GRID  
BATTERIES**

FOR RADIO OWNERS—a storage battery charger so safe you can use it in the living room and recharge while you sleep—so simple a child can operate it—so economical it costs only a few cents per battery for recharging. The new PHILCO CHARGER comes complete for \$6.25.

The Philco Charger enables you to use smaller, lighter, and lower-priced batteries. For instance, genuine Philco 2-4 volt batteries for WD 11 and 12, and UV 199 tubes, cost you only \$6.95. A splendid gift for Christmas. See your radio dealer or write us.



### 3-Point Superiority

1. **The Famous Diamond-Grid**—the diagonally braced frame of a Philco plate. Built like a bridge. Can't buckle—can't warp—can't short-circuit. Double latticed to lock active material (power-producing chemical) on the plates. Longer life. Higher efficiency.
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#### LOOK FOR THIS SIGN

of Philco Service. Over 5,000 stations—all over the United States. There is one near you. Write for address, if necessary.

**PHILADELPHIA  
DIAMOND  
GRID  
BATTERY**

With the PHILCO Slotted Retainer

## Stop! Look! Think!

—and you'll get your *Philco* now

Safety demands the strongest, toughest, most powerful battery you can get—a battery that will stand by you in emergencies—that won't expose you to the embarrassments, humiliations, and DANGERS of battery failure.

Thousands upon thousands of car owners today—in record-breaking numbers—are replacing their ordinary batteries with dependable, long-life, *super*-powered Philco Batteries.

They know the Philco Battery—with its tremendous power and staunch, rugged, shock-resisting strength—will whirl the stiffest engine—give them quick, sure-fire ignition—get them off at a touch of the starter.

The Philco Battery is guaranteed for two years—the longest and strongest guarantee ever placed on a battery of national reputation. But with its famous Diamond-Grid Plates, Slotted-Rubber Retainers, Quarter-Sawed Hardwood Separators and other time-tested features, the Philco Battery long outlasts its two-year guarantee.

Why continue taking chances on ordinary batteries? Why wait for an emergency to show you the absolute need for a dependable, power-packed Philco? Install a Philco NOW and be safe. It will cost you no more than just an ordinary battery.

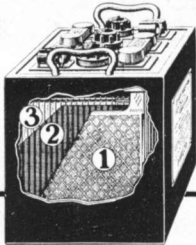
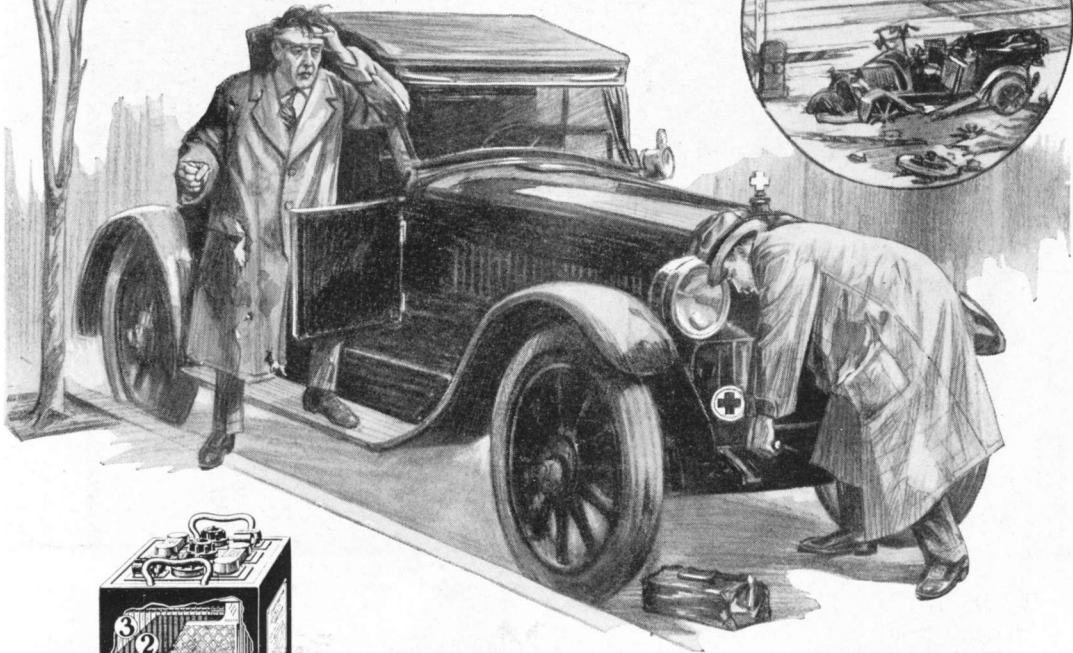
Philadelphia Storage Battery Co., Philadelphia

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**PHILCO**  
SLOTTED RETAINER  
BATTERIES

with the famous shock-resisting Diamond-Grid Plates

COURTESY OF DR. J. C. S.  
—and then he bought a Philco.  
What experiences—embarrassing or dangerous—have you had through the failure of ordinary batteries? We would be glad to hear from you.



### 3-Point Superiority

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#### LOOK FOR THIS SIGN

of Philco Service. Over 5,500 stations—all over the United States. There is one near you. Write for address, if necessary.



With the PHILCO Slotted Retainer

## When the cry comes— "Hurry, Doctor, Hurry!"

No time, then, for hand-cranking an engine! It's the emergencies—the dangers and humiliations of battery failure—that make motorists realize the absolute need for dependable, unflinching battery power. *That's why thousands upon thousands are replacing their ordinary batteries with long-life, high-powered Philcos.*

Tremendous in capacity—staunch and rugged in construction—the Philco Battery is built for long-lasting, trouble-free service. A touch of the starter, a whirl of the motor, and you're off—hot, fat sparks racing to your plugs—brilliant head-lights flooding the road.

The Philco Slotted-Retainer Battery—with its famous Diamond-Grid Plates and other time-tested factors of safety—is guaranteed for two years, but long outlasts its guarantee. *Yet it now costs you no more—in many cases less—than just an ordinary battery.*

Put a Philco in your car NOW. Safety demands the strongest, toughest, most powerful battery you can get. The nearest Philco Service Station has the right size Philco for your particular car.

### Philadelphia Storage Battery Co., Philadelphia

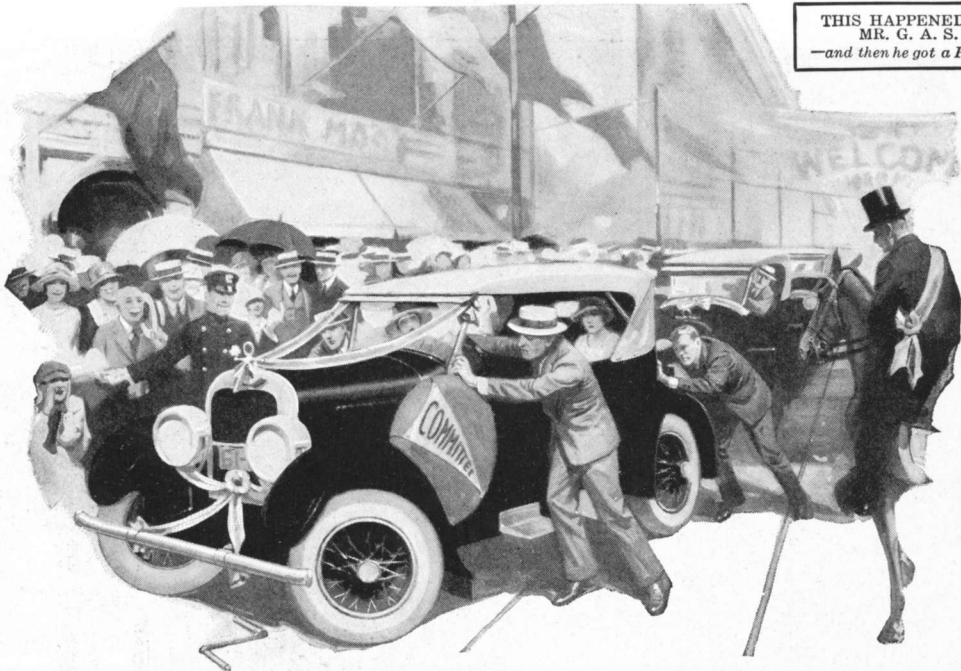
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with the famous shock-resisting Diamond-Grid Plates



THIS HAPPENED TO  
MR. G. A. S.  
—and then he got a Philco!



### LOWEST PRICE IN HISTORY

In spite of the general increase in battery prices, we are able to reduce *still* further the price of the famous

### PHILCO RETAINER BATTERY

*Over-size Over-powered*  
*Diamond Grid Plates*  
*Guaranteed 2 years*

Batteries made by Philco range in exchange price from \$15.95 up, depending on type and geographical location—every battery full-size or over-size.

## “Next day I got my Philco!”

“With my car near the head of the parade—the whole population as spectators—we started down the main avenue. Suddenly my car stopped dead. I pushed on the starter but nothing budged.

“Imagine my humiliation in getting out to crank! The parade, of course, was held up. \* \* \* With the help of two friends—amid the jeers and laughter of the crowd—we finally pushed the car out of the way. The next day I got *my* Philco,” writes Mr. G. A. S., of Great Falls, Montana.

The tremendous surplus power, capacity and strength of the Philco Battery are your “margin of safety”—an exclusive built-in reserve that safeguards you against the humiliations and perils of battery failure.

Equally important—the Philco Diamond-Grid Battery with Philco Retainers, *guaranteed for two years*, is the longest-life, lowest-cost-per-month-of-service battery built. Look in your phone book for “Philco Battery Sales and Service,” or write us.

Philadelphia Storage Battery Company  
Philadelphia

# PHILCO

## DIAMOND GRID BATTERIES

FOR RADIO OWNERS. You can now buy a genuine rechargeable Philco Radio Battery for UV199, WD-11 and WD-12 tubes, including a Philco Charger, for \$15.00 or less.

or

A Philco Battery that will satisfactorily operate up to six UV201A or equivalent tubes, including a Philco Double Charger, approximately \$26.



This happened to Mr. J. L. M. Jr. before he got HIS Philco. What experiences—embarrassing or dangerous—have you had with just ordinary batteries?

**NEW PRICES**  
*for genuine full-powered,  
 guaranteed*

**PHILCO**  
 DIAMOND-GRID  
**BATTERIES**

Ford, Chevrolet, Overland,  
 Durant 4, Star, etc.

**\$17.85\***

Buick, Nash, Jordan, Hudson,  
 Packard, Studebaker, etc.

**\$22.90\***

\*Exchange prices east of the Mississippi River, war tax paid. Genuine Philco Diamond-Grid Batteries for all other cars priced proportionately low.



—and then he got his Philco!

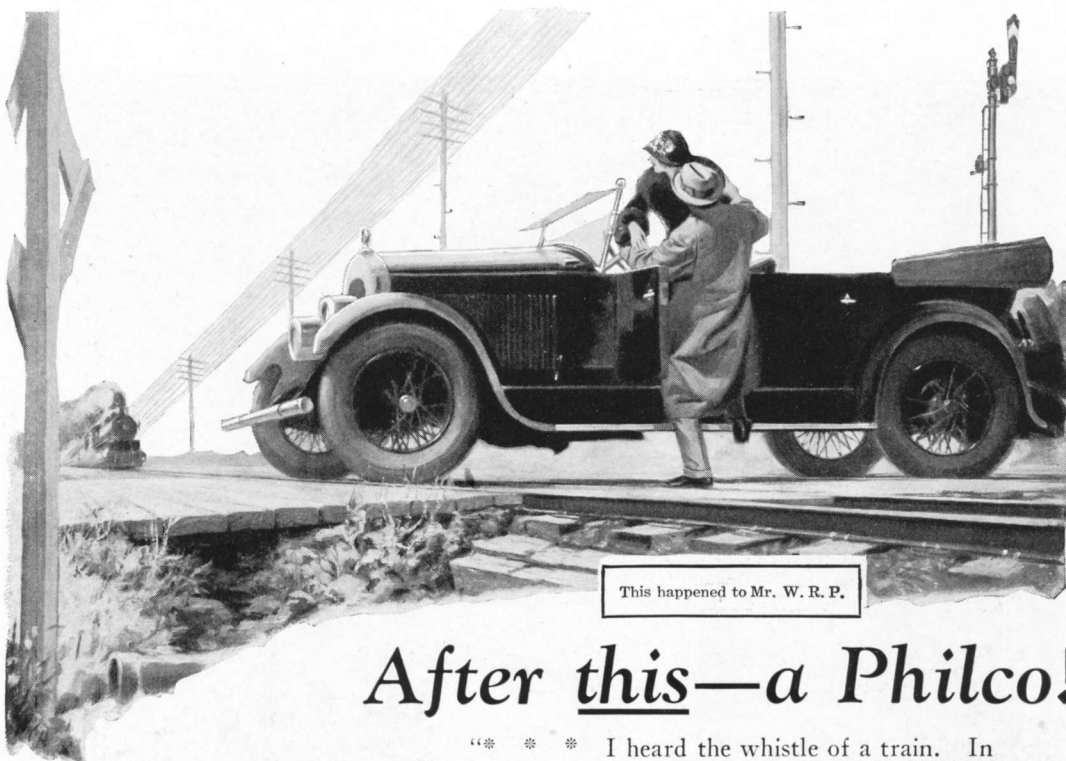
A mighty surge of power for quick starts in the coldest weather! A strong, vigorous and sustained flow of current that keeps your lights brilliant—your ignition steady and sure-firing.

That's why a Philco Diamond-Grid Battery adds so tremendously to the comfort and safety of winter driving—why thousands of car owners are replacing their under-size, under-powered batteries with full-size, full-powered Philcos.

Forestall hand-cranking by installing YOUR Philco now. With Philco Retainers the Philco Diamond-Grid Battery is guaranteed for two years. There is a Philco Station near you. Look in your phone book for "Philco Battery Sales and Service."

Philadelphia Storage Battery Co., Philadelphia

**PHILCO** REG. U.S. PAT. OFF. **DIAMOND GRID BATTERIES**



This happened to Mr. W. R. P.

## After this—a Philco!

“\* \* \* I heard the whistle of a train. In an effort to spurt the car forward I stalled the engine and the car stopped on the tracks.

“\* \* \* The train was coming rapidly, shrieking violent warning. I left the engine in high gear and stepped on the starter. *But my battery failed me.* We escaped, but the car was smashed to smithereens.”

Thus writes Mr. Wen R. Phillips, Managing Editor of “Southern Construction,” Miami, Fla., in describing a perilous—almost fatal—experience from battery failure while touring with his wife in Central Indiana.

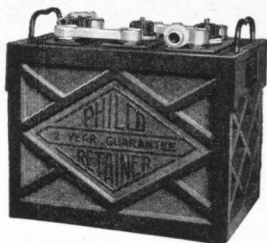
\* \* \* \*

You can't drive comfortably, economically or safely with an under-size, under-powered battery. Increasing thousands of motorists, like Mr. Phillips, realize this fact—and they're buying sure-fire, power-packed Philco Diamond-Grid Batteries.

Whether you now own a car or are about to buy one—install a long-life, super-powered Philco! Its famous Diamond-Grid Plates, Philco Retainers, Quarter-Sawed Separators and other exclusive Philco Features are your surest safe-guards against the discomforts and perils of battery failure.

Look in your phone book for “Philco Battery Sales and Service,” or write us.

Philadelphia Storage Battery Co., Philadelphia



### LOWEST PRICE IN HISTORY

In spite of the general increase in battery prices, we are able to reduce still further the price of the famous

### PHILCO RETAINER BATTERY

Over-size Over-powered  
Diamond Grid Plates  
Guaranteed 2 years

BAR GRID BATTERIES  
\$15.95\*

\* Ford Size—exchange price east of Mississippi River.



## DIAMOND-GRID BATTERIES

FOR RADIO OWNERS. You can now buy a genuine rechargeable Philco Radio Battery for UV199, WD-11 and WD-12 tubes, including a Philco Charger, FOR \$15.00 or less

OR

A Philco Battery that will satisfactorily operate up to six UV201A or equivalent tubes, including a Philco Double Charger, FOR \$25.00 or less.





This happened to T. B. M.  
—and then HE got a Philco!

## He tried to beat winter with an ordinary battery!



A genuine, full-powered  
guaranteed

**PHILCO**

Diamond-Grid

**BATTERY**

**\$17.85**

Exchange price east of the Mississippi River for Ford, Chevrolet, Overland, Star and other light cars. Genuine Philco Diamond-Grid Batteries for all other cars proportionately low priced.

But after this he got *his* Philco—the full-size, full-powered, guaranteed battery that whirls the stiffest engine—that protects you from the embarrassments, and perils of battery failure.

Veteran car owners realize that starting cold, oil-clogged motors—firing sluggish gasoline—keeping headlights blazing hour after hour—is no job for under-size, under-powered batteries.

That's why thousands upon thousands of motorists are demanding Philco Diamond-Grid Batteries. They know the Philco Battery has the tremendous reserve power needed for trouble-free driving in winter—the rugged, shock-proof construction that stands over-charging in summer.

Why risk the uncertainties of ordinary batteries? You can now get a long-life, power-packed Philco at a saving of over 25 per cent. Look in your phone book for "Philco Battery Sales & Service."

Philadelphia Storage Battery Co., Philadelphia

**PHILCO**  
REG. U.S. PAT. OFF.

**DIAMOND GRID  
BATTERIES**

**FOR RADIO OWNERS**—a storage battery charger so safe you can use it in the living room and recharge while you sleep—so simple a child can operate it—so economical it costs only a few cents per battery for recharging. The new **PHILCO CHARGER** comes complete for \$6.25.

The Philco Charger enables you to use smaller, lighter, and lower-priced batteries. For instance, a genuine Philco 2-4 volt battery for WD 11 and 12, and UV 199 tubes, costs you only \$6.95. See your radio dealer or write us.



THIS HAPPENED TO MR. J. M. G.  
—and then he got a Philco  
What experiences—embarrassing or  
dangerous—have you had with just  
ordinary batteries?

## “Humiliating? Well, rather! —and then I got my Philco!”



FOR RADIO—Use Philco Rechargeable Batteries for distance, volume and clearness of reception. The glass case types are a revelation—

1. They are acid-tight and when charged with a safe, low-current Philco Charger may be used inside the finest cabinets.
2. The built-in Charge Indicator shows at a glance, without the use of a hydrometer, how far the battery is charged or discharged.
3. When using a Philco Charger a mere throw of a switch is all that is necessary to charge the battery or to re-connect it to the receiving set.

Battery for low voltage peanut tubes..... \$8.00\*  
Philco Single Charger... 6.60\*  
For standard 5-6 volt tubes 16.00\*  
Philco Double Charger.. 10.00\*  
Double-pole throw-over switch included free with either combination of battery and charger.

\*East of the Mississippi River.

“We were married in a certain well-known little church in New York. \* \* \* In the excitement of making a quick get-a-way, I stalled the engine. Then my battery ‘died.’ \* \* \* Humiliating? Well, rather! Right there I resolved it wouldn’t happen again. And then I got my Philco!”—J. M. G., Ottawa, Canada.

Whether on traffic-jammed streets, over railroad crossings or on lonely roads at night—you can depend on a Philco. No humiliating experiences. No hand-cranking ordeals. No battery “flunking” where it means distress or actual danger.

Everybody can now own a full-size full-powered battery made by Philco. Exchange prices range from \$15.95 up, depending on type and geographical location.

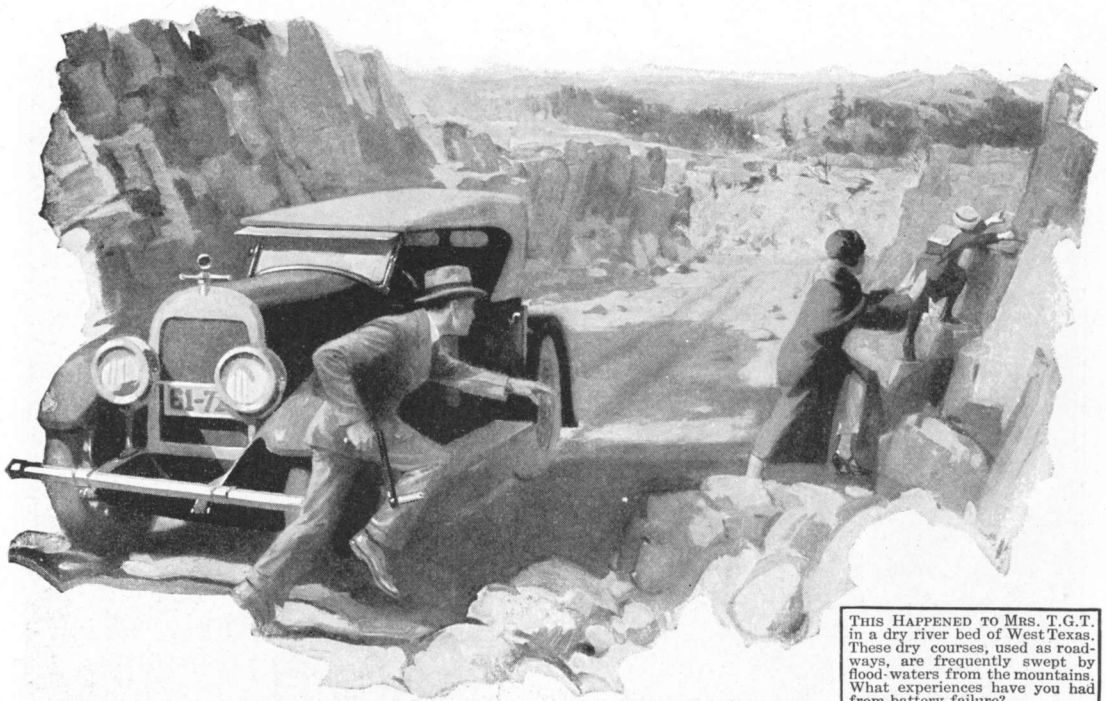
The famous oversize type, equipped with Philco Slotted Retainers and guaranteed for two years, is the longest-life, lowest-cost-per-month-of-service battery built. And it now costs you less to buy than ever before. Look in your phone book for “Philco Battery Sales and Service” or write us.

Philadelphia Storage Battery Company  
Philadelphia

PHILCO Farm Lighting  
Radio  
Electric Truck Industrial Tractors  
Passenger Cars  
Mine Locomotives Auxiliary Power  
Marine  
Isolated Plant BATTERIES

# PHILCO

## DIAMOND GRID BATTERIES



THIS HAPPENED TO MRS. T.G.T. in a dry river bed of West Texas. These dry courses, used as roadways, are frequently swept by flood-waters from the mountains. What experiences have you had from battery failure?



## LOWEST PRICE IN HISTORY

In spite of the general increase in battery prices, we are able to reduce *still* further the price of the famous

### PHILCO RETAINER BATTERY

*Over-size Over-powered  
Diamond Grid Plates  
Guaranteed 2 years*

Philco dealers also sell Bar-Grid Batteries made by us as low as \$15.95. Exchange price—Ford size—East of the Mississippi River.

## “Our next car will be Philco equipped!”

“With our old battery gone ‘West’—a 12-foot wall of water thundering down on us—we left the car and ran for our lives. \* \* \* Our battery was gone—therefore our car was gone. \* \* \* Our next car will be Philco equipped,” writes Mrs. T. G. T.

Motorists are fast learning, like Mrs. T. G. T., that dependable batteries today are as vital as dependable brakes—that for safe, comfortable driving there is no substitute for a powerful, long-life, *guaranteed* Philco Diamond-Grid Battery.

Philco’s Diamond-Grid Plates, Philco Retainers and Quarter-sawed Separators—its tremendous excess power and oversize capacity—are just a few reasons why you *can depend on a Philco in emergencies.*

Don’t wait for your “next” car to be Philco equipped. Get *your* Philco NOW and be safe. Look in your phone book for “Philco Battery Sales and Service,” or write us.

Philadelphia Storage Battery Company  
Philadelphia

# PHILCO

## DIAMOND GRID BATTERIES

FOR RADIO OWNERS. You can now buy a genuine rechargeable Philco Radio Battery for UV199, WD-11 and WD-12 tubes, including a Philco Charger, for \$15.00 or less.

OR

A Philco Battery that will satisfactorily operate up to six UV201A or equivalent tubes, including a Philco Double Charger, for \$25.00 or less.

APR 1924