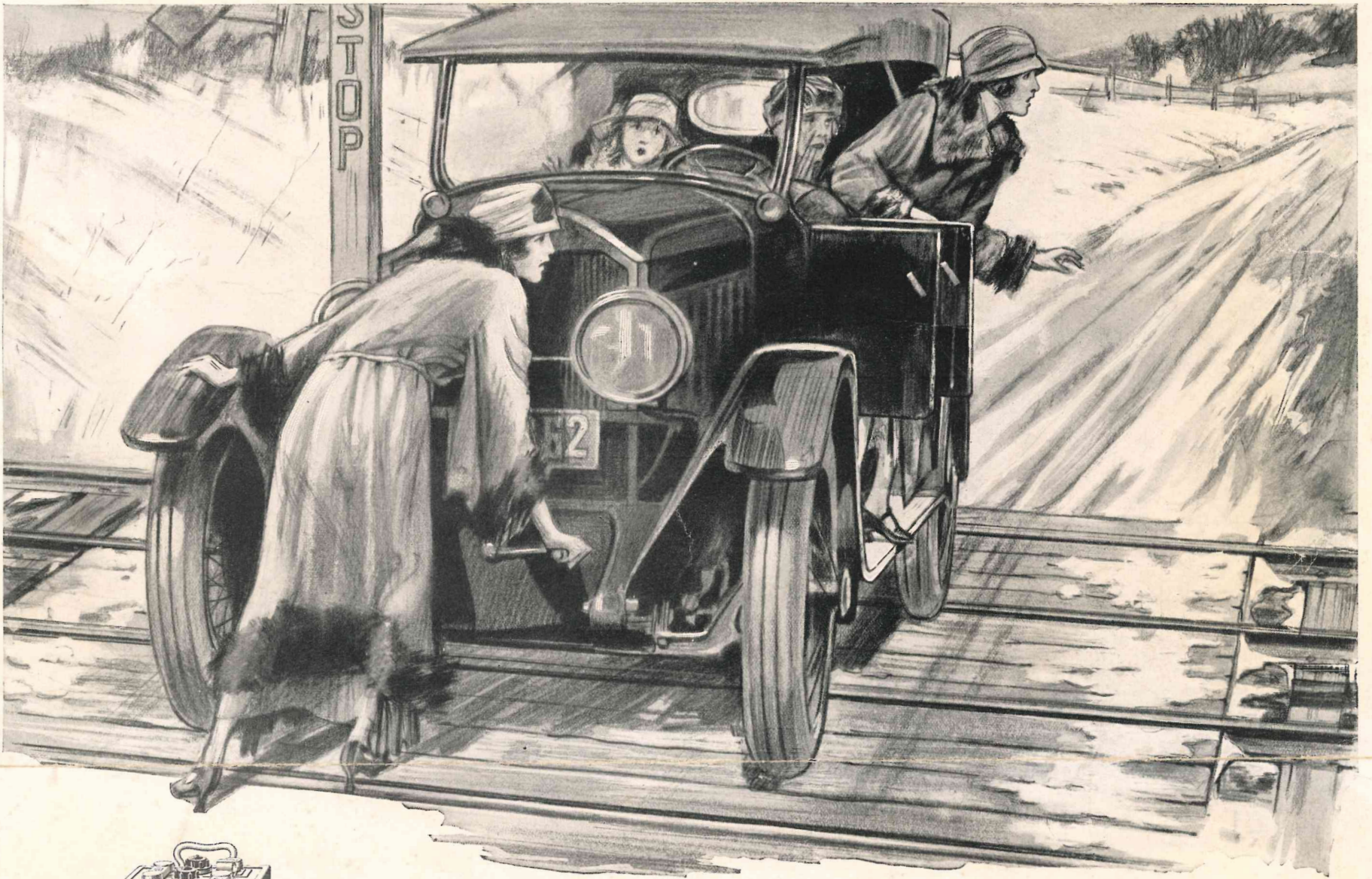


# MAKE PASSERSBY STOP! LOOK! BUY!

More than 28,000,000 persons will see this advertisement in nationally-circulated magazines. Why not let every car owner who enters your place or passes your door see it in your window? It appears in the Saturday Evening Post of January 6th; the Literary Digest of January 13th; the January issues of National Geographic, Successful Farming and Farm Journal, and the February issue of American Magazine, on sale January 20th.

Order your cards on the opposite side — cut off here — and hang this advertisement in your window



## 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.

RADIO DEALERS — Philco Drydynamic Radio Storage Batteries are shipped to you charged but absolutely DRY. No acid sloppage. No charging equipment. No batteries going bad in stock. Wire or write for details.

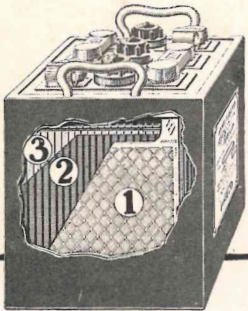
Philadelphia Storage Battery Company, Philadelphia

*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



### 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 Hardwood Separator—made only from giant trees 1000 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 5000 stations—all over the United States. There is one near you. Write for address, if necessary.



On your way to town . . .

WHY not stop in — say every two weeks or so — and let us give your battery the "once-over"? We'll also put in distilled water. It's just



Let us stretch your battery-dollar



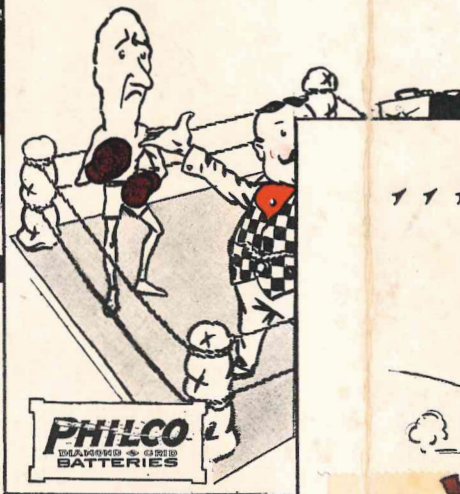
EVERY extra month of service you get from your battery is money saved — of course. And we know, from experience,

That's us — "trouble dodgers"!

IT'S OUR job to prevent battery trouble — as well as repair it. And it's a lot easier and cheaper to keep a good battery Good, than to make a crippled battery even serviceable.



"Gentlemen . . . J. Frost vs. Your Battery"!



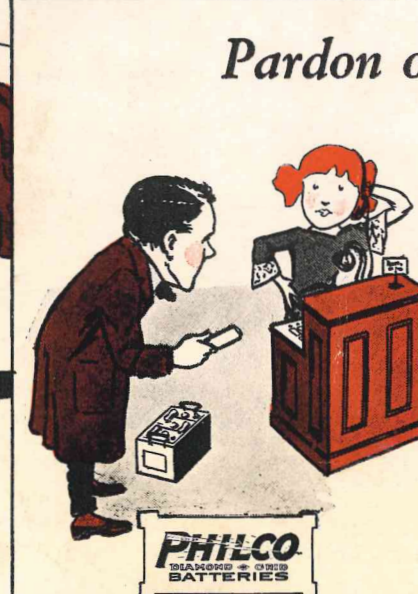
WHEN JACK FROST puts on the gloves your battery is up against a tough fight. And it hasn't a chance — handicapped as it is by a cold, oil-

... "quick, Watson — the needle!"

IT doesn't take a SHERLOCK HOLMES to tell when a battery is "dead" — but it does require expert knowledge to



Pardon our persistence . . . but . . .



WE believe you intend having us look over your battery, but have put it off for one reason or another. So this is just to remind you that a "stitch in time saves nine" — that delay may easily cost you months of battery life.

Storage batteries are almost human in some ways. They require care to keep them in health. That's why we urge you to let us test your battery and add distilled water every two weeks. We sell the famous PHILCO BATTERY — guaranteed for 2 years — but give prompt, skillful service on all batteries.

(Dealer's Name)

## Use these Mailing Cards

When you touch a man's purse, he's pretty certain to show interest. And when you remind a motorist that *battery neglect means battery expense* — not to mention the inconveniences and embarrassments of battery failure — he's bound to take notice. One purpose of these mailing cards is to make a car owner "battery conscious." The other is to bring him to your door for battery service, and eventually a new battery.

Order a full supply of all six cards. Mail them out to your prospects — say one every week or so. Also send them to customers who just "forget" to drop in regularly for battery inspection. We supply these cards at cost price. Sold only in sets of six cards — 5½" wide x 3¼" deep, printed in two colors as follows:

25 sets	.10 per set	100 sets	.07 per set
50 sets	.09 per set	250 sets	.06 per set
	500 sets		.05 per set

If you desire them imprinted with your name and address in lots of 100 to 500 sets, the price complete for imprinting will be \$6.90.

In lots of 600 to 1000 sets, the price for imprinting will be \$8.63.