

Exide

BATTERIES

Helpful Advice
to Car Owners
and Dealers



THE ELECTRIC STORAGE BATTERY CO.

*The Oldest and Largest Manufacturers in the World
of Storage Batteries for every purpose*

Allegheny Avenue and Nineteenth Street
PHILADELPHIA

BRANCHES

PHILADELPHIA 671-73 N. Broad Street	ROCHESTER 642 Plymouth Ave., South
CHICAGO Marquette Building	SAN FRANCISCO 1536-1556 Bush Street
ATLANTA Peachtree and Baker Sts.	BOSTON 718-20 Beacon Street
DETROIT 5740 Cass Avenue	CLEVELAND Chester Ave. and E. 24th St.
PITTSBURGH Keystone Building	DENVER 1420-24 Wazee Street
NEW YORK 23-31 West 43d Street	WASHINGTON 1823-1833 L Street, N. W.
ST. LOUIS 1508 Fed. Reserve Bk. Bldg.	MINNEAPOLIS 3 N. 15th Street
KANSAS CITY 123-37 Belmont Boulevard	CINCINNATI 600 Provident Bank Bldg.

SEATTLE
1041 Railroad Avenue, South

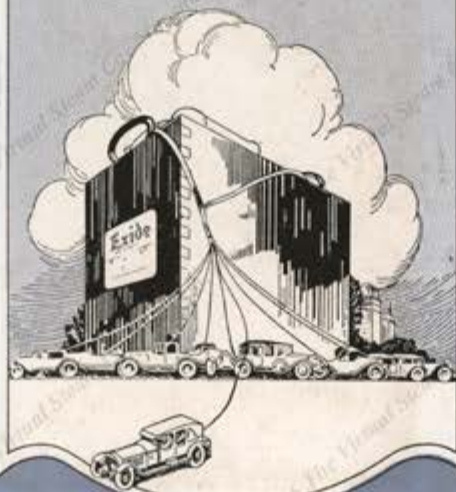
MANUFACTURED IN CANADA BY
Exide Batteries of Canada, Limited
133-157 Dufferin Street, Toronto

Exide
BATTERIES
SERVICE STATION

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The Exide Guarantee

THE Exide Automobile and Motor-cycle Starting, Lighting and Ignition Batteries are guaranteed by the manufacturer, The Electric Storage Battery Company, Philadelphia, Pa., to be free from defects in material and workmanship.

At any time within three months from date of delivery to the original purchaser any battery which may prove to be defective or incapable, when fully charged, of giving its catalog capacity, will be repaired or replaced free of expense to the owner on receipt, transportation charges prepaid, at any Exide Battery Depot or authorized Exide Battery Service Station, and delivery being made f. o. b. the same point.

This guarantee covers defective materials and workmanship, and does not cover the free charging of batteries nor the making good of damage resulting from lack of charge or from failure to keep the plates covered with solution by filling the cells from time to time with pure water.

No claims on account of alleged defects will be allowed unless made within three months of date of delivery of battery to the original purchaser, and the right is reserved to refuse to consider claims in the case of batteries opened by other than authorized Exide Battery Service Stations.

Purchasers of cars equipped with Exide Batteries are earnestly urged to cooperate with the battery manufacturer by taking their cars, immediately upon receipt, to the nearest Exide Battery Service Station or Depot, in order that the battery may be tested and its condition and installation checked. No charge is made for this inspection.

What Is the Life of an Exide

MANY car owners have obtained five or more years of service from their Exide Batteries. Others permit their batteries to be ruined in a few months through neglect and preventable abuse.

There are some things which tend to shorten battery life which cannot be helped. Some cars are harder on batteries than others. A hot and dry climate shortens battery life. But the things which do the greatest damage are lack of water, lack of charge and lack of proper location, fastening and protection on the car. These abuses are all preventable.

So we say frankly to Exide owners that the life of their batteries is largely in their hands.

Keep your battery well charged, filled with water, clean and properly secured in its place and it will give a long life and unflinching service.

Exide Battery Service Stations everywhere are ready with competent and reliable testing, filling, recharging and repair service. Their work is dependable and their prices fair.

Battery Marking

All new Exide Batteries carry markings which fix the date of manufacture. Exide Batteries, as stocked by us and our Service Stations, do not suffer deterioration, and our guarantee covering workmanship and material is not affected by or dependent upon the date of manufacture.

Suggestions to Dealers

Cars Awaiting Delivery

Batteries belonging to cars in your hands awaiting delivery should be properly cared for.

They should be removed from the cars and placed on trickle charge or stored where they can be given periodic freshening charges.

Start the Owner Right

When delivering a car to the purchaser, check the battery condition and installation.

(a) Make sure that the battery is fully charged.

If the owner starts with a partly discharged battery, it is probable that it will continue to run down until completely discharged.

(b) See that the terminal connectors are clean and tight.

A coating of vaseline over the pillar posts and seal nuts below the connectors will do much to prevent acid creeping and corrosion.

(c) See that the hold-downs are pulled down tight, so that the battery cannot move about in the battery compartment.

Broken jars are usually a result of the battery being loose in the battery cradle.

(d) Send the owner to the nearest Exide Service Station, so that he may get acquainted and there obtain any advice and assistance he may need in caring for his battery.

Exide Service Stations will gladly cooperate with car dealers, in trying to start the owner right and in trying to have the owner get complete satisfaction from the electric system on the car.

Exide
BATTERIES

Condensed Instructions for Battery Care

Exide
BATTERIES
SERVICE STATION

AS soon as you receive your car take it to the nearest Exide Service Station and have the battery tested and its installation checked. The Exide Service Station will be glad to give you any needed advice on the care and operation of your battery.

Many car owners fail to obtain satisfactory life and service from their batteries, because they do not understand the simple but real needs of the battery. These may be summed up as follows:

(a) Put nothing into your battery except pure water to replace evaporation, keeping the solution level above the tops of the plates.

(b) Keep the battery well charged at all times. While your battery will crank the engine and light your lamps as long as there is any charge in it, its life will be much longer if it is kept between half and full charge. Hydrometer readings are the simplest and most accurate way to test the condition of the charge. Take them every month and be guided by them.

(c) Keep connections clean and tight, and covered with vaseline.

(d) Keep the filling plugs tight and the battery clean and dry, and properly fastened down in its compartment.

(e) If the car is laid up, take the battery to an Exide Service Station for proper storage.

(f) If repairs are necessary, take the battery to an Exide Service Station. Do not entrust it to inexperienced or unskilled hands.

Pure Water

By pure water is meant water which contains nothing injurious to the battery. Water may be excellent for drinking and yet contain something injurious to the battery. Distilled (but not merely boiled) water, melted artificial (but not natural) ice or rain water (if obtained in the open country from a clean slate or shingle-covered roof) are generally satisfactory. All water for battery use should be kept in clean, covered vessels of glass, china, earthenware, rubber or lead.

Never add acid to your battery, the acid does not evaporate. Beware of patent solutions and powders.

Hydrometer Readings

A syringe hydrometer should be used once a month to test the specific gravity of the solution. The following are indications of the condition of charge of the battery, as shown by the hydrometer (specific gravity) readings.

(a) A fully-charged battery is shown by readings between 1.275 and 1.300. Readings of 1.225

or less show the battery to be half charged or less. Readings of 1.150 or less indicate complete discharge.

(b) When a healthy battery becomes more than half discharged (hydrometer reading 1.225 or less), it is due to waste of current or insufficient supply of current from the generator. Check the use of current and the condition and adjustment of generator, lamps, wiring, cut-out and starting motor and have any improper condition remedied.

If the battery is not too much discharged (hydrometer reading not less than 1.200) use lamps and starter sparingly, and if generator is working properly the battery will frequently regain its charge. If it does not, or falls below a reading of 1.200, it should receive a bench charge promptly.

(c) If the reading of one cell differs from others by 50 points or more, it indicates that the cell is not in good order. Take the battery to an Exide Service Station for attention.

More detailed instructions can be obtained by applying to the nearest Exide Service Station or to a Branch of The Electric Storage Battery Company.

See list of Branches on the back page of this folder.