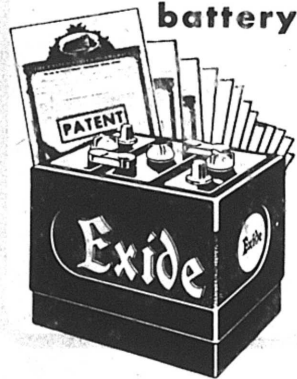


221 REASONS

...why
you should
CHOOSE
your next
battery



WHEN you buy your next battery, it will pay you to choose *carefully* because all batteries are not alike. Some last much longer than others, give far more dependable service, and thus save you money.

Patented materials and processes account for vast differences between batteries. For example, the Exide you buy today stands high above others because of the company's great backlog of patented developments—221 of these patents are now in force. Outstanding among them is a means of greatly extending battery life and improving performance through the use of new types of alloys that include silver.

When you buy your next battery, insist upon an Exide—there are 221 reasons why you should. Get the advantage of these new alloys as well as many other improvements evidenced by 221 current patents and 68 years of battery building experience.

You can buy an Exide that's guaranteed nationwide for as long as 4 years. You are assured new, vital freshness, either with a *Dry Charged* battery (filled by your dealer) or *Wet* (filled at the factory).

Your Exide dealer is listed in the "Yellow Pages." He offers you *experienced battery service*—right in your neighborhood.

Exide prices are as low as \$11.95 exch.

WHEN IT'S AN

Exide
...YOU START



TWITCHING ITS TUFTED EARS, THE BABY RHINO LOOKS OUT FROM ITS PEN UNDER ITS MOTHER'S WATCHFUL EYE.

The Rarest Baby Rhino

The zoological gardens at Basel, Switzerland are proudly showing off the first rare Indian rhinoceros ever to be born and survive in captivity. Mated at the zoo, 20-year-old Joymathi gave birth to a healthy, 141-pound male after a 16-month pregnancy. The unnamed youngster, with miniature armor plates like those of its parents, is thriving on its mother's milk, and will soon take grass

ARMORED SHELTER IS GIVEN BY JOYMATHI, NOW CAREFUL ABOUT THROWING HER WEIGHT (TWO TONS) AROUND.

