

SELF RECHARGING "BATTERY OF THE FUTURE" AVAILABLE IN KLAMATH BASIN AREA

6-Year Guarantee to Save Millions for Car Owners

Hundreds of people in the past few weeks have witnessed here the amazing ability of the Lifetime, the battery with the six-year guarantee, to recharge itself after being completely discharged of all electricity.

Competitively priced at \$29.95 for the 6-volt battery and \$34.95 for the 12-volt, Lifetime batteries are sold by leading battery dealers throughout the country, Alaska, Hawaii, Canada and South America.

After ten years of research by Frank Williams, inventor, realtor, investor and now president of the Continental Manufacturing Corporation, marketers of the Lifetime battery, it was first test-marketed in Alaska last year.

Its success was so great in Alaska that production was immediately stepped up and, following the largest advertising campaign ever conducted to introduce a new battery in the United States, sales increased 2400%.

In the test, which is now standard for Lifetime batteries but not attempted by other battery manufacturers, a stock Lifetime is attached to a car and, with the ignition off, used to turn over the motor and actually move a car in first, second and third gears around a city block. At the end of the test the battery is allowed to rest for one minute while it recharges automatically. Then the starter button is pressed and the battery continues to turn over the engine for a total of 22 minutes and more!

Dissatisfied with the usual type car batteries and firmly believing that other car owners felt the same way, the inventor, working long and diligently, produced what is believed to be the finest battery on the market. He guarantees it for six years.

Most batteries are guaranteed for only a fourth of this period, and frequently fail in less than a year. As a result, the Lifetime's six-year guarantee has created great discussion among battery dealers and car owners alike.

All advertising of the Lifetime battery stresses the guarantee and also the battery's extraordinary ability to recharge itself.

Leading national magazines have told the story of the Lifetime battery to 50,000,000 people and many thousands of the readers are already Lifetime battery owners.

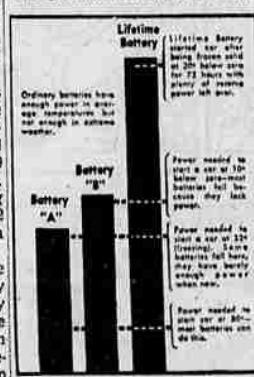
To these people it makes sense to own a Lifetime battery. They realize that they don't buy a battery, they rent one. The rent depends upon the battery's guarantee.

If a battery costing \$28.45 is guaranteed for 15 months (the actual price and guarantee period of a well-known national battery), the owner pays \$1.89 a month (\$28.45 divided by 15). The Lifetime battery costing \$29.95 and guaranteed for 72 months costs only 41 cents a month rent!

More and more people are finding out what real battery economy means when they buy a Lifetime, besides enjoying the peace of mind that comes with owning a battery that recharges itself and starts in emergencies.



LIFETIME BATTERIES with their six-year guarantee, head the list of all car batteries in length of life. No misleading claims, no trick guarantees, nothing between the lines, Lifetime batteries are guaranteed to last for 72 months.



Reserve Power Safety Factor For Hot and Cold Weather

Extremes in temperature place an extra-heavy load on any battery. Just as molasses flows too rapidly when heated and is sluggish at low temperatures, broiling heat burns up a battery; even ordinary winter temperatures make engines hard to start, often causing conventional batteries to fail just when needed most.

Any new battery can start a car under normal conditions (70°-80° F.). But many batteries lack reserve power for starting in cold weather, and most batteries fail completely at zero.

Engineered to withstand temperature extremes, the Lifetime battery has been road tested in both Alaskan winter conditions and in punishing desert heat without failure.

How does Lifetime do it? Better parts, better workmanship, plus its famous "neutronic" plates that create more than enough power for any car under any condition.

Increase in Farm Profits

Until recently, heavy loads placed on batteries by farm vehicles have often caused battery failure, making frequent replacement necessary and costly loss of production while equipment is out of service.

Development of Lifetime Batteries for farm use may increase farm profits nationally by hundreds of thousands of dollars, experts predict, because of increased production and lower maintenance cost.

Lifetime Battery Similar to German W.W. II Batteries

Recently the editor of a national automotive magazine noticed a striking similarity between the Lifetime battery and reports of the batteries used by General Rommel's Afrika Korps during World War II.

"Will you admit that your battery strongly resembles the batteries used by the Germans during the war?"

"Exactly what do you mean?" was the inventor's reply.

"During the African campaigns of World War II," the editor wrote, "Allied armies were constantly amazed at the ability of German General Rommel's tanks to start at any time of the day or night. The Afrika Korps tankers just hopped into their vehicles, mashed the starter switch and took off."

"This despite desert heat or the intense cold of the Saharan night."

"The abrupt changes in weather conditions raised hob with the batteries in British and American tanks and trucks. Al-

lied maintenance crews were kept hopping to keep them in shape or to replace burnt out units. During the last part of the campaign, Rommel's men were kept on the go so much that there wasn't time for maintenance. Still the German equipment started."

"It wasn't until several undamaged German tanks fell into Allied hands that the reason was discovered in the German batteries."

"It was immediately apparent that the Germans, faced with a material shortage, were unable to afford constant replacement of their equipment and so had to have the very best in order to make it last. This it did."

"During the war there wasn't any time to change U. S. production, to say nothing of the expense involved. However, it was only natural that after the war, someone would leap on the problem of manufacture for the U. S. market. Someone did. It took several years to figure out how to manufacture the batteries commercially and at a

good price as well as to do the job the Germans did." The result, we believe, is the new Lifetime battery produced by Continental Manufacturing."

The manufacturer replied to the interviewer's question, "I can't deny that there is a similarity between the German battery and my own."

"Then," continued the editor, "is it true that you are now using the product of German patents?"

"No comment. I'm an inventor, not an attorney."

The editor approached his problem from a different angle. "Where did you get the formula for your neutronic plates?"

"Where it came from is my secret. The only important fact is that the Lifetime battery is here, it has been proven here, is now being made here. We don't know just how good it is but we know it will last at least 11 years so we guarantee it for six. That's what we consider to be of interest to the public."

Editors' Impartial Tests Prove Lifetime Battery Outlasts, Outperforms Others 221%

When the Lifetime battery was first introduced in the U. S., it attracted wide attention among magazine editors, who had heard reports of the battery's amazing power and ability to recharge itself automatically.

Some of these editors were skeptical; one said: "Let us test this battery, any way we see fit. If it does what you claim, it's news our readers will be interested in. If it's no good, our readers will be interested in that, too, and that's the way we'll write the story."

The manufacturer agreed, and they took a standard Lifetime battery off the production line and went to work. In that test, Motor Trend's research laboratory used a stock Lifetime battery and compared it with batteries from two other leading manufacturers (two of the most famous heavy-duty batteries in the world). First, they deliberately ran the Lifetime battery down and waited one minute to see if it would re-charge itself.

It did. They repeated that procedure 43 times, then compared the Lifetime with the two other batteries. Results showed the Lifetime battery to be 204% stronger than the strongest of the other two.

After discharging the Lifetime battery an additional twenty times, allowing it to recharge itself each time, it was found to be 213% stronger than one of the nationally known batteries, and 221% stronger than

the other.

Another automotive magazine took the same battery used in the prior test and drove a 3800-lb. car twice around a city block using the battery alone for power. At the completion of the test the battery, though sluggish, still operated.

Continuing their report, Motor Trend authorities say, "This is the first time, to our knowledge, that a battery manufacturer has offered a six-year

guarantee with the first year unconditional. Three months is the usual time for the unconditional guarantee, and the pro rata period is usually from 18 months to two years. The advanced design of the Lifetime battery is the result of years of research in the development of "neutronic" plates, which are responsible for its unprecedented life expectancy. They have remarkable recuperative characteristics.

FREE INSTALLATION

This certificate entitles you to free installation of a Lifetime Battery at any dealer. Installation service includes: inspection of fan and generator belt, inspection and cleaning of battery cables and battery carrier to remove corrosion. See list of dealers on opposite page or phone 4804 Merrill, Don Barnes.

CLIP THIS CERTIFICATE NOW



DURING INDEPENDENT TESTS in Alaska and the U.S., the Lifetime battery was intentionally discharged under sub-freezing conditions, recharged itself automatically and started the car at once. Smothered in tons of snow this car (above) was deliberately frozen to show a dubious automotive magazine editor that the Lifetime under the hood would turn the motor as soon as the starter was used no matter what the temperature. The Lifetime was completely discharged first, allowed to recharge itself for one minute, and then was tested. Result? The car started immediately. With a long, hard winter to look forward to, wise car owners are installing Lifetime batteries in their automobiles. Experience has shown them that a powerful battery is a big safety factor in pulling a car through a sub-zero cold snap. Summer heat can do much damage as winter cold. But a Lifetime battery, with its six-year guarantee and proven performance, outlasts them all in any kind of weather.

Inventor Plots Revolution

"The Lifetime battery is not going to revolutionize the battery buying habits of car owners, it already has," said Frank Williams, inventor of the remarkable new car battery with the six-year guarantee and head of its marketing division.

"Thousands of people have already bought Lifetime batteries. Each one is just one more to subtract from the more than 23,500,000 car owners who will have to buy a battery this year," Williams stressed.

More than half of all car owners in this country will have to purchase a new battery during the course of the year. Batteries that have been worn out from over-use, have been sapped of their strength by torrid temperatures or have been made immobile in sub-freezing weather will cost their owners over \$470,000,000 this year for replacement alone.

The Lifetime battery revolution started in Alaska in 1952. The first area in which the Lifetime battery was marketed it was also the toughest. Williams knew that if he could prove his story to the critical, hard-driving Alaskans who live in the most rugged terrain in North America, he could prove the worth of his new battery to anyone.

Acceptance by the Alaskans was immediate. In fact it was so great the Lifetime battery started edging other batteries out of the Alaskan market. Success of the Lifetime battery in Alaska is attributed to the way it stood up under the harsh weather better than any other on the market.

Alaskan drivers wanted only one thing from their car batteries: The power to start their cars and operate their car's electrical equipment satisfactorily. It would appear that they weren't getting it, before Lifetime batteries made their appearance and proved their ability to survive the Arctic Winter.

Lifetime battery plant facilities were increased and the people of the United States itself were introduced to the Lifetime battery through the largest advertising campaign ever done to introduce a new battery to their market.

The revolution is now in full swing and picks up greater momentum as each day passes.

Williams believed that car owners were tired of constantly replacing their batteries. He believed that they wanted a battery that would give them service, give them extra power, regardless of the weather for many, many years. He was right. His battery sales have increased 2400% since he first introduced the Lifetime battery on the market.

ORIGINAL BATTERY STILL IN USE AFTER 11 YEARS!

First installed in 1942, a test battery is still in daily use after 11 years with no signs of weakening. The heavy car on which it was installed had previously worn out two conventional batteries in a matter of months.

Since installing the revolutionary new battery, the car has been used every year for desert trips and skiing trips, has never failed in 11 years, although it has "deliberately been subjected to the hardest use."

The manufacturer of the Lifetime battery is confident under the circumstances that his six-year guarantee is well within the probable life expectancy of the battery.



LIFETIME battery inventor, Frank Williams, inspects the car that for eleven years has been operated by Williams' original Lifetime battery. On hand also at Lifetime headquarters in Culver City, Calif., is pretty actress Jean Drake who skipped across the street from the M-G-M casting office as a neighborly gesture.

12-Volt Size Corners British Market

Sports car enthusiasts have finally found the answer to their 12-volt battery problems in the low-priced, extra-powerful and long-lasting Lifetime battery!

As more and more foreign sports cars fill the highways (and also as more American cars are changed to the 12-volt system) demand continues to increase for the Lifetime 12-volt battery.

Until now all car owners have had to rely on imported British 12-volt batteries, loaded with tariffs, or high-priced domestic batteries with short guarantees.

Lifetime is crowding these batteries off the market.

Inexpensively priced at \$34.95



SPORTS CARS, like this racing MG, need a 12-volt battery with that extra reserve of power that only a Lifetime is guaranteed to give for six years.

Police Search Successful

Police departments and other municipal county and state organizations throughout the country have learned that the new Lifetime battery saves replacement expense and can be depended on to start in emergencies regardless of weather.

To a department always on call, that split-second difference between a slow and fast start can mean a person's life. That's another reason why more police departments are switching to Lifetime batteries.

Proof of their acceptance by the police is shown in that many of them are now installing Lifetimes in their own family cars, too!

As old squad cars wear out, police officials transfer their Lifetime batteries to the new ones, saving money for budget conscious city governments.

FREE SERVICE

In line with your local Lifetime dealer's policy of complete battery care, he will, for no charge, install your new Lifetime battery, inspect the fan and generator belt, inspect and clean the battery cables and battery carrier to remove corrosion. Just clip out the coupon.

Truck Owners Cut Costs

Large transcontinental trucking lines have discovered that Lifetime batteries shatter their old battery maintenance costs. Before using Lifetimes exclusively, upkeep of old batteries was high and replacement costs were higher.

Typical fleet owner comment: "We put in Lifetimes and forgot 'em. They've paid for themselves three times over."

Even the man with a one-truck "fleet" has seen that it

pays to have a Lifetime under the hood.

"I'm just starting in the business," one owner explained. "I have to make every cent count. And it makes sense to me to protect my investment in the truck by giving it the best battery. That's why I like my Lifetime. The long-term guarantee saves me money on battery replacement, besides saving lost hauling time due to failure of ordinary batteries."