

THIS IS WHY THE BATTERY MANUFACTURERS TRIED TO SMASH JESS RITCHIE

BECAUSE NOW YOUR OLD CAR BATTERY CAN BE BETTER THAN NEW!

Back in 1947, certain that the world would welcome such a discovery, Jess Ritchie together with Dr. Merle Randall, a noted chemistry professor, produced over 1,000 chemical formulas searching for an answer to battery failure.

For years men had grappled with this problem of prolonging the useful life of lead-acid storage batteries. All such batteries have a normal life span. After which they break down. And there's nothing you can do about it.

One after another their experiments failed, until, inexplicably an accidentally processed formula brought results entirely different from anything they had used up till then. *Sensational results!*

At last science had the answer to battery failure. Battery AD-X2, a secret chemical formula, doubled and tripled the life of any battery, actually rejuvenated ageing batteries, gave greater capacity to new batteries. For the first time you'd have a battery that could be completely charged, operating at 100% efficiency, all the time.

FROM THAT MOMENT OF DISCOVERY JESS RITCHIE WAS A MARKED MAN!

The Keystone Battery Company of California sent this letter to the American Association of Battery Manufacturers:

"When the AD-X2 thing first came out, we thought they'd kill themselves off in short order. But they seem to be getting stronger . . .

"This is a serious situation. We have lost a considerable amount of business, and the loss to large manufacturers must have run into the thousands.

"We feel sure that with the cooperation of the Association we can lick this thing."

Jess Ritchie's Dream Became a Nightmare

Instead of lavish praise he ran into an incredible storm of violent condemnation, and brutal scientific indifference.

This small business man, who had never invented or discovered anything before, suddenly found himself the TARGET of a gigantic foe. He was zeroed in with charges of fraud, pinned down with court orders and law suits.

And like all successful attackers, the battery manufacturers kept themselves well camouflaged.

Their money and power influenced men in high public places — government officials — to front their offensive.

1. The National Bureau of Standards branded AD-X2 worthless. They issued an influential official condemnation.

THEY NEVER EVEN TESTED AD-X2

2. The United States Post Office, acting on this misinformation, sued Ritchie's firm, Pioneer's Inc. for attempting to defraud through the mails.

3. The powerful Federal Trade Commission sued Ritchie and AD-X2 for fraudulent advertising.

HE STOOD ACCUSED — LIAR AND THIEF

Remember, behind this frenzy of government activity was the sordid, underhanded scheme of the battery manufacturers to blanket AD-X2 in a bed of lies.

If there had been any doubt that AD-X2 worked, then there would have been no need to keep you from using it. No, it would have more nearly suited their selfish purposes, if AD-X2 did ruin your battery.

There never was a real controversy over AD-X2 as many newspapers and magazines wanted you to believe—only a highly successful campaign to tear Jess Ritchie's small business to shreds.

Twice Jess Ritchie was forced into bankruptcy trying to market AD-X2.

But he still wasn't licked. They hadn't counted on his bronco bustin' determination.



The Senate Select Committee on Small Business tried to prove the true merit of AD-X2.

They asked America's leading scientific university, the Massachusetts Institute of Technology to test it.

As you know: Your battery supplies electric current for the ignition — all the electric equipment — PLUS POWER TO CRANK YOUR ENGINE.

When you use any of this equipment, or leave your car stand idle, the battery discharges electric current. Run your motor and the battery recharges itself.

But — while a battery discharges two things happen:

1. Some of the active materials from the lead plates shed or fall off . . . Forms useless "battery mud." THIS IS THE FIRST REASON YOU LOSE POWER.

2. And, the soft sponge lead in the negative plate changes chemically into lead sulfate. With age this sulfate gets tough and hard. It clogs the pores of the plate. Then, the electrolyte-acid plus water — can't enter the pores and deliver electricity. This continuous process is called SULFATION. It is responsible for the steady loss of power in your battery, and when the plates are completely sulfated or clogged your battery fails and has to be replaced.

According to the Massachusetts Institute of Technology: **AD-X2 RESTORES ACTIVE MATERIALS . . . STOPS HARMFUL SULFATION . . . INCREASES THE CAPACITY OF YOUR BATTERY.**

But these unbiased scientific findings

HAD NO EFFECT ON THE BATTERY MANUFACTURERS PRINCIPLE OF "GOOD BUSINESS."

They actually persuaded the government bureaus to ignore the M.I.T. report!

In an unbelievable disregard for truth, they forced Ritchie to defend himself at 103 hearings in 11 different states, 13 separate cities.

He had to take 16 transcontinental flights. Spend over a half a million dollars.

SENSATIONAL REVELATIONS ROCK WASHINGTON!



All that remained was the final blow. These legal maneuvers had Ritchie blocked at every point. But he stood and faced them with his only weapon — fact.

The Federal Trade Commission heard 10,000 pages of testimony. 3000 pages of exhibits. They found government employees on the payrolls of the battery manufacturers. Discovered possible major scandals involving millions of dollars of the public funds.

AND OVERWHELMING PROOF THAT AD-X2 WORKED!

In May, 1956—8 years after the discovery of AD-X2—the F. T. C. reached a unanimous decision. By a vote of 4 to 0 they dropped all the charges against Ritchie and AD-X2. None of the claims made for AD-X2 were fraudulent.

This historic decision was a complete and overwhelming victory. A spectacular triumph over the wealth of the entire battery industry. That's why today, *without fear of contradiction*, I am free to tell you:

AD-X2 is the first and only major chemical improvement in the lead-acid storage battery since its invention. It will double the life of your car's battery. End forever battery failure from harmful sulfation.

I wish I could go on and tell you that you could double the life of your car's battery simply by going to your local automobile dealer or service shop. But that simply isn't so.

The battle for AD-X2 isn't over. Remember, the man who sells and services your car depends upon these interlocking giants of the car business for his livelihood.

Do I have to tell you what that means?

But all their money and influence can't bury AD-X2! It is free of the battery industry's shackles.

**NOW — BY SIMPLY RETURNING THE COUPON
YOU'LL HAVE A BATTERY
WORKING AT PEAK CAPACITY.
For only \$3.00 — less than you pay
for an ordinary tune-up, less even than
a good car wash, you will have:
A BATTERY THAT IS
BETTER THAN NEW!**

Last year the American Automobile Association reported the number one road-call headache was battery trouble. Yes, even more than tires! Over 10,837,000 motorists with dead batteries called for help.

Now, whether your battery is old or new, 6 volts or 12 WITHOUT ANY SKILL OR MECHANICAL KNOWLEDGE you can positively end battery failure once and for all from harmful sulfation.

If you have a new battery

AD-X2 will keep it *new*. Hold back the harmful sulfation. Mile after mile, day after day your battery will deliver the *same* high power.

You know, even a new car often has to have its battery charged before it can be driven from the show room floor.

But no matter how long you leave your car stand idle — months or years — at the touch of the starter your engine will turn over.

If your battery is 12 months old or more

AD-X2 will remove that destructive sulfation.

Used car dealers and garagemen constantly boost old batteries into the *appearance* of life. But the first cold day that sulfated battery can't deliver the necessary 250 or more amps it takes to start your car. With a sickening groan your battery dies.

But no matter how tough and hard your plates may be, adding AD-X2 will make them *soft and porous again*.

Even if your battery has already needed expensive servicing it will stand by you like new. With AD-X2 it will recharge itself as you drive. Give you trouble free service for years to come.

When you step out into a day that bites your nose, freezes the lock on your car door — with AD-X2 added, you can be sure your battery will turn your engine over.

For the first time in your life you'll be driving a car with a battery that's completely and fully charged. No lost materials, no sulfation. You'll be getting the same 1,250 to 1,300 s.g. reading that battery delivered the day it was made.

Play the radio, use the heater, defroster, electric windshield wipers. Your battery will recharge itself completely. And fast!

Even if you now have a dead battery:

If it's mechanically sound, so great is the miraculous power of AD-X2, that you can extend its life for years to come.

**YOU SAVE 5 WAYS WITH
AD-X2 ADDED TO YOUR BATTERY**

- Saving #1.** You save the \$18.00 to \$40.00 you'd normally expect to pay for a new battery after a few years.
- Saving #2.** You save the expense and trouble of having to have your car with its dead battery, towed.
- Saving #3.** You save the cost of battery service calls. You won't need a "quick-charge" or booster of any kind. As you drive, your battery will completely recharge itself.
- Saving #4.** You will never have to pay to repair costly damage to your transmission caused by having to be pushed to get started.
- Saving #5.** Worry and Aggravation. No one can say how much it's worth to never worry again that your car won't start. You will start, even if every car on the block has to call a serviceman.

On the back of this folder you will find more information and details concerning this wonder-working discovery. **FIND OUT FOR YOURSELF.** Try AD-X2 on a *no-risk* special **DOUBLE GUARANTEE.**

You will receive a 3 package treatment of AD-X2. When the postman delivers this amazing product, DEPOSIT \$3.00 with him.

Then, if you have a 6 volt battery put one package in each cell. Just unscrew the 3 knobs at the top of the battery and pour in AD-X2 — just like sugar.

If you have a 12 volt battery put half of each envelope in each opening. (*Exact measurement not needed.*)

Your battery is now better than new! It will start your car for years to come.

One package treatment of AD-X2, good for either a 6 or 12 volt battery is only \$3.00. If you own two cars, have a boat with an electric starter, a dead battery stored in the garage, or want to save money for a friend, you may order treatments for 2 batteries for only \$5.00. You save one dollar.

Will you please fill in your name and address, and the number of AD-X2 treatments you need, on the convenient coupon and return it to us today in the accompanying self-addressed envelope that requires no postage.

**PLEASE TEAR OFF AND KEEP
THIS UNCONDITIONAL GUARANTEE**

GUARANTEE #1.

You have absolute protection! Complete satisfaction or your money back. Your mechanically sound battery must be completely charged, without harmful power-destroying sulfation, within 30 days or we'll refund your complete purchase price.

GUARANTEE #2.

You can make this test immediately. Prove to yourself that AD-X2 makes your battery *better* than new.

After adding AD-X2, run the car for 5 minutes. Then when you have driven 50 miles, do this. Pull the coil wire. Turn on the radio, lights, all the electric equipment. Run the battery until it is *completely* dead.

Turn off all the electric equipment and leave the battery rest for 3 minutes.

Then, with the starter only — *start* your car!

Now — run the battery down a second time. Do not let up on the starter until it is completely dead!

Be sure all the electric equipment is turned off. Replace the coil. Let the dead battery sit for 30 minutes.

I GUARANTEE YOU CAN NOW START YOUR MOTOR IMMEDIATELY!

Further, I guarantee that for the first time in your life you will be driving a car with a battery that is completely and fully charged.

I will gladly refund your \$3.00 purchase price if AD-X2 doesn't do everything I say it will, and more.

C. P. Kasher

President,
Sterling-Warner Corp.

P.S. We know you'll probably want AD-X2 in your battery before the cold weather sets in. You can help us rush this wonder-working discovery to you. Please enclose your cash, check, or money order with your coupon in the enclosed envelope. Because this will save us time and bookkeeping expenses we will pay all the postage and cost of handling charges. You will save at least an extra 35¢.