

TEST:

LIFE-LONG BATTERY

**RESEARCH EXPERTS LOOK INTO THE
AMAZING CLAIMS MADE BY A BATTERY
MANUFACTURER AND GET ANSWERS**

THE HISTORY of the automobile covers only a little more than half a century, but in this relatively brief span, thousands of remarkable technical developments have been incorporated into the body, chassis and engine.

While some features of the automobile are in a fluid state and show constant improvement, others make slow progress, if not remaining completely stabilized. One of the latter seems to have been batteries.

Recently, however, striking advances have been made in this field. The net result was a battery company offering a 10-year guarantee and claiming amazing reliability for its product in almost any kind of weather. And the unit was available at moderate cost.

The implications to all automobile owners were significant. Batteries are a critical item in every car, and particularly for those subjected to extreme temperatures and extraordinary operating conditions. For drivers who live in areas where below zero readings on the thermometer during the winter are normal rather than exceptional, battery efficiency takes a beating and is the chief source of worry and expense.

Thus, a battery has to be exceedingly durable and capable of functioning properly under a wide variety of conditions. When advances are reported in this direction, they can scarcely be ignored.

MOTOR LIFE magazine, like any motorist, was skeptical. When the Life-Long Battery Manufacturing Corporation suggested that one of its batteries be put to a rigid test, the offer was accepted.

The staff of MOTOR LIFE magazine selected an independent research group—Triplett and Barton, Inc., of Burbank, Calif.—to make the tests. The firm was well qualified, being experts in metallurgical diagnosis, and was responsible only to MOTOR LIFE magazine.

A month of detailed tests followed, some so highly technical that they were beyond the scope of the average layman. The substance of the notarized report returned to MOTOR LIFE by the research organization, which used SAE procedures, confirmed the claims made for the battery.

In conducting the tests, three batteries were used. Two were from standard stock of the Life-Long Company, the third was a well-known competitive make.

One Life-Long battery was given series of tests at room temperature. Using a current of 250 amperes, the six-volt battery was discharged until it dropped to three volts. The same test was applied to the competitive battery.

The Life-Long unit showed a considerably higher capacity by lasting nearly three times as long as the rival battery—in effect delivering nearly three times as much energy.

The tests were repeated again at intervals of 90 minutes and 24 hours. The results were the same.

THE THIRD Life-Long battery was subjected to a severe test without attempting a comparison with another make. This battery was placed in a freezing unit where the tempera-

ture was 20 degrees below zero. It was left in this frozen condition for 24 hours.

Then tests were made to determine if the battery would deliver 250 amperes without a drop below three volts. Taken out of the freezer, the battery was checked. It promptly put out the 250 amperes.

It was then subjected to an even more drastic test. Temperature was sent tumbling down to 40 degrees below zero. Did it work? It did—250 amperes.

How far could this go? Back into the freezer. Down went the temperature to a cracking minus 70 degrees—more than 100 degrees below the freezing point of water! Did the battery work?

Not 250 amperes worth, but it registered a respectable 125.

What is the answer about the Life-Long battery? Judge for yourself. The tests were honest, accurate and showed that the unit is an amazing one, as far as recuperative powers are concerned. And with a 10-year guarantee, they'll now have to start building a car that will last the life of your battery.

Independent research laboratory was put in charge of making extensive tests of battery to determine its effectiveness under various conditions. Here a technician checks the output against readings of rival make for comparison figures

