

**OLIN
INDUSTRIES
ANNOUNCES
A NEW
BATTERY**

Here's the inside story on Olin's new Leakproof Flashlight Battery. Battery will not leak under conditions of normal use, Olin officials report. Cover Girl Joan Tebbe holds the new battery while lovely Annelle Tice points out where Olin's exclusive chemical sealant, Solinite, does its work.



Olin Industries, Inc., announced recently a new flashlight battery with a chemical sealant which prevents battery leakage under conditions of normal use.

R. V. Bennett, sales manager of Olin's Electrical Division, said in making the announcement that the new Olin Leakproof battery contains Solinite, an exclusive Olin development.

Solinite, which prevents leakage, eliminates the need for thick insulation and for an outer metallic battery jacket, thus reducing the danger of shorting adjacent circuits. The battery has a so-called integrated bottom which insures a primary and positive contact.

The largest advertising campaign in the history of the Electrical Division will break in August to announce the new battery, according to Mr.

Bennett. During a concentrated three-month campaign a total of 86 insertions will appear in 21 leading trade and consumer magazines. The consumer advertising schedule will include SATURDAY EVENING POST, LOOK, COLLIER'S, TRUE, COUNTRY GENTLEMAN, FARM JOURNAL, OUTDOOR LIFE and BOY'S LIFE.

He said the company also has available for retailers new point-of-purchase displays for counter and window merchandising of the new battery.

Each battery bears an Olin guarantee that, "If this battery damages your flashlight, send it with the battery to us. We will promptly give you free a new flashlight of equal value plus batteries."

Production of the new battery already is underway and Olin expects to be in full scale output by August.