

Report of the visit to the "The Electric Storage Battery Company"
on Thursday Aug 13, 1959 Headquarters # 2 Pen Center Building Philadelphia, Pa.

The ESB Co began seventy years ago. A small group of men formed The Electric Storage Battery Company in June 1888. Their total assets consisted of \$2,500 in cash; a bundle of patents; a small, untied market for storage batteries.

In these days of so much emphasis on security it is well to look back upon the courage and faith of those men. From its earliest days the company prospered, and it continues.

~~The Electric Storage~~ ESB's storage batteries played vital roles in both World Wars and in the Korean conflict. Not only were they used in warships, planes, weapons and military vehicles, but they also provided power for all kinds of communications equipment as well as hundreds of applications in industry connected with the war efforts. This broad diversification built into the basic product has been a distinctive characteristic of ESB's business throughout its corporate life.

But in seeking ways to enhance the company's growth and stability, management has brought still wider diversification into the business by adding other products lines and expanding its research. In addition to packaged power for industry, automotive equipment, a wide range of other consumer uses, and the new implements of the space age ESB's six divisions and eleven principal subsidiaries now manufacture and market products in a number of other fields. These include flashlights, safety equipment, sun glasses, molded and extruded rubber and plastic products, and corrosion proof materials for building in the United States and in foreign countries. Its manufacturing and assembly plants at home and abroad now number 37.

From a small beginning 70 years ago, the Electric Storage Battery Company has a long and impressive record of achievement in both its contributions to the American economy and its own financial growth. The company's present strong organization, diversity of markets and active programs of research, engineering and development form a solid foundation for even greater growth in the next seventy years.

Here under are some of the many products manufactured by the Electric Storage Battery Co: industrial batteries, automotive batteries, dry cell batteries and flashlights, willson products (welding helmet, ear muffs to reduce noise, safety hat, monomask respirator, sun glasses) atlas product (corrosion proof coatings linings and cements), custom molded rubber and plastic products for industry, stokes products (step valve for metering liquids, diatomaceous filter ring, centrifugal pump housing, deck shuffle board disc and battery cases and cells jars).