

# What's Between Your Battery Plates?

Are the plates of your battery *insulated* from each other—is your battery insured against separator troubles for the full life of the plates?

Or are the plates merely *separated*—with the constant liability of short circuits and wastage of current, with a bill for putting in new separators always hanging over you?

Is it a Willard Threaded Rubber Battery?

Or just an ordinary battery with ordinary separators that carbonize, puncture, warp and crack, that sooner or later have to be replaced at your expense?

Willard Threaded Rubber Battery—insulation that outlasts the plates—*more miles of uninterrupted service per dollar.*

The list of cars and trucks below is arranged alphabetically for your convenience.

## Cars Equipped with Willard Threaded Rubber Batteries

Acson	Bessemer	Commodore	Fergus	I H C	Menominee	Onida	Rock Falls	Titan
Acme	Bethlehem	Consolidated	Ferris	Independent	Mercedes	Oshkosh	Rows	Townstar
Ahrens-Fox	Betz	Corlies	Franklin	Indiana	Mercer	Packard	Sandow	Transport
All American	Biddle	Crawford	Fulton	Jordan	Mercury	Paige	Sayers	Traylor
Allis-Chalmers	Bolstrom	Cunningham	G M C	Kissel	Merit	Parker	Seagrave	Twin City
American	Brockway	Daniels	Garford	Koehler	Meteor (Piqua)	Parrott	Shelby	Ultimate
American	Buffalo	Dart	Giant	Lancia	Metz	Paterson	Signal	Urus
LaFrance	Canadian Brass	Day	Glide	Lays	Miller	Peerless	Southern	Vella
American	Cannon Ball	Day Eldred	Great Western	Lewis-Hall	Mitchell	Peugeot	Standard	Vim
LaFrance	Capitol	Denby	H C S	Lexington	Napoleon	Pharma	Standard 6	Vulcan
of Canada	Carroll	Dependable	Hahn	Luxerne	Nash	Pierce-Arrow	Stanley	Ward LaFrance
Apex	Case	Diamond T	Hatfield	M H C	Nelson	Premier	Stanwood	Warr
Armleder	Chevrolet	Dieck Flyer	Hawkeye	Marion	Nelson & LeMoon	E & V Knight	Stewart	Werner
Atterbury	Citroen	Dodge	Haynes	Maxson	Noble	Rainier	Stewart Y F	Westcott
Autumn	Chrysler	Doris	Henney	McPherson	Noma	Renault	Studebaker	Wills
Bacon	Clayton	F V D	Highway	Moore	Northway	Rep	Stutz	Wilson
Bell	Comet	Fargo	Humboldt	Moore	Stonest	Republic	Sunbeam	Winther
Bolmont	Commer		Hudson	Moore	Olds	Robinson	Tiffin	Wolverine



The manufacturers of the cars listed above have selected Threaded Rubber Insulation for their cars because:

1. Rubber is the best insulating material known.
2. Threaded Rubber Insulation is the most satisfactory form of porous rubber—and battery insulation must be porous to allow free passage of the solution.
3. Experience has proved that Threaded Rubber Insulation outlasts the battery plates—and consequently means greater value and greater satisfaction to the owners of their cars.

**FARMVILLE AUTO SERVICE CO.,**

(Incorporated)

**FARMVILLE, N. C.**

**H. L. BARRETT**

Manager Battery Service.

# WILLARD

THREADED RUBBER BATTERY