

THE STILL BETTER WILLARD

The Only Battery With Threaded Rubber Insulation

"It seems strange to many, even in the automobile trade," says A. W. Stevens, Willard Service Station Dealer, "that insulation should be as important as battery plates, yet such is the case. Plates cannot continue to take charge and supply current unless they are each adequately protected against the neighboring plates on either side."

"A great part of the difficulty in manufacturing satisfactory battery insulation results from the fact that the insulation must permit current to pass freely yet must completely insulate one set of plates from the other."

"Threaded Rubber Insulation has become popular among car builders and users because it has such a rare combination of desirable qualities."

82% of the entire output of the automobile industry of the United States are using **THREADED RUBBER WILLARDS** as standard equipment.

FIRST—Because **THREADED RUBBER WILLARDS** have only **ONE HALF** the wearing parts, consequently the car manufacturer can assure the consumer, that he will get a longer period of usage, with less expense, than any other make of battery.

SECOND—Because **WILLARD SERVICE** is **SECOND TO NONE**.

If your battery is a Willard you should be satisfied, if not, come in and let us remove your troubles. We repair and rebuild all makes of storage batteries, starting motors, generators, and magnetoes.

Expert advice will be given by experienced mechanics. All work guaranteed.

Link River Battery Station

Seventh and Klamath



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