

Your Ford Deserves a Willard

Because so much unusual performance is expected from a Ford, the wise driver is never satisfied with a battery of anything less than Willard Quality—and there's no need to be satisfied with less. Because there's a genuine Willard Battery made in Ford size—and it sells at a surprisingly low price.

WILLARD BATTERIES have for years had a reputation as high-quality batteries—and today they're better than ever. Willard plates are extra rigid to prevent warping—active material is hard, to stand the jolt and jar of service on short-wheel-base cars. There are dozens of perfections and refinements made possible by Willard's long experience. And this is the kind of battery you need for your Ford, at a price you'd pay for much less quality!

THE STILL-BETTER, WILLARD

and the EVEN-BETTER-THAN-THAT WILLARD There are, in addition, two other types—the *Willard Threaded Rubber Battery* and the *Willard All-Rubber Battery*—which for a very few dollars more give you all the super-quality that goes into batteries for

the higher priced cars. And these super-batteries are not too good for the Ford. You'll say so when you get the prices.

The Willard Threaded Rubber Battery. That's the battery used as standard original equipment by the builders of 184 makes of cars and trucks, who believe that the battery insulation is important. For a slight additional first cost you are freed of later re-insulation expense.

The Willard All-Rubber Battery. Rubber inside—Rubber outside. Plates are protected by Threaded Rubber Insulation. Has Monobloc (one piece) Rubber Container, in which sides, partitions and bottom are a solid piece of leak-proof, damp-proof, acid-proof rubber. The small additional cost fades away when you think of the satisfaction of having a Willard All-Rubber Battery.

If your battery shows signs of weakening, begin to investigate the Willard Battery right now. Ask some of your friends who have Willard Batteries on Fords and on larger cars what they think about them. Come in! It's a safe bet you'll be agreeably surprised when you find WHAT THE PRICES ARE.

Go to your nearest dealer for a Ford Size
Willard Battery or Willard Service

LINK RIVER BATTERY STATION

COR. 7TH & KLAMATH AVE.

"Hall Mark"

These words mean perfection. The Hallmark stamp on an article carried with it the assurance that the thing so marked had no superior. So it is with the word

"Rayfield"

It means carburetor perfection. It carries with it the assurance that the carburetor so marked has no superior; that if you buy one, your carburetor troubles end. That is why I sell the Rayfield carburetor.

If you have ignition or carburetor trouble, I can and will remove it permanently. I also do all kinds of general auto repair work and it carries the 'RENNER' hallmark when it leaves my shop.

REX RENNER

Carburetors—Ignition

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Get the habit of saving and your future welfare and prosperity are assured.

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KLAMATH FALLS

OREGON