

## "Superior Battery Service"

### Is Your Battery a Mystery to You?

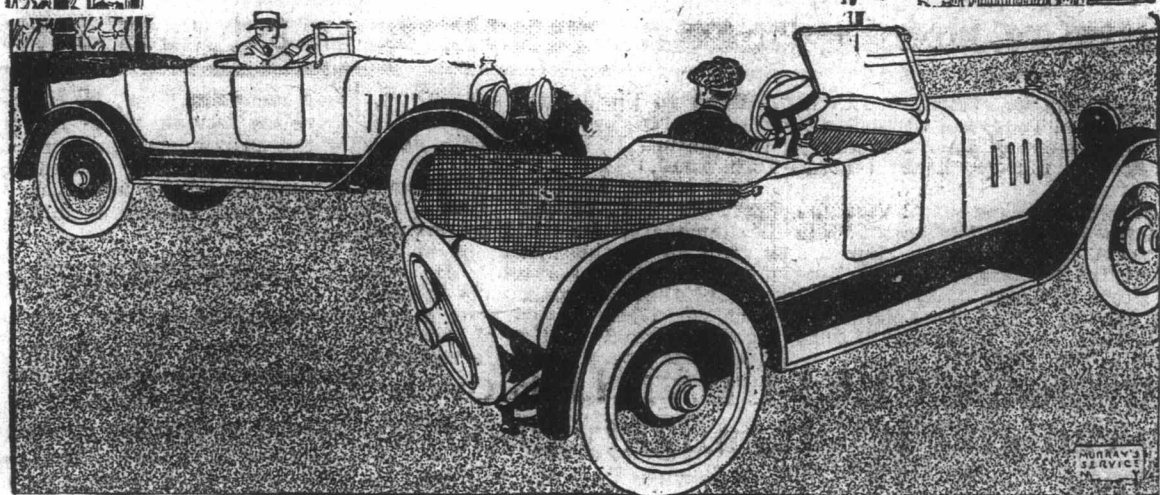
To Many Motorists the storage battery will always remain a mystery—that's why it is so often neglected and abused. If you yourself do not care to add distilled water when needed, or take hydrometer readings periodically, let us do it for you—*free of charge*. If this attention is denied, your battery will suffer and wear out before it should. Our service will help you to avoid storage battery troubles—it is yours for the asking any time, and as often as you wish.

Our Service Station is completely equipped to make all kinds of battery repairs, promptly and at a reasonable cost.

### Prest-O-Lite Storage Battery Service Station

G. H. COHOE

324 Colborne St. Bell Phone 1589.



## Automobile Accessories

Our Showing is complete and up-to-date. Everything that is needed for cars is here, and of the very best make.



The best Oils and Lubricants, Tires, Tools, Plugs, Batteries, and a Hundred other necessities for your car or truck are here in abundance. Always ready for you to use whenever required at prices as right as the quality.

## THE VETERAN STORE

W. BUTLER

'PHONE, BELL, 1589.

324 COLBORNE ST.

AUTO. 'PHONE, 402.

# WILLARD STORAGE BATTERY

## Willard Threaded Rubber Insulation

### How 196,000 Little Threads Solve a Big Problem

Magnify Willard Threaded Rubber Insulation, and you'll see that its surface is covered with little dots.

Each is the end of a tiny thread, only 1-32 of an inch long.

They have made possible something that battery engineers have wanted for years, an automobile starting and lighting battery with *satisfactory rubber insulation between the plates*.

The two most important elements in a battery are, the plates, which must deliver the current when you need it, and the proper insulation of these plates, on which their life and usefulness depend.

No battery will last forever, some day it wears out, and the first sign of that wear *has always come with the breaking down of the insulation*.

Anything, therefore, that gives *better, longer-lasting insulation* means a better battery.

Rubber is the ideal material in resistance and durability, but for years no one was able to find a practical way to use it for insulating the plates of automobile starting and lighting batteries without either decreasing the voltage necessary to turn over your motor in cold weather, or increasing the size of the battery beyond the usual limits.

The threads have turned the trick. The solution passes through them by capillary attraction, but the destructive short-circuit is barred.

The Still Better Willard costs more, but it is truly the most economical battery you can buy.

For sale by car dealers, garages, and all Willard Service Stations and Factory Branches.

### After Two Years' Performance on 35,000 Cars

We Announce This

## Still Better Willard Battery

For the past two years 35,000 cars have been equipped with a Still Better Willard Battery, which represents a marked advance over anything heretofore achieved in the *vitally important matter of proper insulation*.

Now, after every test of service—dependable starting in cold weather, long running in hot summers, two whole years without lowered efficiency—the results of months of laboratory research and factory labor have been thoroughly proven.

The Still Better Willard is offered to the motoring public by the same Willard organization whose product has been year after year specified as standard equipment by over 150 of America's car builders, and is giving satisfaction to over a million and a half car owners.

## WILLARD SERVICE STATION

Smith and McLaughlin—"The Willard Men"

259 Colborne Street, Near Charlotte

Tel. Bell 939