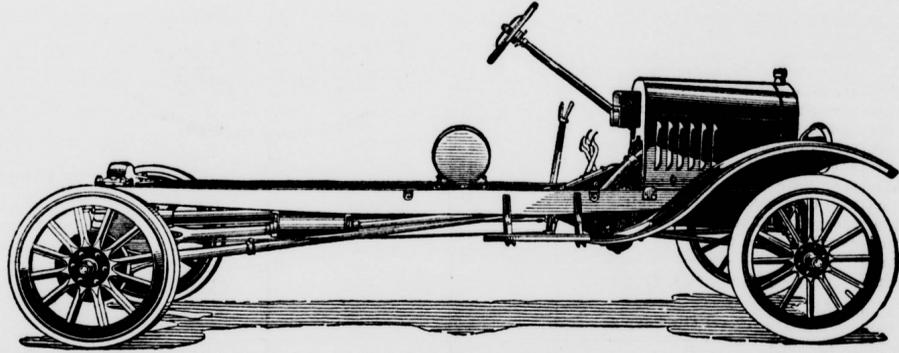


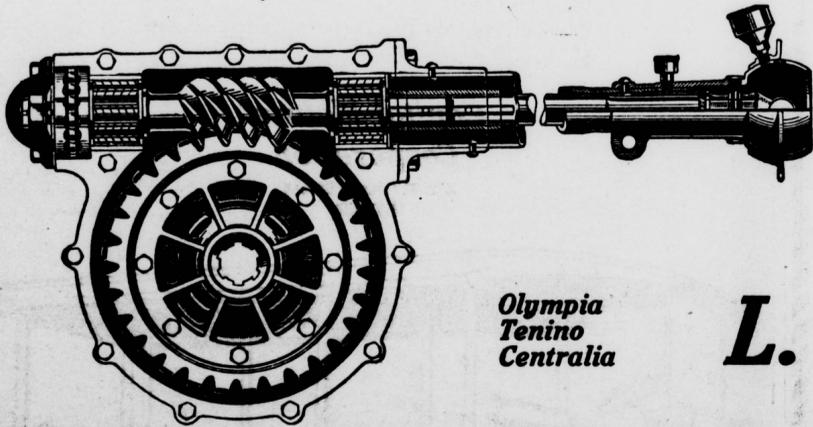
# Ford Model T One-Ton Truck



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**This Trade Mark  
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This Still Better Willard is the only battery which has Threaded Rubber Insulation.

Every battery has to have some sort of insulating material between the plates inside the cells. This is in order to separate positive plates from negative to prevent the active material from coming into contact and causing short circuits, which would ruin the battery.

The superiority of Threaded Rubber is in its durability. It lasts as long as the plates. Ordinary insulation does not. It wears out and has to be renewed.

Re-insulation is never wholly satisfactory, even if the plates are

found to be uninjured, but often we find that they have already been damaged.

Why wasn't an ideal material like rubber used before? It was—but was never found practical for general adoption in starting and lighting batteries till Willard found how to make it porous, by piercing it with tiny threads. Thus the acid solution can extend through the insulation, allowing free passage of current.

Any Willard Service Station will be glad to explain in detail.

No other battery has this "armor plated" protection against insulation troubles. Therefore be sure of the trade mark.

**Willard Service Station**

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