

Q and A About Threaded Rubber Insulation

This trade-mark is branded in red on one side of the Still Better Willard—the only storage battery with Threaded Rubber Insulation.



Q. What is Threaded Rubber Insulation?

A. A storage battery insulating material made up of rubber pierced with thousands of tiny threads.

Q. How does it differ from other battery insulation?

A. Ordinary insulation is wood, cut in the form of thin sheets, and is neither as uniform nor as durable as Threaded Rubber Insulation.

Q. Why is insulation so important?

A. Because battery life depends largely on insulation and because any defect or weakness of insulation is quickly evidenced by buckled plates, short circuits, failure of the battery to hold its charge and so on.

Q. What has this insulation to do with battery shipment?

A. The kind of insulation determines whether the battery must be kept wet, or can be shipped in "bone dry" condition. Wood insulation must never be allowed to dry out, hence makes necessary wet or partially wet shipment. With Threaded Rubber Insulation the battery can be shipped absolutely "bone dry."

Q. Why is "bone dry" shipment and stocking preferable?

A. Because it is the only method by which chemical action in the battery can be entirely held up, so that the battery reaches the buyer in truly brand-new condition.

Q. Why does wood insulation need to be replaced?

A. Because wood insulation being soft, wears out more rapidly than any other part of the battery. It is also subject to cracking and checking, which, if allowed to go too far, seriously damages the battery.

Q. Why does Threaded Rubber Insulation outlast the battery?

A. Because the basis is hard rubber which resists wear and does not crack or check.

Q. How can I be sure my battery has Threaded Rubber Insulation?

A. Look for the red Thread-Rubber trade-mark. It can be found only on the Still Better Willard Battery.

Q. How many car and truck manufacturers have selected Threaded Rubber Insulation?

A. 136 in all. The complete list is printed at the right.

136 Manufacturers Using Threaded Rubber Insulation

- | | | |
|----------------|-----------------|---------------|
| Acason | G M C | Parker |
| Acme | Giant | Peerless |
| All American | Glide | Peugeot |
| Allis-Chalmers | Great Western | Phianna |
| American | Hahn | Pierce-Arrow |
| LaFrance | H C S | Premier |
| Apex | Hurlburt | Preston |
| *Apperson | Hawkeye | Ranier] |
| Arnleder | Haynes | *Reo |
| Atterbury | Henney | Republic |
| *Auburn | Highway | ReVeré |
| Austin | Holmes | Riddle |
| Bacon | Holt | Robinson |
| Bell | Hupmobile | R & V Knight |
| Belmont | Indiana | Rowe |
| Bessener | International | Sandow |
| Betz | (I. H. C.) | Sayers |
| Biddle | *Kissel | Seagrave] |
| Brockway | Koehler | Selden |
| Buffalo | Lancia | Service |
| *Buick | Lexington | Shelby |
| Cannonball | *Liberty | Signal |
| Capitol | Luverne | Singer |
| *Case | Madison | Southern |
| *Chevrolet | Marmon | Standard & |
| Clydesdale | Menominee | Standard |
| Cole | Mercer | Stanley |
| Collier | Mercury | Studebaker |
| Colonial | Meteor (Phila.) | Stutz |
| Comet | M H C | Sunbeam |
| Commerce | *Mitchell | Tarkington |
| Commodore | Murray | Tiffin |
| Cunningham | McFarlan | Titan |
| Daniels | *McLaughlin | Tow Motors |
| Dart | Napoleon | Transport |
| Dependable | Nash | Traylor |
| Diamond T | Nelson | Ultimate |
| Dixie Flyer | Nelson & | Velie |
| Dodge | LeMoon | Vulcan |
| Dorris | Noble | Ward LaFrance |
| Fargo | Northway | White |
| Fergus | Ogren | Wilson |
| Ferris | Old Hickory | Wintner |
| F W D | *Oids | Winton |
| Franklin | Oneida | Wolverine |
| Fulton | Oshkosh | |
| Garford | *Paige | |

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