

The Battery That Startled Its Competitors

THE PERMALIFE

Manufactured To Fulfill The Autoist Demand For A Battery
Supreme---Reasonably Priced

The cry for a better Storage Battery has been heard, and to-day—the New Permalife Battery is introduced to you as the One Battery that is Better. Its twenty months' guarantee has placed it at the head of the Battery list.

Thousands of Permalife Batteries are being used throughout the United States—thousands are daily being installed. Why? Because the demand for a Better Battery has been answered through the Great Permalife Battery of the twentieth century.

The Permalife is the Battery that you can depend on at all times in starting and lighting your car. It is constantly praised for its quickness in starting and its excellent, glowing light. Autoing with a Permalife Battery installed in your car is a pleasure.

Guaranteed For 20 Months.

30 Years of Battery-Building Gives You This Better Storage-Battery

Thirty years of Battery Building gives you this better Storage Battery. Year by year it grew Greater and Greater—more experiments were tried out—and at last the Better Battery—the New Permalife—was manufactured, and to-day is fulfilling the demand for that Better Storage Battery.

Investigate=Try it Out=Go to Your Nearest Dealer.

To-day this wonderful Battery is being sold right in your reach---by your own people. It is being used by hundreds in this State. Go to your dealer, whose name appears below, and he will give you free information about the Permalife.

**The Permalife Battery Is The Secret of
Higher Capacity—Less Resistance—Longer Life.**

The Permalife guarantee of service stands between you and the possibility of loss. It is the strongest, and covers a longer period of service, than any Storage Battery guarantee ever made. This battery will meet all your storage battery requirements. It is backed with a written guarantee of twenty months---and thirty years of battery manufacturing.

Eliminate Your Battery Troubles---Install This
Wonderful Permalife Storage Battery Now.

Universal Auto Company,

Factory Distributors, - Winston-Salem, N. C.

Piedmont Auto Co.,

Agents for Oconee County, Walhalla, S. C.