

26% More Light—No Glare

Glaring, dazzling headlights have caused the maiming and death of hundreds of people. With the ordinary headlight, the risks you run are great—of being hurt badly yourself, or of injuring someone else. Now, because of a remarkable new invention, you can get more light for night-driving, and positively eliminate all glare.

Wonderful New Headlight Lens

Legalite shoots the light downward and ahead, where it is needed, never higher than 42 inches from the ground at any distance from the car. It shoots this driving light, clear across the road, and from 250 to 500 feet ahead, showing up every bump, every depression, every irregularity. In approaching the top of a hill it lights the road instead of the sky! While it gives this intense light where you want it, it blinds nobody—neither you, pedestrians, or other car drivers. Find out about



LEGALITE

It may some day save your life. It will add to your motoring pleasure whenever you drive at night. Come in and see why this lens conforms to every State and City law, why it is endorsed wherever known. You, life may be at stake! At least . . . Legalite Lenses.

FRONT-MARKET MOTOR SUPPLY COMPANY

Service Station for Bosch Magnets, Speedometer Repairs, Prest O'Lite Storage Battery, Goodyear Tires and Tubes.

WILLYS HOST TO SIXTY THOUSAND

All the Employees of Mammoth Overland Factory Have Three-Day Party

Host to 60,000 people—one-quarter of the entire population of Toledo—John N. Willys, president of The Willys-Overland Company, of Toledo, Ohio, entertained for three days—July 27, 28 and 29, the families of the 17,300 employees of The Willys-Overland Company and those of several other Toledo factories associated with his big automobile plant, with six performances of the Barnum & Bailey circus.

For three days everything was free from the tickets admitting their bearers to side shows, menagerie tent and main attractions, even to car tickets to and from the circus. Each employee was presented with three admission tickets and six car fares. Sixty thousand admission tickets and 120,000 street car tickets were specially printed for the occasion and distributed.

For three days huge Overland and Willys-Knight flags waved from the center poles of the big tops—replacing for the first time the streamers of the Barnum & Bailey circus. Large Overland banners were spread across the entrance to the tents, inviting all the guests to a joyous good time.

And from all reports a good time was the order of the day. Each performance saw the big top—crowded to capacity. The clowns, the freaks and performers sensed the unusual event interpolating a number of new stunts and feats, for the benefit of the auto-makers and their families.

None enjoyed the show more than John N. Willys himself, who came to Toledo from New York for the opening performance, bringing with him as his guests a number of the biggest railway officials of the country. In Toledo they were joined by John Klingling, head of the circus, who had also come to Toledo to supervise personally the "Overland Circus Party."

All of these and the circus party an entirely new and thoroughly delightful departure in outings and entertainments. So well did John N. Willys enjoy the first show that he viewed several unsolicited performances during its stay here.

But John N. Willys, his friends, his employees and their families were not the only ones to enjoy the "party." In fact none were made so happy by the three-days' stay of the circus as the performers themselves. No parades for three days, and a chance to sleep out of doors on the circus grounds or at hotels, instead of in stuffy sleepers, caused a pleasant break in the monotony of circus routine.

As a result there were any number of genuine and unsolicited "boosts" for the Overland products from the performers. One of these took the shape of a miniature parade, conducted by Buck Baker, one of the show's leading clowns. He secured a spavined and antiquated horse, named it "Annie One," a rattling and wheezy motor vehicle of uncertain vintage and labeled it after another make of automobile and brought up the rear with a new Overland model. The legend then read: "Any One Can Afford the Overland Now." The clown's ingenuity earned him many laughs and compliments.

The performers, too, took turns riding about in Overland cars, which were plentiful on the lot for several days. In fact the side show freaks all seemed to take delight in spinning around the race track which encircled the circus grounds in a new Model 75-B. The little car earned many compliments because of its strength, power and comfort from a number of performers who are owners of automobiles.

The "Circus Party" is an outgrowth of "Overland Day," which for a number of years has been the big play day of the Overland plant. For five years the entire factory had shut down for a half a day once each year and had marched to the baseball park in Toledo to attend professional ball games. In 1914 and 1915 major league ball clubs were brought to Toledo for exhibition contests in the stadium. But this year it was decided to include the families of the employees in the festivities. The ball park could no longer accommodate comfortably even the employees of the Overland plant. The circus plan was then hit upon. Arrangements were rapidly made and carried out so successfully that the Overland circus party proved the biggest event of its kind in the history of American industry.

United States Tires Have Broken All Sales Records

The United States Tire Company has smashed all previous sales records in splinters, according to a statement just given out by J. C. Weston, general sales manager.

"Our business," says Mr. Weston, "this July has been far greater than even our greatest optimist expected. Our sales have reached a point that is absolutely unprecedented in our history, and I am speaking now only about sales to dealers in the United States. Naturally, if we took into consideration our sales to manufacturers alone, we should show a large increase, because of the immense number of automobiles manufactured this year. But I am talking about sales to dealers who have to meet the demands of the public."

"It is my belief that our heavy newspaper advertising campaign is in a large degree responsible, but you must remember that the consistent increase to such an enormous total has more behind it than the advertising alone, efficient as it has proved. Our tires have made good. Therein lies the answer. The care given to details of manufacture, the fact that we consider fractional thousands of an inch in inspecting our tires as they go through the factory has everything to do with the make-good qualities of United States tires."

"I am delighted with the way our business has increased this year, and I look for an even greater increase during the year to come."

PUNCTURE REMEDY APPEARS

Applied by Anyone in a Jiffy Without Heat or Acid
Punctures and blowouts have and always will be a source of more or less annoyance to the motorist. Just so long as air is used to inflate the pneumatic tire they will continue to give more or less trouble. Demountable rims have gone a long way to solve the puncture question, but it happens that the last tire used sometimes picks up a tack or nail. Quick repair outfits are part of the equipment of many cars, but the repair is not always satisfactory for one reason or another.

With the idea of eliminating as much trouble as possible for the car owner, the Vulcalene Company have marketed a rubber compound which can be applied to any puncture and is guaranteed to seal the leak. It does not require heat or acid to make it adhere to the tube and obviates all danger of burning or scorching the tube. It can be applied by anyone and only takes a few minutes to make the repair.

News Element a Factor in Modern Advertising

"The News Element in Advertising" was the subject of the talk made by Lee Anderson, commercial manager of the Hupp Motor Car Corporation before the Youngstown, Ohio, Advertising club. In part he said:

"I have watched for some time myself to save something about this news element in advertising. Up to this time I seem to have a monopoly on this subject. In my opinion, the news element in advertising is one of the biggest factors in every advertising success, and in the importance which advertising in general holds in our modern economic scheme.

And in our day we have come to regard news as intelligence on some event of importance. Thus we say "good news" or "bad news." News also, from a purely newspaper viewpoint, is recent intelligence which is considered of interest to the greatest number of readers. The wider the interest the more such tidings are regarded as "big news."

Consider the front page of your daily papers. Here is the news which the editors consider most important, because of greatest interest to the greatest number of readers. Yet how much of it is vital to you?

Henry Ford goes to Europe in a fanatical attempt to consummate peace—do you care? The German government sends across the Atlantic a 300-foot submarine carrying 1,000 tons of dressuffs for the United States—is it anything in your young life? And yet quite incidentally the arrival of the U-boat "Deutschland" consummated one of the greatest feats of salesmanship in the history of the world.

How Steel Is Tested to Ascertain Hardness

Machines and devices for testing the materials that go into automobiles are being constantly developed and improved. A notable advance is the new Brinell steel testing machine, of which one of the finest examples in the country is installed in the laboratory of Dodge Brothers.

With this machine the hardness of the various steels that enter into Dodge Brothers case is tested and careful checks are kept on all material.

In testing a piece of steel it is placed in the machine and a small steel ball of great hardness is pressed into the piece to be tested. By the pressure exerted, which is indicated on a gauge,

and by the dimensions of the impression made on the piece, the operator is able to make comparison with certain standard figures and arrive at the exact hardness of the steel tested.

This method of testing steel has largely superseded the old method whereby small steel balls were dropped on the test piece and the height of the rebound indicated the hardness of the steel.

Both the machines are the inventions of J. A. Brinell, a Swedish engineer, who has a wonderful reputation because of his knowledge of steel and its composition.

High-Salaried Counsel on Advertising Accounts

An illuminating idea of the immense importance which advertising has assumed in the industrial development of the nation is furnished in the recent refusal of an annual minimum retainer of \$100,000 by an advertising man who graduated a dozen years ago from the editorial department of a small town newspaper.

Instances of retainers equally large and even larger are not uncommon to the legal and financial world. The Schwab organization is frequently cited as a sort of breeding-ground for huge earnings and several of the big financial houses like Kuhn-Loeb, employ counsel whose annual retainers are calculated in many ciphers. But advertising has only taken rank with the older professions in this respect within the last few years; and the present instance is the most impressive yet recorded.

The advertising man in question is Theodore F. MacManus, of Detroit, Michigan, who declined the honorarium because it involved the removal of his headquarters from Detroit to Chicago, insisting that infrequency of contact with his Detroit clients and responsibility for too many other advertising accounts might lessen his effectiveness.

Mr. MacManus has for several years, acted as counsel to Dodge Brothers, the Cadillac Motor Car Company and the Hupp Motor Car Corporation; and for the past year, has written and executed all of the advertising for the Goodyear Tire & Rubber Company.

FARM BUILDINGS BURN

Hagerstown, Md., Aug. 12.—All of the buildings except the dwelling on the farm of George H. Miller, near Williamsport, were swept away by fire Thursday causing a loss of several thousand dollars.

VULCALENE

...SELF VULCANIZING...

For punctures, blow-outs, cuts, tears, hot-water bags, and all rubber goods.

SAVES FROM 200 TO 500 PER CENT. ON YOUR TIRE TROUBLES

Heat or friction will not affect it. Will outwear any tube.

It is a pure Para rubber compound, not a tire dough, tire putty or tread gum.

Burns Brothers Star Garage
Sixth and Reilly Streets 13th St., Near Derry

The Vulcalene Company
CHICAGO WASHINGTON
General Distributors

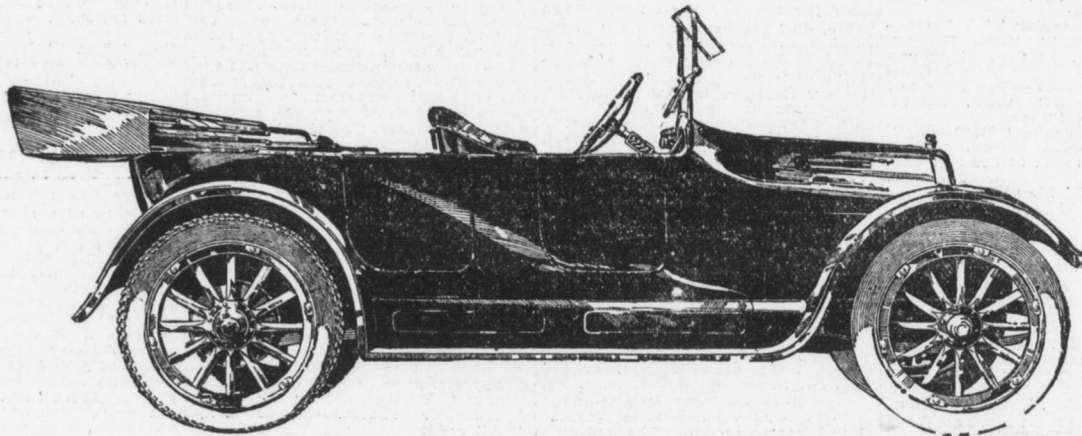
HUDSON SUPER SIX SAXON

Hudson Sales Agency
1139 Mulberry Phone 1396

Rides Like a Breeze!



- Pick out that rough road which slows up all the cars you know.
- Put this \$635 Overland over it at any speed you want to drive.
- See how smooth and easy it rides.
- Now you have one of the great secrets of this car's tremendous popularity.
- It's the easiest riding, low-priced car the world has ever known.
- The longest day's trip you'll ever take will not be long enough to tire you in this wonderful car.
- Cantilever rear springs take all the shock out of rough roads.
- The big four inch tires help, too.
- Many high priced cars lack these advantages.
- No other low priced car rides rough roads with ease as this one does.
- Makes no difference what car you're used to—ride in this one and learn the luxury of real easy riding.
- See us today—ride and you'll buy.



4 cylinder en bloc motor
3 3/4" bore x 5" stroke
4-inch tires, non-skid rear
Cantilever rear springs
Streamline body

\$635
5 Passenger Touring Car
Roadster \$620
f.o.b. Toledo

31 1/2
Horsepower

Electric starter
Electric lights
Switches on steering column
Magnetic speedometer
Complete equipment

The Overland-Harrisburg Co.

Open Evenings

212 NORTH SECOND ST.

Both Phones

The Willys-Overland Company, Toledo, Ohio

"Made in U. S. A."



Time Payment Plan

No need to wait any longer. Get your new car now. No need now to dig deep into your savings or to scrimp for months in order to pay for your car in one lump sum. The "GUARANTY PLAN" makes that unnecessary.

You can now get any Overland or Willys-Knight Car for a small payment down. Then you can pay the balance monthly—a little at a time.

That in a word is the "GUARANTY PLAN"—a thoroughly organized, financially sound system of time payments to help people buy Overland or Willys-Knight Cars.

The "GUARANTY PLAN" is one which we can heartily recommend to all.

Come in right away, learn all about it and pick out your car. It's just the sort of plan everyone has been waiting for.

And now it's here—an accomplished fact.

Of course there'll be a rush to take advantage of it.

So don't wait until we're slowed up on deliveries. Get your order in now—specify immediate or later delivery as you wish, but make sure of your car to-day.

Open Evenings

The Overland-Harrisburg Co.

212 NORTH SECOND STREET

