



# "Daddy's not afraid of the dark"

NO, daddy's not afraid of the dark. He'd be a lot better off if he were. Too bad that a GUESSER'S mistakes take toll from others . . . usually someone else in the car . . . some other car on the road . . . innocent victims reaping the harvest of a guesser's bad judgment.

There isn't a shadow of a reason for not being completely aware of your surroundings in night driving.

Lorraine, the driving light that's completely controllable, is the most profitable expenditure in equipment that any motor car owner can make.

Not only does this remarkable aid to night driving add immeasurable charm and distinction to your car, but it makes you confident! In every circumstance, abundance of illumination as easily directed as the vision of your own eyes, as flexible as a flash-light in your hand.

It is significant that the most practical driving light is also acknowledged to be the most tasteful in appearance . . . universally. In Washington, majestic foreign motors parked at the buildings of State . . . in Hollywood, the sporty roadsters bearing delightful baggage to and from location

. . . in Chicago, cars at the Chicago Athletic or the Drake . . . you'll find usually they're Lorraine equipped.

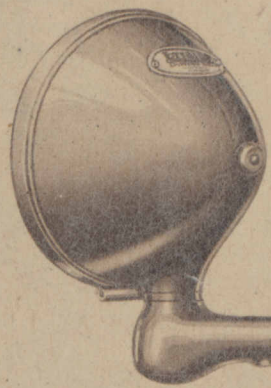
Any alert driver who has owned a car more than thirty days, realizes a driving light is indispensable.

Should you be tempted to compromise with a cheap "spotlight" remember this—there are scores of dealers who have tried the dangerous experiment of equipping new cars with cheaper lights on which they make more profit.

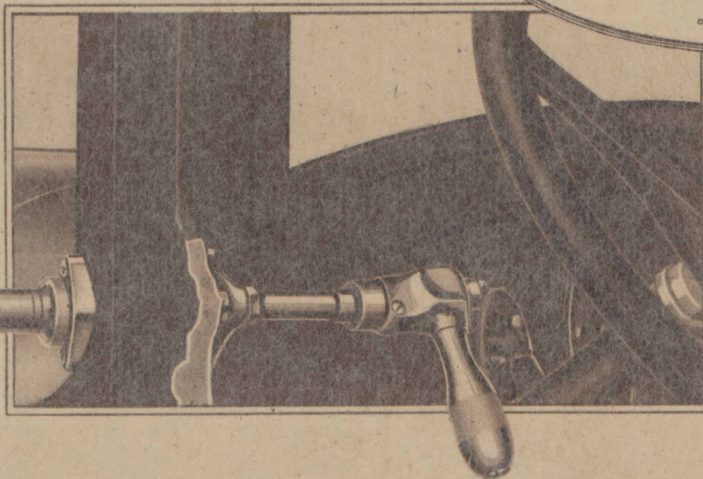
It is a matter of record that confidence is not long lodged with motor car dealers who take such a chance with the public good will.

Any man on the street can recognize the quality in Lorraine. You don't have to be told of the difference between a dollar watch and an Elgin.

The extra quality in the metals, the finer plating, the precision with which every moving part turns, the fine way in which Lorraine automatically maintains its poise and position on a car are apparent to those who have never been inside a machine shop.



The only driving light that embodies all features that make a driving light practical



[NOTES FROM A GUESSER'S DIARY]

May 16 . . . Threw a tire last nite . . . slipped it on the edge of the concrete . . . you know how headlights never tell when you're slipping off . . . well I know it now.

May 20 . . . Broke Junior's heart yesterday evening . . . drove in the garage and over his bike. I need a light I can THROW AROUND.

Lorraine is the quality driving light. Leading motor car dealers say so. Discriminating motorists say so. It should be. Lorraine controls every principle that makes a driving light practical.

In present day traffic it pays to be aware of your surroundings.

A world populated by millions of automobiles is no place for the man who blithely rides the road at night depending on intuition, instinct, and guessing to tell him where the road turns, where it ends, where ditches begin, where gates and doors and hay wagons and house numbers are.

It pays to be a little afraid of the dark . . . and it's never dark if your car is equipped with Lorraine.

No matter what car you drive, any Lorraine station listed at right or your motor car dealer can make a quick, neat, clean-cut installation to which you will point with pride for years to come . . . the kind of an installation that makes this remarkable light a part of your car . . . so much a part of your car that its use becomes second nature . . . effortless!

Act without delay. As long as you're a guesser you ride in a shadow of doubt.

## Chicago Lorraine Stations:

LORRAINE SALES COMPANY  
2354 South Michigan Avenue  
GABRIEL SNUBBER SALES & SERVICE CO.  
5439 West 22nd Street  
LORRAINE NORTH SIDE SALES CO.  
5332 Broadway  
SPITFIRE BATTERY & IGNITION CO.  
946 Diversey Parkway and 1536 East 67th Street  
LORRAINE SOUTH SIDE SALES CO.  
7829 South Racine Avenue  
LORRAINE WEST SIDE SALES CO.  
4518 West Madison Street  
LORRAINE WEST SIDE SALES CO.  
2740 North Kedzie Avenue  
LORRAINE NORTHWEST SALES CO.  
2909 Lawrence Avenue  
LORRAINE SOUTH SHORE SALES CO.  
714 East 61st Street  
AUTO EQUIPMENT CO.  
641 West Madison Street, Oak Park, Illinois  
FERD. PLATE  
2212 West Railroad Avenue, Evanston, Illinois

For the address of Lorraine Stations in other cities, write any main office listed:

LORRAINE CORPORATION  
341 E. Ohio Street, Chicago, Ill. Superior 2344  
or Lorraine Sales Company in the following cities:  
Crystal Lake, Ill. Bloomington, Ill.  
South Bend, Ind. Louisville, Ky.  
Davenport, Ia. Grand Rapids, Mich.  
Detroit, Mich., 64 W. Baltimore Ave.  
Milwaukee, Wis., 549 Broadway  
Fort Wayne, Ind., 1634 S. Calhoun St.  
Kalamazoo, Mich., 420 Main

# LORRAINE

THE FINEST DRIVING LIGHT IN THE WORLD