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SAFE PROFITS

The general public is safety conscious and items pertaining to the safe operation of owners' cars are becoming easier to sell. One item in particular which has been long neglected is attention to headlights. People have come to feel that they don't require attention, and little if anything is done aside from replacing broken or burned-out light bulbs.

However, official records indicate that although less than one-third of the traffic moves after dark, nearly two-thirds of highway accidents occur at night. Moreover, while daylight accidents are decreasing, the decrease is more than offset by an increase in accidents after dark.

In the face of these facts we should call the attention of our owners to the importance of making sure that their headlights are in proper condition for safe night driving. Few owners realize that all the light a car has available for headlight work comes from two 32-candlepower bulbs which together give about as much light as one 60-watt bulb ordinarily used in the home. This isn't a great deal of light to spread over an area fifty feet wide and nearly five hundred feet long.

Obviously, properly maintained headlights are important. As a rule headlight efficiency fails slowly. Hence the driver may not realize just how far from standard his lighting equipment is. The age of the bulbs alone may have decreased their efficiency by more than fifty per cent, and, in addition, if the lens and reflectors are dirty there is still more reduction in light. Dirt on the lens, particularly on the inside may reduce the intensity by ten or fifteen per cent and, in addition, causes glare by scattering the beam. Dirty or tarnished reflectors may reduce headlight efficiency as much as fifty per cent. A loose connection or defective switch cuts down the candlepower and in addition to these conditions, is the important matter of properly aimed lights.

The average service station hasn't regarded headlight maintenance as a possible income item or even as a profitable service. Due to the emphasis now being placed on this type of service we should take into consideration more than the operation of aligning headlights or aiming the lights. This should not be regarded as a courtesy service operation, but a complete headlight service should be rendered. The proper focusing is

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