



The Finest ROAD LAMP EVER DEVELOPED

YET PRICED TO SELL TO EVERY CAR OWNER

Supplied with Amber, Orange, or Crystal Lens



Unity DeLuxe ROAD LAMP

\$5.00 LIST PRICE

COMPLETE WITH

- Universal Mounting Bracket
- Cable Support Clips
- Terminals with Insulators
- 14-gauge Waterproof Cable
- Clamp-On Switch
- Installation Instructions

● The new Unity Road Lamp is the finest and most efficient auxiliary light of its kind that has ever been developed. It is in every respect superior—even to lamps that are designed to sell at twice the price. Actually, the Unity Road Lamp is an ingenious adaptation of Safetylight, the nationally advertised 150,000 candlepower driving light. It meets the demand of those drivers who require a driving light in addition to Safetylight, and who like the fixed bumper-mounted type for fog, etc.

A car equipped with either one or two Unity Road Lamps can drive right through the blinding

glare from oncoming cars without annoyance to the driver. The Unity Road Lamp penetrates and gets down under the glare to illuminate the edge of the road clearly. In fog, mist or snow the Unity Road Lamp makes driving much easier.

Fog rarely drops to the road surface, usually being from one to two feet above the ground. The Unity Road Lamp, mounted low, sends its beam under the fog to blaze a path for the motorist to follow, while the amber beam reduces the reflection of the suspended moisture particles and provides a soft non-glare light for a safe distance ahead.

SUPERIOR IN ALL DETAILS TO LAMPS SELLING AT TWICE THE PRICE

- Scientifically spun 6½-inch reflector—the same as used in Unity's famous Safetylight, world's most powerful driving light.
- 32-candlepower pre-focused bulb which concentrates maximum illumination at point toward which beam is directed.
- Special baffle shield for greatest effectiveness in fog, mist, rain and snow.
- Approved light-filter lens in amber, orange or crystal glass to give increased lighting qualities without annoying glare.
- Chromium-plated heavy-gauge shell gives luxurious appearance and withstands hardest service.
- One-bolt malleable, cadmium-plated bracket (Universal for right or left) makes instant, sturdy, fool-proof attachment.

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Unity's Popular Double Installation **INCREASES SALES VOLUME**



PASSING AND IN FOG—The amber or orange beam of the Unity Road Lamp mounted at the right penetrates glare and reduces the opacity of fog, mist and snow. It marks the edge of the road plainly at safe distances.

● Unity advocates double installations of the Road Lamp—one lamp on the left and one on the right—but wishes to emphasize the point that it is entirely unnecessary for any distributor or dealer to carry two types of lights for this purpose. The only difference between a passing or fog lamp, and a driving lamp is in the color and design of the lens. The amber lens has advantages in passing and in fog, while the crystal lens, which casts a longer beam, is normally better for ordinary far-ahead road illumination.

The double installation—amber on the right and crystal on the left—enhances the appearance of any car and adds greatly to night driving safety.



NORMAL DRIVING—The white-light beam of a Unity Road Lamp mounted at the left is projected at a low angle far down the highway, revealing clearly any hazards which may be in the path of the car. Inoffensive to oncoming drivers because it is low.

With higher priced lights it is often difficult to sell this double installation, but with Unity's popular price almost any one-light sale can be boosted to the two-light installation—and the profit proportionately increased.

Red Lens for Police, Fire and Ambulance Equipment

Unity Road Lamps with red lens can be supplied, at 75 cents extra, for police cars, fire department equipment and ambulances. There is a good market for this red lens, taking into consideration that all county, city and state peace officers and the numerous fire department cars and ambulances require it.

QUICK, FOOL-PROOF INSTALLATION ON ANY CAR, TRUCK OR BUS

One bolt fastens the Unity Road Lamp securely to the bumper arm. This is the simplest of all attachments and the bracket is so designed as to place the light at just the right height for greatest effectiveness. The wiring detail of the Unity Road Lamp is exceedingly simple. Any mechanic can handle it in a jiffy without the slightest chance of error.

SHIPPING WEIGHTS: Single light in carton, 5 pounds; Standard package, 12 lights, 58 pounds

UNITY MANUFACTURING COMPANY • CHICAGO
AMERICA'S LEADING MANUFACTURERS OF QUALITY AUXILIARY LIGHTING EQUIPMENT
MAKERS OF SAFETYLIGHT, WORLD'S MOST POWERFUL DRIVING LIGHT