

A Statement of Interest to Every Automobile Owner Who Takes Pride in the Appearance of His Car

By BURTON S. BROWN, Automobile Editor

The New York Sun

The General Manager of the Lyknu Polish Manufacturing Company recently wrote to me as follows:

"We want to tell the people of New York about the superior qualities of Lyknu Polish for Automobiles, and have decided to take a full page space in the New York Sun for this purpose.

"We have no desire to make any claim for Lyknu that might be questioned in any way and that does not merit your unqualified endorsement.

"For this reason we want you to make a test of Lyknu on your own car. Make any kind of a test that you care to. Subject Lyknu to every kind of a test that you know, or that can be suggested by your automobile friends.

"Then, when you learn just what Lyknu will do, will you tell us about it in a letter that we may publish in New York City? Tell us exactly what you found about Lyknu."

Here was a letter that impressed me with its sincerity. The writer wanted to advertise an article of great merit, but he did not want SUN readers to take merely his say so about Lyknu Polish. His invitation to "try it out yourself and then tell your readers about it" simply had to be accepted. It presented an opportunity for me to be of direct service to SUN readers.

So much by way of introduction. Now, let us get down to the actual operation of using Lyknu Polish on a car. Surely SUN readers will be interested in the results I obtained.

It was astonishing how easily I made that car look like new with Lyknu. In the first place, this amazing polish removed all the accumulation deposited by all the ordinary polishes which I had previously used, and then actually brought out the original finish of the car. It did not cover up with a coating of grease, oil or gum the original, hard, beautiful baked-on surface given to the car by its manufacturer. It was a case of restoration rather than merely a glossing over.

This was a revelation because I had always found that in polishing a car at other times the result I obtained was due more to the application of my own "elbow grease" than to the application of the polish I used. Polishing had always meant a hard, tedious job with doubtful result.

Being thoroughly human in the sense that I prefer to save

myself physical exertion whenever possible, I was most agreeably surprised by the ease and simplicity of polishing with Lyknu.

I did not have to constantly rub, rub, rub to produce a polish. I rubbed only until the surface was dry and found that I had expended only about one-tenth the usual labor and a correspondingly smaller amount of time.

Following the directions on the Lyknu package and considering the fact that Lyknu goes three times as far because its spreading quality is three times as great, I did not saturate the cheesecloth, but simply moistened it by applying it to the mouth of the bottle.

With this single cloth and but a single operation, Lyknu cleaned, polished and dried each area of the surface in approximately 20 seconds.

Many of the automobile accessory dealers and garages in New York are now selling Lyknu, and it is my suggestion that this superior polish be given a trial by you. I am confident, as a result of my own personal experience with it, that the distinctive merits of Lyknu will appeal to you the very first time you use it and will, therefore, be considered by you a very necessary part of your motoring equipment.

[Signed]

Burton S. Brown
Automobile Editor "The Sun."

Lyknu is sold in 50c and \$1.00 bottles and in gallon jugs.

To Automobile Accessory Dealers and Garages:

Your trade is certain to appreciate the superior qualities of Lyknu. If you are not now handling Lyknu, order through any of the following jobbers to-day:

NEW YORK.

Economical Tire and Supply Co., 1932 Broadway.
King Tire Co., 1987 Broadway.
Lowe Motor Supplies Co., Broadway and 55th St.
James Martin, 106 W. 52d Street.
W. E. Pruden Hardware Co., 160 W. 52d St.
Smith-Worthington Co., 40 Warren St.
Weaver-Eblin Co., 2230 Broadway.
The Westchester Accessories Co., Inc., 1777 B'dway.
Whittemore-Sim Co., 1976 Broadway.

BROOKLYN.

Julius Bindrim, 1051 Bedford Ave.
Elless Auto Supply Co., 1204 Bedford Ave.
Martin-Evans Co., Bedford Ave. and Bergen St.
Ready Auto Supply Co., 1225 Bedford Ave.
Walters Rubber Co., Mineola, L. I.
John G. Wilkinson & Co., 6 Water St., Newburgh, N. Y.

DEMONSTRATIONS.

Demonstrations of Lyknu will be held at the following stores, week of July 15th:

I. Davega, Jr., Inc., 125 W. 125th St.
Richards Auto Supply Co., 1785 Broadway.
Dunlap Sporting Goods Co., Far Rockaway, L. I.
Otten Brothers, Farmingdale, L. I.

Demonstrations—week of July 22d:
Circle Rubber Tire Co., 978 Eighth Ave.
Lowe Motor Supplies Co., Broadway and 55th St.



New York Office, Longacre Building, Broadway at 42d St. Phone, Bryant 4860

Charles E. Smith, District Manager

LYKNU POLISH