

# CHAMPION NATIONAL CHANGE WEEK MAY 5 TO 11

## SPARK PLUG IS BEING IMPROVED

### Champion President Foretells Continuing Need for Changing Sets.

By R. A. Stranahan  
Pres. Champion Spark Plug Co.  
Great as the advance in spark plug construction has been in the past, coming changes in engine design and fuel composition will compel even more improvement in the future.

Recent trend toward high compression in engines will obviously continue to still higher ratios. With this increase in compression, fuel economy will be attainable only by resort to the cheapest grades of gasoline. The two factors of higher compression and lower grade fuels will impose on spark plugs stresses and strains far beyond any they have ever had to meet and will set new tasks for manufacturers in devising ways to improve their product.

That the problem will be met and solved is assured by the history of the industry. The spark plug of 1930 is infinitely superior to its predecessor of even 10 years ago. Advance in engine design has worked for steady improvement in spark plug construction and will have the same effect in the future.

But however sturdy and efficient we may make spark plugs, they will still need to be replaced periodically. Insulators will continue to be coated with carbon. Electrodes will still be pitted. Sparks will lose their intensity. As a result engines will become sluggish in the future, as in the past and gasoline will be wasted.

Our experiments prove, and the experiences of millions of motorists confirm them, that spark plugs should be changed after 10,000 miles of driving. Beyond that point it is false economy to keep them in use as they waste more oil and gasoline than a new set costs. However much we may improve the spark plug to meet new engine conditions, this necessity will still be apparent. It will be true in 1940, as it is in 1930 and has been for several years, that it is better economy for every motorist to install a complete new set of spark plugs at least once every year.

Few mechanisms rival the spark plug in the strains imposed on it. Every mile a car runs each of its spark plugs must fire its charge 25,000 times, each one at the exact thousandth of a second when it is needed and always in temperatures varying from normal to as high as 1600 degrees. This is one of the reasons why motorists install new sets of spark plugs during National Champion Change Week, which this year is from May 5 to 11.

Thousands of tests by Champion engineers have proved that the owner of a motor car who changes spark plugs after 10,000 miles of driving, or at least once a year, actually saves on consumption, besides increasing his enjoyment of his car's improved performance and saving repairs caused by deterioration of his engine.

## 33 To Graduate At High School At Enterprise

(By Observer Correspondent)  
ENTERPRISE (Special) — Adopting "Caps and Gowns" for graduating as a custom, a class of 33 students of Enterprise High school will receive diplomas, May 15. Dean Jewell, of Oregon State college, the speaker at Cove commencement exercises May 12, is the speaker of the evening.

Mr. and Mrs. Ross Falconer, of Innaha, Ore., were at Enterprise Wednesday. They report grass fine, sheep doing well, lambing is over and shearing will be in full way in a few days, then the sheep will be moved to new range.

Ed. Thompson, a foreman for Fred W. Falconer was home Friday to visit his folks.

Mrs. Evelyn Faisner, of Enterprise, has just returned home from Pendleton, Milton and Freewater, where she has been visiting her son, Fred W. Falconer and her daughter, Mrs. Wayne Wagner. Enterprise Savagettes are going to Union Saturday. Union played at Enterprise Wednesday afternoon, and lost the game by a score of 45-23. The game at Union will be the last game of the season for the Savagettes.

S. F. Southard returned to Enterprise after a month spent in Salem.

A surprise party was given in honor of Mrs. C. C. Knodell at the home of Mrs. Ben Weathers. Those being present were: Mrs. A. K. Parker, Mrs. Stewart Bennett, Mrs. Nina Gibson, Mrs. E. Snyder. Refreshments were served to close the gay time.

A tale of a dog being poisoned is getting to be an old story. It has been going on for approximately six months but at last it has become a terrible thing, as it is reported to be given in candles.

A birthday party was given in honor of Mrs. J. E. Kay, May 1st, at the home of Mrs. Helena Wagner. Those present were: Mrs. C. O. Knodell, Mrs. Aron Thompson, Mrs. Lou Wagner, Mrs. Jake Wagner, Mrs. Ralph Kay, Mrs. Ralph Goodman, Mrs. Evelyn Falconer, Mrs. Rennie, Mrs. Reta Wagner and Mrs. Prentice Homan. Refreshments of salad, cake and coffee were served.

Louise Finlay and Dorothy Strickler went to La Grande Thursday.

## BISHOP'S SON HELD IN SLAYING



The broken balustrade in front of a New York rooming house where James Mathew Maxon, Jr., 21 (above), son of the bishop, was shot. He is alleged to have beaten the life out of David Paynter, 73. He said he had been drinking with his landlady, Mrs. Rose Hickey (below).

Mr. and Mrs. C. O. Knodell, Mrs. Clayton Knodell and son, Billie went to La Grande Friday.

## Lee To Preach Baccalaureate Sermon Sunday

By W. V. Connor (Observer Correspondent)

UNION (Special) — The annual baccalaureate sermon for the graduating class of the Union High school will be given by the Rev. R. C. Lee at the Methodist church Sunday evening, May 11.

Mr. and Mrs. Alva Cunningham left Thursday for an extended auto trip along the coast. They intend traveling in Western Oregon and probably in Washington and California and may locate elsewhere if they see a farm that they like.

Mrs. Viola Parker was hostess Thursday evening to about 40 young folk who gathered at her home in North Union for chair practice and in honor of Ray Strathman who will leave Union for his home near John Day as soon as school closes May 15.

Forty Odd Fellows and Rebekahs and other visitors went to Cove from this community Wednesday evening to attend the county association meeting of the two orders. They reported receiving the best of hospitality and being delightfully entertained by the Cove lodge members.

Two baseball games were played by the local school teams last weekend, the boys playing Elgin

## Over Night News

By the Associated Press Domestic

Washington — One thousand and twenty-eight economists appeal to Hoover to veto tariff.

Nashua, N. H. — Fire sweeps part of city, destroying more than 225 homes.

New York — Brush and forest fires sweep large areas in eastern states.

Washington — Chairman Hale postpones naval treaty hearings before senate naval committee, awaiting inquiry before foreign relations committee.

Rocky Mount, N. C. — Armed posse searches for two negroes, wanted for attacking girl, injuring her companion.

Fort Stockton, Tex. — Three men killed in plane crash.

Toledo — Bodies of two coast guardsmen who lost lives in Lake Erie found.

New York — Lindbergh fails to broadcast address from New York air show, because he knew nothing of plans.

Los Angeles — Frank Goldborough lands from New York, clipping 13 hours and 57 minutes from junior transcontinental record.

high here Friday afternoon. The game was called at the end of the fourth inning with the score standing Union 9, Elgin 1. Saturday afternoon the Enterprise High school girls were here and defeated the Union team 16 to 13 in a hard fought indoor game in the gymnasium.

Mario Asuneloni left for Detroit last week to make his home with relatives. He is a native Filipino and has been working at Hot Lake for the past few years.

## Lassoing of Deer Brings Publicity

DEEP RIVER, Wash. (AP) — Captain Fritz Elting, master of the ferry Tonal, in getting nationwide publicity as the result of his recent feat of lassoing a deer in mid-Columbia from the deck of his vessel.

The cartoon drawn by a prominent sports authority and cartoonist which is syndicated to large newspapers throughout the country, a drawing of Elting, in the act of performing his astounding feat is depicted. The cartoon bears the caption: "Sport in the untamed Northwest, Captain Fritz Elting of Astoria, Ore., lassoed a deer in the Columbia river two miles from shore from the deck of his ferryboat."

The incident occurred about two months ago. The deer was turned over to game authorities and released near Seaside.

Algiers — President Doumergue of France visits Algeria, marking centennial of French conquest.

Managua — Marines bomb several handit groups of bandits in northern Nicaragua.

## Champion National Change Week, May 5 to 11

### FREE SPARK PLUG INSPECTION

YOU are not enjoying power, speed and getaway unless your spark plugs are properly adjusted and in good condition.

We will be glad to inspect your spark plugs free of charge all this week. No obligation at all — this is just part of our service. Champion Spark Plugs give better performance in every engine. That's why we recommend and sell them.

**BURGESS BATTERY & ELECTRIC SERVICE**  
Ed Reiland

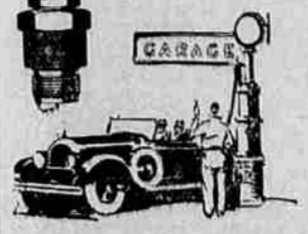
## Champion National Change Week, May 5 to 11

### Change Your Spark Plugs This Week

All motor car manufacturers recommend a complete new set of spark plugs for owners' cars every 10,000 miles. They restore power, speed and acceleration, and more than pay for themselves in gas and oil saved.

Right here in this town, more cars use Champions than all other spark plugs combined.

We sell more because they are better spark plugs for every engine.



**AUTO ELECTRIC SERVICE CO.**  
Ed Reiland

## Champion National Change Week, May 5 to 11



## performance

YOUR car deserves the best. That's why we recommend Champions, the better spark plugs. New Champions once a year save their cost in gas and oil alone. We know they outperform in every engine.

We will gladly give FREE Spark Plug inspection service all this week — Champion National Change Week.

**M. J. GOSS**  
Now Located in Roesch Bldg. on Adams Ave.

## CHANGE SPARK PLUGS EVERY 10,000 MILES

# CHAMPION

## NATIONAL CHANGE WEEK

may 5<sup>th</sup> to 11<sup>th</sup>



## CHAMPION SPARK PLUGS

MANY of our customers need no inducement to change their spark plugs every 10,000 miles, other than the assured continuation of the better performance which this change means to every engine.

This is Champion National Change Week. First established six years ago, it is now a yearly reminder to motorists throughout the city to share in the benefits enjoyed by changing to a new set of Champions every year.

Last year all our customers who installed new Champions at the 10,000 mile mark secured more power and speed, faster acceleration, and all-

around better performance and economy for an entire year.

This change actually cost them nothing, for new Champions save their price in less gas and oil alone.

All motor car manufacturers recommend that car owners change their spark plugs every 10,000 miles, and millions do so, just as they change their oil at more frequent intervals. They do this because they recognize the transition to which every spark plug, no matter how well made, is subject in modern high speed, high compression engines.

The insulator becomes carbon encrusted and the electrodes corroded through pitting and burning. This diffuses and weakens the spark. Combustion is not complete. Gas is wasted

and seeps by the pistons to dilute the oil. Power is lost. The engine becomes sluggish. Speed is impaired.

New spark plugs change all this. There is more complete burning of the gas. Power is increased. Sluggishness is gone as the engine picks up more rapidly. Speed is restored.

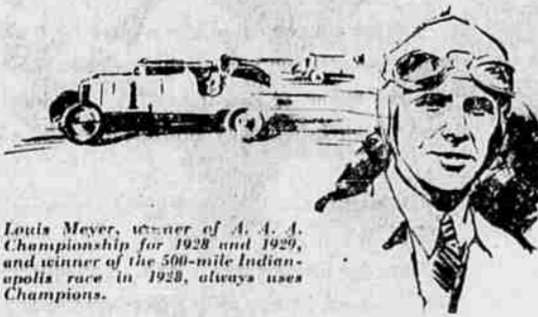
Although Champions will continue to function almost indefinitely, there has always been economy in changing them every 10,000 miles, or at least once a year. The economy of continuing Champion's better performance, of the saving in gas and oil, of freedom from trouble—all these are achieved.

Bring your car to us, have a complete set of Champions installed, and enjoy better performance for the next year.

FREE Spark Plug inspection service this week — Champion National Change Week

## champions use CHAMPIONS

because they are the better Spark Plugs



RACE drivers the world over insist on Champions because they outperform under every condition.

A seven-year string of victories and world's records made by automobiles, motor boats and airplanes, in competition the world over, attest to Champions' unequalled performance.

In renewing spark plugs this year, insist on a complete set of Champions—the spark plug used by Champions. We know from our own customers' experience that they give greater performance in every engine.

**JACK ALLEN SUPPLY CO.**  
Factory Replacement  
PARTS FOR ALL CARS

# Perkins Motor Company

Main 500

Cor. 4th and Adams