

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, MAY 3, 1925

NEW SPARK PLUGS INCREASE POWER—CHANGE AFTER 1000 MILES

SPARK PLUGS ARE MOST IMPORTANT

Necessary Part of Internal Combustion Engine's Often Neglected

The automobile owner who realizes anything of the actual money saving through keeping his car always in good condition wouldn't think of driving with a retarded spark. If his gasoline station charged him 10, 20 or 25 per cent more than his neighbor pays he would soon see about it. He wouldn't drive with a leak in his gasoline tank. If he discovered one, he would go to a repair shop at the earliest possible moment.

Yet, if your spark plugs have been used more than 10,000 miles, you are, in effect, driving with the spark retarded. You are really paying 10, 20 or 25 per cent more for gasoline and oil than your neighbor who has installed new spark plugs recently. And while your gasoline tank is not actually leaking if you are using old spark plugs, your exhaust is shooting good power into the air in the form of only partially burned gas.

Spark plugs lose their efficiency so gradually that you don't realize it. They continue to fire, but their weakened spark wastes gas and oil every mile you drive, decreases efficiency of the entire engine and, as a result, increases wear on the engine's operating parts. Pick-up, speed and power are all cut down.

With a new set of spark plugs you will immediately note a marked improvement. You will get more mileage from gasoline and from oil. Power will increase. Acceleration is faster and starting much easier. In most cases you can set your carburetor on a leaner mixture.

If you have used your present plugs more than 10,000 miles, or have had them installed more than a year, you will find it real economy to put in a complete new set right away. Thousands of tests have proved that beyond question. One test by you will prove it to your entire satisfaction.

OFFICER OF MORELAND TRUCK COMPANY DIES

J. L. Armer, who for fourteen years had been treasurer and a director of the Moreland Truck Company, recently passed away. Armer, who held his position with the Moreland company ever since its inception fourteen years ago, was an untiring worker and his loss is considered incalculable by members of the firm.

INCREASED EARNING

Packard Motor earnings for the fiscal year quarter ending May 31 are expected to reach \$3,000,000, compared with \$2,900,000, or \$1 a share net for the common in the first two quarters of the year ended with February. It is believed that the full fiscal year will show about \$9,000,000, or \$3 a share, based on the fact that production is nearing the 100 mark daily, and that 2500 cars will be turned out this month, and 3000 in May.

SAMMY SPARK PLUG



Says:

Some knocks may be a boost, but a carbon knock is not. Watch your spark plug and you'll dodge the knocks.

AUTO LAUGHS

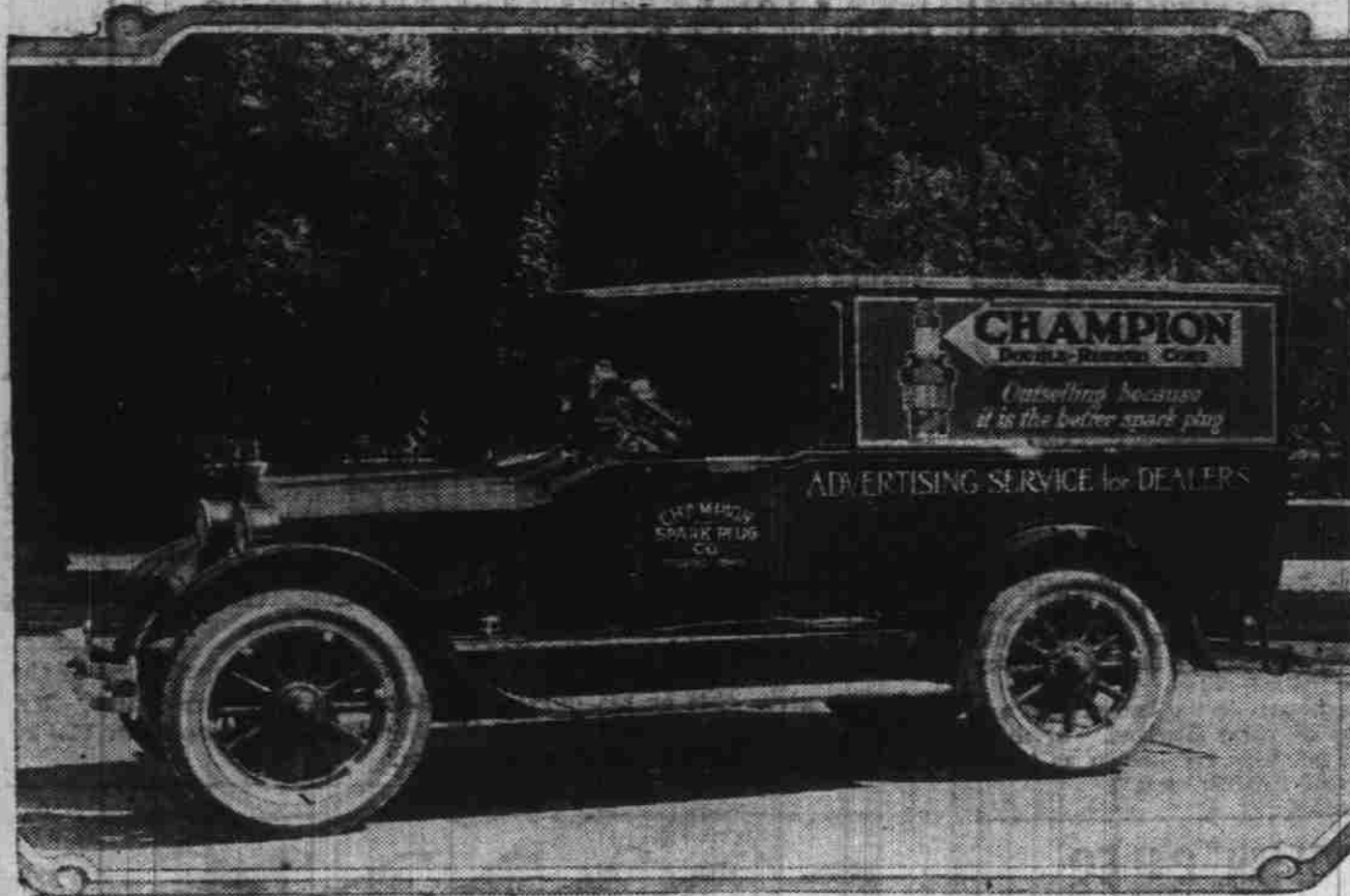
When Neal O'Hara of the New York World was stopped for going in the wrong direction on a one-way street he asked whether it wasn't a poor rule that wouldn't work both ways.

Champion Spark Plugs

United States tires are GOOD tires
U. S. Royal Cords, Vulcanizing

Clark's Tire House
197 S. Commercial
Salem Oregon

Champion Plug Wagon Covers Entire West



Above is a picture of the Advertising car of the Champion Spark Plug company which was in Salem last week. This car covers the entire western territory from Canada to Mexico. Two factory representatives accompany the car, cooperating with local dealers, arranging displays and advertising.

MOTOR CAR RIVALS CAMEL ON DESERTS

Chrysler Car Goes Around the World on Single Supply of Water

A most extraordinary feat for a motor car, in which a Chrysler demonstrated its camel-like qualities by going around the world on a single supply of water, was recently reported to J. W. Nikart, Chrysler dealer in South Bend, Indiana.

Last September, a Chrysler roadster was sold to Norman A. Parker of South Bend. After driving it 5000 miles throughout the United States and Canada, he took it to New Zealand. In a letter just received from Mr. Parker, the following sensational news was revealed: "I brought it out to New Zealand with me, and it has excited admiration wherever I have been. The water you put in the radiator is still there, and I have not so far found it necessary to add one drop."

Mr. Parker's experience reveals a quality in the Chrysler that has excited the comment of many other Chrysler owners as well. That quality is the efficient cooling system.

Extra large water passages completely surround each cylinder and valve of the Chrysler motor. They give a minimum of one-half inch clear water circulation space between each cylinder. Moreover, the casting of the block is so designed as to insure no possibility of obstructed or constricted water passages. Consequently, overheating is a

negative factor in the Chrysler motor, and a single water supply will go for a long period of time with a minimum of evaporation.

Ever since the Chrysler was introduced a year ago, owners have reported this camel-esque feature.

Perhaps the Chrysler stands a good chance of entering the Sahara market and usurping the place now held by the faithful dromedary.

Resiliency in Tires Big Factor in Wear

The mileage obtainable from an automobile tire is dependent first of all upon the resiliency of the rubber stock in its tread, for it is the tread that has to absorb the shocks of the road and keep them

SAMMY SPARK PLUG



Says:

A cat has nine lives; a spark plug one. But there are more spark plugs than cats. Catch a new one today.

AUTO LAUGHS

Al Johnson said he got a job as chauffeur and then lost it because he took the boss's car without permission. When asked how the boss found out about it, Al replied: "I ran over him."

Obtain Your Champion Spark Plugs from

MARION AUTO COMPANY

Studebaker and Franklin Sales and Service

Open Day and Night

Phone 362

235 S. Commercial

Champion Plugs

Balloon Gabriel Snubbers
Tires, Rims and Parts

Ira Jorgenson

Corner High and Ferry Sts. Phone 675

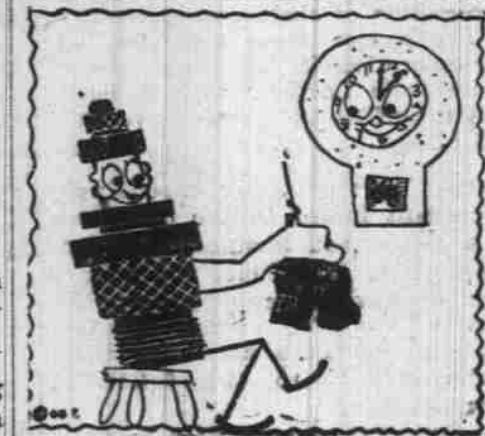
FORD PRODUCTION IN ENGLAND HIGH

Quarter Million Mark Reached; Popularity in Great Britain Shown

The quarter million mark was reached in Ford production in England at 11:27 p. m. Friday, April 17, when car number 250,000 left the final assembly line, in the plant at Manchester, according to a cablegram received by Edsel B. Ford from the English company.

This is a production record for the automobile industry in England and is significant also from

SAMMY SPARK PLUG



Says:

A stitch in time saves nine, and a new spark plug in time saves time.

After you have traveled 8,000 you'd be tired too.

AUTO LAUGHS

Will Rogers proposes to have all east-bound traffic go east on Mondays, Wednesdays and Fridays and all west-bound traffic west on Tuesdays, Thursdays and Saturdays.

the fact that cars manufactured in Manchester are absorbed in the British Isles.

All Ford cars made in England are built of approximately 90 per cent British materials. Further, the policy of the English company requires that British labor only be

employed. And in accordance with this policy those parts not made in the Manchester plant are fabricated by other English industrial manufacturers. All cylinder blocks and many other parts are cast and machined in the plant at Cork, Ireland, which operates under the

name of Henry Ford & Son, Ltd. Popularity of the automobile in England, both as a passenger and commercial car, has been steadily increasing, registration figures as of January 1 showing a total of 778,211 motor vehicle units in Great Britain.

Government Gives a Spark Plug Lesson

Tests Show Why Replacement Should Be Made Every 8,000 to 10,000 Miles

UNCLE SAM has become vitally interested in the conservation of gasoline and has begun an educational program which is to embrace the entire range of gas saving ideas. To the spark plug the Bureau of Mines has devoted a photoplay called "The Story of a Spark Plug." From this film come the illustrations and facts presented here.

A hot, intense spark means economy.

A hot, intense spark means power.

A hot, intense spark means a live engine.

When a spark plug loses intensity because of the great stress to which it is subjected in engine operation, it fails to give complete combustion of gas in the cylinder. These things then happen:

Power is lost.

The engine is sluggish.

Gasoline and oil is wasted.

The engine brought daily nearer to expensive overhauling and consequent loss of use of car.

The lesson to be learned is: "Watch your spark plugs." They are vital to good car service. The best engine in the best motor car in the world is no better than its spark plugs. It is real economy to inspect spark plugs frequently and to replace them just as soon as they show signs of a weak spark—generally somewhere between 8,000 and 10,000 miles.

Most car owners have little real conception of just how their engine operates. It is a widespread belief that a series of explosions, taking place in each cylinder, makes the engine run.

This is not true. What really happens is:

1 As the engine turns over, gasoline passes through the carburetor where air is mixed with it, the mixture entering the cylinder in the form of a highly inflammable gas.

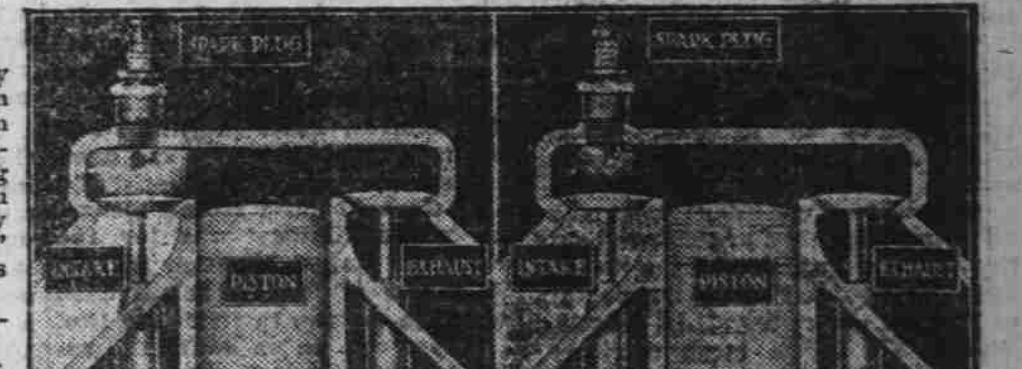
2 The valves close and the piston moves upward compressing this gaseous mixture.

3 At a certain point in the operation the compressed mixture is ignited by a spark leaping across the gap between the electrodes of the spark plug.

4 The gas burns with extreme rapidity and in burning expands, forcing down the piston and thus generating power.

When your engine does all these things in full vigor, i. e., with a hot,

These pictures are worth studying. On the left is shown how a gasoline engine should operate to attain maximum power and economical operation. On the right is a lesson in inefficiency—less spark, less combustion, less power, more waste.



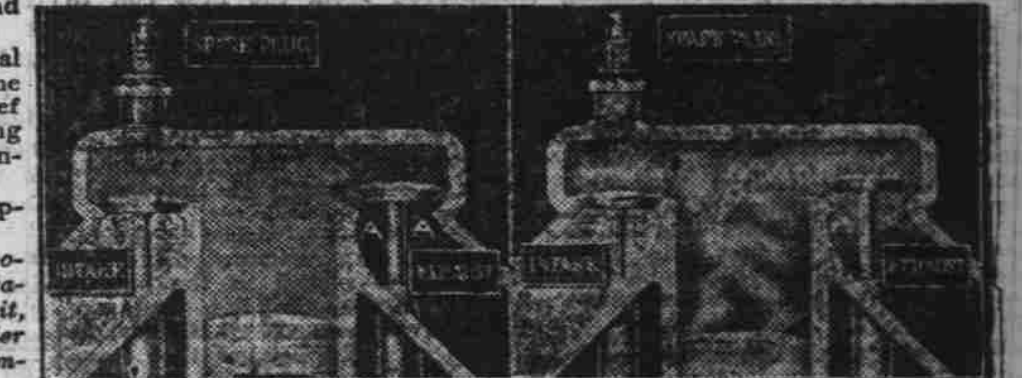
Here we have a hot, intense spark, igniting the cylinder mixture of gas and air.

A weak spark has not the force to fully ignite the mixture. This is the beginning of imperfect combustion.



Here we see that this hot spark has resulted in the cylinder mixture being entirely burned. Complete combustion shown by white.

Here the weak spark is producing so much slower burning that combustion is not completed, as at the left. White shows consumed gas.



Here the burned gas is being forced out through the exhaust valve (A). Full power is shown, no live gas escaping.

Here loss of power shown by slow burning is confirmed because live gas is actually being expelled through the exhaust (A).

intense spark, you're getting economy and power. When there is poor or incomplete combustion there is waste in power, gas and oil. Study the pictures.

CHAMPION Spark Plugs

OTTO J. WILSON

Buick Distributor

Marion and Polk Counties

388 N. Commercial St.—Phone 220 Salem, Oregon

VICK BROTHERS

HEADQUARTERS FOR

Champion Plugs

Mason Tires
Accessories

Oil and
Everything for the Car
High St. at Trade—Salem, Ore.

Wholesale Distributors

for

CHAMPION Dependable Spark Plugs

"Jim"

Smith & Watkins

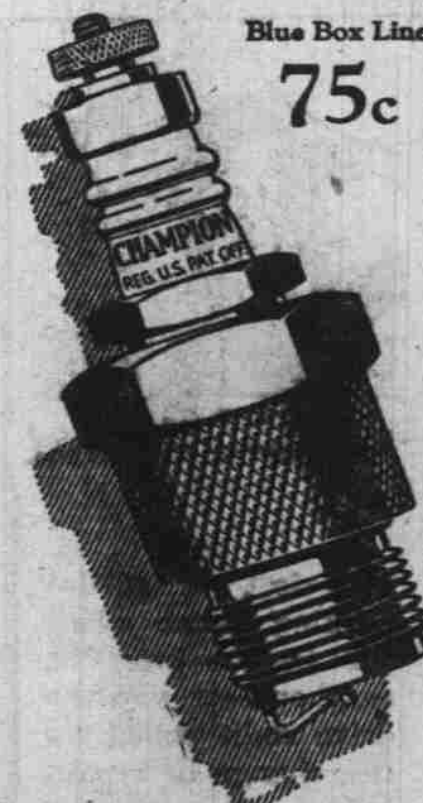
Court and High

"Bill"

Phone 44

THIS WEEK

Put in a New Set of Champions



Blue Box Line

75c

We make Champion Spark Plugs the very best we possibly can. Champions are so good today that we would be fully justified, and entirely truthful, if we should advertise them as everlasting.

But, we would be doing the motorist an injustice if we did not advise him to change his spark plugs at least once each year, as a matter of genuine economy and increased motor efficiency.

For the car owner would suffer a distinct loss by using even Champion Spark Plugs for more than 8,000 miles.

This week, more than 95,000 equipment dealers will assist the swing toward greater economy with a special Champion Spark Plug week.

Begin now, with a new set of Champions, to give your engine a real chance to deliver its full power, pick-up and efficiency. With a new set of Champions, you see all the difference in the world.

Champion Spark Plug Company, Toledo, O.
Champion Spark Plug Company of Canada, Limited, Windsor, Ontario

CHAMPION

Dependable for

Every Engine

