

MILLIONS CHANGE PLUS EACH YEAR

Survey Shows That Motorists Appreciate Economy of Renewing Plugs

"A survey recently completed by our own field force, working in cooperation with independent investigators, proves that literally millions of motorists now recognize the greater car satisfaction, as well as the economy, that results from installing new spark plugs at least once a year."

That is the statement of F. B. Caswell, director of sales for the Champion Spark Plug company, who has just completed a trip which carried him into practically every state in the union.

"The automobile engines of early days, with their slow speed and low compression were easy on the structure of spark plugs, even though productive of much fouling and operative trouble," says Mr. Caswell. "As a result, the endurance of a spark plug was considered a thing about which to boast. In fact, it was but a few years ago that manufacturers took a genuine pride in the fact that the spark plugs they produced would function, except for accidental breakage and fouling, almost indefinitely."

"But with the introduction of higher speed motors with much greater compression, our engineers proved in the laboratory that spark plugs, no matter how well made they might be, lost efficiency much more rapidly."

"Our company was able to produce plugs that would give better service for a much longer time by the utilization of sillimanite in making the cores. But our experiments taught us that even this better champion plug was affected by the stress of engine operation."

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Lloyd E. Ramsden

387 Court Street

William Stoen New WLW Studio Director



—Photo J. A. Bill.

William Stoen, former Musical Director of the Crosley WLW studios, has been promoted to the position of Studio Director. Stoen came to WLW two years ago, and has since served in various capacities, acting as Studio Director during the summer months of this year. He is a graduate of the Cincinnati College of Music and holds a post-graduate diploma from that institution. He is not only an excellent solo violinist, but has had considerable experience as an orchestra leader as well.

Carbon was burned into the insulator and the points became pitted. This weakened the spark and the compressed mixture was not fired with sufficient rapidity to produce complete burning. Loss of power and waste of fuel resulted.

"For a little period we hesitated to make these facts public but finally decided that the public which had been so kind in its patronage was entitled to know the truth."

"Three years ago we began to explain in our advertising why it was desirable—actually necessary—to renew spark plugs at least once a year."

"The idea was not well received. Both the trade and the public took it for granted that so long as a spark plug fired that was all that was necessary."

"But the soundness of our statements appealed to the thinking public and gradually motorists came to a realization that it was to their interests to discard spark plugs that had seen 10,000 miles of service and install new plugs. This climaxed with an advertising drive of our last May in Champion national change week, during which we urged motorists generally to install new spark plugs. A survey among the trade since then shows that millions took this advice and installed new spark plugs during that period and that many more have done the same thing since."

"Dealers generally report such enthusiastic commendation from their customers on the results obtained that they are now urging all those who have not changed spark plugs so far this year to be sure to put in new spark plugs before the approach of cold weather as properly functioning spark plugs are even more essential in winter than in the warmer seasons."

IRISH FINGER PRINT BABIES

DUBLIN—An increase in the number of deserted babies prompted the union commissioners to order that finger prints be taken of babies under three months of age who are discharged from the maternity hospital of Fellestown. The action was inspired by a letter from Miss Duggan, a woman barkeeper, who pointed out that such a scheme would facilitate the police in discovering the mother or foster mother of a deserted child.

PHONOGRAPH USED IN SALES ADDRESS

Manager of Chevrolet Company Uses Unique Method of Making Speech

A unique address to more than 20,000 members of the Chevrolet selling organization scattered throughout the United States was achieved recently by R. H. Grant,

general sales manager of the Chevrolet Motor company. Mr. Grant announced the opening of the Chevrolet fall selling campaign by means of duplicate phonograph records which reproduced his voice in the show room of every Chevrolet dealer. Under Mr. Grant's direction the phonographic address plan worked out smoothly to complete success. In each of the thousands of Chevrolet salesrooms was gathered at exactly the same hour an interested group of salesmen. Their ranks were augmented by numerous members of the Chevrolet organization not directly interested in selling, who attended because of curiosity over the novelty of the meeting.

At a previously established "zero hour" the thousands of records were started simultaneously and Mr. Grant's voice was heard in every state of the Union. "The present selling campaign, the most ambitious in Chevrolet history, is of such importance that I wished to attend personally every meeting of every sales group," said Mr. Grant. "This being impossible, I chose the best substitute—the phonograph. Thus every salesman received a personal message by which he was informed of all the campaign details. Through this campaign and because of the gratifying

sales volume of recent months, I expect that Chevrolet will do a record fall business."

GERMAN OPERA SINGER DIES

HANOVER—Maria Sophia Himmer-Friederici, the first German "Marguerite" of Gounod's "Faust" died at Himmelstauer at the age of 86. From 1862 to 1871 she sang in opera in the United States together with her husband, Franz Himmer. Shortly after her return to Germany she retired from the operatic stage, although prior to going to the United States she had only sung in this country for five years.

Kansas Finds Two States Fully Regulating Hotels

TOPEKA, Kan.—Hotel regulation by commissions created solely for that purpose is performed in only two states, Kansas and Florida. Phil E. Zimmerman, hotel commissioner in Kansas, has determined after making a survey of the entire country. The hotel commissions of Kansas and Florida were created by legislative enactment the same year, 1913.

Twenty other states have hotel regulation in some degree. Mr. Zimmerman learned.

"But inspection and supervision

of hotels in these states are side-shows for bigger business," he said. "Such functions of the state are performed by boards of health, fire marshals, public utilities commissions, welfare boards or other bodies."

Those twenty states are Minnesota, Washington, Wisconsin, Alabama, South Dakota, Kentucky, Idaho, Nebraska, Arkansas, New Mexico, Utah, Oklahoma, Iowa, North Dakota, Tennessee, South Carolina, Montana, California, Vermont and Ohio.

The only things the girls seem to be sewing these days are the wild oats.

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