

# ANOTHER Sensational Advance! Beacon-Lite

**T**HE spark plug of the future—TODAY! You can see it FIRE! Its visible spark is the X-Ray of your engine! IT TELLS YOU INSTANTLY whether your carburetion is right or wrong!

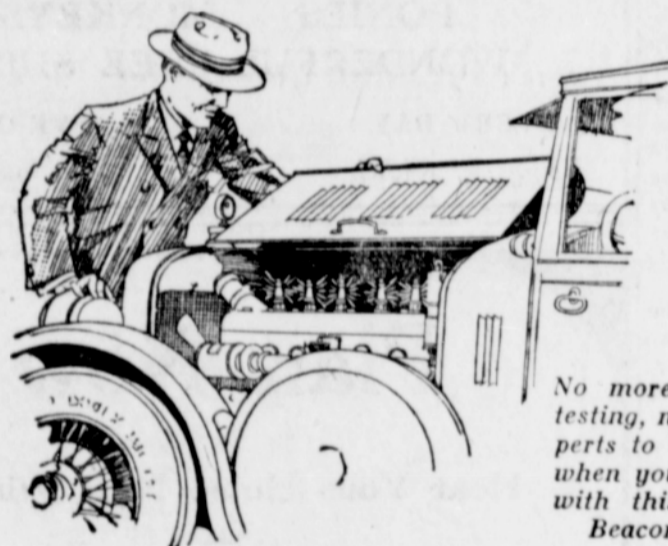
IT INSTANTLY INFORMS YOU whether your ignition system is operating correctly. It lets you SEE exactly what is going on INSIDE your motor!

Just raise your motor's hood—and the color of the flash in the spark plug's Transparent "Opalite Core" shows how your engine is firing.

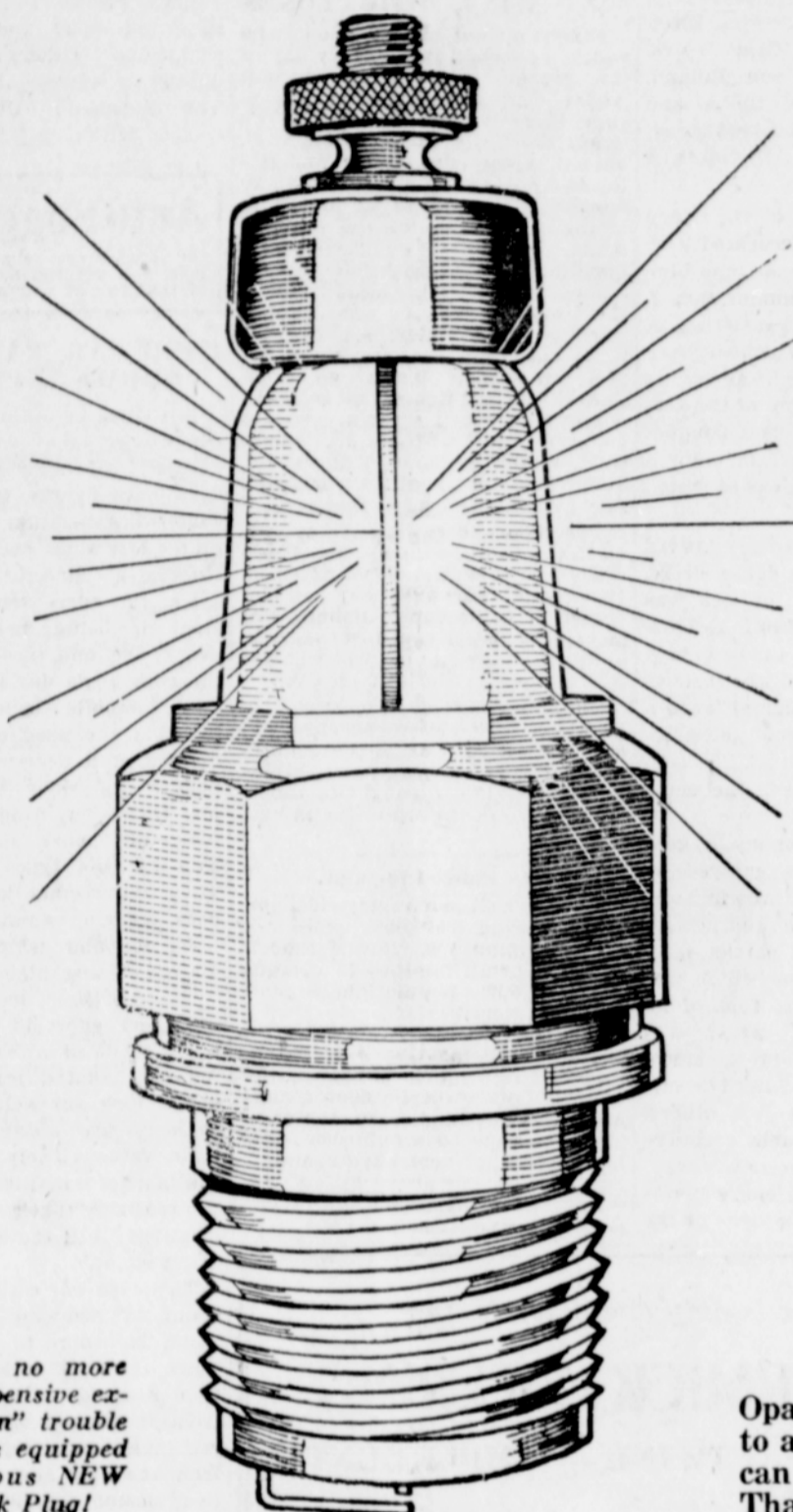
A yellow flash means too rich a mixture—it warns you to cut down on your gas.

A dim flash in any particular plug denotes valve trouble, loss of compression, faulty distributor or defective coil.

A PALE BLUE FLASH signifies perfect combustion.



No more guessing, no more testing, no more expensive experts to "trace down" trouble when your motor is equipped with this marvelous NEW Beacon-Lite Spark Plug!



## SPARK PLUG---

## You see it FIRE!

### UNLIMITED GUARANTEE

Beacon-Lite Spark Plugs are guaranteed to give *Absolute Satisfaction* to the user or FULL repair or REPLACEMENT will be made. Furthermore, YOU are the JUDGE as to what SATISFACTION MEANS. If any stronger, broader guarantee could be made, we would make it.

### MORE MILEAGE AT LESS COST

**B**UT that's only part of Beacon-Lite's invaluable service. The Beacon-Lite plugs will NOT absorb oil or carbon or become foul.

It means no more leaky short circuited plugs. Its insulation is SEVEN TIMES more resistant than the porcelain plug.

It delivers TWO AND ONE QUARTER times MORE current to your spark points than a porcelain spark plug.

It is NOT affected by temperature changes.

These things mean a FATTER spark—a fat spark and EXACT CARBURATION mean a BIG SAVING in gasoline—a marked INCREASE IN MILEAGE AT LESS COST.

Beacon-Lite PREVENTS the formation of CARBON—the destroyer of power and the wrecker of good motors. It eliminates waste. It produces the maximum of power. It transforms even a jerky, noisy motor into a powerful smooth running unit—and one that can be kept in prime operating order merely by an occasional glance at Beacon-Lite's tell-tale FLASH, visible the second you lift your auto's hood.

### WHAT IS OPALITE?

**S**TUDY the illustration of the Beacon-Lite Spark Plug on this page. Where you find porcelain in the ordinary plug, there you will find OPALITE in Beacon-Lite.

Opalite is a vitreous material—seven times MORE impervious to an electric current than porcelain. It is far, far tougher. It can stand far higher temperatures. It is TRANSPARENT. That's why you can see how your engine is FIRING INSIDE. Opalite REFLECTS the flash from the compression chambers. No porcelain spark plug in the world can do this.

Furthermore, Opalite DELIVERS 100 per cent of the firing power to spark points. It does so because it has a 55,000 volt insulating resistance. Porcelain has only 8000 volts resistance, while practically all gas ignition systems deliver 18,000 volts to the outer end of the spark plug. Beacon-Lite delivers ALL the 18,000 volts—porcelain only 45 per cent.

Powerful sparks mean maximum power; no carbon; no oil diluted by unburned gas. Weak sparks mean inefficient motors, waste and costly wear.

### SEE BEACON-LITE IN ACTUAL OPERATION

**Y**OU don't have to buy Beacon-Lite Spark Plugs on faith. Under our unlimited guarantee you can put them actually to work on your OWN car. Simply write to us, or call on any of the dealers mentioned below. "Plug them in" and watch for startling results.

The first thing you will have to do is to CUT DOWN YOUR GAS MIXTURE anywhere from 15 per cent to 30 per cent. The instant your motor turns over Beacon-Lite will flash "yellow"—because the leanest mixture you can use efficiently with the old-fashioned porcelain plugs is TOO RICH when Beacon-Lite plugs replace them. One of Beacon-Lite's jobs is to "make four gallons give you the mileage of five."

Watch the flash—it will rapidly change to blue—as the big hot spark clears away abrasive carbon and your motor settles down to clean, fast, powerful work. Try this TODAY—under our guarantee of absolute satisfaction. We can think of nothing fairer nor squarer. Can you?

Gresham Garage, Frank Hamlin, Prop. Guaranteed Repairing Tires. Accessories. Towing. Telephone 2391, Gresham.

Hessel Implement Co., Chrysler. Willys-Knight and Whippet Automobiles. Implements. Tractors. Repairs. Phone 1141

Brockway & Nelson, Dodge Brothers Dealers. Graham Brothers Trucks. Expert Repairing. Phone 1471, Gresham.

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