

# Best Way To Assure Winter Starts Everytime; Keep Engine In Shape

## Why does your car need Tune-Up No. 2 now?

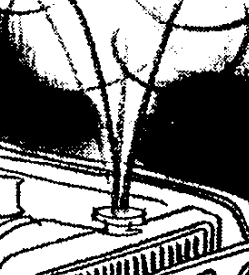
Engines generate heat. Lots of it. Only a properly operating cooling system can remove that excess heat, keep your engine at the proper temperature.

Drive with a worn V-belt, faulty radiator cap or thermostat, or a leaking hose and you're asking for trouble: overheating, inconvenience, road breakdowns, possible expensive repairs.

You can avoid trouble with a Tune-Up No. 2... a thorough check of the entire cooling system plus replacement of worn or defective parts.

Ask your service station operator to give your car a Tune-Up No. 2... and insist he replace worn-out components with Gates top-quality cooling system parts... They're available everywhere.

# TUNE-UP NO. 2



The Gates Rubber Company  
Denver, Colorado 80217

If you want to avoid those long waits for starting help on a cold or rainy day, Champion Spark Plug Company has some advice for you. And it's not move to a warm, dry climate.

The best way to make certain your car starts every time this winter is to put and keep your engine in shape.

Champion Spark Plug Company conducted surveys of hard starting experience in the U.S. and Canada and found that engine condition, rather than weather severity, influences starting ability.



Take the Province of Quebec and its sister Province of British Columbia. Quebec has severe winters. British Columbia has mild winters. Yet 19.5 per cent of Quebec motorists had starting trouble while 32.2 of British Columbia's car owners experienced difficulty.

Why? Rate of tune-up purchase in Quebec was 43 per cent while B.C.'s rate was only 23.4 per cent.

A comparable picture developed in the U.S. Cold, blustery New England states had a 22.3 per cent rate of starting failure against a 31.9 per cent rate of tune-up purchase. The balmy-climbed Pacific Coast states suffered a 25 per cent rate of starting failure and a 21.3 percentage of tune-up purchases.

Like the economy, your engine is affected by the law of supply and demand. In foul weather, a sub-par engine demands more voltage to fire and the supply is generally lower.

More specifically, when the weather is cold or wet, the car's electrical system loses power. Aggravating the situation, the presence of worn ignition parts can "leak" voltage or "block" electrical flow, making greater demands on voltage available.

Further complicating the problem is the presence of worn spark plugs. These require more voltage than new plugs to fire.

The critical function of spark plugs in starting is shown in the following statistics. Engine with newly installed spark plugs account for only 12 per cent of all starting failures. Plugs with 11,500 miles or more usage have 41 per cent starting trouble, more than triple the rate of new plugs.

So, to decrease your chances of starting trouble this winter, get a tune-up.



Even more aggravating than starting trouble in your own driveway is a can't start away from home. Even though a road service man may be able to start your car, you have no assurance that trouble may not happen the next time you try to start. That is unless you get at and correct the source of your difficulty.

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