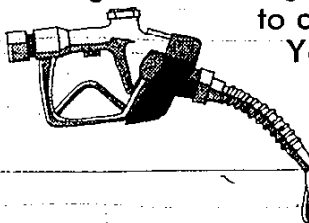


# Three timely reasons why your car should be tuned regularly.

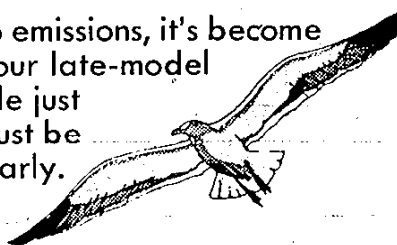
## To save gasoline.

During the current gasoline shortage, it's important for us all to conserve the amount of gas we use. Yet tests have shown an untuned car uses 8.2% more gasoline than a tuned car on the average. And that's more than a gallon in every tankful.



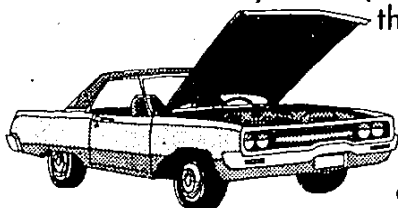
## To save our environment.

In recent tests and talk about auto emissions, it's become clear that the pollution controls on our late-model cars are working. And it's been made just as clear that the pollution devices must be maintained and the cars tuned regularly. To keep harmful emissions down.



## To save yourself from winter weather worries.

Other tests by Champion Spark Plug Company have shown that an untuned car is especially troublesome during winter. Cars needing tune-ups had twice as many "won't starts" as tuned cars. And the untuned cars took an average of 15% longer to start.



More gasoline. Cleaner air. Trouble-free driving. They all can be yours if you take your car in for a tune-up. Once each year or every 10,000 miles. With the spark plug brand 22 million people have switched to. Champion.



Toledo, Ohio 43661

**Better plugs for everyone.**