

Car Care Key to Keeping Yours on Road

win Problems Faced by Motorist Require Better Maintenance

May I use the car?" This question is no longer the exclusive property of some teenager asking dad for permission to use the family auto. With wing shortages of fuel, restrictions of emission limits and other regulations facing the motorists, soon the whole nation might be asking, "May I use the car?"

As we enter the period of the year when car ownership and operation is most pleasurable — vacation time — the motoring public must face up to some unpleasant facts.

The energy shortage is growing more severe and pessimistic forces predict that the price of a gallon of gasoline may climb in higher in the near future.

Some Positives Emerging

There is talk of revoking the very privilege of driving in certain areas of the country. This is particularly so in locales with high concentrations of cars and with smog-prone climatic conditions. It may require uncommon optimism to see the flimsiest silver lining in these black clouds but there are some positives emerging from this negative state of affairs.

One such positive is the growing realization on the part of the owner that there is indeed a "tomorrow" as far as the supply of gasoline is concerned.

The motorist can no longer operate a car without considering the need to conserve fuel.

Therefore, he accepts the fact that he must both drive sensibly and maintain his car to get the best possible fuel economy.

An increasing number of owners are aware high speeds and erratic driving are shameful wasters of fuel.

A speeder and practitioner of jack-rabbit starts and habitual idler-changer uses significantly more gas than the prudent driver.

Compelling Reason For Shortage

Add to this the car owner who neglects tune-up, who fails to keep his tires inflated properly and commits other maintenance transgressions and you have as much a compelling reason for gasoline shortages as all the problems in the oil-producing world combined.

The threat to your right to operate your car has its roots in the energy crisis and air pollution problem. However, the level of pollutants from cars is on a steadily declining plateau. All cars built since 1967 have some form of emission control devices. As new emission-equipped vehicles replace older cars without such equipment, the air is getting cleaner.

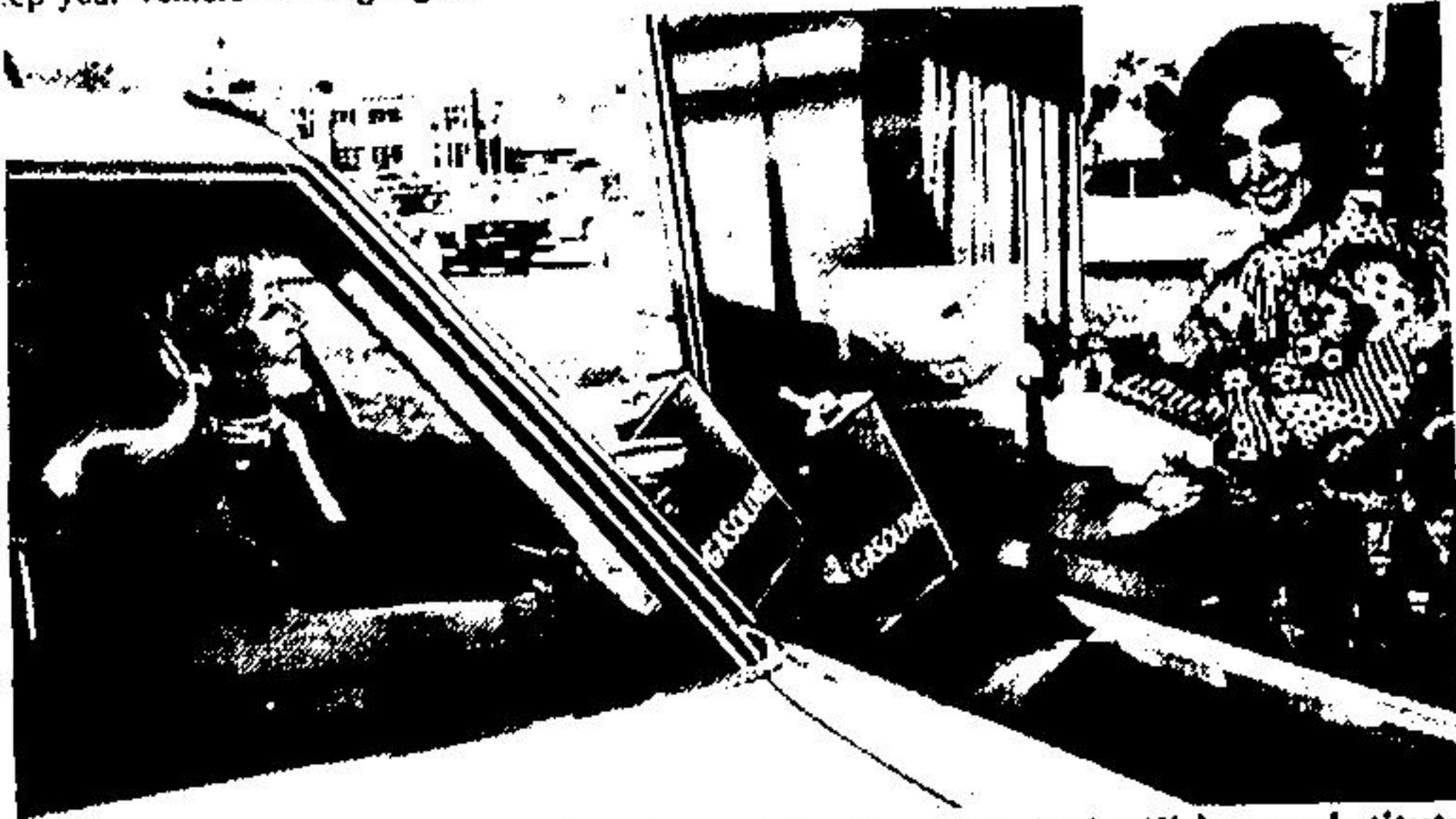
And as more motorists are made aware that engine maintenance keeps emissions low, even the older cars are emitting less pollutants.

It's no exaggeration that the average citizen would be lost without his or her car. Therefore, the average Joe and Jane is looking at his car in a new way.

Car Something to Care For

The car is now being regarded as something to care for, so it will run right and last longer.

This Care For Your Car Section, recognizing this new trend, is dedicated to helping you get better gas mileage, lower emissions and longer use from your car. It is further dedicated to the tens of thousands of skilled technicians in this land who'll help you keep your vehicle running right.



Gasoline prices haven't soared to the point where the fuel will be a substitute for cash at the bank. And a savings account for gas is not one of the services offered by even the most innovative financial institution. But this young motorist and her banker friend demonstrate the fact that up to two gallons of gasoline per tankful can be saved when a car's engine is tuned. Driving sensibly is another sure-fire way of helping to solve the energy shortage.

Solution to
Cross Word
Puzzle
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CABLES CARBON
ACEITE ADOONE
RIAL DIM DOLE
EDD BAD PEYR
TON CROC
SPARK DUO ATC
TAXI WET TRIB
AWL HOW LUBES
EBON BAT
CD RT BUS ASH
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Untuned Engine Like Having Hole in Tank

Accounts for Wasting Almost Two Gallons for Every 20 You Buy, Say Experts; Here's Why

Untuned engines will, on average, consume more than 8 percent more fuel than when freshly tuned. However, tests conducted by Champion Spark Plug Company show that in extreme cases badly neglected engines waste even more fuel. Some engines were so badly out of tune that they were using 20 to 35 percent more fuel than tuned engines.

Operating a car with an untuned engine is like having a small hole in your gasoline tank. You're wasting almost two gallons of fuel for every 20 you put in the tank.

According to tests conducted by Champion Spark Plug Company, a tuned engine will consume 8.2 per cent less gas than one overdue for a tune-up.

Set Ignition

Other conditions that waste gas include poorly set ignition timing. A poorly timed engine means loss of engine power so more gasoline is needed to provide power necessary to operate.

Other engine power robbers and fuel wasters include clogged PCV valve, plus other malfunctioning anti-pollution devices and poor compression due to bad valves or other engine defect.

To detect and correct any of these gas wasters, bring your car into your favorite service outlet for a tuneup. Don't be surprised if the fuel you save almost pays for the cost of that tune-up.

Asleep at Switch

"Asleep at the switch," an expression current during the days when railroads were a major means of transportation, could have a counterpart today, "Asleep at the wheel."

About 20 per cent of all automobile accidents are believed to be the result of driver sleepiness. A survey in Oklahoma indicated that 48 per cent of drivers involved in fatal accidents during the past 11 years had "fallen asleep" at the wheel.

Extended driving without rest is the chief cause — even three hours of driving without stopping can cause attention lapses of three or four seconds while driving.

Two basic systems, carburetion and ignition are involved.

If those systems don't work right, then fuel is wasted.

The carburetor receives a supply of gas and air and meters it in precise amounts to the combustion chamber.

Here, an electrical charge supplied by the ignition system through the spark plug ignites the air-fuel mixture. This source of power is converted into the energy that eventually drives the wheels of the car.

(That is an engine that hasn't been tuned in more than 10,000 miles.)

Champion engineers explained why an untuned engine is a fuel waster.

In simple terms, the internal combustion engine used in almost all cars in use today is powered by the ignition of a gasoline and air mixture.

TUNE-UP SPECIAL!

Bring your car in now and prevent many of summer's driving problems. You can tell when your motor needs tuning if you are experiencing hard starting, rough idling, stalling and high gas consumption. If any of these symptoms are present in any degree, your car will benefit from our professional motor tune-up. Look into it now and enjoy a professionally-tuned car.

14 POINT PROFESSIONAL TUNE-UP

Includes:

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- Check compression
- Replace points and condenser —if required
- Replace rotor—if required
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- Check fuel pump and filter for proper operation
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- Final Electronic check

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