

FOUNDED 1872



POPULAR SCIENCE

VOL. 152: NO. 4

MECHANICS AND HANDICRAFT REG. U.S. PAT. OFF.

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PUBLISHER: Godfrey Hammond

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Cover painting by Reynold Brown

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Published monthly at 353 Fourth Avenue, New York 10, N. Y., by Popular Science Publishing Co., Inc. Godfrey Hammond, President and Treasurer; R. C. Wilson, Raymond J. Brown, Stephen P. Glennon, Vice-Presidents; F. W. Briggs, Secretary. Entered as second-class matter Dec. 28, 1915, at the Post Office at New York under the act of March 3, 1879; additional entry as second-class matter at Dayton, Ohio, Dec. 28, 1915, at the Post Office at New York under the act of March 3, 1879; additional entry as second-class matter at the International Copyright Co., Inc. All rights reserved in the United States, Canada, Great Britain, and in all countries participating in the International Copyright Convention and Pan-American Copyright Convention. Yearly subscriptions to United States, its possessions and Canada, \$2.50; foreign countries, \$3.50. Subscribers must notify us of change of address four weeks in advance of the next publication date. Be sure to give both old and new addresses, including zone numbers.

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NEW NEW NEW

AUTO-LITE Resistor SPARK PLUG

Here's what it is

The many benefits which can be obtained through a wider than standard spark gap setting are well known to the automotive industry. Up to this time the rate of spark gap increase due to electrode erosion has been such that the desired wide setting has not been generally used. Auto-Lite, working with leading car and truck manufacturers, has Ignition Engineered a built-in 10,000 Ohm Resistor which reduces electrode erosion so that Auto-Lite Spark Plugs can now be given this wider gap setting desirable for improved operation and economy.

Here's what it does

PROMOTES SMOOTHER IDLING, because the wider spark gaps help eliminate occasional missing.
REDUCES MISFIRING due to lean spots in carburetion.
ASSISTS IN BURNING OF LEANER MIXTURES for improved engine economy at idle and throughout the speed range.
REDUCES RING AND CYLINDER WEAR when lubrication is washed away by gasoline not burned as a result of occasional misses.
INCREASES ELECTRODE LIFE up to 200% and more.
SUPPRESSES SPARK PLUG INTERFERENCE with radio, radio-telephone, radar and television reception.*

Advantages So Significant They Are Expected To Affect The Entire Industry

A complete line of Auto-Lite Resistor Spark Plugs with the built-in Resistor will soon be available for original equipment and replacement on popular makes of cars, trucks and tractors. The regular line of ignition engineered Auto-Lite Spark Plugs, which has won such an enviable reputation for dependability of performance, will continue to be manufactured. Ask your favorite dealer.

THE ELECTRIC AUTO-LITE COMPANY

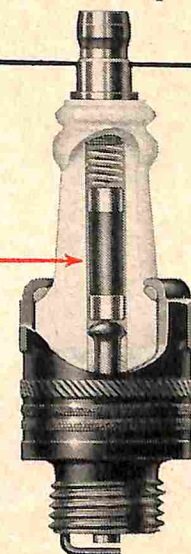
Toronto 1, Ontario

Toledo 1, Ohio

NEW

BUILT-IN RESISTOR

Auto-Lite Ignition Engineers, working with leading automotive manufacturers, have developed the new Auto-Lite Resistor Spark Plug with this built-in resistor. As a result, improved operation and economy will be possible for the owners of cars, trucks and tractors everywhere.



*Within 35 mv/m from 540 kc. to 150 mc. at 50 ft.

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