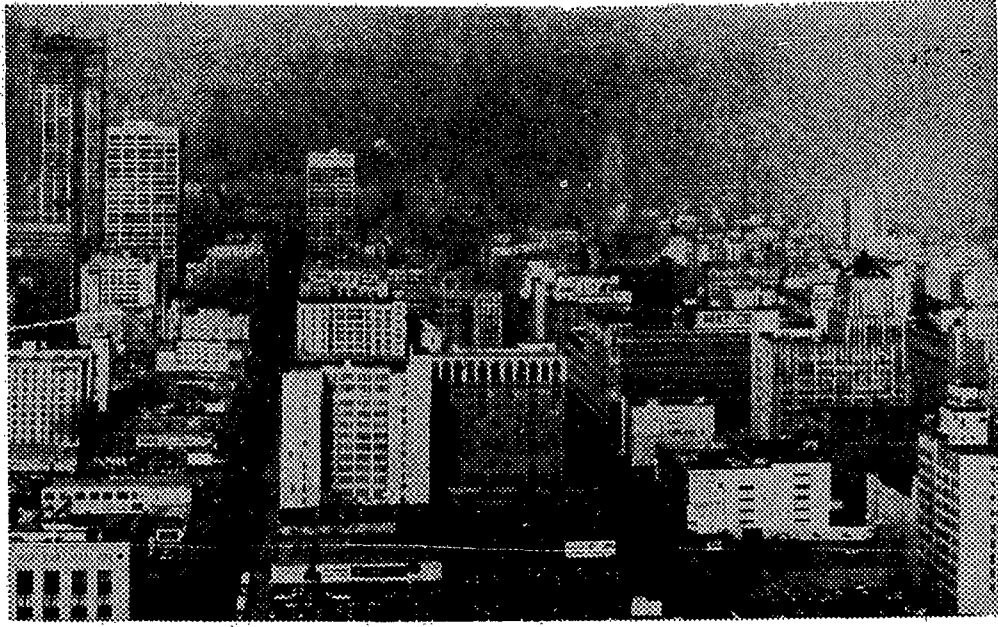


Downtown Los Angeles on a clear day.  
— Photo by the Los Angeles County Air Pollution Control District



Downtown Los Angeles on a smoggy day.  
— Photo by the Los Angeles County Air Pollution Control District

## Expert Tells How Motorists Can Help Halt Air Pollution

Clean air will be obtained sooner in this country if the motorist assumes his share of the responsibility.

According to George M. Galster, director of automotive technical services for Champion Spark Plug Company, "the auto industry has already made and will continue to make tremendous improvements in achieving cleaner air. In a few years the internal combustion engine promises to be virtually free of harmful emissions."

"However, clean air will not be attained until the operators of these vehicles maintain them at levels and at intervals somewhere near those recommended by the manufacturers."

"Very simply, cars with engines in sub-standard condition are reducing the effects of improvements being made

by the auto makers," Mr. Galster said.

He cited Champion studies, reporting that a five percent incidence of engine misfiring will increase harmful emissions about three times the normal rate. This is true whether or not the vehicle is equipped with an emission control device.

The misfire can be due to worn out spark plugs, wrong plug application or by long periods of slow speed, or start-stop driving. Other ignition or fuel system malfunctions also can increase unwanted emissions.

Mr. Galster also referred to an independent study showing a seven percent reduction in unburned hydrocarbons and a 10% reduction in carbon monoxide emissions after a tune-up.

Mr. Galster remarked that well over half of the vehicles

in the United States need at least minor tune-up work, and the majority of motorists are not aware, or do not care, that their cars are operating inefficiently.

Mr. Galster said, "The insidious thing about this situation is that the driver of the modern V-8 engine can experience a considerable amount of misfire without knowing it. At constant speeds there could be as much as 10-20 percent misfiring without the driver being aware of much difficulty."

He said to make sure emission control efforts by manufacturers achieve maximum results, motorists should schedule maintenance on a regular basis. To keep engines in tune they should also remind their favorite service outlet to follow manufacturers specified tune-up settings.

## Credit Cards Can Ease Way To Pay for Car Maintenance

The familiar sign "We Trust in the Lord—All Others Pay Cash," is becoming increasingly rare in automotive service facilities. A growing number of facilities and the motorists they serve are putting their trust in credit cards.

The trend is having a significant effect on the service industry. The motorist need no longer delay vital repair work until he can raise the ready cash. And the facility owner has a list of benefits including simplified billing procedures. Also, it is no longer necessary to keep large amounts of cash on the premises.

Gasoline stations, more than 200,000 of them, are the most common areas of credit servicing. Virtually all oil companies offer credit cards to customers, primarily for gasoline, oil and minor repair services. Also, oil companies are allowing such

service as tune-ups to be charged on credit cards.

Independent service outlets numbering more than 114,000 are climbing on the credit bandwagon in ever growing volume. Many honor credit cards from banks, travel organizations and individual facility credit card set-ups.

The more than 33,000 auto dealership service departments are also showing increased interest in financing repair work through a wide variety of credit sources.

Many banks will extend personal loans for needed repair work at going commercial rates consistent with state usury laws.

As a result, there is no need for a person with established credit to risk driving an undependable, unsafe car because he doesn't have the ready cash.

For him, good transportation is in the cards — credit cards.

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