

### The Ford Manual Says—

"There is nothing to be gained by experimenting with different makes of plugs."  
 "The make of plugs with which Ford engines are equipped when they leave the factory are best adapted to the requirements of our Motor."  
 Since 1911 Fords have been and are now equipped with



**Champion Dependable Spark Plugs**

No recommendation could have a greater significance to Ford owners when making spark plug replacements. No matter what make or type of motor or engine you may have, or what it is used for, there is a type of Champion that will enable it to maintain its highest efficiency. The fact that Overlands, Studebakers, Maxwells and over two hundred other makes of passenger cars, trucks, tractors, and other gasoline engines have Champion equipment is the best proof of their dependability. Champions are guaranteed to give "Absolute satisfaction to the user or full repair or replacement will be made."

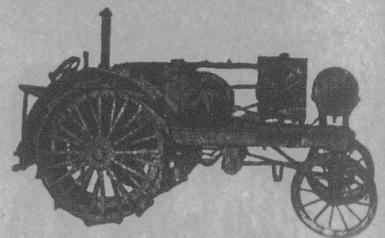
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**Champion Spark Plug Co., of Canada, Limited**  
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