

The following is quoted from the instruction book in each Ford Car:

"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."

Ford Equipment Since 1911

For seven years Champion "X" has been and is now the spark plug equipment on more than one and a half million Ford cars. This is the best proof of the service given by



hampion

Dependable Spark Plugs

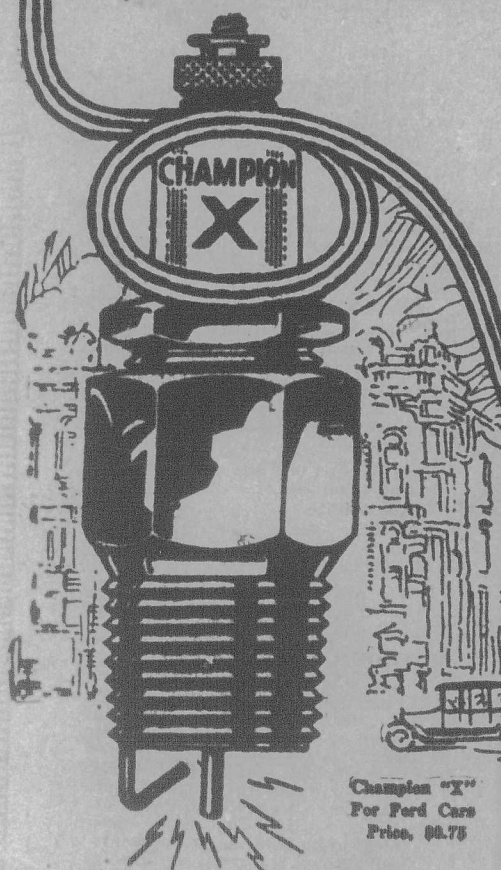
Champion dependability is built into every plug and is primarily due to the asbestos-lined, copper gasket on each shoulder of the carefully tested porcelains. These patented gaskets cushion the porcelain against cylinder explosions and prevent cracking under extreme temperature changes.

When you replace the spark plugs in your Ford get the plug that knowledge and experience have selected as giving a completely satisfactory service.

"CHAMPION" on the porcelain means a dependable spark plug for every make of motor and is backed by the guarantee of "Absolute satisfaction to the user, or free repair or replacement will be made."

At auto supply dealers and garages everywhere.

Champion Spark Plug Co.,
of Canada, Limited
Windsor, Ont.

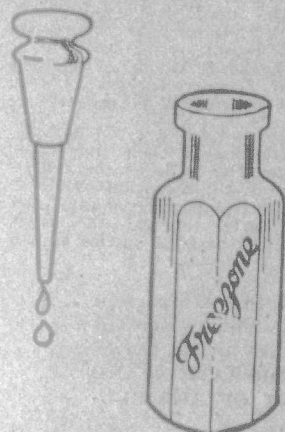


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