## 3450 Insulators Insure "Plus Service"

Ten years of specialization—making spark plugs—striving always to produce better plugs. 3450 individual laboratory experiments, during that period, necessitating an enormous amount of research work, were amply justified in the performance of our number 3450 Insulators used in all



## Dependable Spark Plugs

No. 345c Insulators have "stood up" in tests of Champion Plugs that were far more brutal in punishment than any spark plug is ever required to stand, even in the emergency stages of ordinary usage.

It is because of the "plus service" quality of 3450 Insulators that Champions have the ability to resist, to such a marked degree, sudden temperature changes, vibration and explosive shock in the heaviest motor or engine.

Sold wherever Motor Goods are sold

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Windsor, Ontario

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## Carharti's

My Carhartt Overalls are made for Hard Service.

are made for Hard Service.

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Familton Carbante

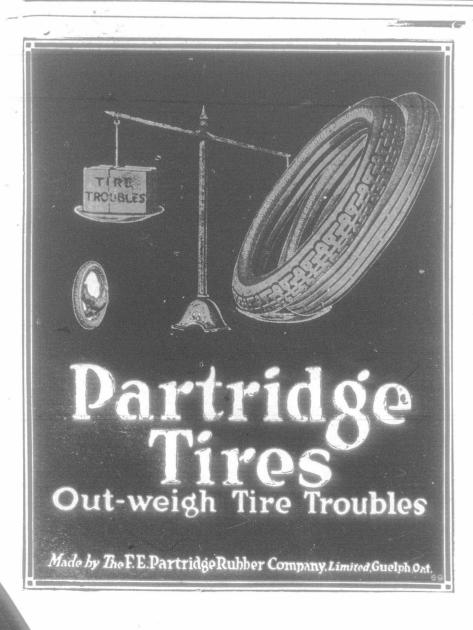
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