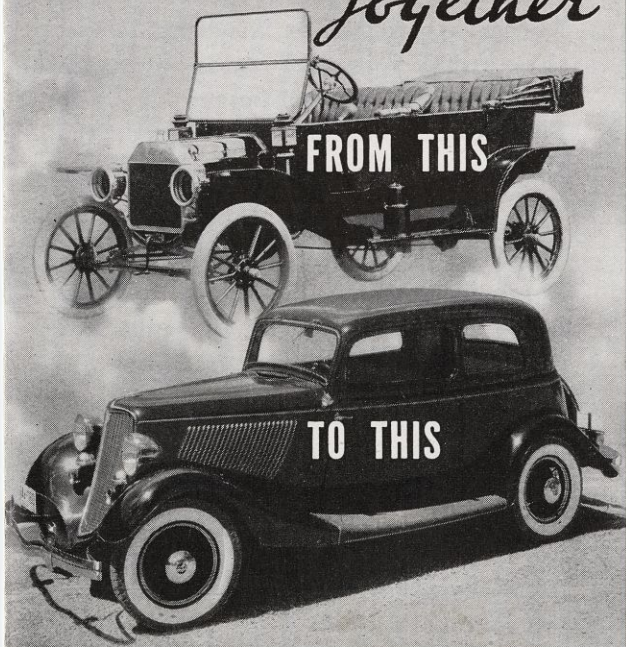


9
*Through the Years
Together*



EVERY FORD CAR HAS BEEN
EQUIPPED WITH
CHAMPIONS

THE Champion Spark Plug Company is indeed proud to be a part of, and bear witness to, thirty years of progress in the Ford Motor Company. And great progress it has been, for in these thirty years the history of transportation has been influenced by the Ford Motor Company to a greater degree than by any other single factor.

The Champion Spark Plug Company has been supplying the Ford Motor Company with Champion Spark Plugs for standard equipment on all Ford cars since 1911—for over 22 years.

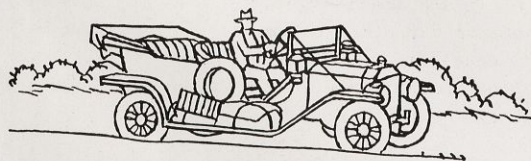
In this period alone the progress that we have been privileged to witness and be a part of, has made us extremely jealous of our relationship and ever on the alert to improve our product that it may continue to merit the position it has so long enjoyed.

We pay tribute to the ideals that made the Ford Motor Company the greatest success of its kind in the history of the world. Conceived in the mind of one man, formulated and directed by him, the thirty years' progress of the Ford Motor Company is eloquent testimony of his genius.



The function of a Spark Plug and its importance in engine operation is seldom understood or appreciated by the motoring public. Yet this small device literally keeps the wheels of the motoring world turning.

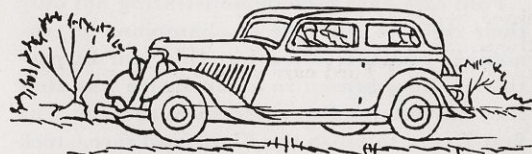
Great progress has been made in Spark Plugs since the early Ford cars came equipped with the original "Champion X" Spark Plugs. The early Model T Ford cars were built to an ideal of economical transportation. This was the dominant idea back of the car that popularized the motor car as a mode of transportation. That is just as true of the present Ford V-8 cars today as it was then, but great progress has been made and the economical ideal is expressed in different terms today. Power, speed, safety, comfort, smoothness and dependability are today all part of this economical ideal. Such is progress.



A comparison between the Spark Plug problems presented by the Ford Model T and the present Ford V-8 offers an interesting contrast and an index of the progress that Champion

has made in keeping with the progress of Ford. This modern car, having high compression aluminum cylinder heads and developing maximum power, approaches racing car requirements in Spark Plugs.

The "C-7" Champion Spark Plug, standard equipment on the latest model Ford V-8 is just as great an advance over the original "Champion X" as the latest Ford is over the 1911 Ford Model T. Both the present car and the spark plugs meet conditions which were as far removed as the horizon when the early Model T and the original "Champion X" teamed up.



Champion is indeed proud of its long association with the Ford Motor Company. In that time Champion has learned much about spark plug performance and made many improvements until today it can in all due modesty lay claim to being the finest spark plug that money can buy. Like Ford, Champion is the leader in its business not only in volume but also in world wide acceptance. Wherever motors are run on the face of the globe, there Champions are the preferred spark plugs.



The supremacy of Champion Spark Plugs is attributable to many things all of which can be grouped under the one all-inclusive and all-important heading—progress.



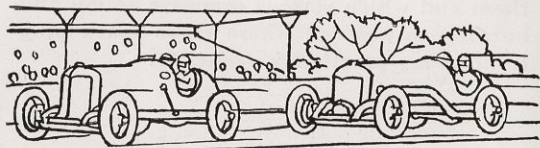
No spark plug is better than its insulator and Champion uses what is admittedly the finest insulating material known to science. Champion owns and controls the only known deposit of Sillimanite, the material which is used exclusively in Champion Spark Plug insulators. The electrode wire used in Champion Spark Plugs is a patented special alloy developed by Champion and used exclusively by them and which retards corrosive action and burning to a point where these spark plug troubles are practically negligible.



Engineering science has advanced in the process of making engines perform better and more efficiently and Champion engineers have learned many things which prove how vital the spark plug is in engine performance. The heat of the spark plug in any engine has a direct bearing on the performance of that engine. Champion engineers have learned a great deal about the relationship of the heat

of the insulator to engine performance and—most important—how to control that heat. A patented shape which, incidentally, would be an impossibility without Sillimanite, accurately determines the heat range of a given plug for a given engine.

And today Champion Spark Plugs have a broader range between the two principal causes of spark plug failure—pre-ignition and fouling—than any other spark plug. Champion engineers pioneered the two-piece gas-tight construction and latterly have added to that a formed gasket seal which insures gas tightness for the life of the spark plug. Replacing the old method of hand setting gaps, Champion has recently developed a patented method whereby positive parallel sparking surfaces are provided and set to the accurate thousandth of an inch.



Outstanding evidence of Champion supremacy in its field is the fact that for ten years Champion Spark Plugs have won practically every major race in the entire world. Consider for a moment the fact that men who risk their lives on the race tracks require the utmost in dependable ignition. These are men who know motors and who know how to get the utmost out of them. Almost without exception every race driver is a staunch Champion supporter. For example, Champions have equipped the winners of the Indianapolis 500 mile race for

the last ten consecutive years. The speed record in the air, currently held by Francesco Agello of Italy, was made with the aid of Champion Spark Plugs. The world's marine speed record made and broken so many times and still held by Gar Wood, has always been made with the aid of Champion Spark Plugs.



Ford cars have been demonstrating not only their right to the title of champions of economical transportation but this year in particular, have proven in a conclusive way that they are outstanding performers as well. The first 7 cars to finish the Elgin road race, stock car division, held this year for the first time in 15 years, were stock Ford V-8's and the winner, Fred Frame, insisted on Champion Spark Plugs in his Ford stock car just as he always does in his race cars.

Perhaps the greatest compliment to Champion's supremacy is the fact that the Ford Motor Company, with all its vast resources and free to choose whatever product may best fulfill their needs, has used Champion Spark Plugs for over 22 years.

Use the Spark Plugs
Champions Use—
CHAMPIONS

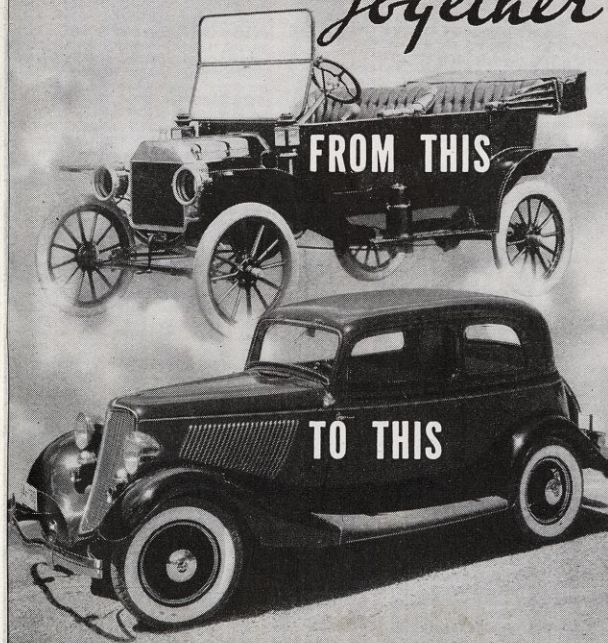


This patented shape means Champion EXTRA RANGE performance. Look for it

CHAMPION SPARK PLUG COMPANY
TOLEDO, OHIO • WINDSOR, ONTARIO

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