

## Champion Spark Plugs Types: Update (II)

by Donna Longenecker

- (4) Silver cover, red print, plug (thick tip on angle) in diamond "Use CHAMPION SPARK PLUGS for BETTER ENGINE PERFORMANCE" (2 line MM=Made in USA, The Diamond Match Co. N.Y.C.)
- (5) Silver cover, red print, plug (skinny tip) in diamond "Use CHAMPION SPARK PLUGS for BETTER ENGINE PERFORMANCE" (2 line MM=Made in USA, The Diamond Match Co., N.Y.C.; Footer = CCBSM)
- (6) Gray cover, red print, plug (skinny tip) in diamond "Use CHAMPION SPARK PLUGS for BETTER ENGINE PERFORMANCE" (2 line MM=Made in USA, The Diamond Match Co., N.Y.C.; Footer = CCBSM)
- (7) Blue cover, white print "DEPENDABLE AMERICA'S FAVORITE SPARK PLUG", blue print "CHAMPION" in white shape (2 line MM=The Diamond Match Co., New York, N.Y.; Footer = CCBSM)

### OTHER (F/S):

(A)

- (1) Saddle = red on white "Compliments of Champion Spark Plug Co. TOLEDO OHIO" (3 lines); Back & front = white "Champion Spark Plugs" on blue background; Back = blue "Insure More Power-Speed" on white background, blue plug, red print in white oval; Front = white globe with "Champion" in white on red banner. Red outline around both front & back.
- (2) 20 strike, F/S DQ w/4 Golf Tees, red, white & blue, Saddle=Champion Spark Plug Co., Toledo, Ohio

(B) COMIC STYLE

- (1) Back = 2 people riding plug, "FLAMING YOUTH FOR EVERY CAR" in red box, "Dependable" white ink on saddle, Front = dark blue background "CHAMPION SPARK PLUGS" yellow ink, "for better performance" white ink
- (2) Back = Bearded man driving car, "NEW LIFE for YOUR ENGINE", "Dependable" white ink on saddle, Front = dark blue background "CHAMPION SPARK PLUGS" yellow ink, "for better performance" white ink
- (3) Back = yellow background, green #1 race car, driver holding plug & trophy "CHAMPIONS USE CHAMPIONS" black ink, "Dependable" black ink on saddle, Front = black background "CHAMPION SPARK PLUGS" yellow ink, "for better performance" white ink

### 20 Strike, F/S Diamond Match, 1 line MM (The DIAMOND MATCH CO.-see locations below)

SERIES A: Red & black covers, individual business is in black text with plug & logo on back

Type A: Black/left, red/right, "Dependable" right side up white ink on saddle (coupon inside)

(1) No advertiser, Plug on back, logo on front (MM = SPRINGFIELD, Mass.)

(2) With advertiser, Plug on back, ad on front (MM = NEW YORK, N.Y.)

Type B: Black/left, red/right, "Dependable" upside down white ink on saddle (MM = NEW YORK)

Type C: Red/left, black/right, "Dependable" right side up white ink on saddle (coupon inside)

(1) No advertiser, Plug on back, logo on front (MM = SPRINGFIELD, Mass.)

(2) With advertiser, Plug on back, ad on front (MM = NEW YORK, N.Y.)

Type D: Red/left, black/right, "Dependable" upside down white ink on saddle (MM = NEW YORK)

SERIES B: Red saddle with Champion logo, black & white picture on front (The DIAMOND MATCH\*CO. NEW YORK, N.Y.)

Type A = plug & small logo on back

Type B = plug & large logo on back, "Spark Plugs" outside of logo box

(1) All tractor makers install CHAMPION spark plugs

(2) All outboard makers install CHAMPION spark plugs

(3) Most of the world's airlines use CHAMPION spark plugs

(4) Twice as many police cars depend on CHAMPION spark plugs

SERIES C: Racing Cars - White cover, individual business in black text on front, back picture of car with logo & checkered flags, red & black saddle with logo. (The DIAMOND MATCH\*CO. SPRINGFIELD, Mass.) 2 types issued (it appears a set contained half of each type A & B, but the same driver has been found in both A & B from different