

# CHAMPION SPARK PLUG TYPES: Revised

by Donna Longenecker

*[I went through Bill's collection, pulled all the covers out and resorted by type instead of advertiser. I tried to make "educated" guesses on what came first, etc. and although he may not have a specific cover, it would stand to reason, based on "pattern" that it should exist. Several years ago, when I submitted the input on the original list, I didn't have the experience working with covers that I do today. Although he has accumulated more covers since I sent you that list, all have held "true" to within the groups as I listed them]*

## **20 strike, F/S Diamond Match, 2 line MM:**

Series I - VII - Unless noted otherwise, "CHAMPION" = Red ink; "SPARK PLUGS" = Yellow ink; "DEPENDABLE" = Blue ink.

SERIES I: Silver background, individual business is in black text, no "Dependable" on saddle, 1 line of print on plug:

SERIES II: Similar to Series I, but note the angle of the spark plug is different, 1 line of print on plug:

SERIES IIa: only difference is black, red & white text, Spark Plugs = red

SERIES III: Silver background, individual business is in blue text, "Dependable" on saddle, angle of plug as Series I, 2 lines of print on plug:

SERIES IV: Gray background, individual business is in black text, "Dependable" on saddle, 2 lines of print on plug:

SERIES IVa: Business is in blue text:

SERIES V: Lt. blue background, individual business is in blue text, "Dependable" on saddle

**Note: Series V is from your original list - we do not have a copy so I don't know what it looks like**

SERIES VI: Similar to Series I, different angle on plug than I or II, white light reflection on front, middle of plug, 1 line of print on plug:

SERIES VII: Dark blue back, yellow front, business blue text, "Dependable" on saddle, plug as Series III, 2 lines of print on plug:

SERIES VIII: 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

Type B: Black/left, red/right, "Dependable" upside down white ink on saddle

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

Type D: Red/left, black/right, "Dependable" upside down white ink on saddle

(1) No advertiser, Plug & logo front & back

(2) No advertiser, Plug on back, logo on front

## FULL LENGTH:

(1) Silver cover, red print, plug (skinny tip) in diamond "Use CHAMPION SPARK PLUGS for BETTER ENGINE PERFORMANCE"

(2) Silver cover, red print, plug (thick tip) in diamond "Use CHAMPION SPARK PLUGS for BETTER ENGINE PERFORMANCE" (Footer = The United Cigar Stores)

(3) Gray cover, red print, plug in diamond "Use CHAMPION SPARK PLUGS for BETTER ENGINE PERFORMANCE"

(4) Blue cover, white print "DEPENDABLE AMERICA'S FAVORITE SPARK PLUG", blue print "CHAMPION" in white shape

OTHER:

(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:**

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)

Type B: Black/left, red/right, "Dependable" upside down white ink on saddle

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

Type D: Red/left, black/right, "Dependable" upside down white ink on saddle

(1) No advertiser, Plug on back, logo on front

**Note: Although we don't have a copy, I suspect there is a second one in series A just like the other one in Series VII above**

SERIES B: Red saddle with Champion logo, black & white picture on front

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

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.

Type A= spark plug on right side of saddle

Type B=spark plug on left side of saddle

(1) Ray Crawford Driver - Enrique Iglesias Co Pilot, Winners 1954 Mexican Road Race

(2) Phil Walters and his Jaguar

(3) Jack Rutherford and his Ferrari

(4) Johnnie Parsons, Indianapolis 500 - 1950 Winner

(5) Jimmy Reece, Indianapolis 500 - 1955

(6) Duane Carter, Indianapolis 500 - 1955

(7) Pat O'Connor, Indianapolis 500 - 1955

(8) Freddie Agabashian, Indianapolis 500 - 1955

(9) Jack McGrath, Indianapolis 500 - 1955

(10) Bob Sweikert, Indianapolis 500 - 1955 Winner

(11) Lee Petty, National Stock Car Champion 1954

(12) Tim Flock, Daytona Beach Champion 1955

(13) Roger Ward, Indianapolis 500 - 1955

(14) Dick Rathman, Indianapolis 500 - 1956

(15) Jim Rathman, Indianapolis 500 - 1956

(16) Lee Wallard, Indianapolis 500 - 1951 Winner

(17) Jimmy Davies, Indianapolis 500 - 1955

(18) Keith Andrews, Indianapolis 500 - 1955

(19) Pat Flaherty, Indianapolis 500 - 1956 Winner

(20) Andy Linden, Indianapolis 500 - 1955

(21) Art Cross, Indianapolis 500 - 1955

**30 Strike, F/S Bryant & May, England MM:**

Black background, "CHAMPION" white ink on saddle, Front & Back = CHAMPION logo "Quality spark plugs" white ink