

TUNE-UPS SAVE GAS.

A lot of it. In nationwide fuel economy tests, motorists' cars were tested before and after a tune-up. Results showed that a tune-up with new Champion spark plugs saved, on the average, a gallon of gasoline in every tankful. Considering that 3 of every 5 cars on the road need a tune-up right now, tune-ups alone

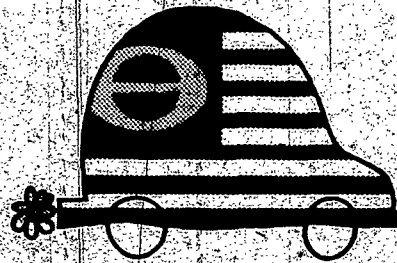
could save us millions of gallons of gasoline each week.

Tune-ups benefit us in other ways, too. Quicker acceleration for safer passing. Dependable starts. Plus a substantial reduction in emissions.

See your mechanic regularly for a Champion tune-up. Once a year or every 10,000 miles.



Toledo, OH 43661



Tuned engines mean cleaner air.

We've got your plug.