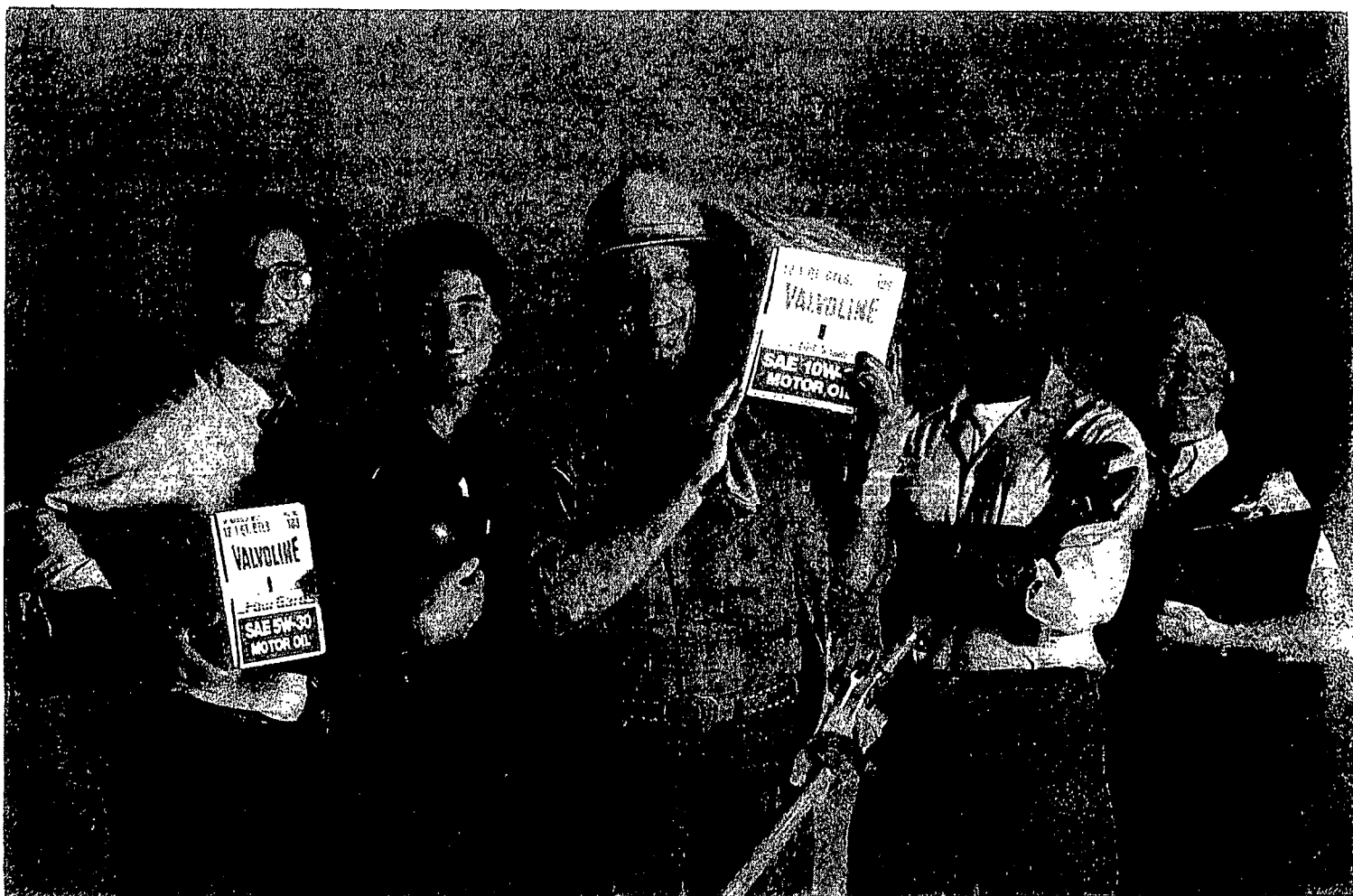




OKAY, EVERYBODY! TAKE \$5

Consumers work hard for every dollar they spend. Now you can help them TAKE FIVE of those dollars back as a consumer rebate when they buy a case (12-quarts) of Valvoline® motor oil.

The Valvoline "Take \$5" Mail-In Rebate promotion starts in October. We're going to drive awareness with four weeks of high powered media advertising. Our special "Take \$5" commercial will air on blockbuster network TV programs—and the network showings will be backed up with high-reach national radio.



Timing of the "Take \$5" promotion is Oct. 5 through Nov. 29, 1987. The "Take \$5" Rebate will apply to *five* of Valvoline's most popular motor oils. Valvoline All-Climate®, Valvoline Super HPO®, of course. Plus high performance Valvoline Racing Oil®, Valvoline FourGard® and Valvoline Turbo® ∇ motor oil.

"Take \$5" is a can't miss promotion. Heavy national advertising. FIVE DOLLAR rebate. It adds up to a tremendous profit opportunity for you.

Your NAPA/Mac's salesperson has details now!

MOTOR OIL IS NOT JUST MOTOR OIL.™