they get the fourth shock for 99¢. It's a great way to pull in customers.

FOR '83 GRAM

MUFFLER SALE.

The Economy muffler sale will make your profit picture even brighter. At $19.95** a muffler, it's a great deal for the do-it-yourselfers. And it could mean a great deal of business for you. And to make it even more exciting, we have an additional sales program for your dealers. They will be able to offer their customers 20% off† of an original equipment-type replacement muffler. Which, in turn, will stimulate sales up and down the line.



MERCHANDISING PROGRAMS.

This year, all new materials will be coming your way. Including an exciting new product display (pictured), light thief, tire stack sleeves, outdoor signs, and much more. Your NAPA muffler and shock representative can give you complete details on how these items will work for you.

RUN WITH IT PROGRAM.

The summer months will be hotter than ever from June 15 to August 15. Because that's when our "Run With It" program is happening. Based on specific dealer sales of OE-type replacement mufflers, you will receive special travel/merchandising certificates. In other words, you could find yourself cruising the Bahamas or enjoying

NAPA Run With It!

the Mexican paradise of Puerto Vallarta. For complete information on all these programs, contact your local NAPA muffler and shock representative. Because it's a program that means business, for you.

*Manufacturer's suggested retail price.
**Manufacturer's suggested sale price.
†Manufacturer's suggested list price.

NAPA MUFFLERS & SHOCKS
Division of Tenneco Automotive TENNECO