

What a Christmas deal Echlin has...

Mr. Cub

$24.95 Retail - yours for only $2.00

Mr. Jobber:
This ad is now in national trade magazines, promoting the NAPA/Echlin Coil Deal and Bear premium to your dealer customers. Tie in!

Give 'em a Bear - and get a hug!

NOW AT YOUR NAPA JOBBER'S. Echlin's Mr. Cub makes a super gift for gals of all ages. And he's yours at an unbeatable price — a $24.95 retail value you get for just $2.00 with purchase of six fast-selling Echlin coils at dealer net.

Mr. Cub is one of a kind, an original design made just for Echlin's customers. Looks like a real cub. Playful eyes. Natural feeling fur. Chubby. Huggable. Even washable.

(Order Echlin's ZZ-100 "Assortment" Mr. Cub comes packed with the coils: one IC-21 (Ford Solid State), two IC-19 (GM HEI), one IC-17 (Chrysler) and two IC-12 (conventional GM) coils.)

You make full profit. You save $22.95 on Mr. Cub. Even better, you earn a hug and make a young lad very happy. Supply is limited - so call your NAPA Jobber this week.

Made exclusively for Echlin by Ideal Toy Co., North Bergen, N.J. 07047



NAPA ECHLIN
Electrical/Fuel/Emission Systems Parts