

You're paying for a tune-up whether you get one or not.



Untuned cars waste 1 to 2 gallons per tankful.

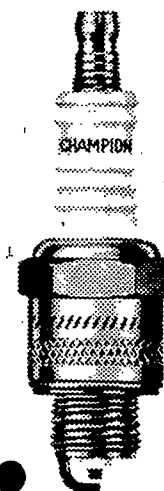
Before you think, "They're not talking to me," read the next sentence.

3 out of 5 cars on the road today need a tune-up.

That means there's a good chance we are talking to you. Especially if it's been 10,000 miles since your last tune-up.

A tune-up with Champion Spark Plugs can help save you that one to two gallons per tankful (depending on the size of your tank). To say nothing of giving you surer starts and better engine performance all winter.

Look—gasoline costs a lot these days. So get your car back in tune. Take it to your mechanic and say "Fill 'er up with Champions." Then you won't have to say "Fill 'er up with gas" nearly as often.



Toledo, OH 43661

Fill 'er up with Champions.