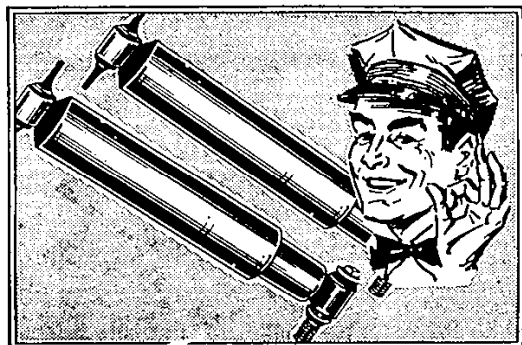


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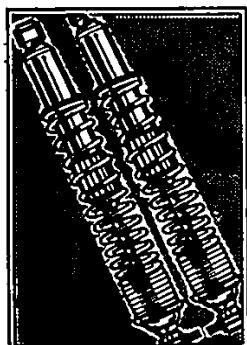
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Deluxe heavy duty shocks end bounce, side-sway on curves. Enjoy easier steering also.

* Installation available



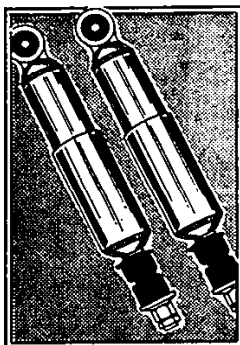
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Spring-assisted, deluxe heavy-duty shocks. Variable-rate spring stabilizes car, keeps car level with heavy loads, tows.

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Standard, Heavy Duty, Over-Load

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Shocks should be replaced every 20,000 miles. End sway, bounces with these standards!

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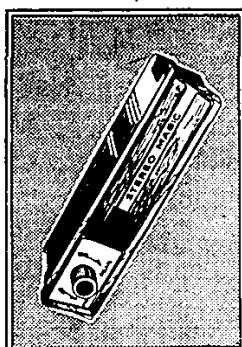


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Travel In Safety... Care For Your Car

*"Use it up, wear it out;
Make it do, or do without."*

This bit of doggerel was popular in a more simple, less affluent yesterday. The trick was to make things last as long as possible, whether it was an all-day sucker or a suit of clothing.

It is ironic that today, when the philosophy seems to be, "Use it up quickly and get another one," some products are actually built to endure longer.

Take the modern car, for example.

There is no question that today's automobile is built to last.

Tires, for example, can actually give service 10 times longer than they did years ago.

Paints are more durable, bodies are better prepared to withstand deterioration.

Engines are better built to cope with punishment that was undreamed of only 20 years ago.

In fact, every component has a lab-tested durability going for it.

THE SECRET of taking advantage of built-in strength lies in a conscientious program of maintenance. By practicing such a program, you stand to save in several important ways.

First, you preserve your car's vital components from premature wear. A timely squirt of lubricant here, a quart of oil there often can prolong engine and chassis life, avoiding lengthy and expensive sessions in the service bay.

Periodic service also saves you money as you go. Tune-ups save gasoline mileage and cut short chances of engine damage and road service calls. Proper wheel alignment and balancing add miles to tire life.

Frequent washing and waxing stop body and paint deterioration. And when you do trade in the car, the money you spent in maintenance also will be returned, at least in part, by a higher trade-in value.

EVEN IF good car care weren't economically wise, you'd still benefit measurably from its practice—especially at this time of year. Nothing can ruin a spring and summer holiday trip like a breakdown which at best can cost you time and money and at worst could lead to a serious accident.

Somewhat the most scenic road you can travel becomes a drab, miserable stretch of highway when your car has quit running on it.

Champion Spark Plug Company urges you to stop by your favorite service outlet who will make your car run better and last longer. And don't be surprised if more frequent stops for necessary maintenance lead to more frequent stops to your bank—to add to your savings, not take from them.

This section is devoted to advice on how to keep your car running safer, longer and more enjoyably. Read it and reap.



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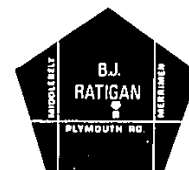
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