



# MERCHANDISER

TO ALL CHRYSLER MOTORS CORPORATION DIRECT DEALERS:

February 16, 1966

MOPAR-CHAMPION SPARK PLUG  
1966 APPLICATION CATALOG 81-610-0765  
1966 APPLICATION WALL CHART 81-610-0766

Ignition Parts and Spark Plugs rank the highest among all replacement items sold through jobbing channels. Both of these product lines offer high sales potential and an attractive opportunity for increased profits.

Engine Tune-Ups and Spark Plug Checks provide continuous sales opportunities. All vehicle owners desire smooth engine performance, quicker starting, faster acceleration, more power and better gas mileage the year 'round. Get a greater share of this market by making Spark Plug Checks a continuing promotion in your Service Department.

To assist your Parts Manager and Service Mechanics in specifying the correct Spark Plugs quickly and easily, the 1966 MOPAR-Champion Application Catalog 81-610-0765 and Wall Chart 81-610-0766 are made available. The Wall Chart is ideal for mechanic's use. Your Parts Manager will also find the Catalog most useful in his operation.

You will receive your copy of the Catalog and Wall Chart very shortly. Be sure to get your share of the growing Tune-Up and Spark Plug market. Have an ample supply of Ignition Parts and Spark Plugs on hand to meet your customers' requirements. Check your inventory and place an order for an additional supply today!

L. W. PIOT  
Field Sales Manager  
Vehicle Dealer Parts Sales

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