

COMPETITIVE FIRE!



It takes something special to be #1. Ask Ricky Graham. After leading the Winston Pro Series by an astonishing 47 points at mid-season, he had to fight off Jay Springsteen's furious late-season onslaught while fighting off the agony of a fractured vertebra.

We call that competitive fire.

Ricky's spark plug? Nippondenso. He knows that to win in fast company, he needs the very best equipment. And with Nippondenso's years of research experience, he's sure of getting the most innovative and efficient designs anywhere.

From the introduction of copper cores, to platinum tipped electrodes and U-Groove ground electrodes, Ricky knows his Nippondenso spark plugs will have the same competitive fire he has.

Because it takes something special to be #1.



*The Fastest Growing Spark Plug
in America.*

ND Spark Plugs are available direct from the factory. Prices start at \$2.15 each for regular plugs and \$2.59 each for resistor types. Send vehicle make, model, and number of cylinders. Check or money order only. California residents add 6½% sales tax. ND Spark Plugs, 857 East 230th Street, Dept. 06-CYW, Carson, CA 90745.