

Strikethrough Pricing

03/31/2026 12:20 pm EDT

Strikethrough pricing is a visual marketing tool where the original price of a product is displayed with a horizontal line through it, placed next to a lower "sale" or "discounted" price.

This highlights the savings that shoppers are getting.

Products with Strikethrough Pricing can appear as a Feature Product....

- IDENTIFICATION
- MULTIFUNCTION TERMS
- OIL, FLUIDS AND CHEMICALS
- PLUMBING
- STEERING
- SUSPENSION
- TIRE AND WHEEL
- TOOLS AND EQUIPMENT
- TRANSFER CASE
- TRANSMISSION AND
- TRANSAXLE - AUTOMATIC
- WIPER AND WASHER



**CANADA and
the USA***



ANNOUNCEMENTS

[NEW BLOG FEATURE!](#)

7/7/2025

CHECK IT OUT!

[UNDERSTANDING FORCED INDUCTION FOR CARS: TURBOCHARGERS VS. SUPERCHARGERS](#)

2/11/2025

[UNDERSTANDING FORCED INDUCTION FOR CARS: TURBOCHARGERS VS. SUPERCHARGERS](#)

FORCED INDUCTION IS A POPULAR METHOD USED TO BOOST THE PERFORMANCE OF CAR ENGINES BY INCREASING THE AMOUNT OF AIR ENTERING THE RESULTING IN GREATER POWER OUTPUT. THE TWO MAIN TYPES OF FORCED INDUCTION SYSTEMS ARE TURBOCHARGERS AND SUPERCHARGERS. EACH H

FEATURED PRODUCTS



32%

EASTERN CATALYTIC 10147 FEDERAL /
EPA DIRECT-FIT CONVERTER ASSEMBLY

~~\$766.91~~ \$517.99 CAD



ROUSH PERFORMANCE 421975 ROUSH
2015-2023 F-150 WEATHERTECH
DIGITALFIT FLOOR MATS (SUPER CREW)
THIS IS A DEMO STORE!



HOLLEY 10009HOL HOLLEY
CARBURETORS HAT
THIS IS A DEMO STORE!

The Strikethrough Pricing also appears when browsing the catalog...

- HARDWARE AND SERVICE +
- SUPPLIES +
- HOUSEHOLD AND OFFICE +
- PRODUCTS +
- HVAC +
- IGNITION +
- MULTIFUNCTION TERMS +
- OIL, FLUIDS AND CHEMICALS +
- PLUMBING +
- STEERING +
- SUSPENSION +
- TIRE AND WHEEL +
- TOOLS AND EQUIPMENT +
- TRANSFER CASE +
- TRANSMISSION AND +
- TRANSAXLE - AUTOMATIC +
- WIPER AND WASHER +



**CANADA and
the USA***

DISPLAY:



EASTERN CATALYTIC 10010 FEDERAL / EPA DIRECT-FIT CONVERTER ASSEMBLY
 FITS: 1978-1980 AMERICAN MOTORS AMX, 1978-1983 AMERICAN MOTORS CONCORD, 1980-1984 AMERICAN MOTORS EAGLE, 1975-1977 AMERICAN MOTORS GREMLIN, 1975-1977 AMERICAN MOTORS HORNET, 1975-1978 AMERICAN MOTORS MATADOR, 1975-1980 AMERICAN MOTORS PACER, 1979-1983 AMERICAN MOTORS SPIRIT
~~\$380.97~~ **\$304.99 CAD**

MORE INFO



EASTERN CATALYTIC 10131 FEDERAL / EPA DIRECT-FIT CONVERTER ASSEMBLY
 FITS: 1975-1980 JEEP CJ5, 1975 JEEP CJ6, 1976-1978 JEEP CJ7, 1978 JEEP J10, 1974-1980 JEEP J20, 1978 JEEP WAGONEER
~~\$385.64~~ **\$308.99 CAD**

MORE INFO



EASTERN CATALYTIC 10139 FEDERAL / EPA DIRECT-FIT CONVERTER ASSEMBLY
 FITS: 1981-1983 JEEP CHEROKEE, 1981 JEEP CJ5, 1981-1986 JEEP CJ7, 1981-1986 JEEP J10, 1981-1985 JEEP SCRAMBLER, 1981-1983 JEEP WAGONEER
~~\$452.78~~ **\$362.99 CAD**

MORE INFO



EASTERN CATALYTIC 10140 FEDERAL / EPA DIRECT-FIT CONVERTER ASSEMBLY
 FITS: 1986-1989 CHRYSLER LEBARON, 1981-1983 JEEP CHEROKEE, 1984-1991 JEEP GRAND WAGONEER, 1988 JEEP J10, 1981-1988 JEEP J20, 1981-1983 JEEP WAGONEER
~~\$512.65~~ **\$410.99 CAD**

MORE INFO



EASTERN CATALYTIC 10142 FEDERAL / EPA DIRECT-FIT CONVERTER ASSEMBLY
 FITS: 1977-1979 FORD F-250, 1977-1979 FORD F-350, 1979-1981 JEEP CHEROKEE, 1979-1983 JEEP CJ5, 1979-1983 JEEP CJ7, 1979-1981 JEEP J10, 1979-1980 JEEP J20, 1981-1983 JEEP SCRAMBLER, 1979-1981 JEEP WAGONEER
~~\$468.84~~ **\$375.99 CAD**

MORE INFO



EASTERN CATALYTIC 10145 FEDERAL / EPA DIRECT-FIT CONVERTER ASSEMBLY

And then the price of the product will also have a Strikethrough...



SHOP BY VEHICLE

Select Year...

SEARCH BY PART NUMBER, NAME OR PART:

Search Billy Bob's



HOME INFORMATION BRANDS CATALOGUE PAGE IDEAS & EXAMPLES MECKA VIDEO TEST PAGE BLOG

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EASTERN CATALYTIC 10139 FEDERAL / EPA DIRECT-FIT CONVERTER ASSEMBLY



Q ZOOM



BRAND:	EASTERN CATALYTIC
PART NUMBER:	10139
CATEGORY:	CATALYTIC CONVERTER
MANUFACTURED IN:	UNITED STATES
MECKA APP SUMMARY:	
PIES APP SUMMARY:	FITS: 1981-1983 JEEP CHEROKEE, 1981 JEEP CJ5, 1981-1986 JEEP CJ7, 1981-1986 JEEP J10, 1981- 1985 JEEP SCRAMBLER, 1981- 1983 JEEP WAGONEER

PRICE: ~~\$452.78~~ \$362.99 CAD

PRODUCT INFORMATION

VEHICLE APPLICATIONS

ABOUT THE BRAND

CATALYTIC CONVERTER

Here is how to use this feature...

Your browser does not support HTML5 video.

