
For more than 50 years Martin-Senour automotive refinishing products have been marketed exclusively through NAPA AUTO PARTS stores. Together with thousands of NAPA Jobbers coast to coast we've shared a commitment to excellence in product quality and service. Reason enough for Martin-Senour to carry strong NAPA identification on every product we sell, and advertising and merchandising materials, too.

HERE'S WHAT MARTIN-SENOUR IS SAYING ABOUT NAPA JOBBERS

Martin-Senour is proud to promote the NAPA Jobber as a *Body Shop Specialist*. We're telling the country that NAPA Jobbers are more than *paint specialists*. Because in addition to paint and refinishing products, NAPA Jobbers carry a full line of auto parts and equipment that are needed to repair and refinish a vehicle. In fact, throughout 1987 we're featuring the NAPA Jobber as a Body Shop Specialist in all of our national advertising.

Martin-Senour Tells It Like It Is

The advertisement on the opposite page is one example of what we're doing to promote The Body Shop Specialist... YOU. We're reaching body shops coast to coast with the message that the nearby NAPA Jobber is the man to call for any repair or refinishing need. We're promoting the unequalled depth of NAPA AUTO PARTS stores nationwide. Because we know that once a body shop man realizes the tremendous selection of

refinishing products, plus replacement parts and accessories, available to him... *nearby*... he'll rely on his NAPA Jobber more and more.

Auto Parts, Paint, and Profits

It's natural for NAPA Jobbers to challenge the paint specialists. After all, the paint specialist supplies refinishing materials. But the NAPA Body Shop Specialist has more! He has all the refinishing products and all the automotive parts... and the people to put it all together. Whatever's required to do the complete job. The highest quality... the most complete service. And by calling their NAPA AUTO PARTS store for all the paint and parts they need, body shops save time... and time is money.

Martin-Senour is telling independent body shops and car/truck dealer body shops that their nearby NAPA Jobber is the man to see... he's The Body Shop Specialist.

NAPA/Martin-Senour. Together, We've Got It All.
