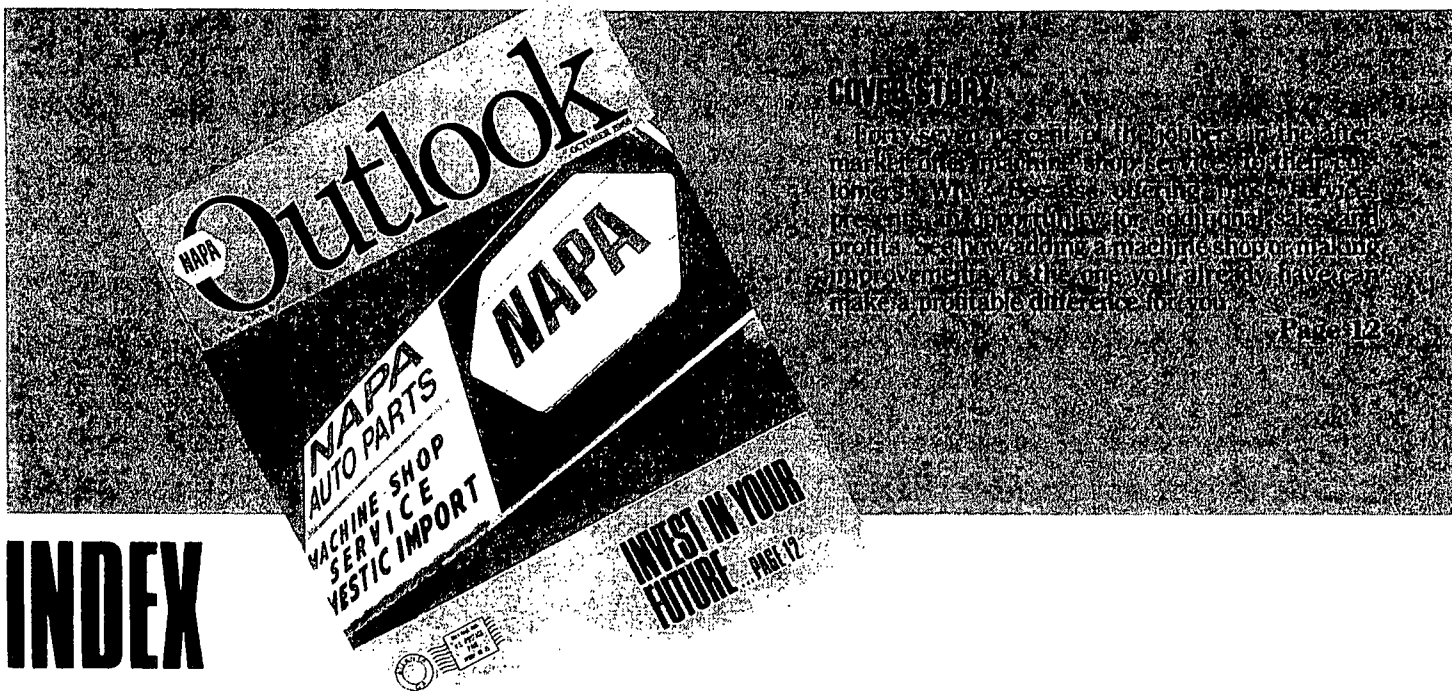




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NAPA TO THE RESCUE

When disaster struck two NAPA AUTO PARTS stores, the owners were faced with temporary shut downs and the lengthy task of reopening. But fortunately, the NAPA system was able to work together to put those stores back on their feet in record time. Meet the two NAPA AUTO PARTS store owners and read their story.

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Whether it's right or whether it's wrong, customers do make assumptions about your NAPA AUTO PARTS store. And those assumptions are usually based on the appearance and attitude of your employees. In the first part of a series on how to make a favorable impression upon customers, *Outlook* looks at how your store personnel can make a difference.

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1989 BUSINESS CONFERENCE

The National Business Conference. It's taking place, for the first time in two years, next spring and NAPA is extending a special invitation for you to attend. Find out the exact details on where and when the 1989 National Business Conference will occur.

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Chlorofluorocarbons, better known as CFCs, are man-made pollutants which have been proven to damage the ozone layer. CFCs are also a major ingredient in air conditioning and refrigeration systems. Now, production of CFCs has been frozen according to the terms of an agreement signed by 24 countries, including the United States, and a new breed of CFCs has to be developed. The effect of this freeze is going to be felt by NAPA AUTO PARTS stores.

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OLDFASHIONED

You could be in Miami this January 22, attending Super Bowl XXIII, as the Grand Prize winner in the NAPA/CBS Radio Sports Super Bowl Contest. Other winners will receive gifts including headsets, sunglasses and stadium blankets. Information on how to enter the contest as well as the facts about a discount on truck toppers are all contained in this issue's edition of Creative Selling.

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