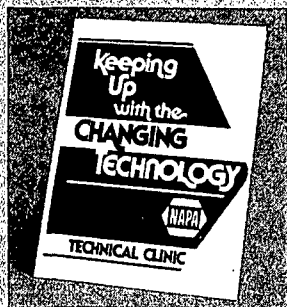


NEW NAPA DEALER CLINIC DIRECTORY AVAILABLE IN 1984



"Keeping Up With The Changing Technology," NAPA's new dealer clinic directory, is available to help you promote NAPA's wide range of technical training clinics to your dealer customers throughout 1984.

NAPA's wide range of dealer technical clinics puts the NAPA Jobber in a position to help advance the knowledge and professionalism of his dealer customers.

To help you promote these technical training clinics to your customers, NAPA has compiled a directory of dealer-oriented technical clinics offered by NAPA's suppliers. Entitled, "Keeping Up With The Changing Technology," the booklet will be available through your NAPA Distribution Center.

In addition to providing information on clinic content, format, scheduling, costs, availability of hand-out materials, etc., the booklet also includes (wherever possible) ratings of each clinic in terms of its helpfulness in preparing for NIASE testing, the type of audience the clinic is geared to, and a technical versus sales orientation content rating. These ratings are based on information submitted directly from the NAPA Manufacturers offering the clinics.

NEW FARM SALES KIT PULLS IT ALL TOGETHER AT THE LOCAL LEVEL

Because the farm market offers so much opportunity for many NAPA Jobbers, in 1984 you'll have available a new Farm Sales Kit.

NAPA's national farm programs are designed to create the awareness necessary for building farm sales. But more important are your own local efforts to supplement these national programs. And coordinating farm promotions and advertising on the local level is what your new Farm Sales Kit is all about.

The Farm Sales Kit contains all the information you'll need to aggressively pursue additional farm market sales. Put it to good use — and grow a healthy crop of new customers in 1984!

1984 IS THE YEAR TO MAKE IT NAPA BRAND NEW!

AN EVEN STRONGER FARM PROGRAM FOR 1984

In 1984, NAPA will help you bolster your approach to selling to the farm market with an exciting line-up of new ads, promotions and sales tools.

Your 1984 farm program is specifically designed to bring the farmer into your store. This affords you the opportunity to show these potential farm customers NAPA's broad coverage of farm equipment and explain how NAPA's system of stocking and overnight delivery can help the farmer during the busiest times of his year.

To give farmers a "right now" reason to visit their nearest NAPA store, a new magazine ad appearing in the January and February issues of leading farm publications asks farm customers to complete a NAPA Farm Equipment Survey and, in turn, receive a free NAPA brand spin-on oil filter for car or truck applications.

A second ad appearing in the September and October issues of leading farm publications will offer a new incentive — a free gallon of NAPA brand antifreeze — in exchange for completing a NAPA Farm Equipment Survey.

To reach as many potential farm customers as possible, both of these ads will be appearing in the following farm publications: FARM JOURNAL, PROGRESSIVE FARMER, SUCCESSFUL FARMING, CALIFORNIA FARMER, KENTUCKY FARMER, OREGON FARMER STOCKMAN and WASHINGTON FARMER STOCKMAN.

A third new magazine ad aimed at potential farm customers and headlined "Farmers' Market" will remind farmers that their local NAPA store has the parts they need, all year long. This new ad will appear throughout the year in FARM JOURNAL, PROGRESSIVE FARMER, SUCCESSFUL FARMING and CALIFORNIA FARMER.

To further assist you in your sales efforts, NAPA's popular Door Opener direct mail program has been expanded to include potential farm customers.

You'll also have the option of offering your farm customers NAPA's new Real Deals program, special deals on the most popular tools and equipment.

Calling upon his complete line-up of special promotions and sales tools, the NAPA Jobber looking to increase his farm sales in 1984 will be in an excellent position.

FREE OIL FILTER

WHEN YOUR EQUIPMENT'S DOWN WE CAN STILL SAVE YOU TIME AND MONEY.

Let us help you keep your equipment running. NAPA's wide range of farm equipment parts and accessories are available at your nearest NAPA store. And, if you're ever in a bind, NAPA's overnight delivery service can get you the parts you need, fast.

NAPA
Make it NAPA BRAND new! And save money, too.

National farm magazine ads offering specific incentives, such as a free spin-on oil filter in January/February . . .

FREE ANTIFREEZE

WHEN YOUR TRUCK OUTS WE CAN STILL SAVE YOU TIME AND MONEY.

Let us help you keep your truck running. NAPA's wide range of truck parts and accessories are available at your nearest NAPA store. And, if you're ever in a bind, NAPA's overnight delivery service can get you the parts you need, fast.

NAPA
Make it NAPA BRAND new! And save money, too.

. . . and a free gallon of NAPA brand antifreeze in September/October . . .

FARMERS' MARKET

When your farm equipment's down, we can still save you time and money. NAPA's wide range of farm equipment parts and accessories are available at your nearest NAPA store. And, if you're ever in a bind, NAPA's overnight delivery service can get you the parts you need, fast.

NAPA
Make it NAPA BRAND new!

. . . will be reinforced all year long by this new "Farmers' Market" ad's message of coverage and service.