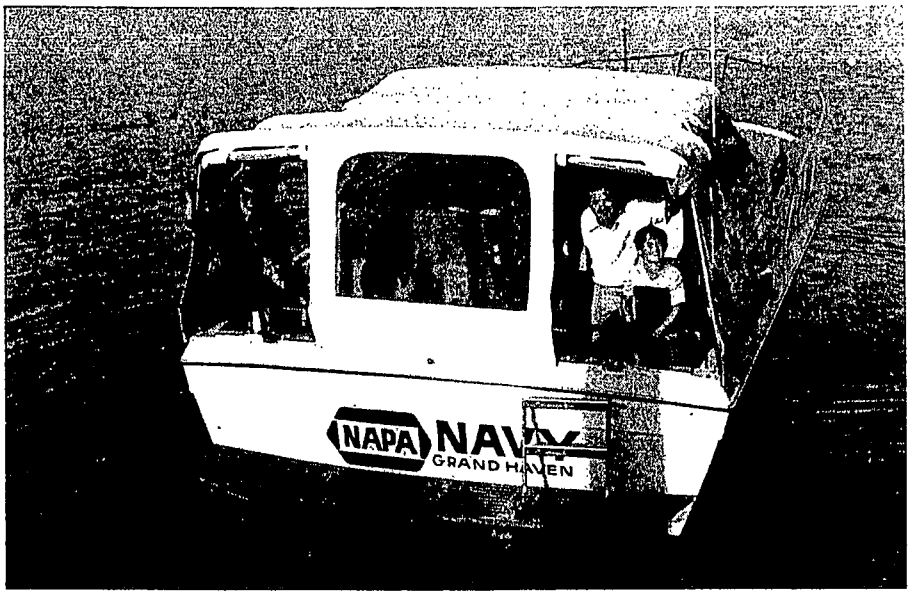
NAPA® DATELINE NAPA

VOLUME 2 NUMBER 2 DEARBORN, MICHIGAN LIMITED EDITION

HIS VERY OWN NAPA NAVY...



NAPA Jobber John Clickner, wife Joanne and their two children, David and Christian, set sail in their appropriately named cruiser, NAPA Navy. Clickner manages Haven Motor Supply of Grand Haven, Michigan.

HOW MUCH IS A LOT?

A TALL OIL ORDER FOR NAPA

In preparation for the annual Spring Car Care Days promotion, NAPA placed one of the largest single motor oil orders in the history of the industry. In buying for its 72 distribution centers, NAPA purchased 302 truckloads of motor oil from Valvoline, supplier of NAPA brand oil.

And just how much are 302 truckloads? More than 5.8 million one-quart cans. Stacked individually, these would reach up to the height of Sky-Lab's orbit and back down to earth again.

Or, in terms of city scapes, the cans could form more than 1,800 stacks equal in height to the world's largest building — the Sears Tower in Chicago. (They could also make nearly 3,000 Eiffel Towers.)

And, if that still doesn't seem like a lot of oil, just consider this: If a prehistoric human had discovered an automobile at the same time fire was discovered, he could have used the amount of oil in NAPA's order (1.4 million gallons) to have changed the oil in his car twice a year for every year from 580,000 B.C. through the kick-off of NAPA's 1983 Spring Car Care Days!

CORNY YES...BUT IT SELLS PARTS

PARTS Pups®

Eagerly read by more than 240,000 automotive repairmen, Parts Pups is the NAPA Jobber's own monthly magazine. Coming your way in each issue will be hundreds of customer-pleasing, business-getting features, Jokes, cartoons, iphilers, Betcha Didn't Knows, Things and Stuff, the Ah Pshaw Department, Juvenile Jive, Lulu, a bit of sage and a pinch of salt.

Parts Pups is a time-tested profit maker that will keep your customers coming back for more. It also complements NAPA's national advertising program by cementing your relationship with your dealer customers in your local trade area. Parts Pups puts your personal identification, along with the NAPA logo, in your customers' hands every month.

Here's How This Unique NAPA Sales Tool Makes Friends and Customers

Parts Pups, with your company's imprint on the front cover, will be mailed in bulk direct to your store every month. The price per copy is 25¢ with a minimum order of 60 copies per month.

Or, if you like, Parts Pups can be mailed direct to your customers from a mailing list furnished by you. The cost per direct mailed copy is 35¢ and includes computerized filing of address labels, wrappers, postage and list maintenance.

Your order can be split between bulk copies or direct mailed copies as long as the combined total is 60 or more magazines.

Sign Up Now!

All you have to do is fill out the card below and mail it to: PARTS PUPS, 2999 Circle 75 Parkway, Atlanta, GA 30339, Attention: Lulu.



CONVENIENT ORDER FORM

PARTS Pups®

LuLu: OK, girl, I'm not putting it off any longer. Set my company up to receive _____ copies (minimum 60) per month in bulk and/or _____ copies to be mailed monthly direct to my customers. *(Include zip code on all these.)*

Mailing list enclosed ☐ Mailing list to follow ☐

COVER IMPRINT:

Firm Name _____

Address _____

City/State/Zip _____

Phone _____ Signed By _____

My NAPA Distribution Center is _____