

# Outlook

Vol. 16 No. 5

**SELLING TO THE FARM MARKET**  
*plus* **NAPA DEALER CLINIC DIRECTORY**

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PLAINTIFF'S  
EXHIBIT

48

FILED

NAPA



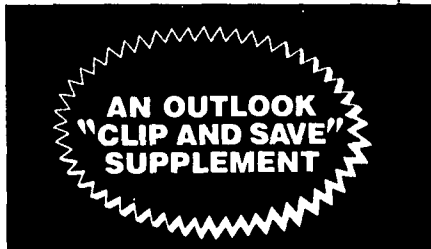
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## NAPA OUTLOOK

VOL. 16 NO. 5

Chris McLean, Editor & Director of Communications

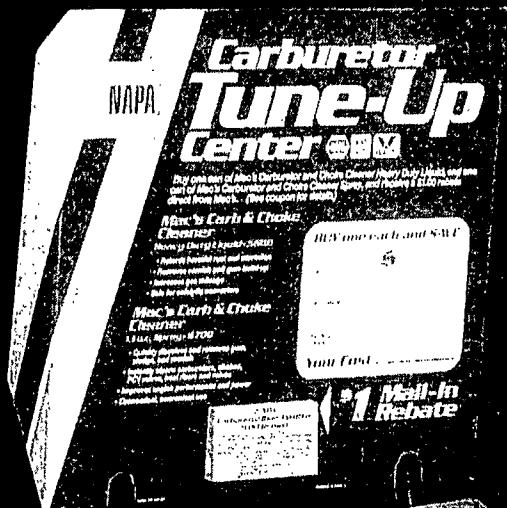
Published periodically in the interest of NAPA Jobbers, Distribution Centers and Manufacturers across the nation. When notifying us on a change of address, please mention NAPA OUTLOOK and give us the old address along with the new address and zip code.

Litho in U.S.A.

## NAPA HEADQUARTERS

Suite 1129, Parklane Towers West, Dearborn, Michigan 48126

# GET YOUR FREE HANDTRUCK



**Mac's Lets You  
"Move It With Ease"**

**October through December 1983**



Buy 5 cases each of Mac's Heavy Duty Carb & Choke Cleaner Liquid (No. 5600) and Spray (No. 8700) and get a free handtruck.

The handtruck "Carburetor Tune-Up Center" header will help sell these products with ease by offering a special \$1.00 consumer mail-in refund.

**They get a buck, you get a truck.**

When the 10 cases of Mac's products are gone, use the handtruck within your store to help you move it with ease.

**Order now and watch your Mac's sales take off.**

Mac's, Division of Ashland Oil Inc., Ashland, Kentucky 41111

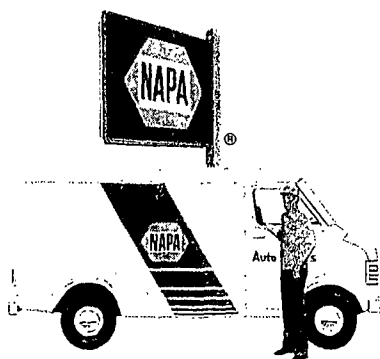




## The Martin-Senour Difference

*Not One... But **Three Ways** to Sell Paint.*

NAPA Jobbers now have three ways to meet body shop customers' needs when it comes to serving their paint requirements. First, there's factory packaged/ custom-mixed colors that color-match OEM finishes. Next, there's the Martin-Senour Tinting Program with eight tinting colors, along with a handy tinting guide that covers all types of domestic and import cars, trucks, and fleets. Third, there's the money-saving option of offering your customers the opportunity to own their own paint mixing system, including mixing equipment, mixing colors, and free reference materials. You have a competitive edge when you offer your body shop and fleet accounts this 3-way choice. Take advantage of this special selling opportunity and improve your share of this growing market.



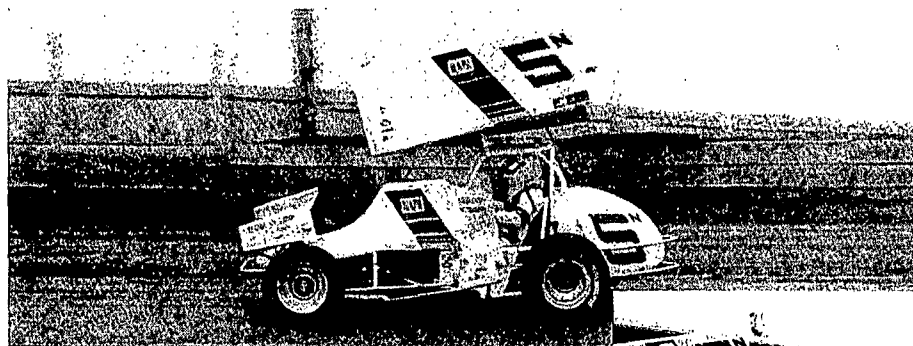
**Paints, Tapes,  
Abrasives and Adhesives**

# RACING WITH NAPA PARTS

NORRIS AND HIS NAPA-IDENTIFIED CAR AT REST. . .



. . . AND IN ACTION

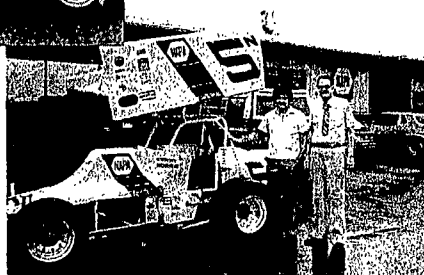


*Norris' car  
now houses NAPA  
oil filters, bearings,  
rings, gaskets,  
oil — even the  
paint is NAPA!*

All-star sprint car driver Kerry Norris knows where to go for top quality parts and accessories — to Mart Auto Supply, NAPA Jobber Dan Porterfield's store in Columbus, Indiana.

Norris has been racing for 7 years and inherited his interest in the sport from his father, who owns a shop not far from Mart Auto Supply. And as Norris handles repair work by himself, he knows that the circuit can be rough on both the car and the mechanic. Accordingly, he wanted to find the best quality parts around.

So last summer, when he stopped by



*Sprint car driver Kerry Norris with NAPA Jobber Dan Porterfield in front of Mart Auto Supply . . .*

Mart Auto Supply to pick up some parts for his father, Norris approached Porterfield about using NAPA parts and sponsoring his car. Porterfield agreed, and it's proven to be a winning match.

Norris' car now houses NAPA oil filters, bearings, rings, gaskets, oil — even the paint is NAPA! And Dan Porterfield and NAPA are certainly gaining great exposure.

As Norris explains, "People recognize NAPA; they know what it is. And when a race goes well, *everyone* wants to know whose parts you're using. Well, my car advertises the parts I use — NAPA!"

## GREAT PARTS FOR THE GREAT AMERICAN RACE



*The vintage driving team (left to right): Ed Coonfield; Cliff Helfner; and Brad Craig, son of NAPA Jobber Don Craig.*

Most people usually don't think of a 1940 Ford as a race car. But that's what a team of three men, including Brad Craig, son of NAPA Jobber Don Craig, Salida Auto Parts, Salida, Colorado, drove in the First Great American Race from Anaheim, California to Indianapolis, Indiana. (Salida Auto Parts is serviced by the NAPA Denver Distribution Center.)

Actually, the First Great American Race wasn't a "race," per se. Rather, the winner of the event was the car which averaged closest to 50 mph during the entire rally, which lasted from May 21 through May 28 and had scheduled overnight stops in Phoenix, El Paso, San Antonio, Oklahoma City and St. Louis.

To prepare the 1940 Ford (sponsored by Elmo Bevington, a local collector of antique vehicles), Craig and his crew used NAPA parts across the board, including engine, suspension and ignition parts as well as filters. Although no major engine changes were allowed (a preliminary inspection was held prior to the start of the race to ascertain that each car was as close to its original condition as possible), certain safety modifications were allowed, such as replacing mechanical brakes with hydraulic ones, the addition of turn signals, etc.

To prepare for any breakdowns en route, a back-up car carrying a large inventory of replacement parts accompanied the 1940 Ford throughout the rally.

However, Craig was happy to report, they didn't need the spare parts. The Ford experienced no mechanical difficulties and finished an impressive 14th among the 72 vintage vehicles originally entered.



# Fall/Winter Offer

B Original Gold Hat

PA emblem ..... \$30.62 Dz  
PA Jobber emblem ..... \$39.56 Dz

A Corduroy Cap with Earflaps

F NAPA Lazer Knit Toque  
NAPA Custom logo  
\$30.61 Dz

G NAPA Lazer Knit Toque  
NAPA Custom logo  
\$30.61 Dz

D New for Fall!  
Nylon Oxford Windbreaker (kasha lined) - A Royal Blue jacket that features a storm flap front with hidden zipper, snap closures, slash pockets with flaps, a breast pocket with zipper closure and epaulets.

NAPA emblem ..... \$22.91 Ea  
NAPA Jobber emblem ..... \$23.65 Ea

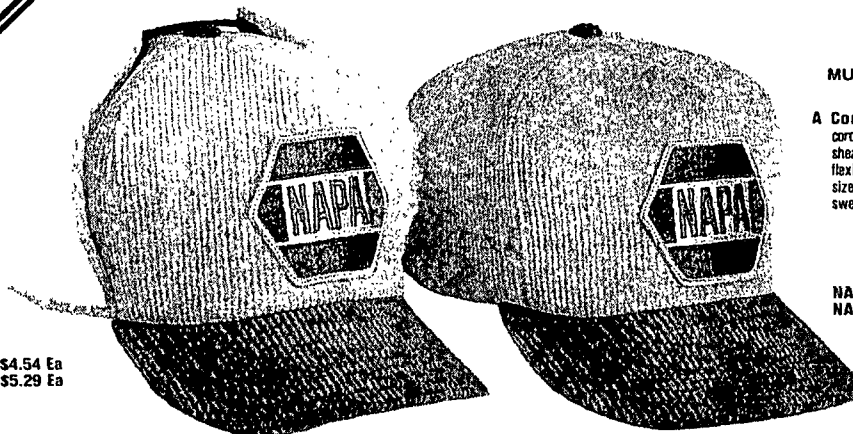
C New for Winter!  
Corduroy Baseball Jacket - Made of Royal Blue corduroy with a quilted lining. Gold and White trimmed rib knit cuffs and waistband, and laydown collar.

NAPA emblem ..... \$35.28 Ea  
NAPA Jobber emblem ..... \$36.02 Ea

E NAPA Lazer Quilted Vest - Insulated with polyester fill, this weatherproof Gold and Navy Blue vest has horizontal quilting, two full size patch pockets and a zippered closure.

NAPA emblem ..... \$16.28 Ea  
NAPA Jobber emblem ..... \$17.03 Ea

NEW  
FOR WINTER



MULTIPLES OF TEN PER STYLE

A Corduroy Cap - Made of laminated corduroy, this Gold high crown cap features shearing lined earflaps with velcro closure, flexible non-break Blue corduroy visor, "one size" poly snap adjustment, and absorbent cloth sweatband. Also available without earflaps.

NAPA emblem ..... \$4.54 Ea  
NAPA Jobber emblem ..... \$5.29 Ea

NAPA emblem ..... \$3.47 Ea  
NAPA Jobber emblem ..... \$4.21 Ea

Contact your NAPA DISTRIBUTION CENTER to order.

# STORE FIX-UPS BRING AWARDS TO NAPA JOBBERS IN CALIFORNIA AND INDIANA

## NORTH VERNON, INDIANA. . .



Quality Auto Parts in North Vernon, converted from an old service station.

For some time, NAPA Jobber Dan Porterfield has been considering revamping his store in North Vernon, Indiana (served by the NAPA Indianapolis Distribution Center). The store, with its small, cramped sales area, still had the feel of the old service station from which it had been converted. And Porterfield felt that this atmosphere was actually preventing many potential customers — primarily do-it-yourselfers and walk-in women shoppers — from coming in. As he says, "With so much competition out there today, the NAPA Jobber has to have everything going for him, including the appearance of the store."

But with six other NAPA stores in the

*"With so much competition out there, the NAPA Jobber has to have everything going for him, including the appearance of his store."*

NAPA JOBBER, DAN PORTERFIELD

## LA HABRA, CALIFORNIA. . .

In 1978, NAPA Jobber Odis Cleere decided to expand Circle Auto Parts and purchased the gas station adjacent to his store, believed to be the oldest gas station in La Habra, California.

But with time comes change. So when city officials asked Cleere to remove the old gas pumps and tank from the property as part of La Habra's city redevelopment plan, he decided to go all the way — and completely refurbished the exterior of Circle Auto Parts to mesh with the city's downtown Spanish architectural plan. His efforts won him the La Habra Chamber of Commerce Beautification Award.

Cleere, who strongly believes in the city's redevelopment plan, has seen La Habra grow considerably since he opened his first store there in 1959. At that time, there were three auto parts stores in La Habra; there are now at least 26.

But a firm believer in the community, Cleere still feels there's room for growth; as he puts it, "There's a future in La Habra for anyone who wants to work at it."

In addition to La Habra's Circle Auto Parts, Cleere and his son David also operate a second store in Diamond Bar. Both stores are serviced out of the NAPA Los Angeles Distribution Center.



Quality Auto Parts crew in their new store interior: (from left) Ron Collins; Bill Cool; Louie Huntington; and Steve Harding.

area to oversee, Porterfield didn't feel he had the time to devote to such a project, so he turned it over to store manager Louie Huntington.

Within 45 days, Huntington and his crew had converted the store into a beautifully merchandised, spacious shopping facility, equally attractive to male and female shoppers alike. (As if to prove it, the first customer that came in the store while OUT-LOOK was visiting was a female shopper!)

The efforts paid off. Not only are more and more walk-in customers visiting the North Vernon store, but the mayor of the city presented Quality Auto Parts with a special award for its contribution to beautifying the city.



NAPA Jobber Odis Cleere proudly displays his special award.



What a Christmas deal  
Echlin has...

Mr. Cub

**\$24.95** Retail -  
yours for only  
**\$2.00**

**Mr. Jobber:**

This ad is now in national  
trade magazines. Promoting  
the NAPA/Echlin Coil Deal  
and Bear Premium to  
your dealer customers.  
Use it!

**Give 'em a Bear - and get a hug!**

NOW AT YOUR NAPA JOBBER'S Echlin's Mr.  
Cub makes a super gift for kids of all ages. And he's  
yours at an unbeatable price - a \$24.95 retail value  
you get for just \$2.00 with purchase of six fast-selling  
Echlin coils at dealer net.  
Mr. Cub is one of a kind - an original design made  
just for Echlin's customers. Looks  
like a real cub. Playful eyes.  
Natural feeling fur. Chubby,  
huggable. Even washable.

Order Echlin's ZZ-100 Assortment. Mr. Cub comes  
packed with the coils - one IC-21 (Ford Solid State),  
two IC-19 (GM HEI), one IC-17 (Chrysler) and two  
IC-12 (conventional GM) coils.  
You make full profit. You save \$22.95 on Mr. Cub.  
Even better, you earn a hug and make a young  
lad very happy. Supply is limited, so call your  
NAPA Jobber this week.

Made exclusively for Echlin by Tradco, Inc., Natural Color

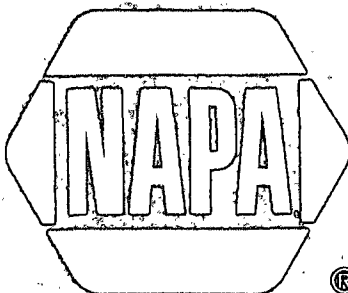


**ECHLIN**

Electrical/Fuel/Emission Systems Parts

“Sure, there's a lot of competition out there today. But you know, with NAPA we have many things to offer the dealer customer that are really unique. So it's up to us to accentuate and promote the most positive things we have, and technical clinics are one of those things.

Oh, I know there's a lot of talk about technical clinics for the dealer; everybody claims they have them available. But it's the guy that actually gets up and does something with them that's really unique in the eyes of the dealer customer. This is why we at Parts Unlimited sponsor the technical clinics available as frequently as possible.”



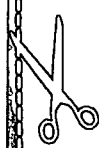
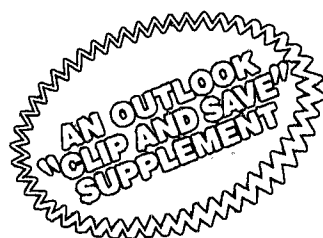
Vic Arnold  
Parts Unlimited, Inc.  
Las Cruces, New Mexico

# NAPA DEALER CLINIC DIRECTORY

The following is your directory of dealer-oriented clinics available through your NAPA suppliers.

We have tried to incorporate as much information about each clinic as space permits. In addition to providing information on clinic content, format, scheduling, costs, availability of promotional and hand-out materials, etc., we have also — wherever possible — included 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 various NAPA Manufacturers listed here.

Whatever the situation, your NAPA Distribution Center and supplier representatives will be more than happy to work closely with you to develop a clinic to suit your specific customer needs.





# DEALER CLINIC DIRECTORY

- ⊙ — Especially helpful in preparing for NIASE tests
- E — Geared toward experienced service technicians
- I — Geared toward intermediate service technicians
- N — Geared toward the novice mechanic
- A — All dealer customers can benefit from clinic information

## BALKAMP

**Micro-Test "I Almost Forgot" (Clinic-format NAPACOMM):** Designed following a clinic format, this program is aimed at dealer customers that presently do little or no automatic transmission work. It begins by explaining the need for routine transmission maintenance and then explains the "how-to's" of changing the fluid and filter, adjusting the bands and checking and replacing modulators. Finally, it reviews the market potential, gives some suggestions as to how to promote these services, covers some related selling items and explains the profit potential to the dealer.

The film is approximately 20 minutes in length and is a combination of technical instruction, product information and marketing and sales information.

May be ordered through your NAPA Distribution Center NAPACOMM Library or contact your Balkamp sales representative.

## BELDEN

Belden offers a clinic covering all aspects of secondary ignition resistance. It explains why resistance exists and how it relates to engine performance. This is accomplished by reviewing Ohm's basic laws of electricity and ignition system basics. Also covered are spark plug wire problems and how they can be avoided through proper diagnosis and installation. Also covers the starting system and the effects of poor connections and improper cable size. Also ties into proper booster cable size and usage and discusses proper selection of extension cords and cord lights.

Clinic utilizes a 1-hour slide presentation, is designed to be presented at the jobber store location and can be arranged at any time during the year by contacting your Belden sales representative. Class size should be limited to 10-50 participants and the clinic may be held either during the day or in the evening. The clinic is offered free of charge.

*Manufacturer's content rating:* 90%

technical, 10% sales-oriented. Subject matter covers both domestic and import applications. [⊙, A]

## ECHLIN

**Technical Training Van:** A two-night course (each evening session lasts 3-4 hours) covering the General Motors Computer Command Control System. (Curriculum soon to be expanded to include Ford's MCU System.) Subject matter includes theoretical as well as hands-on experience on late model computerized ignition systems, using slides in addition to the Tech Van's equipment for hands-on work. To enable as much hands-on participation as possible, class size should be limited to 18-25.

Due to the nature of the training, the clinic must be conducted in an area large enough to permit a roll-out engine to operate and allow enough room for a partial classroom set-up (a two-bay garage is adequate).

Clinic may be scheduled by contacting your local Echlin sales representative; three months advance notice is required. Various support and hand-out materials (including diplomas for participants) are supplied, along with advance promotional material for the sponsoring jobber. There is a \$60 participant fee.

*Manufacturer's content rating:* 98% technical, 2% sales-oriented. Subject matter covers domestic applications. [⊙, E]

**Electronic Ignition Clinic:** Covers domestic and import electronic ignition systems and theories of operation and troubleshooting. Also highlights computerized ignition systems (CCC).

Subject matter is presented in classroom-type format using slide presentation. The clinic lasts approximately 1½ hours and is preferably held in the evening with a class size of 12-plus participants.

Clinic may be arranged at any time of the year by contacting your Echlin sales representative; six weeks advance notice is required. Advance promotional

material is available to the sponsoring jobber and clinic packets (including technical bulletins, an instructional electronic ignition manual and additional reference flyers) are distributed to participants the evening of the clinic. This clinic is offered free of charge.

*Manufacturer's content rating:* 95% technical, 5% sales-oriented. Subject matter covers both import and domestic applications. [⊙, E]

**Fuel and Exhaust Emission Clinic:** Material covered includes domestic emission systems, EGR valves, ported vacuum switches, air pumps, solenoid vacuum valves and related theories of operation and troubleshooting.

The 2-hour presentation uses slides and is preferably held in the evening for groups of 12 or more participants. There is no charge for this clinic, which may be arranged at any time during the year by contacting your Echlin sales representative. Advance promotional material is available to the sponsoring jobber and a clinic packet containing technical bulletins and a reference manual is distributed to participants the evening of the clinic.

*Manufacturer's content rating:* 95% technical, 5% sales-oriented. Subject matter covers domestic applications. [⊙, E]

## MARTIN-SENOUR

**Professional Refinishing Clinic:** Designed to bring the professional refinisher latest information on refinishing materials and techniques. Through discussion and demonstration, attendees are instructed in the latest technical advances in the industry as well as time and money-saving short cuts.

This clinic is offered at no charge and should be held at a well-equipped, operating paint shop or vocational school. Class size can range from 15-80 participants and the clinic is preferably held in the evening. Support materials for the sponsoring jobber consist of invitations/

brochures, while attendees receive fly-sheets and a refinishing manual.

**Manufacturer's content rating:** 50% technical, 50% sales-oriented. Subject matter covers both domestic and import applications.

**Automotive Refinishing Training Center:** A 3-day course held at Martin-Senour's Automotive Refinishing Training Center in Countryside, Illinois. Training consists of indepth, hands-on work in all aspects of automotive refinishing. Contact your Martin-Senour sales representative for course scheduling and pricing information.

### NAPA BEARINGS

#### Discover Opportunities in Bearings:

A half-hour presentation consisting of a booklet (available free of charge) and a slide presentation (available for \$12.50). Reviews the various types of bearings and their applications in the four major original equipment and replacement areas: aftermarket, heavy truck, agricultural and industrial/commercial. Program is also available in NAPACOMM format.

For additional information, contact your NAPA Bearings sales representative.

### NAPA BELTS & HOSE

Newly introduced belt clinic provides technical information on all types of automotive belts. Suggestions and materials for performing full-service related selling of all automotive maintenance are provided.

The clinic, which utilizes a film, lasts approximately 1 hour and may be conducted at the jobber store location, preferably in the evening and with class size limited to 12. This clinic is offered at no charge. Hand-out materials for participants include a diploma and a technical manual on automotive belts. Contact your NAPA Belts & Hose sales representative for scheduling information.

**Manufacturer's content rating:** 95% technical, 5% sales-oriented. Subject matter covers both domestic and import applications. [A]

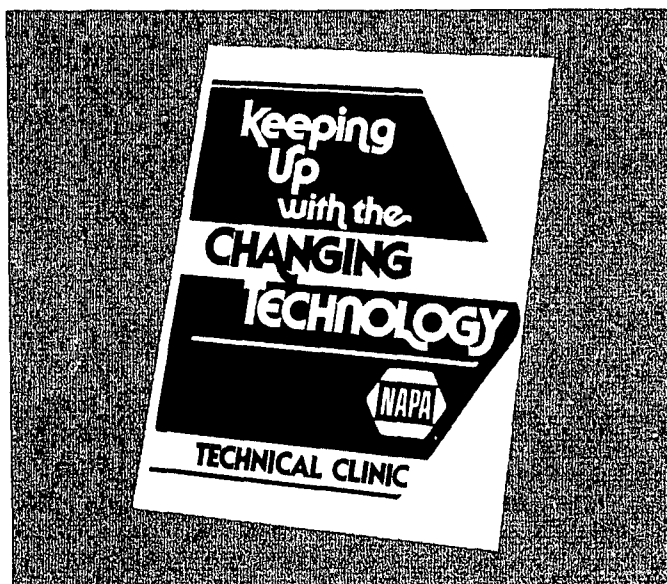
### NAPA CHASSIS PARTS

**Standard Steering and Suspension Clinic:** This chassis service clinic offers service information to skilled mechanics

and students who need technical assistance to properly understand and correctly maintain and service popular passenger car steering/suspension/driveshaft systems.

The 1-hour clinic uses slides and a pulse tape and may be held at the jobber store location during the day or evening. Promotional materials are available for the sponsoring jobber and participants receive a diploma and technical reference manual. There is no charge for this clinic. Contact your NAPA Chassis Parts sales representative for scheduling information.

**Manufacturer's content rating:** 90% technical, 10% sales-oriented. Subject matter covers domestic applications. [C, E, I]



*NAPA has published a listing of its dealer-oriented clinics in a booklet entitled "Keeping Up With The Changing Technology," which will soon be available to distribute to your customers.*

**4-Wheel Drive Light Truck and Van Clinic:** Explains the basic steering, suspension and driveline systems for light trucks and vans with two- and four-wheel drives. The twin-I beam independent front suspension and solid front wheel drive axles are covered. Service information also includes four wheel drive items such as hub locks, u-joints and steering stabilizers.

The 1-hour clinic utilizes slides and a pulse tape and can be conducted at the jobber store location during the day or evening. There is no charge for this clinic, which can be arranged at any time during the year by contacting your NAPA Chassis Parts sales representative. Promotional materials are available to the sponsor-

ing jobber and participants receive a diploma and a technical service manual.

**Manufacturer's content rating:** 90% technical, 10% sales-oriented. Subject matter covers domestic applications.

[C, A]

**Rack & Pinion and MacPherson Strut Systems Clinic:** Illustrates and explains the newly popular steering and suspension system that utilizes the rack & pinion and MacPherson-type strut suspension. Describes areas the mechanic should understand when accepting repair jobs.

The 1-hour clinic uses slides and a pulse tape and can be presented at the jobber store location during the day or evening. The clinic can be scheduled at any time during the year by contacting your NAPA Chassis Parts sales representative, and it is offered free of charge. Promotional support materials are available to the sponsoring jobber and participants receive a diploma and a technical service manual.

**Manufacturer's content rating:** 90% technical, 10% sales-oriented. Subject matter covers both import and domestic applications. [C, A]

**Chassis "Hands-On" School:** An intensive five-day (Monday through Friday) training session for the serious mechanic who wants to increase his knowledge and skill. The course is hands-on intensive, with 80% of the time being spent in the shop area. Covers the following: alignment theory and practice; suspension types; parts identification; inspection techniques; tire wear and handling problems; domestic vehicle rebuilds; MacPherson strut vehicle rebuild; universal joint and constant velocity joint rebuild; wheel balancing.

Class size is limited to only eight students to insure a maximum amount of individualized instruction. Dealer participant cost is only transportation to the training center (located in Ottawa Lake, Michigan), room and meals. Schooling is free, along with lunches, round-trip transportation to and from the motel.

For scheduling and reservation information, call 419-866-7865 or contact your NAPA Chassis Parts sales representative. [C, E]

**Front Wheel Drive/Constant Velo-**



# DEALER CLINIC DIRECTORY

**city U-Joints Clinic:** Describes the types of front wheel drive constant velocity u-joints, explains their functions and gives basic troubleshooting repair tips.

The 1-hour clinic uses slides and a pulse tape and can be conducted at the jobber store location during the day or evening. There is no charge for this clinic, which can be arranged by contacting your NAPA Chassis Parts sales representative. Promotional materials are available for the sponsoring jobber and participants receive a diploma and a technical service manual.

**Manufacturer's content rating:** 90% technical, 10% sales-oriented. Subject matter covers both domestic and import applications. [D, E, I]

**Chassis Alignment Seminar:** A program designed to point out the benefits of the chassis alignment business. Covers alignment profitability, equipment, floor plans and space requirements. Includes information on how to promote alignment business, personnel and the extra profits received from the sale of NAPA Chassis Parts and related items.

The 1-hour clinic uses a slide presentation and can be held in the day or evening. The clinic can be scheduled at any time during the year by contacting your NAPA Chassis Parts sales representative. This clinic is offered at no charge, and the sponsoring jobber receives advance promotional material. Participants receive a diploma and a chassis alignment brochure/manual.

**Manufacturer's content rating:** 80% technical, 20% sales-oriented. Subject matter covers both domestic and import applications. [E, I]

**Weatherhead Field Training School:** a 2-day school covering the basic hydraulic and pneumatic systems, tubing (metal and synthetic), pipe and pipe connections, pipe and tube fittings, hose basics and hose ends, installation and failure analysis, etc. Subject matter is covered through the use of slide presentations and extensive hands-on work.

For scheduling and price information, contact your NAPA Chassis Parts sales representative.

**Manufacturer's content rating:** 80% technical, 20% sales-oriented. Subject matter covers both domestic and import

applications. [A]

## NAPA ENGINE BEARINGS:

**Discover Opportunities in Engine Bearings:** A half-hour presentation consisting of a booklet (available free of charge) and a slide presentation (available for \$12.50). Covers the following: engine bearings markets, how engines and engine bearings work, bearing requirements, lining types, engine bearings design and terminology, part numbering system, catalogs and manuals, crankshaft and camshaft installation tips, premature failure causes. (Also available in NAPACOMM format.)

For ordering information, contact your NAPA Engine Bearing sales represen-

receive various hand-out material, including a technical service manual. Note: As this clinic is intended to assist in diagnosing problems and for preparation of NIASE testing, it's recommended that this clinic be held immediately prior to the next NIASE test series.

**Manufacturer's content rating:** 100% technical. Subject matter covers both domestic and import applications.

[D, A]

**Olds Diesel (350 cu. in.) Clinic:** Takes the mystery out of the new diesel engines from GM. Covers diesel engine repairs, fuel systems, injector pumps and nozzles. Fuel contamination is discussed, along with the problems that can result from using low grade diesel fuel. Cylinder head designs are shown as well as a discussion on clearance.

The 1-hour clinic uses a slide presentation and a pulse tape and can be conducted at the jobber store location in the day or evening. The clinic is offered at no charge and can be arranged by contacting your NAPA Engine Parts sales representative. Promotional materials are available for the sponsoring jobber and participants receive a diploma and a clinic review booklet.

**Manufacturer's content rating:** 90% technical, 10% sales-oriented. Subject matter covers domestic applications. [A]

**Ford 2.3L Overhead Cam Engine Clinic:** Covers general troubleshooting procedures to cylinder head assembly and camshaft replacement. Also covers lubrication systems and

proper oil and filter specifications as well as a variety of tips to eliminate comebacks on this engine.

The 1-hour clinic uses a slide presentation and a pulse tape and can be conducted at the jobber store location during the day or evening. The clinic is offered at no charge and can be arranged by contacting your NAPA Engine Parts sales representative. Promotional materials are available for the sponsoring jobber and participants receive a diploma and a clinic review booklet.

**Manufacturer's content rating:** 90% technical, 10% sales-oriented. Subject matter covers domestic application. [A]

**Engines of the 80's:** A look at the changes in the materials and engine designs we'll be seeing a lot more of in



tative.

## NAPA ENGINE PARTS

**Engine Systems Clinic:** An introduction to problems related to the complete valve train system, cylinder block, pistons, rings and sleeves. Also covers the lube system, engine bearings, timing gears and cooling system.

The 1-hour clinic utilizes slides and a pulse tape and can be conducted at the jobber store location during the day or evening. This clinic is offered at no charge and can be arranged at any time during the year by contacting your NAPA Engine Parts sales representative. Advance promotional material is available to the sponsoring jobber and participants

the near future, from the overhead cam engine to turbo supercharging and new sealing materials. Explains some areas of troubleshooting cylinder head disassembly, camshaft replacement and a variety of service tips to eliminate comebacks on some current design engines.

The 1-hour clinic uses slides and a pulse tape and can be conducted at the jobber store location in the day or evening. Offered at no charge, the clinic is arranged through your NAPA Engine Parts sales representative. Promotional materials are available to the sponsoring jobber and participants receive a diploma and technical manual.

**Manufacturer's content rating:** 90% technical, 10% sales-oriented. Subject matter covers both domestic and import applications. [A]

#### **NAPA MOTOR OIL/MAC'S AUTOMOTIVE CHEMICALS**

Offers demonstrations/discussions on the following: Mac's Cooling System Rust Inhibitor #1300; Cooling System #1400 and #1500; Mac's Radiator Stop Leak #1500 and #1700; Mac's Diesel Fuel Conditioner #9600 and #9612; Mac's Thermo Aid #7100 and Gas Line Antifreeze #7400; Mac's Carburetor Clean/Heavy Duty Liquid #5600; Valve Tune #5700 and Gas Booster #8912.

Speaker brings all demonstration equipment. Clinics are offered at no charge and last 1½-2 hours. Arrange by contacting your Mac's sales representative.

**Manufacturer's content rating:** 100% technical. Subject matter covers both domestic and import applications. [A]

#### **NAPA MUFFLERS & SHOCKS**

**Exhaust Clinic\*:** One-hour slide presentation illustrates the different types of exhaust products available and their features and benefits. Also discusses merchandising and selling exhaust products.

Offered at no charge, this clinic can be arranged by contacting your NAPA Mufflers & Shocks sales representative. Clinic can be held in jobber store or small meeting hall (class size preferred is 15-25 participants) and is preferably held in the evening in either early spring or fall. Promotional materials are available

to the sponsoring jobber and participants receive hand-out materials.

**Manufacturer's content rating:** 35% technical, 65% sales-oriented. Subject matter covers both domestic and import applications. [I]

**Shock Clinic\*:** One-hour slide presentation shows the different shocks offered and gives a feature-benefit story. Also shows methods of merchandising and selling shocks.

Offered at no charge through your NAPA Mufflers & Shocks sales representative, this clinic can be held at the jobber store location or a small meeting hall. It is preferably held in the evening in either early spring or fall. Advance promotional materials are available to



the sponsoring jobber and hand-out materials, including a diploma, are distributed to participants.

**Manufacturer's content rating:** 50% technical, 50% sales-oriented. Subject matter covers both domestic and import applications. [E, I]

*\*NOTE: The above two clinics may be combined and offered as a 2-hour clinic covering both exhaust and shocks.*

**Strut Clinic:** Details step-by-step procedures involved in installing new struts on various import and domestic applications. Can also incorporate a hands-on demonstration or may rely upon a 1-hour slide presentation.

Offered at no charge, this clinic can be arranged through your NAPA Mufflers &

Shocks sales representative. Clinic may be held at jobber store location or in a small meeting hall, and is preferably held in the evening in early spring or fall. Advance promotional materials are available to the sponsoring jobber and participants receive various hand-out materials, including a diploma.

**Manufacturer's content rating:** 80% technical, 20% sales-oriented. Subject matter covers both domestic and import applications. [E]

#### **NAPA NEW CARBURETORS**

Offer clinics on emission repair, performance, carburetion and fuel system components. Maintenance and troubleshooting are emphasized.

These clinics, which last from 2-5 hours, use slide presentations and hands-on experience and can be held at the jobber store location (preferably during the evening). For additional information, contact your NAPA New Carburetor sales representative.

**Manufacturer's content rating:** Adjusted to meet needs of audience. Subject matter covers both domestic and import applications. [E, A]

#### **NAPA PAINT SPRAY EQUIPMENT & AIR COMPRESSORS**

**Body Shop Owner Training Clinic:** Offered in conjunction with the Martin-Senour professional refinishing clinics, this is a training clinic for the body shop owner. Offered at no charge and includes hands-on experience.

**Manufacturer's content rating:** 80% technical, 20% sales-oriented.

#### **NAPA SERVICE EQUIPMENT/WELDING**

**MIG Welder Training Clinic:** Provides training in the following areas — theory of MIG welding for unibody cars, heat effects on high strength steel, set-up of MIG welder and hands-on welding work and troubleshooting.

This 1-hour clinic consists of a slide presentation and hands-on experience, and can be held in the day or evening in a body shop. Offered at no charge and arranged by contacting your NAPA Service Equipment/Multi-Line sales representative, this clinic includes various hand-out material for participants.



# DEALER CLINIC DIRECTORY

Preferred class size is 12 or fewer participants.

*Manufacturer's content rating:* 80% technical, 20% sales-oriented. Subject matter covers both domestic and import applications. [A]

## NAPA SPARK PLUGS

Offer a variety of clinics for automobiles, light trucks, motorcycles, snowmobiles, marine, small engine, etc. Clinics deal with spark plugs, ignition systems, carburetion and, where appropriate, emission systems. Also offer a new clinic entitled "Hi-Tech Tronics," which deals with GM's High Energy Ignition System, GM's electronic ignition controls and spark plugs.

Clinic information is presented using slides, a Tech Van and various props, including a live engine. Clinics can vary in length from a brief 15 minute session to a full day. Clinics may be held at the jobber store location provided there is ample space for set-up of Tech Van. Clinics can be arranged at any time of the year by contacting your NAPA Spark Plugs sale representative; they are offered at no charge. Advance promotional material is available to the sponsoring jobber and hand-out items, including technical manuals and diplomas, are available for participants.

*Manufacturer's content rating:* 100% technical. Subject matter covers both domestic and import applications. [A]

## NAPA TEMP

**NAPA TEMPerature Control Clinic:** Designed to appeal to the novice as well as the experienced air conditioning technician. Covers basic air conditioning theory, functions of the system components, purging, evacuating and recharging the system. All new technological changes are discussed. The basic air conditioning electrical system is discussed and typical and problem gauge readings are explained. The latest troubleshooting and diagnostic procedures are also covered.

The 2½-hour clinic uses slides, a film, flip charts, product cutaways and a working air conditioner model. Cost per participant is \$12.00 and the clinic is preferably held in a small meeting hall or room for a minimum of 10 people. Arranged through your NAPA Temp sales

representative, the clinic is preferably held during the first six months of the year. Advance promotional materials are available to the sponsoring jobber and participants receive technical manuals, specification charts and a diploma.

*Manufacturer's content rating:* 100% technical. Subject matter covers both domestic and import applications. [A]

## NAPA U-JOINTS

**NAPA U-Joint Clinic:** Covers servicing front wheel drive constant velocity u-joints. Includes removal of driveshafts from the vehicle, driveshaft service, replacement of parts and replacement of the shaft into the car.

The 1½-2 hour clinic can be held at the jobber store location, preferably in the evening. Slides, film and hands-on work are used to present subject matter. Clinic can be arranged by contacting your NAPA U-Joints sales representative and can be offered at no charge (jobber option). Advance promotional materials are available to the sponsoring jobber and participants receive a variety of hand-out materials. The clinic is preferably held in spring or fall.

*Manufacturer's content rating:* 80% technical, 20% sales-oriented. Subject matter covers both domestic and import applications. [A, E, I]

## RAYLOC

**Clutch Assembly & Operation:** Describes the basic principles behind the functions of the clutch in the drive train with additional discussion centered around a typical installation process and the common pitfalls that the mechanic faces. Also discusses the most common causes of failure, what the driver, mechanic and jobber can do to prevent premature clutch failure.

The 1-hour clinic uses a slide presentation and is offered at no charge by contacting your Rayloc sales representative. Clinic may be held at any time of the year.

*Manufacturer's content rating:* 98% technical, 2% sales-oriented. Subject matter covers both domestic and import applications. [A, E, I]

**Brake Systems of the 80's:** Contains technical information dealing with both the domestic and import brake systems. Designed to prepare the mechanic for

NIASE testing, giving specific information on friction materials and the complete hydraulic system, with an emphasis on doing the complete brake job.

The 1-hour clinic uses a slide presentation and preferably held in the evening. There is no charge for this clinic, which may be arranged by contacting your Rayloc sales representative. Advance promotional materials are available to the sponsoring jobber and participants receive a diploma.

*Manufacturer's content rating:* 98% technical, 2% sales-oriented. Subject matter covers both domestic and import applications. [A, E, I]

**Disc/Drum Clinic:** Content covers the basics of brake repair and service on domestic vehicles. Topics include disc brakes, drum brakes, calipers, wheel cylinders, master cylinder, friction material, service techniques and troubleshooting. Recommended for persons new to brake repair.

The 1-1½ hour clinic uses slides and can be conducted at the jobber store location, preferably during the spring or fall. Offered at no charge, this clinic can be arranged by contacting your United sales representative. Advance promotional materials are available to the sponsoring jobber and participants receive a diploma, technical manuals and specification booklets.

*Manufacturer's content rating:* 100% technical. Subject matter covers domestic applications. [A, I, N]

**Brakes of the 80's Clinic:** Covers the new brake systems, servicing techniques and troubleshooting for import and domestic vehicles. Topics include friction materials, dual diagonal brakes, master cylinders, disc brakes, drum brakes and rear disc brakes. Recommended for the more experienced brake service technician.

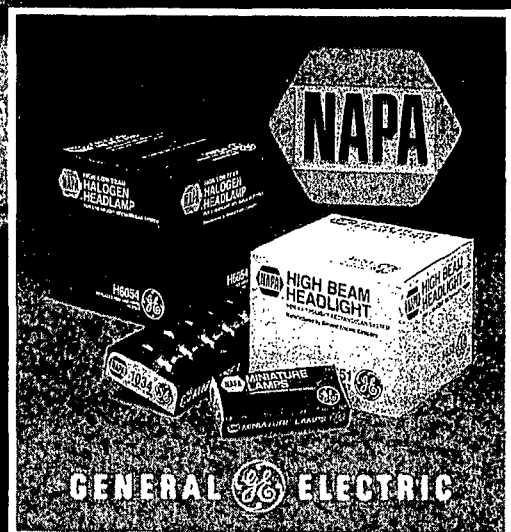
The 1-1½ hour clinic uses slides, can be held at the jobber store location (preferably during the evening and in the spring or fall). Offered at no charge, this clinic can be arranged by contacting your United sales representative. Advance promotional materials are available to the sponsoring jobber and participants receive technical manuals, specification charts and a diploma.

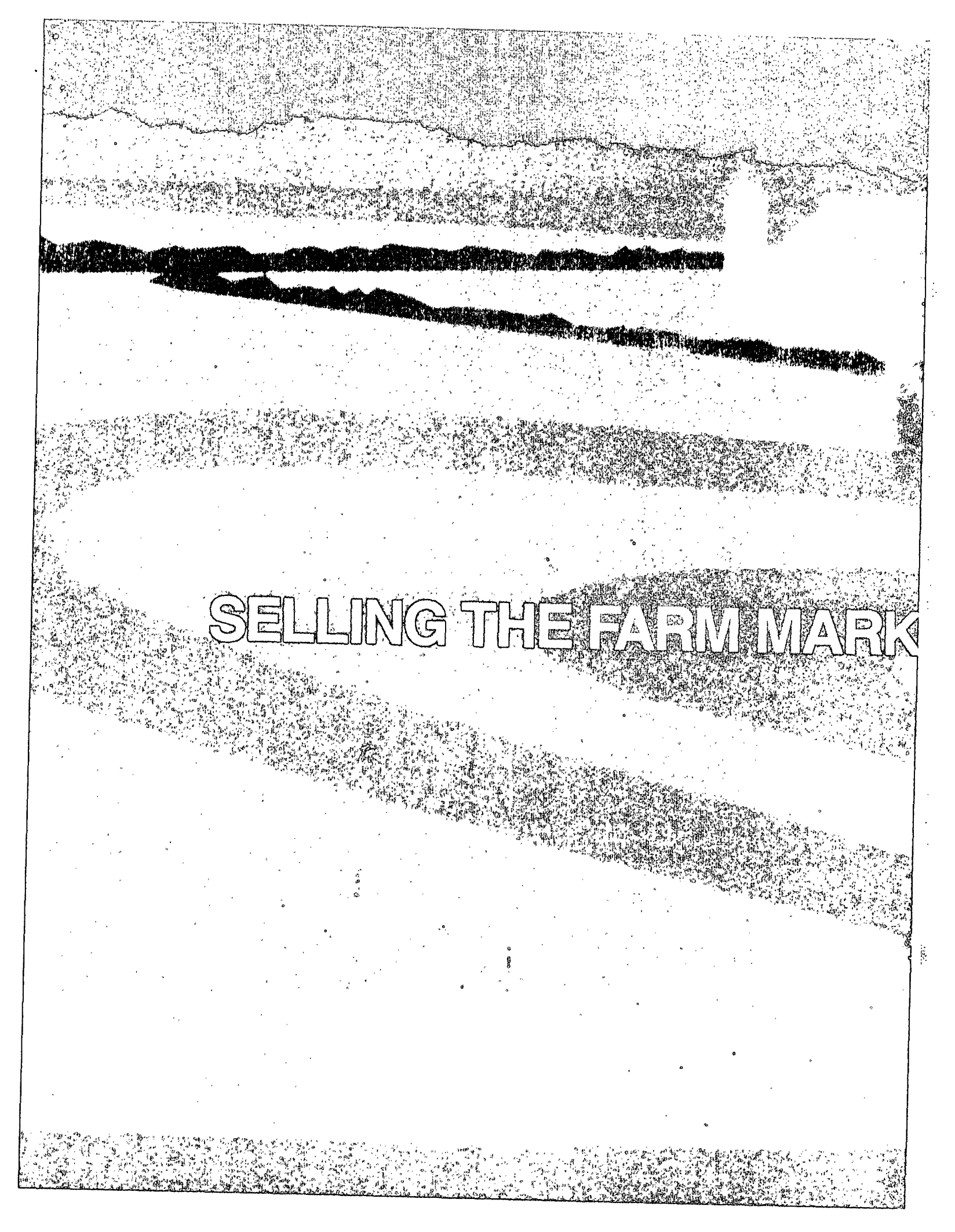
*Manufacturer's content rating:* 100% technical. Subject matter covers both domestic and import applications. [A, E, I]

# NEARLY FIFTY MILLION HEADLAMP REPLACEMENTS ALONE ARE EXPECTED THIS YEAR.

## MEET THE REPLACEMENTS.

NAPA Automotive Lamps.  
Manufactured by General Electric Company.





# SELLING THE FARM MARK

# ET: WHY, HOW AND WHEN

## WHY...

It takes a lot of equipment and machinery to keep today's farmer productive. Consider the concentration of engine-powered machinery on American farms:

- Farms house over 25 million engines, of which almost 5 million are in tractors, 17 million in assorted farm machines and another 1.5 million in chain saws. Add to this approximately 1.1 million stationary engines.
- Over 25% of all pick-up trucks are owned by farmers.

This reliance on machines has opened up a massive farm support system to the automotive aftermarket: batteries, spark plugs, oil filters, antifreeze, shock absorbers, engine parts and other accessories have become integral parts of the American farming scene.

Granted, these are turbulent economic times for the farmer due, among other reasons, to the low profit margin on their finished product and the unseasonable weather conditions that have caused poor crop production.

However, the fact that today's farmers are working with limited operating monies does not mean they're not buying. They *must* buy, for without the necessary replacement parts and accessories, their equipment doesn't roll and they're out of business.

What this *does* mean is that today's farmers are increasingly selective about how and where they spend their money. They're looking for suppliers that can provide quality products, save them downtime and give reliable, fast service. And no one else in the aftermarket is in a better position to meet the needs of today's farmers than the NAPA Jobber located in or near an agricultural area.

Even so, many farmers — although familiar with NAPA and its quality automotive products — are unaware of NAPA's farm coverage. (This awareness, however, is increasing. According to a survey done by *Successful Farming Magazine*, the NAPA name consistently appears high on the list of brands the farmer prefers for batteries, spark plugs, mufflers, shock absorbers and oil filters. In many cases, the NAPA brand fares much better than the manufacturer of the farmer's particular line of machinery.)

Even so, your job in going after the farm business will be threefold. You'll have to: 1). Inform the farmers in your area of NAPA's farm coverage and story of service; 2). Get the farmer into your store so he can see what you have to offer; and 3). Get your foot in the door of his business — the farm. And you can accomplish all of these using any or all of the following . . .

# HOW...

## SURVEYS

One of the most successful methods for getting your foot in the door of the farmer's business is the farm survey, which can be used in a variety of ways. And any way you choose to use it, you're performing a service for both the farmers and yourself.

One of the primary reasons for the success of the survey approach is that you're saving time for the farmer. By using the survey to isolate the parts that are on his machinery and then tailoring your inventory based on the information collected, you're offering the farmer the time-saving advantage of having a single source for many *different makes* of farm equipment — an advantage not offered by the implement dealer.

What's more, you can offer him the advantage of having the items he needs most, *when* he needs them — of prime concern to the farmer during planting or harvesting.

If a farmer appears initially hesitant about allowing you to perform a complete survey on all of his equipment needs, why not offer to survey his equipment on a single line? For many NAPA Jobbers, this approach has proven to be a great way to get "their foot in the barn door," it gives them the chance to prove they mean business when they promise the farmer the best service possible and often leads to the farmer giving them more business once he's seen you're serious about helping him.

On the other hand, if the farmer seems receptive to a complete survey, you can take it a step farther by offering to set him up as a stocking account, using the survey to determine his stocking requirements. And with NAPA's obsolescence prevention, you can assure him of proper utilization of his investment. You can either offer to maintain a stock for him, or set-up a stock right at his farm and then send someone to check on stock regularly or wait until the farmer calls for replenishment. Either way, you've opened up a new account that encourages repeat business and establishes your store as a single supply source.

All of the forms you'll need for performing a complete farm survey are included here. (If you find yourself in the position of performing numerous single line surveys,

you can also check with your NAPA Manufacturer representatives for any single line survey forms they may have available for their particular line.) You may also wish to enlist the help of your NAPA Manufacturer representatives in actually performing the surveys.

To get started, make a list of the farmers in your area with whom you'd like to do business. (If you're unfamiliar with the farm population in your area, the U.S. Department of Agriculture or your local Farm Extension Agent should be able to help you locate the farmers in your area with enough equipment to warrant their maintaining a stock of parts.) When searching for prospects, don't overlook colleges with agriculture departments, county governments and other groups that maintain tractors and farming equipment.

Once you have your list of prospects, contact them and express your interest in helping them by performing a farm equipment survey. Be prepared to discuss the advantages of doing business with your store and NAPA, and the advantages of stocking their own parts. Obtain a commitment and set a specific date and time for the survey. (NOTE: Never approach a farmer to perform a survey during planting or harvesting. You're trying to save him time, not take up valuable time during his busiest seasons.)

A complete farm survey actually consists of three parts: a Farm Equipment Survey, to be completed by yourself or whoever is representing your store (an outside salesperson, a manufacturer representative, etc.) and the farmer; a Machinery Identification Sheet, to be completed by yourself or whoever is representing your store; and a Recommended Stocking Sheet, again to be completed by yourself or a store representative.

The first step is the NAPA Farm Equipment Survey (see page 19). This is the only portion of the survey that must be done right at the farm and it takes only about 20 or 30 minutes to complete (which is important to let the farmer know when you approach him).

As you can see, the Farm Equipment Survey sheet is divided into sections to allow you to list each piece of equipment for which you can supply parts. All perti-

nent information concerning make, model, year, engine size, etc., should be listed. In addition to taking down this information for all farm equipment, make sure you also list all cars, trucks and stationary engines in addition to all lawn and garden equipment.

Once the Farm Equipment Survey sheet is completed, it's time to move on to the next phase of the complete survey, which is where your homework really begins.

Using the information collected on the Farm Equipment Survey sheet, fill out a Machinery Identification Sheet (see page 20) for each piece of equipment listed. Identify each piece of machinery individually and group its parts by manufacturer. Items you have in stock should be indicated, as well as those that require special ordering. For any part that will require special order, you should also indicate the average waiting time for that part after ordering.

Then, either by yourself or with the help of your NAPA Distribution Center sales representative, work off of the completed Machinery Identification Sheets and determine which parts would be necessary for the farmer's stocking requirements, how many of each and their cost. Then write these recommendations on your NAPA Recommended Stocking Sheet (page 21).

You are now ready to return to the farmer and make your sales presentation. Using the completed Recommended Stocking Sheet, come to an agreement with the farmer as to what kind of stock should be maintained, whether it should be maintained for him at your store or whether he should be set up with his own stock right at the farm.

Even after you've made your sales presentation to the farmer, your job isn't done. Whether or not you secured a commitment for his business on your first attempt, or whether or not the farmer agrees to become a stocking account, you still have valuable information about his needs and you should continue to call on him regularly.

To track your efforts and make sure your information is kept up-to-date, you should establish a file on each current and prospective farm account. Keep copies of each portion of the account's farm survey in these files and then review and update them regularly according to that particular farmer's changing needs.



# NAPA FARM EQUIPMENT SURVEY



Farm Name \_\_\_\_\_ Manager \_\_\_\_\_

Address \_\_\_\_\_ Maintenance Contact \_\_\_\_\_

City/State \_\_\_\_\_ Salesperson \_\_\_\_\_

Zip \_\_\_\_\_ County \_\_\_\_\_ Date Completed \_\_\_\_\_

Crop(s) \_\_\_\_\_

Maintenance Periods \_\_\_\_\_

|       | TRACTORS | IMPLEMENTS | MACHINERY | STATIONARY<br>ENGINES | TRUCKS &<br>CARS | OTHER |
|-------|----------|------------|-----------|-----------------------|------------------|-------|
| MAKE  |          |            |           |                       |                  |       |
| MODEL |          |            |           |                       |                  |       |
| YEAR  |          |            |           |                       |                  |       |
| TYPE  |          |            |           |                       |                  |       |
| MAKE  |          |            |           |                       |                  |       |
| MODEL |          |            |           |                       |                  |       |
| YEAR  |          |            |           |                       |                  |       |
| TYPE  |          |            |           |                       |                  |       |
| MAKE  |          |            |           |                       |                  |       |
| MODEL |          |            |           |                       |                  |       |
| YEAR  |          |            |           |                       |                  |       |
| TYPE  |          |            |           |                       |                  |       |
| MAKE  |          |            |           |                       |                  |       |
| MODEL |          |            |           |                       |                  |       |
| YEAR  |          |            |           |                       |                  |       |
| TYPE  |          |            |           |                       |                  |       |
| MAKE  |          |            |           |                       |                  |       |
| MODEL |          |            |           |                       |                  |       |
| YEAR  |          |            |           |                       |                  |       |
| TYPE  |          |            |           |                       |                  |       |
| MAKE  |          |            |           |                       |                  |       |
| MODEL |          |            |           |                       |                  |       |
| YEAR  |          |            |           |                       |                  |       |
| TYPE  |          |            |           |                       |                  |       |

CLIP AND SAVE





# NAPA MACHINERY IDENTIFICATION SHEET

(Make/Model/Year)

Part #

(Manufacturer)

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Part #

(Manufacturer)

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Part #

(Manufacturer)

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Part #

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Part #

(Manufacturer)

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(copies can be made by local printer)

CLIP AND SAVE





## NAPA RECOMMENDED STOCKING SHEET

**AN OUTLOOK  
"CLIP AND SAVE"  
SUPPLEMENT**

### Product Line & Part Number

### Stocking Level

**Cost**

[illegible]

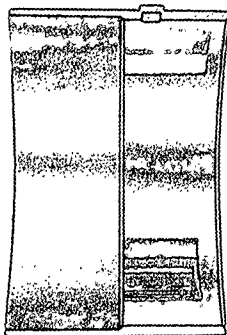
**Total Cost:**

**CLIP AND SAVE**

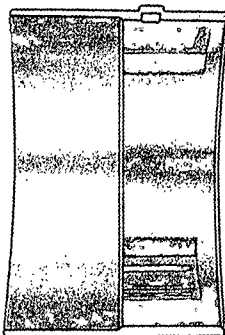


(copies can be made by local printer)

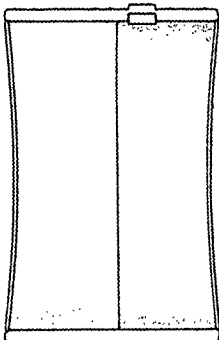
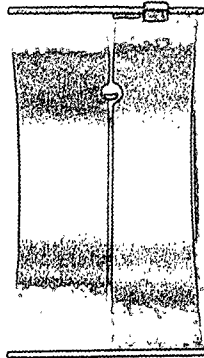
Tin Base  
Babbitt



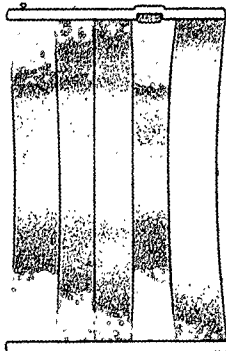
Lead Base  
Babbitt



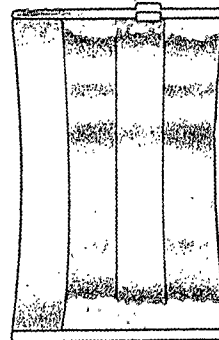
Unplated  
Copper Alloy



Unplated  
Aluminum Alloy



Overplated  
Copper Alloy



Overplated  
Aluminum Alloy

## Every engine application needs the right bearing lining material.

One type of lining material can't cover every engine application. That's why original equipment designers consider bearing load, lubrication, mating part material and service environment before choosing an engine bearing.

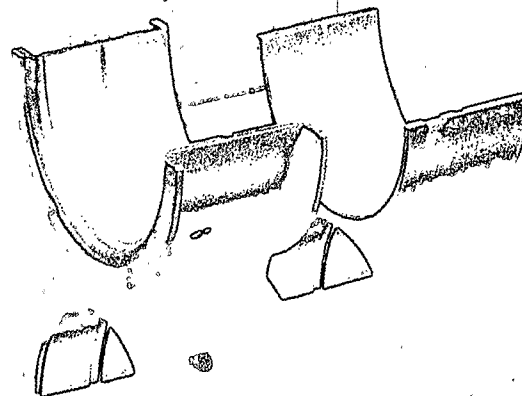
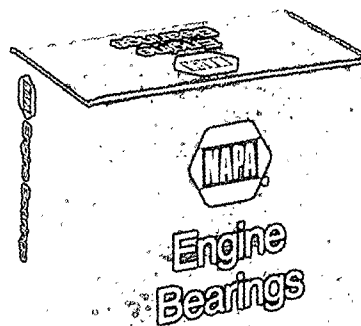
With new NAPA® Engine Bearings, you have the right bearing lining material to cover all of the modern engines. You get six different types of lining materials.

NAPA Engine Bearings are carefully engineered for the proper load carrying capacity, conformability, embeddability, and wear resistance. For engine bearing coverage, look to NAPA Engine Bearings.



# Engine Bearings

When the name is NAPA,  
the standard is quality.



# FAIRS

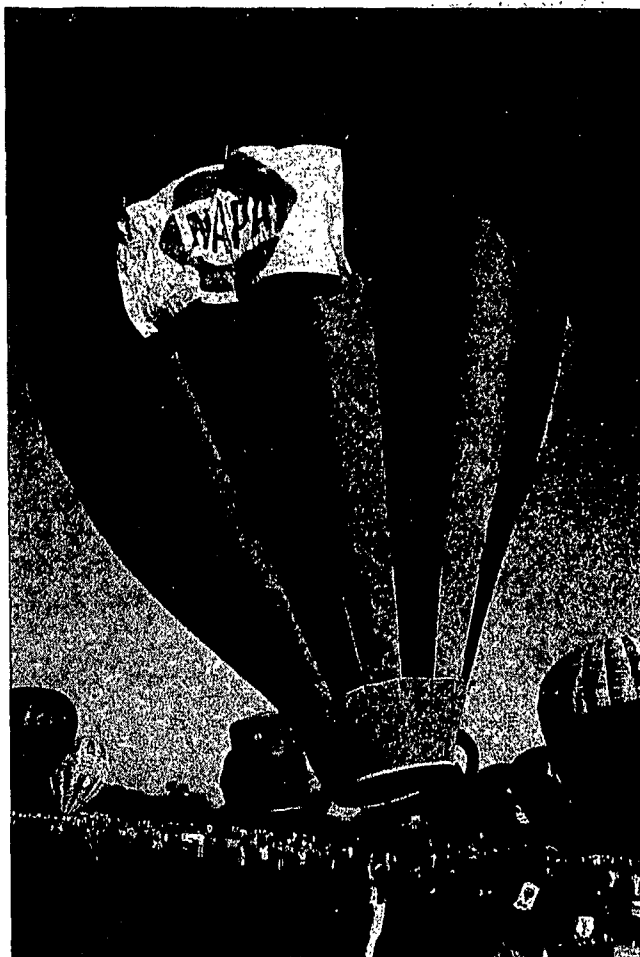
## AND FARM-RELATED EVENTS

Participation in state, county or local fairs and farm-related events can be a great way to make farmers aware of NAPA's farm coverage while generating exposure to the NAPA name. This was the approach recently taken by the NAPA Indianapolis, Fort Wayne and Mt. Vernon Distribution Centers to assist their jobbers in making inroads with Indiana's farm community.

Tuesday, August 23 was Farmer's Day at the Indiana State Fair. But thanks to a special promotional package put together by these three NAPA Distribution Centers, it was also NAPA Day at the Fair.

As host for the day, NAPA received: attraction billboards surrounding the fairgrounds welcoming the big name star of the day (Kenny Rogers) and announcing major events in NAPA's name; the NAPA logo was predominantly displayed on all of the fairground shuttlebus units each day of the fair; the NAPA name and logo were included in the official fair program, over 500,000 of which were distributed throughout the state; and, the fair's public address system announced NAPA as the host of Farmer's Day every hour for 14 hours. To get the activities off to an exciting start,

NAPA even sponsored a hot air balloon in the Giant Balloon Race that officially opens the fair.



The NAPA balloon readies for take-off in the Giant Balloon Race that kicked off the fair activities.



NAPA Jobber Bob Gehring and sons Rob and Hank also recognize the advantage that sponsoring local farm-oriented events can bring when it comes to getting the NAPA name out to potential customers.

The Gehrings operate Wayne Auto Parts, with 5 stores in Ohio and another 4 in Kentucky (served by the NAPA Cleveland

Distribution Center.)

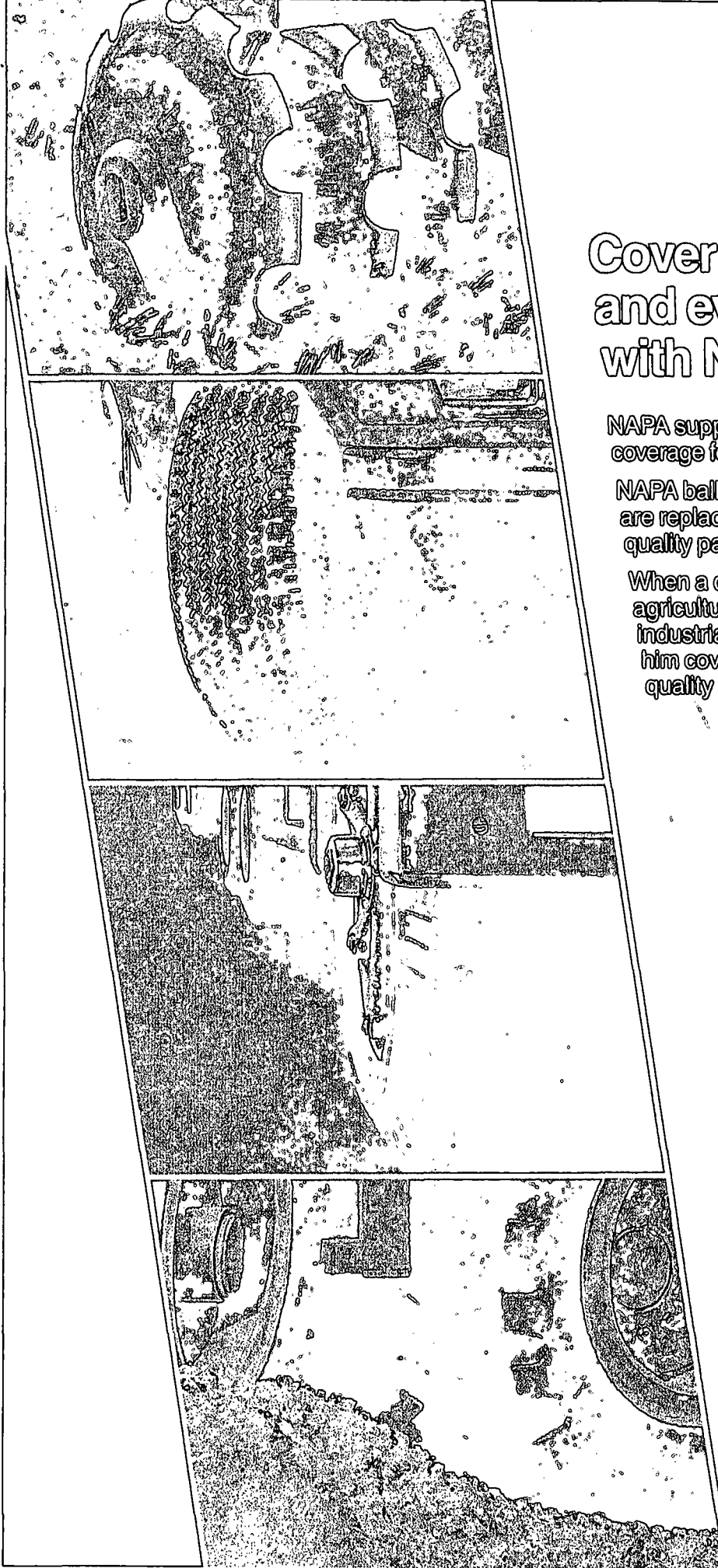
For the second year in a row, Wayne Auto Parts held its July 4th Spectacular at the Wayne Country Fairgrounds, which this year drew over 2,000 people. Events of the day included a tractor pull and a demolition derby in addition to numerous NAPA Manufacturer displays.



Bill Jack (second from left), general manager of the NAPA Indianapolis D.C., presents trophy to Al Brandt, winner of the Tobacco Spitting Contest. Second and third place winners Glen Horn and Chad Stout look on.



Behind a bunch of NAPA balloons, a shuttlebus displaying the NAPA logo transports fairgoers around the grounds.



## Cover every customer and every application with NAPA® Bearings.

NAPA supplies you with the parts and the coverage for every vehicle — on the road or off.

NAPA ball bearings and cylindrical bearings are replacement parts that last. They're high-quality parts produced to OE specifications.

When a customer asks for bearings for agricultural, automotive, heavy-duty, industrial or construction usage, you've got him covered. Depend on NAPA for the quality you want and the parts you need.



**NAPA® Bearings**  
When the name is NAPA,  
the standard is quality.

# FAIRS

## AND FARM-RELATED EVENTS

To create awareness of the NAPA name and generate excitement as soon as fairgoers entered the gates on NAPA day, an 18' x 28' stage was set up right in front of the Grandstand entrance. Decorated with NAPA logos and balloons, this stage was the setting for continuous live performances by the WIRE Country Band, whose members were also decked out in NAPA garb. Here, NAPA balloons and NAPA Gold Hats were given away to children and adults alike.

But this wasn't the end of NAPA's involvement with the fairgoing farmers. NAPA representatives were right on hand to present awards in various judging activities, such as the trophies for the HSTPA and NTPA tractor pull competitions and the fair's infamous tobacco spitting contest. And being on hand to present the trophies provided the ideal opportunity to tell the audience a little bit about NAPA and the NAPA Jobbers' concern for the farming business. As hosts for the day, representatives of NAPA also had the opportunity to discuss NAPA's farm coverage and service abilities during several local radio and television shows covering the fair.

But equally as important as reaching today's farmers is getting the NAPA message to tomorrow's farmers — which is why NAPA also was the official sponsor of the State Fair 4-H Tractor Operator's Contest. NAPA Gold Hats were given to all of the participants as well as the adults officiating the competition. As the contest drew to a close, NAPA representatives were again on hand to present trophies and announce that NAPA would sponsor the winner's trips to compete in the national competition in Richmond, Virginia.

With all of the promotional activities that went on, by the end of the day NAPA's message of farm coverage and service had certainly reached the Indiana farmer.



As Miss Indiana State Fair '83 (far left) looks on, Dennis Anderson (center right), general manager of the NAPA Fort Wayne Distribution Center presents the winner of the Tractor Pull with a trophy while Doug Cortellini, operations manager at Fort Wayne, gets ready to present the NAPA Gold Hat.



Accepting their awards for the 4-H Tractor Operator's Contest are 13 year-old Danny Jackson (upper left), winner of the junior division, and 16 year-old Jeff Miller (bottom left), senior division winner. Contestants had to pass a written exam on tractor safety and maintenance, negotiate a tractor through an obstacle course and successfully complete an interview with contest officials.



The crowds gather at the NAPA Grandstand to join in the fun as the WIRE Country Band performs.



By the end of the day, even the youngest fairgoers had gotten the NAPA message.

SELLING THE FARM MARKET

# HOW...

## FARM SALESMAN/OUTSIDE SELLING

With farmers, a main selling point is service. And to the farmer, that service includes personal selling.

Outside selling is just as important to the farmer as it is to your dealer customers. Many farmers run operations large enough to require them to have large inventories of merchandise on hand. In addition, the farmer often can't afford to leave his work to go buy parts. Consequently, he requires the regular service and contact offered by the outside salesperson.

An outside salesperson can fully sell farm customers on all your programs and benefits, find out what the competition is doing, aid in collection, help farmers control their inventory, field any complaints and, of course, scout for new sales opportunities. In short, an outside salesperson is vital for increasing the amount of farm business you can handle.

This, however, doesn't mean that you have to add a full-time salesperson to handle nothing but farm accounts. You can add your farm customers to an outside salesperson you already have calling on other accounts. Or a counterperson with an interest in farming could make a good outside sales candidate for calling on farm accounts. He speaks their language and is already familiar with store policies and capabilities, and could call on farm accounts one or two days a week. Another ideal approach would be to hire a retired farmer on a part-time basis.

It's important to keep in mind, however, that farmers are busy people. Your outside salesperson must call on him at regular intervals and the farmer should know when to expect him.

In summary, farmers require the same kind of special attention and service that you'd afford to any business professional, and this includes outside sales. Outside sales contact is the farmer's assurance that he'll continue to receive the service he needs, and it's your assurance that the competition won't move in once you've secured the farmer's business.



***Continuous training is a must—especially for the outside salesperson planning to call on farm accounts.***

Brooks Auto Parts understands that the best way to understand the farm customers needs is to thoroughly understand his business.

The Tolee Plantation in Leesburg, Georgia, owned by Dr. Charles Finney, is one of Brooks Auto Parts' largest stocking accounts. The plantation produces tons of pecans, peaches and blueberries; therefore, it's vital that its equipment be free of downtime.

To ensure that all equipment is serviced properly, an outside salesperson from Brooks Auto Parts' Leesburg store calls on Tolee 6 to 8 times each week. But to make sure this valuable account continually receives the best service possible, Brooks Auto Parts and the NAPA Sylvester Distribution Center held a special outside sales training clinic for all store, distribution center and factory representatives.

The first part of the training session was held at the Tolee Plantation, where a farm specialist from a NAPA Manufacturer was on hand to train all attending outside sales representatives on how to identify driveline and PTO parts and, more importantly, how to tell the customer what he needs.

The second half of the meeting took place in a meeting room, where all sales representatives were schooled in heavy duty parts. This was followed by a live demonstration on a tractor/trailer rig to show the salespersons what these parts actually do and where to find them.

This kind of continuous training should be a must for any outside salesperson calling on farm accounts. Not only will they service existing accounts more professionally, but they'll also gain the confidence necessary to explore new sales opportunities with prospective farm customers.

# LOCAL ADVERTISING

Of prime importance to gaining additional farm business is *getting the farmers into your store*. Once there, they can readily see that you've got a lot more to offer than automotive parts. And local advertising is one of the best means available to you to get the farmers in your area to visit your store.

By using your available co-op funds along with the many farm-oriented local ad materials provided through NAPA and your NAPA Manufacturers, you can very efficiently attract major stocking farmers whose collections of equipment may make them your largest customers.

Any advertising directed at the farmer is aiming at a very specialized group, so your local campaign will require proper planning and budgeting to achieve maximum results. You may wish to try it alone, or you might try grouping together with other NAPA Jobbers in your area to achieve greater advertising impact. Your NAPA Distribution Center sales representative can help you determine which approach would be best for you to most effectively reach the farmers in your area.

Generally speaking, the most effective ways of reaching the farmer with local advertising messages are via radio spots and newspaper ads. Early morning radio

or daily farm broadcasts are generally the most effective to advertise on, while newspaper ads on pages of interest to the farmer (commodity quotes, farm news pages, etc.) work well for your print advertising efforts.

Keep in mind that the purpose of your local advertising is to get the farmer into your store. NAPA's national television and farm magazine advertising have already set the stage for you, promoting NAPA's quality and service in general and NAPA's farm equipment coverage in particular.

So now it's up to your local advertising efforts to give the farmer a *specific reason* to come in. Accordingly, your advertising should offer something special to the farmer: special discounted items, a free Catalog for Business, Industry and Agriculture, a coupon or an announcement of a special promotion, etc. You have to offer something that provides enough incentive to the farmer to get him to visit your store, which gives you the opportunity to then show him your Coll-O-Crimp machine, your hydraulic engine oils, your Balkamp line, etc.

## IN-STORE MERCHANDISING

Make sure your store is ready for the farmers that will stop in as a result of your local advertising efforts. With a few in-store

farm merchandise displays, you can pleasantly surprise the farmers and end up with a customer for life.

First of all, check with your NAPA Distribution Center sales representative to determine the potential farm business in your area and how much display space it warrants. An effective farm display need not be large; it can be on a gondola, a wall unit or any other highly visible place. For example, your farm display might consist of items often bought on impulse (gloves, tools, rope and extension cords) together with a few products which indicate the depth of your coverage (bearings, blades, etc.).

Here are some other tips to keep in mind for your farm theme display:

- Price all merchandise.
- Keep the display dust-free and well-lighted.
- If you're running a farm newspaper ad or circular, clip it to the display.
- Watch your customers. If they show an interest in your farm display, sell them on NAPA's farm products and give them a catalog or any other pertinent materials.
- Rotate displays seasonally.
- Put up any related point-of-sale material in the same area.

# DIRECT MAIL

Like local advertising, direct mail is another effective way to get farmers into your store.

The primary advantage of a direct mail campaign is its person-to-person, direct approach to selling. It's a great way for you to pinpoint a select farm prospect without any wasted efforts; your message goes directly to your potential customer and delivers a complete sales pitch, without any limitation on space or format. What's more, with direct mail the feedback is measurable in a precise dollars and cents way — provided your direct mail piece offers something that will enable you to track your efforts.

You see, direct mail is similar to local advertising in that, to draw farmers into your store, you must offer something as an incentive — seasonal specials, coupons, a special promotion, premiums, etc.

Your direct mail piece can be any of several forms. You may wish to send a letter explaining your farm program and offering a special discount to the farmer if he comes

in to buy a particular item. Or it may tell the farmer to come in for a free catalog. You may wish to use a simple flyer announcing an upcoming promotion.

Direct mail works especially well with the farmer; he's used to shopping by mail and he knows a good bargain when he sees one.

The following are some tips to help you coordinate your farm direct mail campaign:

- Start a farm mailing list. If you're having difficulty, the U.S. Department of Agriculture or your local Farm Extension Agent should be able to provide assistance. And don't leave off any current farm customers you may have.
- Add to your list regularly. Ask walk-in customers if they'd like to be added to your farm mailing list. If you hold a farm meeting of any type, keep a roster of those that attended and add them to your mailing list.
- Your direct mail letters or flyers can either be reproduced at a local printer or copied neatly on your own letterhead.

- If you choose to send an announcement of an upcoming promotion, send your letters at least ten days in advance.
- Make it easy for your prospect to take action. Make sure the NAPA logo, your store name and address and phone number are prominently placed on each direct mail piece. If your store is difficult to find, you might even wish to include a small map with directions to get to your store.
- Make certain that you have an adequate supply of all catalogs and promised giveaways on hand. Follow up on all inquiries with a personal call within 7 to 10 days.
- Persistence pays off. Don't be discouraged if every customer doesn't respond to every letter. (A response of a few percent is good.)
- From your mailing list, extract a select farm customer list of those customers who respond regularly to your efforts. Use this list regularly.

# CATALOGS

Although local advertising, direct mail and even personal sales calls allow you to tell the farmer about the breadth and depth of your farm coverage, nothing shows NAPA's product range like its selection of catalogs.

Catalogs, long a shopping necessity for rural families, continue to be an effective method of presenting farm products to potential NAPA farm customers. Being catalog-oriented, farmers are more likely to

respond to having and using your catalogs than many of your other customers.

Additionally, catalogs are long-range selling tools; once your catalog is on the workbench of a farmer, that same catalog will bring you business for months to come.

So be sure to put your farm-related catalogs to good use. Hand them out to customers that either buy — or express an interest in buying — farm equipment parts. Distribute them at farm meetings and coun-

ty fairs. Use them as traffic builders in your local advertising and direct mail campaigns (i.e., "Bring in this coupon and receive a free copy of NAPA's Products for Business, Industry and Agriculture Catalog").

When a farmer discovers that NAPA not only carries farm equipment parts but also has a complete back-up of catalogs dedicated to his specific needs, he'll know you're serious about his business.

## FARM NIGHTS, SHOWS & CLINICS

Many NAPA Jobbers have found that holding farm nights, shows or clinics are great for showing the farmer how much his business means to NAPA.

Holding such a farm meeting offers you the opportunity to make one presentation that reaches a large number of potential customers — a single presentation in which, with the help of your NAPA Manufacturer representatives, you can present and explain your complete farm program, including farm surveys and NAPA's stocking program with obsolescence prevention. Manufacturer displays can play a big part at such farm meetings, too, as they'll show the farmer that you have greater farm

equipment depth and coverage than he might have realized.

Another big advantage of holding farm meetings is that all of the above takes place in a relaxed, low-key atmosphere in which you can speak personally and openly with every-one present . . . a most favorable setting for potential farm customers to size you up.

There are several approaches you can take with your farm meeting; the choice is up to you. It can be a selling or a non-selling show. It can be a meeting followed or preceded by a social hour with refreshments, or you may wish to have a sit-down "Farm Dinner." The meeting can take the approach of a show at which you present your

story of quality, service and farm coverage, or you may wish to hold a farm clinic at which manufacturer representatives can demonstrate their products and give technical advice and assistance. You may wish to actually book farm surveys at your meeting, or simply explain them and seek commitments on your follow up calls . . . which hits upon perhaps the most important part of any farm meeting: the follow-up.

Immediately following your farm meeting, send "thank you" notes to farmers that attended. And make sure you follow this with personal contact with each of these potential farm customers within 7 to 10 days of the meeting.

## FARM NIGHT/SHOW CHECKLIST

- ☐ Allow at least six weeks lead time; avoid conflicts with planting or harvesting.
- ☐ Prepare a list of target prospects, making sure not to overlook young farmer groups (4-H, Future Farmers of America, etc.) or your present farm customers.
- ☐ Give your NAPA Manufacturer and Distribution Center representatives at least five weeks notice so they can help you coordinate the meeting and plan any presentations.
- ☐ Select a site — your store, if large enough, or a VFW Hall, a Civic Center, or even a local farm close to your store.
- ☐ Select a time; early evening usually works best.
- ☐ Prior to the arrival of your guests, make certain that all NAPA people involved are aware of the objectives and tone of your meeting.
- ☐ Send your invitations at least 14 days in advance and request an RSVP. Phone anyone who doesn't respond.
- ☐ Have name tags for everyone, and have a few blank ones on hand.
- ☐ Banners, napkins, name tags, pennants, balloons and other items are included in your official NAPA Hospitality Kit.
- ☐ Provide a variety of refreshments.
- ☐ Give away door prizes and make sure you have plenty of farm-oriented catalogs on hand to give out. Like mechanics, the farmer that attends a show or clinic likes to leave with something helpful. And your catalogs will do some extra selling for you once they're in the potential customers' hands.
- ☐ Arrange for a few brief presentations — by you, your outside salesperson and your NAPA Manufacturer representatives.
- ☐ Follow-up immediately with "thank you" notes to all that attended. Follow these up with personal contact within 7 to 10 days of the meeting.
- ☐ Keep a list of those farmers that actually attended your farm meeting, and you'll automatically have the beginning of a farm mailing list for any direct mail promotional pieces or special offers you may offer in the future.

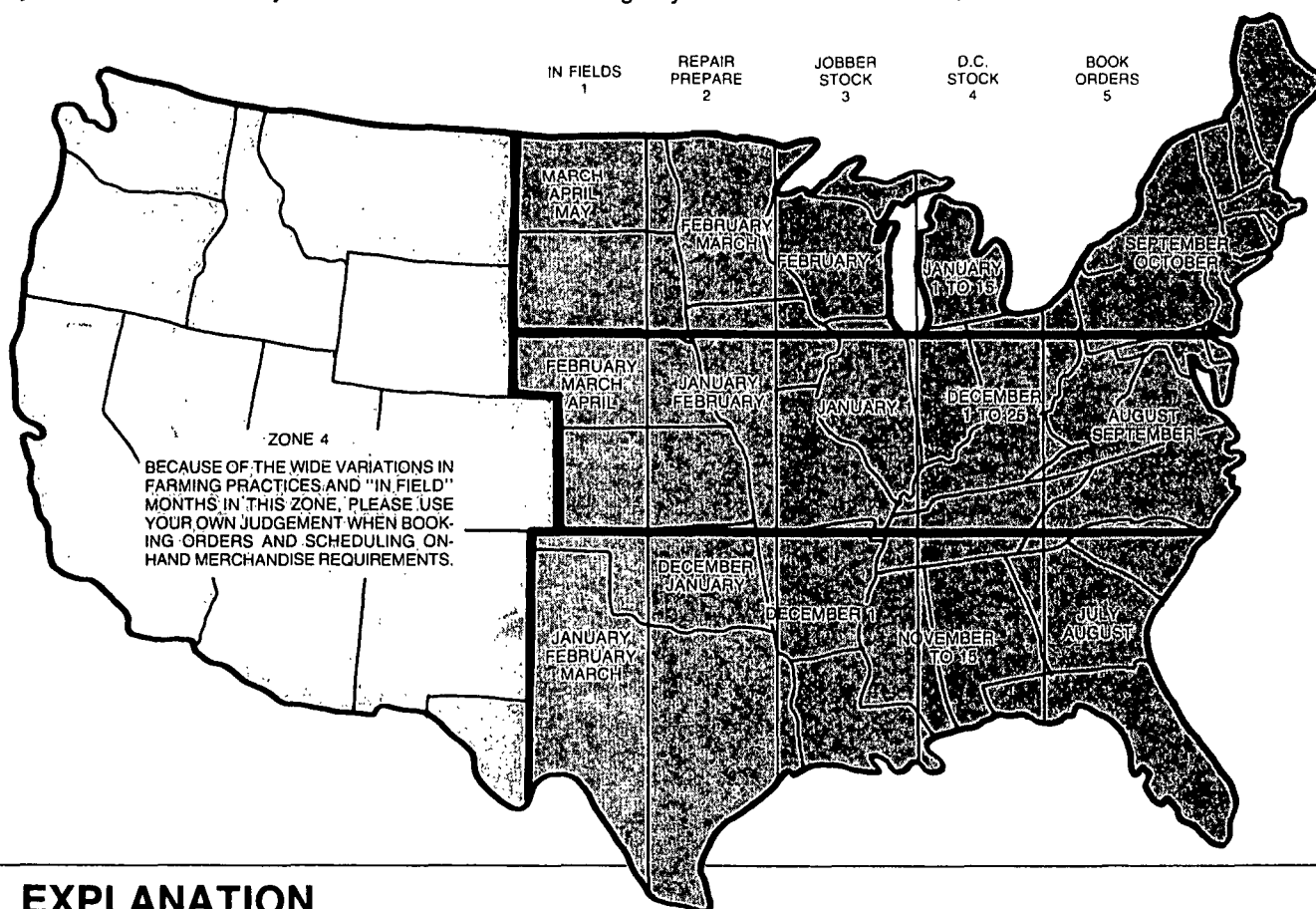
# WHEN...

When should you begin planning your requirements for the 1984 farming season? The farm equipment repair season begins at different times in different sections of the country. Past experience has shown the need to have adequate inventory on hand in your store 30 to 90 days before the

season begins; this is the 30 to 90 period during which farmers are repairing their equipment in preparation for the season ahead.

Shown here is a map divided into sections. Appropriate dates for each section are included to give you some idea of the

timing necessary in order for you to have the merchandise on hand when the farmers will need it. To further prepare yourself, you might wish to contact your county farm agent as to the specific timetables for the crops that are farmed in your immediate area.



## EXPLANATION

**1. In the Fields** — Last minute repairs, breakage and wear results in many sales during this period that can last 3 to 4 months.

A. Plowing  
B. Discing  
C. Fertilizing

D. Planting  
E. Cultivating  
F. Spraying

**2. Repair and Prepare** — This is the most important sales period. Equipment is thoroughly gone over, repaired and worn parts replaced in preparation for going into the fields. This is the period that we suggest you be thoroughly prepared with an adequate inventory. If your agricultural customers can get their requirements during this period, they will be

back when they go into the fields and all year long.

**3. Jobber Stock** — The latest date that you should wait to have inventory on hand.

**4. D.C. Stock** — To meet your inventory schedule, the D.C. should have inventory during this 2 month period.

**5. Book Orders** — It's not too early to book orders, because the farming market requires a unique planning approach. Orders from NAPA Jobbers accumulated during this suggested 2-month period will allow manufacturers to produce the quantities required and make shipments in time to meet the proposed schedules outlined in numbers 3 and 4.



# DATELINE NAPA

VOLUME 2 NUMBER 5

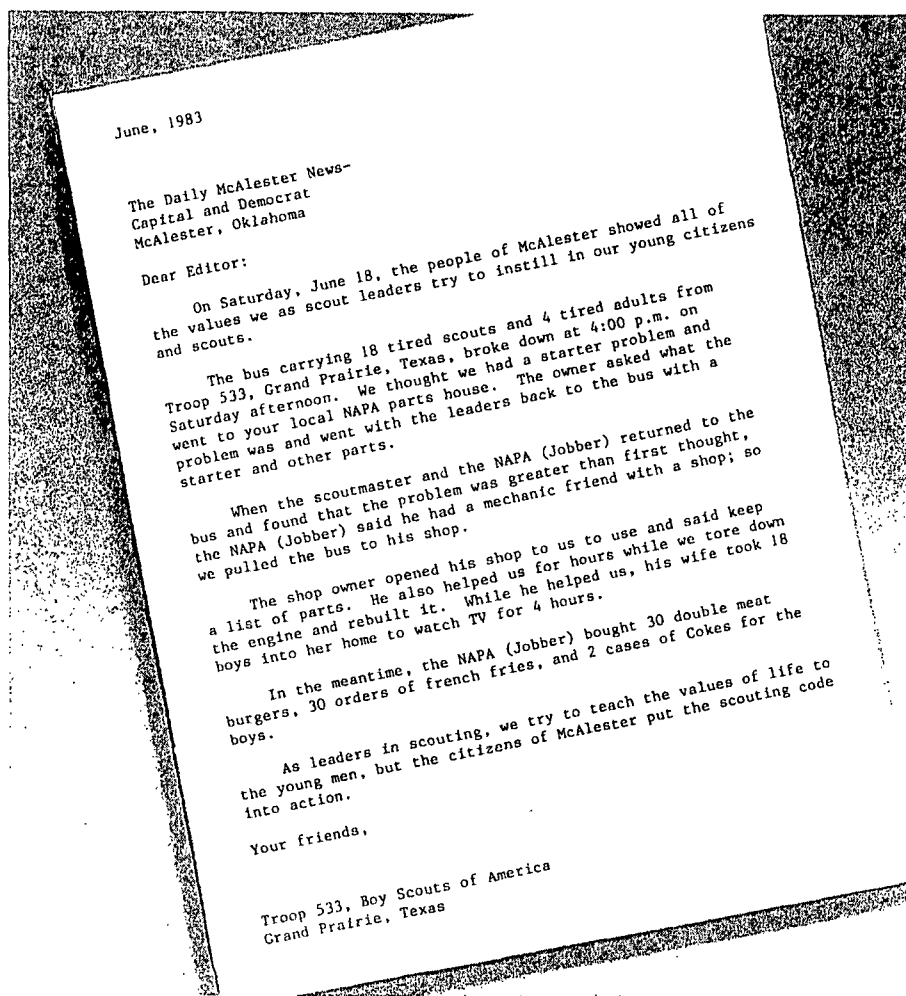
DEARBORN, MICHIGAN

LIMITED EDITION

## A Friend In Need . . .

If you're ever driving through the state of Oklahoma and experience car trouble, keep your fingers crossed that it happens near NAPA Jobber Bill Bolte's store in McAlester. The

following letter, which appeared in *Daily McAlester News — Capital And Democrat*, should explain why . . .



June, 1983

The Daily McAlester News—  
Capital and Democrat  
McAlester, Oklahoma

Dear Editor:

On Saturday, June 18, the people of McAlester showed all of the values we as scout leaders try to instill in our young citizens and scouts.

The bus carrying 18 tired scouts and 4 tired adults from Troop 533, Grand Prairie, Texas, broke down at 4:00 p.m. on Saturday afternoon. We thought we had a starter problem and went to your local NAPA parts house. The owner asked what the problem was and went with the leaders back to the bus with a starter and other parts.

When the scoutmaster and the NAPA (Jobber) returned to the bus and found that the problem was greater than first thought, the NAPA (Jobber) said he had a mechanic friend with a shop; so we pulled the bus to his shop.

The shop owner opened his shop to us to use and said keep a list of parts. He also helped us for hours while we tore down the engine and rebuilt it. While he helped us, his wife took 18 boys into her home to watch TV for 4 hours.

In the meantime, the NAPA (Jobber) bought 30 double meat burgers, 30 orders of french fries, and 2 cases of Cokes for the boys.

As leaders in scouting, we try to teach the values of life to the young men, but the citizens of McAlester put the scouting code into action.

Your friends,

Troop 533, Boy Scouts of America  
Grand Prairie, Texas

## A Commitment To His Customers' Success



There's no better way for a NAPA Jobber to prove his commitment to his dealer customers than to actively assist them with their business. That, at least, is the philosophy of NAPA Jobber Rudy Waguespack of Waguespack Motor Supply in Gonzales, Louisiana.

When service repairman Bill Russ expressed an interest in going into business for himself, Rudy Waguespack decided to assist in any way possible to help Russ make his dream a reality. He not only provided whatever business guidance he could, but also assisted Russ in buying the lot and building which would house his new business.

Now, 14 years later, Bill's Auto Service is a prosperous shop with plans for expansion. And Bill Russ is one very loyal NAPA stocking dealer.

## GO FOR THE GOLD



By John T. Barr, USA Today

This photograph recently appeared in *USA Today* in an article about the new wave of prospectors panning for gold in — are you ready? — Napa County in California. As far as we're concerned, this gentleman has already found NAPA's gold — he's wearing it!

## NIASE HAS NEW LOGO AND NICKNAME

The National Institute for Automotive Excellence (NIASE) has announced a change in its logo and "call letters." It was felt that NIASE was difficult to say and that the old NIASE logo wasn't easy enough to recognize because of the full name inside the gear.

It was felt that the new logo and call letters ASE are easier to read and say, and as such, will aid in letting consumers know where to find excellence in automotive repair.



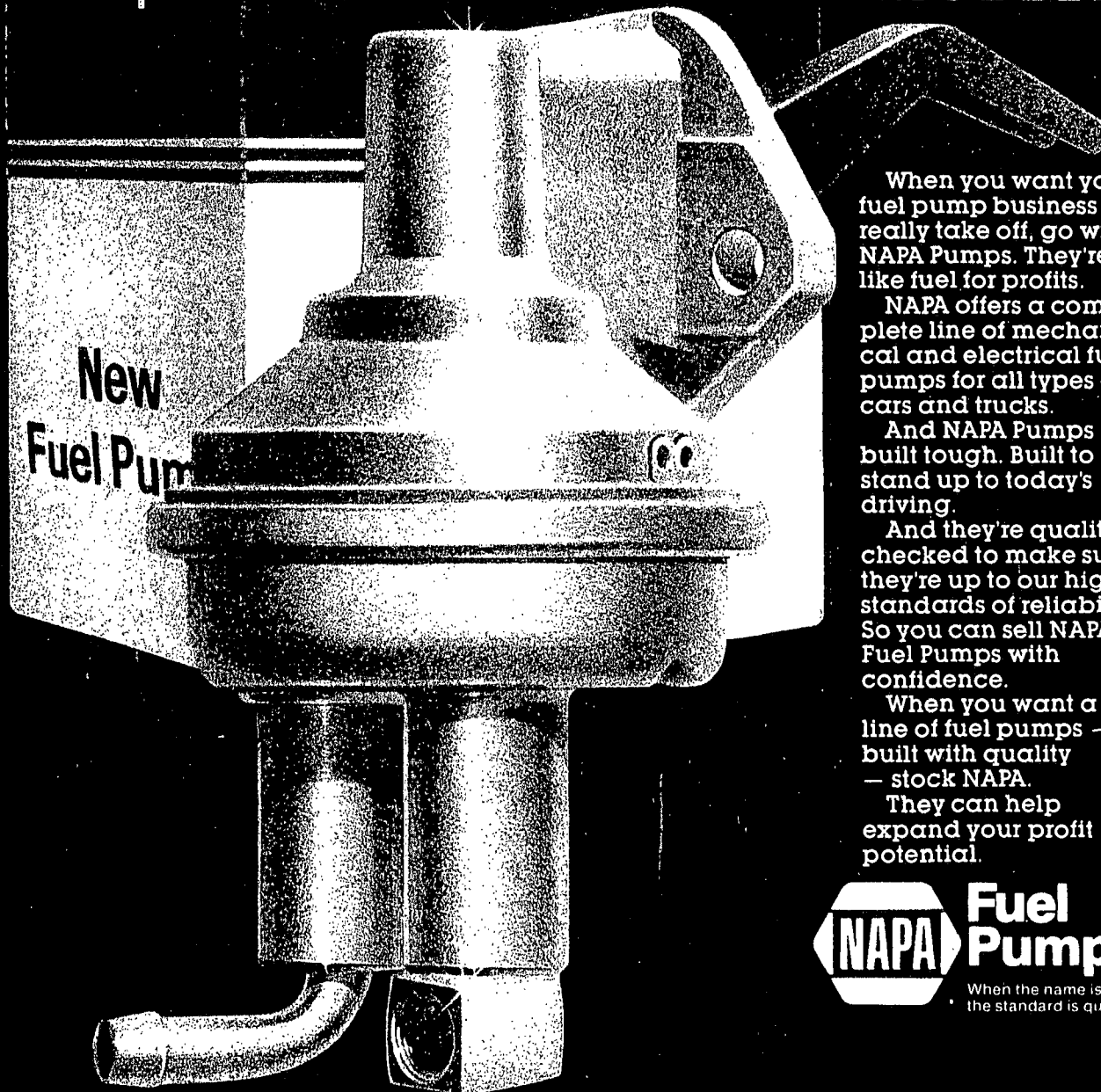


Fuel  
Pumps



# Fuel Pumps

## PUMP UP YOUR PROFITS.



New  
Fuel Pump

When you want your fuel pump business to really take off, go with NAPA Pumps. They're like fuel for profits.

NAPA offers a complete line of mechanical and electrical fuel pumps for all types of cars and trucks.

And NAPA Pumps are built tough. Built to stand up to today's driving.

And they're quality checked to make sure they're up to our high standards of reliability. So you can sell NAPA Fuel Pumps with confidence.

When you want a full line of fuel pumps — built with quality — stock NAPA.

They can help expand your profit potential.



**Fuel  
Pumps**

When the name is NAPA,  
the standard is quality

# **Thermostats**

**BONUS #1** Bonus Packs of NAPA Thermostats for 100% coverage of all popular DOMESTIC cars, IMPORT cars, VANS, PICKUPS, RV'S

**BONUS #2** Dealers get 10 FREE Stat-Tite® adhesive-backed gaskets in every Bonus Pack: that's an extra profit of \$16.50 at suggested list with these three packs

No need for Dealers to lose sales or time. These Bonus Packs give them maximum coverage with minimum inventory. This is a winning trio. Dealers get extra profit from the free gaskets, greatest coverage, finest automotive thermostats made and the easiest to use gaskets. Show them to your Dealers now!

**With these three Bonus Packs, Dealer has himself covered!**

#1092 and #1010 provide 100% coverage of all popular DOMESTIC cars.

#1098 provides 100% coverage of all popular IMPORT cars.

#1004 provides 100% coverage of all popular VANS, PICKUPS and RV'S.

# BONUS POWER

 **Run With It!**



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