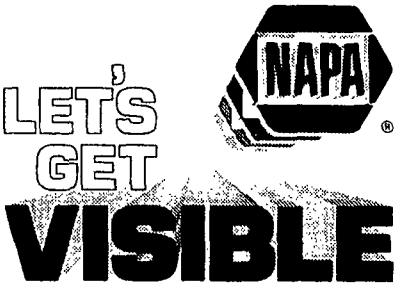
ALE PROGRAM $UCCE$$E$

ANNIVERSARY SELL-A-THON SAYS GET VISIBLE

Berry Bros., Inc., in Lake Charles, Louisiana (serviced by the Houston D.C.), recently treated its customers to a month-long celebration of the company's 40th anniversary.

Charles Donaldson, owner of Berry Bros., planned a four week sales extravaganza at all four of the Berry Bros. stores. Highlighting the promotion were a series of weekend sales events at different Berry Bros. stores. Each weekend event was heavily advertised on the radio and in the newspaper.



In addition to super bargains available to customers, Donaldson also had live remote radio broadcasts, clowns, free refreshments, balloons, technical clinics and numerous door prizes at each store's weekend event.

Donaldson said the "month-long sell-a-thon generated twice as much, or even more, business than normal."

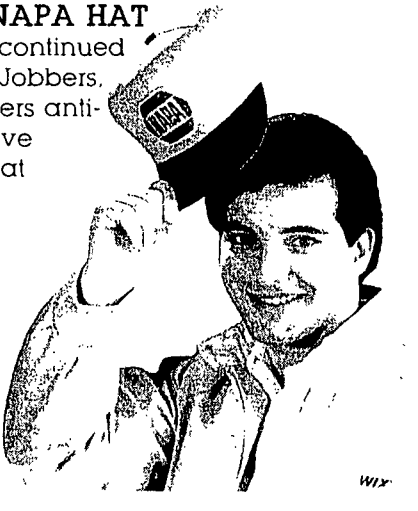
The anniversary celebration is just one of the many things Berry Bros. does to keep itself as a highly visible member of the Lake Charles community. The company is a major participant in the annual Lake Charles "Expo," a large trade fair and makes use of consistent advertising in print, radio and television mediums.

Berry Bros., Inc. is an outstanding example of a NAPA parts store which is getting visible!

WIN A TRIP TO LAS VEGAS WITH A TIP OF YOUR NAPA HAT

Because of the continued support of NAPA Jobbers, NAPA Headquarters anticipates that the five millionth NAPA hat will be produced sometime in late winter or early spring of 1986.

Therefore, the lucky NAPA Jobber who purchases hats during this time, and finds the special commemorative hat packed in with his order, will be awarded a grand prize trip to the Las Vegas NBC in April, 1987. The prize includes airfare and hotel accommodations for two.



The time has never been better to participate in the NAPA Wearables program. The more you buy, the more you save and the better your chances are for winning the trip to Las Vegas.

So contact your Distribution Center's Sales Manager today and place your order. You could be a lucky winner!

DISPLAY CONTEST MEANS QUICK MONEY FOR NAPA JOBBER

Auto Parts North of Topeka, Kansas was the winner of the Fall Car Care Days Sale Display contest sponsored recently by the Kansas City Distribution Center and NAPA Filters.

The contest was designed as an innovative way to promote the Fall Car Care Days Sale. Its purpose was to encourage jobbers to promote walk-in trade through the use of effective merchandising.

> ***"The contest...purpose was to encourage jobbers to promote walk-in trade through the use of effective merchandising."***

All NAPA Jobbers served by the Kansas City D.C. were sent a bulletin announcing the contest and the rules. The rules were simple. All a jobber had to do was put together a display promoting NAPA Filters, use it during the five-week sales promotional period and send a photo of the display to Don Abell, Sales Manager of the Kansas City D.C.

At the end of the five-week sales promotion, all of the photos sent in were judged by Abell and Mike Hargis, NAPA Filters District Manager. Another bulletin was sent out announcing the winners.

Auto Parts North won $100 and used the money to buy an in-store microwave for the employees. Second place went to Liberal Automotive Supply in Liberal, Kansas (they won $50) and Bill's Automotive Supply in Hickman Mills, MO won the third place prize of $25.

According to Jerry Payne, manager of Auto Parts North, the contest and their winning display "caused our walk-in filter sales to increase greatly. We are really proud of our display and what it did to increase our walk-in business."

Overall, the contest was a great success according to Hargis. He said it's "really great to see what can happen when teamwork takes place!"