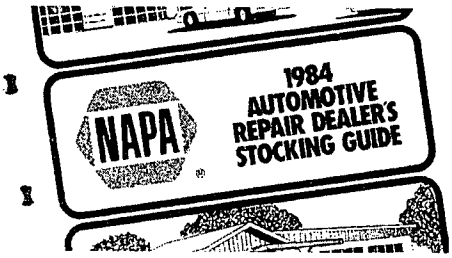
NAPA Outlook

VOL. 17 NO. 2



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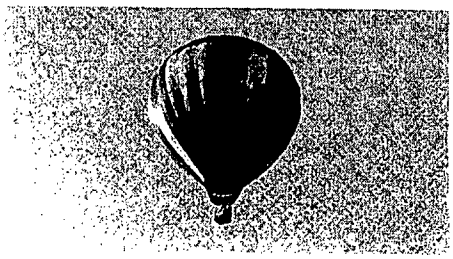

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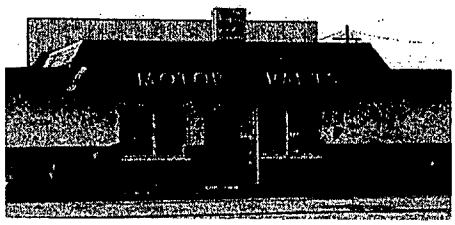

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'THE RIGHT STUFF' 5

In light of the currently popular book and film, NAPA Jobber Dale Karger proved that he, too, had the "The Right Stuff," serving as a top fighter pilot in World War II's elite 357th Fighter Group with Charles E. Yeager...

ARE YOUR CAR CARE DAYS SIGN KITS IN PLACE? 7

NAPA's Car Care Days are now underway, so make sure you're getting the most mileage out of the program's most important element — NAPA's jobber and dealer sign kits!

CAR CARE DAYS IN ALBUQUERQUE 8

When the NAPA Albuquerque Distribution Center decided to kick-off its Fall Car Care Days promotion in a big way for its NAPA Jobbers and their dealer customers, they set the sky as the limit!

ATTRACTING WALK-IN TRADE CAN BRING ADDED BUSINESS FROM ALL MARKETS 10

Many NAPA Jobbers are discovering that the same elements used for attracting added walk-in business actually improve their stores' reputation and recognition within each of the customer bases they serve, including traditional, farm, fleet and industrial/institutional.

NAPA AND ITS CUSTOMERS SHOW THEIR APPRECIATION 13

While NAPA Jobbers in Cincinnati paid tribute to their customers with a Dealer Appreciation Night, the tables were turned in Hastings, Nebraska, when 2,000 customers turned out for Friend's Motor Supply's 40th anniversary.

FINDING NEW CUSTOMERS FROM A BIRD'S EYE VIEW 15

By staying "on top" of business, NAPA Jobber Bill Read found an ingenious way to locate new customers and put a newly purchased store back on a profitable course.

BACK IN BUSINESS WITHIN 24 HOURS 17

NAPA reacts quickly to get Olson and Tenglund, Inc. back in business following a disastrous fire.

DATELINE NAPA 18

Items of interest to NAPA and its people.

NAPA OUTLOOK VOL. 17 NO. 2

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.

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