

tional Advertising Program. In addition to a complete listing of the radio tapes which are available, this brochure includes suggestions for using radio (some of which are included here) as well as suggested commercial tags to highlight your store name and location.

For additional help...

If you would like some help in developing commercials for your local sales events, contact your NAPA Distribution Center sales manager, who has scripts for several natural sales periods throughout the year. These may give you ideas for

local promotions as well as saving you time writing radio commercials.

For more help in preparing your 1984 advertising, see your Local Ad Builder Kit, which contains materials and information for using radio, newspaper, telephone directories and other sales tools.

1984 NAPA Radio Tapes Available

The following NAPA Brand new radio tapes are available for your use. Each uses the NAPA jingle and focuses on NAPA Brand products. These are available at no charge through Fahlgren & Ferriss, call Diane Frederick at (513) 241-9200. Or send in the postcard from your Local Ad Builder Kit.

Tape #84-A—NAPA FARM

1. Jingle—Full Vocal	:60
2. Jingle—Full Instrumental	:60
3. Jingle—Vocal/Instrumental/Vocal	:60
4. Jingle—Full Instrumental	:30
5. Jingle—Singers Beginning	:30
6. Jingle—Singers End	:30
7. Free Oil Filter	:60
8. Free Oil Filter	:30
9. Free Antifreeze	:60
10. Free Antifreeze	:30
11. Farm Parts Coverage	:60
12. Farm Parts Coverage	:30

Tape #84-B—NAPA QUALITY

1. Jingle—Full Vocal	:60
2. Jingle—Full Instrumental	:60
3. Jingle—Vocal/Instrumental/Vocal	:60
4. Jingle—Full Instrumental	:30
5. Jingle—Singers Beginning	:30
6. Jingle—Singers End	:30
7. NAPA Quality/Parts	:60
8. NAPA Quality/Parts	:30
9. NAPA Quality/Parts; Dealer Version	:60
10. NAPA Quality/Parts; Dealer Version	:30
11. NAPA Quality/Coverage	:60
12. NAPA Quality/Coverage	:30
13. NAPA Quality/Coverage; Dealer Version	:60
14. NAPA Quality/Coverage; Dealer Version	:30
15. NAPA Quality/Service	:60
16. NAPA Quality/Service	:30
17. NAPA Quality/Positioning	:60
18. NAPA Quality/Positioning	:30
19. NAPA Quality/Import Parts	:60
20. NAPA Quality/Import Parts	:30
21. NAPA Quality/Import Parts; Dealer Version	:60
22. NAPA Quality/Import Parts; Dealer Version	:30

Tape #84-C—NAPA CAR CARE DAYS—SPRING #1

1. Jingle—Full Vocal	:60
2. Jingle—Full Instrumental	:60
3. Jingle—Vocal/Instrumental/Vocal	:60
4. Jingle—Full Instrumental	:30
5. Jingle—Singers Beginning	:30
6. Jingle—Singers End	:30
7. Car Care Days—Spring	:60
8. Car Care Days—Spring	:30
9. Car Care Days—Spring; Dealer Version	:60
10. Car Care Days—All Season	:60
11. Car Care Days—All Season	:30
12. Car Care Days—All Season; Dealer Version	:60
13. Car Care Days—Lead-In	:60
14. Car Care Days—Lead-In; Dealer Version	:60
15. Car Care Days—NAPA Oil (79¢)	:60
16. Car Care Days—NAPA Oil (79¢)	:30
17. Car Care Days—NAPA Oil (84¢)	:60
18. Car Care Days—NAPA Oil (84¢)	:30
19. Car Care Days—Oil Filter	:60
20. Car Care Days—Oil Filter	:30
21. Car Care Days—Oil (79¢), and Oil Filter (\$2.99)	:60
22. Car Care Days—Oil (79¢), and Oil Filter (\$2.99)	:30
23. Car Care Days—Oil (84¢), and Oil Filter (\$2.99)	:60
24. Car Care Days—Oil (84¢), and Oil Filter (\$2.99)	:30
25. Car Care Days—Oil (99¢), and Oil Filter (\$3.89)	:60
26. Car Care Days—Oil (99¢), and Oil Filter (\$3.89)	:30
27. Car Care Days—Oil (79¢), Oil Filter (\$2.99), Air Filter (50%)	:60
28. Car Care Days—Oil (79¢), Oil Filter (\$2.99), Air Filter (50%)	:30
29. Car Care Days—Oil (84¢), Oil Filter (\$2.99), Air Filter (50%)	:60
30. Car Care Days—Oil (84¢), Oil Filter (\$2.99), Air Filter (50%)	:30

Tape #84-D—NAPA CAR CARE DAYS—SPRING #2

1. Jingle—Full Vocal	:60
2. Jingle—Full Instrumental	:60
3. Jingle—Vocal/Instrumental/Vocal	:60
4. Jingle—Full Instrumental	:30
5. Jingle—Singers Beginning	:30
6. Jingle—Singers End	:30
7. Car Care Days—thePOWER Battery (\$49.95)	:60
8. Car Care Days—thePOWER Battery (\$49.95); Dealer Version	:60
9. Car Care Days—thePOWER Battery (\$54.95)	:60
10. Car Care Days—thePOWER Battery (\$54.95); Dealer Version	:60
11. Car Care Days—Wipers	:60
12. Car Care Days—Wipers; Dealer Version	:60
13. Car Care Days—Brakes/Lifetime Warranty	:60
14. Car Care Days—Brakes/Lifetime Warranty; Dealer Version	:60
15. Car Care Days—Brakes/35% off	:60
16. Car Care Days—Brakes/35% off; Dealer Version	:60
17. Car Care Days—Plug Wires/Free Watch	:60
18. Car Care Days—Plug Wires/Free Watch; Dealer Version	:60
19. Car Care Days—Shocks	:60
20. Car Care Days—Shocks; Dealer Version	:60

Tape #84-E—MAINTENANCE TIPS #1

1. Jingle—Full Vocal	:60
2. Jingle—Full Instrumental	:60
3. Jingle—Vocal/Instrumental/Vocal	:60
4. Jingle—Full Instrumental	:30
5. Jingle—Singers Beginning	:30
6. Jingle—Singers End	:30
7. Maintenance Tips/Ignition System	:60
8. Maintenance Tips/Ignition System	:30
9. Maintenance Tips/Cooling System	:60
10. Maintenance Tips/Cooling System	:30
11. Maintenance Tips/Belts	:60
12. Maintenance Tips/Belts	:30
13. Maintenance Tips/Suspension	:60
14. Maintenance Tips/Suspension	:30
15. Maintenance Tips/Exhaust	:60
16. Maintenance Tips/Exhaust	:30
17. Maintenance Tips/Lighting	:60
18. Maintenance Tips/Lighting	:30
19. Maintenance Tips/Wipers	:60
20. Maintenance Tips/Wipers	:30

Tape #84-E—MAINTENANCE TIPS #2

1. Jingle—Full Vocal	:60
2. Jingle—Full Instrumental	:60
3. Jingle—Vocal/Instrumental/Vocal	:60
4. Jingle—Full Instrumental	:30
5. Jingle—Singers Beginning	:30
6. Jingle—Singers End	:30
7. Maintenance Tips/Fluids	:60
8. Maintenance Tips/Fluids	:30
9. Maintenance Tips/Battery	:60
10. Maintenance Tips/Battery	:30
11. Maintenance Tips/Filters	:60
12. Maintenance Tips/Filters	:30
13. Maintenance Tips/Hot Weather	:60
14. Maintenance Tips/Hot Weather	:30
15. Maintenance Tips/Cold Weather	:60
16. Maintenance Tips/Cold Weather	:30

Tape #84-G—NAPA CAR CARE DAYS—FALL #1 Available After 7/1/84

Tape #84-H—NAPA CAR CARE DAYS—FALL #2 Available After 7/1/84