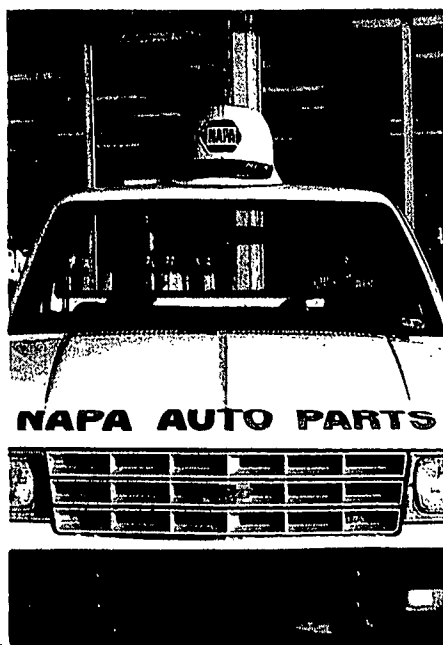


CREATIVE SELLING

BEST VALUE OFFERED WITH NAPA TRUCK TOPPERS

The popular NAPA Hat Truck Toppers have become even more popular with a recent price reduction to \$39.10. Save more than 25% on the colorful yellow and blue caps that give your delivery vehicles increased recognition and attention. Even during peak traffic hours, the NAPA delivery vehicle topped off with an official truck identification element will be highly visible.

Order your truck toppers from your Distribution Center. Truck Toppers are easy to install. Just remove the covering from the strips of adhesive tape on the bottom of the cap and place on the cab. Push down firmly and the delivery trucks are ready for the roads. You may also use screws for a more permanent mounting. NAPA Truck Toppers are made of sturdy plastic and are weather resistant.



MAKE PLANS TO ATTEND YOUR 1989 MARKETING CONFERENCE

By now you have probably received information from your D.C. about the 1989 Marketing Conference in your area. An invaluable opportunity, the conference will help you, as a NAPA AUTO PARTS store owner or manager, develop an effective business strategy for the coming year.

Nationwide promotional and advertising programs will be announced, as will the various training clinics NAPA has planned for the year. This will also be your chance to meet the various NAPA manufacturers whose products you carry, D.C. personnel whom you rely on for dependable service and fellow jobbers with whom you share common challenges.

Make plans to attend your Marketing Conference to get the information you need to have a successful 1989.

WIN A TRIP TO SUPER BOWL XXIII

Your dreams of attending Super Bowl XXIII just might come true if you participate in the NAPA/CBS Radio Sports Super Bowl Contest. CBS Radio Sports, as part of their advertising package with NAPA, is sponsoring a "Pick the Winners" contest for NAPA AUTO PARTS store owners and managers. The Grand Prize Winner of the contest will win a five-day/four-night trip for two to the upcoming Super Bowl in Miami, Florida, January 22, 1989. Three first prize winners will each receive a CBS Radio Sports Spectator Kit including AM/FM headset radio, sunglasses, a six-pack cooler and a stadium seat cushion. And five second prize winners will each receive a package of their favorite football team's memorabilia, including the team logo jacket, a sweatshirt, a stadium blanket and a duffel bag.

To enter, all you have to do is fill out the entry form in one or all three of the mailers you will receive this fall from NAPA and CBS Radio Sports. Each entry form will ask you to pick the winners of four of the season's NFL football games. If you fill out the entry forms in all three mailers you will be able to guess the winners of 12 games and triple your chances of winning!

Prizes will be drawn in mid-December from all the correct entries, and winners will be announced soon thereafter.