



P. 5

BUSINESS BEAT5

• NAPA New England jobber first to enroll in 1982's "Go the NAPA Way" sales incentive program • Price cutting versus competitive pricing • NAPACOMM changes distribution format • Franklin Auto Parts enjoys huge turnout at "Go the NAPA Way" dealer meetings.



P. 8

CLINIC WITH A TWIST8

NAPA Jobber John Harmon discovers that special interest clinics open up new business opportunities and earn an A+ in public relations.



P. 12

PLANNING YOUR SPRING CAR CARE DAYS LOCAL ADVERTISING12

Effective local advertising doesn't just happen — it takes forethought and planning. These suggestions should assist you in putting together a local Spring Car Care Days advertising campaign geared for optimum results.



P. 16

PROMOTE IN PRINT16

Newspaper articles written about a product, service or car care suggestions are effective yet inexpensive ways to promote your store name. Here are three new releases you can easily adapt for use in your local newspaper to promote your Spring Car Care Days event.

CASH CONTROL: BALANCE IS THE KEY20

The secret to controlling cash? Balance. Outlined here is one suggested approach to sound cash management.



P. 25

DATeline NAPA25

Items of interest to NAPA and its people.

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