

GEAR UP FOR THE '90S IN NEW ORLEANS

As New Orleans moves ahead to the 1990s, it maintains its charm—a historical trove of nearly three centuries harbored in the largest port in the United States.

For four days, from March 16 to 19, you can experience the old and the new of this Cajun City as you participate in the 1989 National Business Conference at the New Orleans Hilton.

For the first time and frequent visitor alike, the French Quarter is a must see. At the heart of the French Quarter is Jackson Square, honoring General Andrew Jackson, the hero of the 1815 Battle of New Orleans and sixth president of the United States. Originally dubbed the Place d'Armes in the early 18th century, it served as a public square and parade field. Jackson Square continues to be a public gathering area for artists, entertainers and visitors.

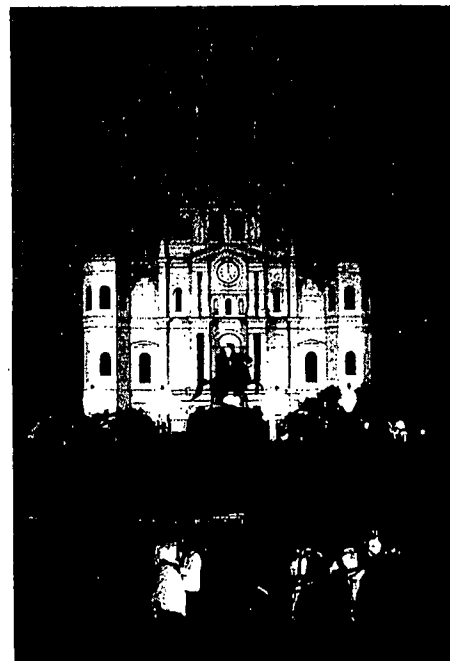
At the heart of Jackson Square is an unassuming, majestic landmark of the Quarter and New Orleans itself—the St. Louis Cathedral. Named after King Louis IX by French settlers, the original church dates back more than two centuries and is the oldest active cathedral in the United States. Fire destroyed it in the late 18th century, but the church was rebuilt on its original site and, in 1964, was designated by Pope Paul VI as a minor basilica able to perform certain ceremonies.

Along Canal Street, the western border of the French Quarter, hop aboard the oldest operating streetcar system in the United States. The route along St. Charles Avenue offers a beautiful ride on one of the most magnificent streets in New Orleans viewing majestic mansions. A 13-mile roundtrip on the streetcar begins at Canal Street and winds back at Carrollton at Claiborne Avenues. For many residents today, the streetcar is still the most convenient transportation to the Central Business District.

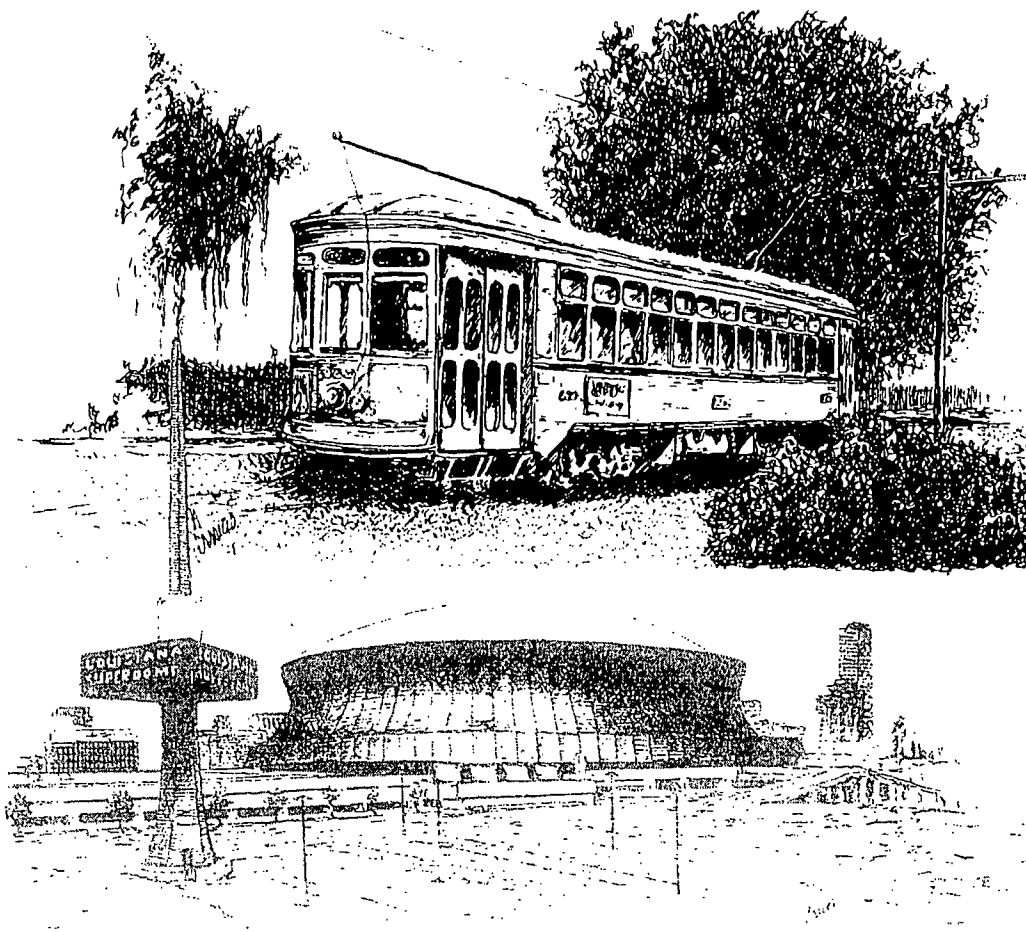
South of Jackson Square is the French Market, a thriving mart for more than 250 years. It offers shoppers a selection of the freshest produce, arts and crafts and entertainment.

The Louisiana Superdome with a seating capacity of 80,000 is the world's largest structure of its kind. Its four-story gray granite structure covers a city block. Completed in 1975, tours are available to see the home of the New Orleans Saints and Tulane Greenwave and site for the New Year's Day Sugar Bowl.

Enjoy these sites, view new products and learn how NAPA AUTO PARTS stores can stay above the competition during the NBC in '89. Look for additional information on the conference in upcoming issues of *Outlook*.



(Photo by Ron Calamia)



(Courtesy of Joseph A. Arrigo)