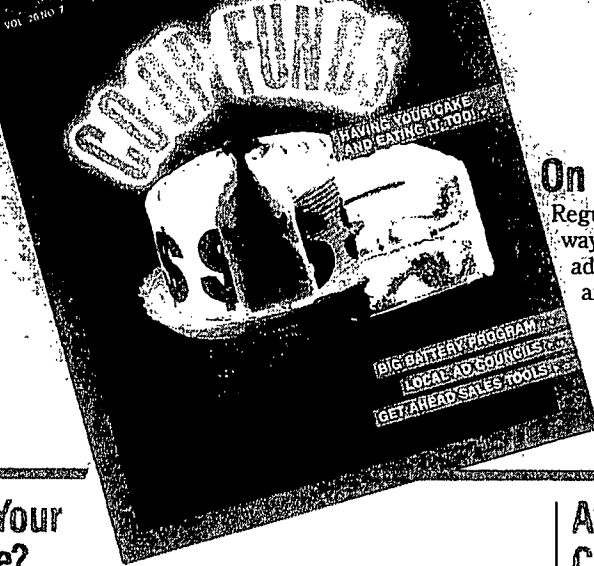




## On the Cover

Regular advertising isn't cheap. However, there are ways to recoup your costs. Read how to make regular advertising something you can afford to do and can't afford to do without.

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## How's Your Pipeline?

A treasure chest won NAPA AUTO PARTS/St. Joe Auto Parts \$50. Get the details on this innovative promotion as well as why carefully merchandising related items can lead to bigger and better sales. Creative Selling also tells you how to overcome some mechanical problems with elements of the Pipeline Graphics.

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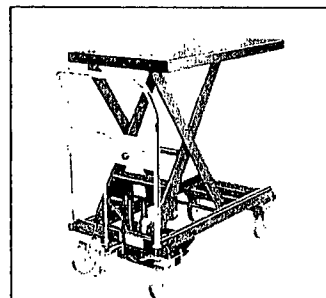
## Strength in Numbers



Advertising is an important and necessary business tool. And, as a way to get the most for their advertising dollars, more and more NAPA AUTO PARTS store owners/managers are turning to local ad councils. Read why two NAPA Jobbers think local ad councils are a great benefit to their business. In Jobber Insights.

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## Staying Number One



Two new suppliers join the ranks of NAPA manufacturers; NAPA Lifting Equipment and NAPA Chassis Parts expand their product lines; and, two new fuel injection system products are introduced. These are just some of the items that will keep you "One Step Ahead."

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## Paint System Covers the Industry

A two-part paint system, using a basecoat and clearcoat, has become the predominant method of applying finishes on U.S. made cars. In addition, industry experts say that cars of the 1990's will be smaller but cost more and a number of advances have been made on engines. Turn to Industry Trends for this and more.

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## Awards, Celebrations, Winners



The 1987 VICA Automotive Skill Awards, which NAPA sponsors, were recently announced. And one NAPA AUTO PARTS store owner celebrates 35 years in business and another comes away the winner of a 1987 Chevrolet S-10 truck from NAPA Balkamp. In Dateline.

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## Changing for the Best

NAPA recently named Exide (formerly NAPA Batteries/General) as its sole supplier of batteries. In Viewpoint, NAPA President Robert E. McKenna explains how this move will put your battery sales out in front — with both your traditional and retail customers.

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