DATELINE



The look of success—the Pipeline has increased business at least 20% after NAPA AUTO PARTS/Waupun Auto Supply converted to the familiar blue and grey exterior.

HIT THE JACKPOT WITH NAPA'S PIPELINE

Pipelining pays off everywhere—from Waupun, Wisconsin, to DeKalb, Illinois. Since **Bill Gerrits** pipelined his NAPA AUTO PARTS store in Waupun (serviced by NAPA Milwaukee), business has increased 20%. "After learning of the Pipeline Program at the 1986 Marketing Conference, I knew it was a no-lose program," Gerrits said.

"We completed the interior and exterior pipelining by July of last year. We have been recouping our investment from the day the pipelined store was completed. Remodeling the store not only helped our business but helped to rejuvenate downtown Waupun, an area beset by urban flight. Consumers returned to shop in the downtown area. As a result, my retail sales have nearly tripled in the past year."

It's not the front cover of *Life* magazine, but front page photo coverage by the DeKalb, Illinois' *Daily Chronicle* of his store while it was being pipelined has given **Tim King's** NAPA AUTO PARTS store plenty of publicity. "More people know about the store simply because of the attractive exterior," he said. "It just makes sound business sense to convert the store (serviced by NAPA Chicago) and reap the benefits of recognition from the national advertising."



Frank Hiles (left) sells to Marty Chestnutt.

RETIRE WITH NAPA

Retirement has not even slowed Frank Hiles' pace with NAPA. The manager for NAPA AUTO PARTS/Anderson Auto Parts (serviced by NAPA Tampa) in Sarasota, Florida, recently retired but continues to open the business every morning as he has since 1944, when he started in Anderson, South Carolina. In 1952, Hiles moved to the Sarasota store.

OOPS...

Bill Cheatham, owner of NAPA AUTO PARTS/Pulaski Auto Parts, in Pulaski, Tennessee, has filled the community's automotive aftermarket needs since 1956. In the August/September issue, *Outlook* incorrectly reported Cheatham's service period with NAPA Nashville. The Distribution Center began servicing Cheatham's store in early 1987. We apologize for the error.



PLAY BALL

The Minneapolis and Owatonna Distribution Centers recently took more than 600 jobbers, customers and friends out to the ballgame at the Metrodome, home of the Minnesota Twins. The fun started with a cookout at the Minneapolis D.C. and tours of the facility.



FRIENDS CELEBRATE 45 YEARS

More than 3,100 customers, spouses and factory representatives from Nebraska, Iowa, Kansas and Colorado marked the 45th anniversary of NAPA AUTO PARTS/Friend's Motor Supply (serviced by NAPA Omaha) at a barbecue held at the local fairgrounds.

Sixty-five Friend's employees, along with owners Jack and Dick Friend, hosted the celebration. Following the meal and door prize drawings, the party moved to Queen City Downs, which featured on its quarter horse slate the Friend's 45th Anniversary Race. Friend's business has expanded from one to seven locations serving Nebraska and the surrounding states since its first store opened in the 1940s.