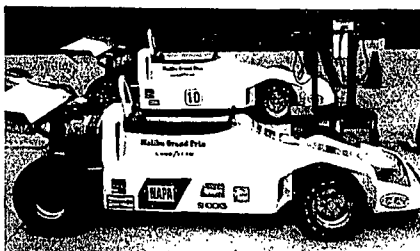


P. 4

NAPA'S NATIONAL YELLOW PAGES PROGRAM...4

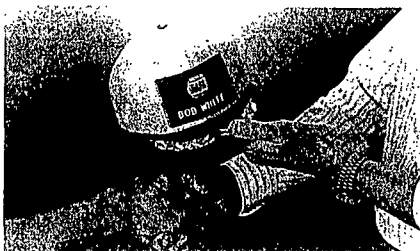
The NAPA National Yellow Pages Program is designed to enable you to list your firm in the yellow pages at the greatest cost efficiency for maximum advertising results. Here's a step-by-step explanation of how the program operates.



P. 8

FREEWHEELIN' IN LOUISVILLE, KENTUCKY8

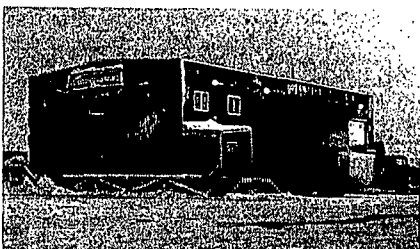
Here's how 26 NAPA Jobbers and the NAPA Louisville Distribution Center combined a popular form of racing with a promotion that's setting its own speed records for bringing new traffic into NAPA Parts Stores.



P. 16

COME TO THE NAPA WORLD'S FAIR!10

Here are the answers to all your questions about NAPA's 1982 National Business Conference in Toronto — the most far-reaching, comprehensive NBC ever held.



P. 22

SERVICING FLEETS: EXPAND YOUR BUSINESS RIGHT NOW16

Branching into fleet accounts is a logical, natural step for the NAPA Jobber, as you can easily match your existing product/supply lines to the needs of the fleet operation. And your new NAPA Fleet/Industrial Door-Opener Program will make that all-important sales call a whole lot easier!



P. 26

PRUDHOE BAY SUPPLY INC.: THE TRUE PIONEER SPIRIT22

Located 240 miles north of the Arctic Circle, the crew at NAPA Parts Store Prudhoe Bay Supply, Inc. are carving out their own special niche in one of America's final frontiers.

DATeline NAPA26

Items of interest to NAPA and its people.

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