NAPA DATELINE NAPA

VOLUME 3 NUMBER 1 DEARBORN, MICHIGAN LIMITED EDITION

NAPA ON THE MOVE



Kneeling: ***Scott Henderson; Al Henderson (driver).*** **Pit Crew:** ***Tommy Edwards; Jackie Cathey; Gene Collins; Tim Chilton; Danny Tucker; Dwight Whitsett; Wayburn Wheeler; Larry Lynch (owner).*** **(Not pictured:** ***Carl Warren; Jr. Hargrove.)***

NAPA is really "on the move" in Tennessee and Kentucky . . . especially at Nashville International Raceway.

Al Henderson of Lewisburg Auto, Industrial & Welding, a NAPA parts store in Lewisburg, Tennessee (serviced out of the NAPA Nashville Distribution Center), is off and running in the Grand American Division at the .596-mile fairgrounds racing oval.

Henderson debuted his brand new 1983 Firebird race car last May and finished runner-up to NASCAR Grand National Champion Darrell Waltrip in the opening 100-lap stock car battle.

Henderson's "one-two NAPA power punch" also includes engine builder Buddy Criscoe of Criscoe's Automotive, a NAPA parts store located in Louisville, Kentucky.

NAPA is well represented by the Henderson racing operation. In addition to its competitive strength, the car paint scheme is very effective — NAPA blue and yellow with logos — and the team always wears the NAPA colors.

Making It NAPA BRAND New!



The above photograph, taken by Marjorie Schafer Brown, won first prize at the 1983 Erie County Fair and Exposition in Hamburg, New York. The photograph was entered in the "Human Interest Category" (photographs that tell a story) of the Photography Division of the Creative Arts Department.

As Ms. Brown explains: Noticing that the muffler on her car seemed to be hanging lower than it should be, she asked her brother Bob to check it out for her. Recruiting the assistance of another family member, sister Linda, the two set about discovering the root of the problem. Watching from the sidelines, Ms. Brown couldn't resist snapping the two "mechanics" hard at work under the NAPA Gold Hat. (By the way, Ms. Brown reports that Bob and Linda did an excellent job of stabilizing the muffler until she could take it in to have it made NAPA BRAND New!)

A NAPA PRO AND A TENNIS PRO



John Gruber, general sales manager for Orange County Auto Parts in Santa Ana and Orange, California, was recently the winner of the Gold Medal at the 14th Annual International Senior Olympics held at the Los Caballeros Tennis Club in Fountain Valley, California.

Gruber plays in the 70-75 year old division of the Super Seniors and is a nationally ranked player. He is also very active in the NAPA Salesman's Club in Los Angeles and sponsors a technical clinic each month for his NAPA customers.

WORLD'S FAIR CAN BE SALES OPPORTUNITY FOR SOUTHERN NAPA JOBBERS



NAPA Jobber Ray Himel of Himel Motor Supply, a multi-store group in Louisiana, has an excellent suggestion for turning the upcoming World's Fair in New Orleans into a real sales opportunity.

Himel points out that every NAPA Jobber in the southern United States within 20 miles of an interstate system should seriously consider placing the new "Make it NAPA BRAND New!" billboard along the interstates.

Whether done individually or with a group of participating NAPA Jobbers, Himel feels that with the massive influx of traffic driving to and from New Orleans from May through November (12 million visitors are expected), such a billboard advertising campaign would definitely reach a lot of motorists with the message that NAPA is *the* place to go for all of their automotive needs.

Everyone Loves A Parade



NAPA Jobber John Goebel came up with a natural entry for Melrose Auto Parts in the Melrose 4th of July Parade — a NAPA Gold Hat float that captured the attention of children and adults alike. Located in Melrose, Minnesota, Melrose Auto Parts is serviced out of the NAPA Minneapolis Distribution Center.