

# PIPE PAY WIN

1. **NAPA AUTO PARTS/Met's Auto Supply** in Mansfield, OH (owned by Dan and Brent Herrold; serviced by NAPA Columbus) is the grand prize winner of the 1987 NAPA Pipeline Payoff contest. According to the Herrolds, they converted to the NAPA Pipeline look because "we're in this business to service our customers and we felt that we could provide the best service by being more visible and efficient with our store's look and layout. The NAPA Pipeline look has helped us do just that."

The Herrolds own three other NAPA AUTO PARTS stores in the Mansfield area, all of which have been converted to the NAPA Pipeline look. In the insert photo, the Herrolds are shown receiving their grand prize from Bill Newman, Sales Manager for NAPA Columbus.

Pictured, left to right, are Newman, Brent Herrold and Dan Herrold.



2.



3.



4.



5.



2. **NAPA AUTO PARTS/Roy's Auto Parts**, in Stock Island, FL, a winner from the Southeast region. The store is owned by Lynn Grossman and serviced by NAPA Miami. Grossman owns three NAPA AUTO PARTS stores and said she "initially pipelined my stores to enjoy the benefits of national recognition of a common store look. The result has been that our retail sales are up 27% and we continue to hear favorable comments from our customers as to how nice our stores look."

3. **NAPA AUTO PARTS/Pulaski Auto Parts** in Pulaski, TN is another winner from the Southeast Region. The store is owned by Bill Cheatham.

4. **NAPA AUTO PARTS/Cochran '76, Inc.**, owned by Don Cochran (serviced by NAPA Bridgeport) — a 1987 Pipeline Payoff winner from the Northeast Region.

5. Owned by Bill Quinn (left) and Mark Robinson (right), **NAPA AUTO PARTS/Rose Unit Parts Corp.** in Endicott, NY (serviced by NAPA Syracuse) is another Pipeline Payoff winner representing the Northeast Region.

The NAPA Pipeline. It's two years old and each day more and more NAPA AUTO PARTS stores are enjoying the benefits — increased store recognition, more in-store traffic and increased sales and profits — that are the result of using NAPA's nationwide, common store look. NAPA's Pipeline Payoff Contest is also two years old. This year's contest had over 500 entries from all over the country. Twenty-six out of the 600 entrants came away winners, with 25 receiving cash prizes and one entry, NAPA AUTO PARTS/Met's Auto Supply in Mansfield, OH, named as the grand prize winner. Dan and Brent Herrold, owners of NAPA AUTO PARTS/Met's Auto Supply, received, as the grand prize, a cruise to either Alaska or the Caribbean.

Winners of \$1,000 in the contest were: NAPA AUTO PARTS/K&B Auto Parts in Burgaw, NC (serviced by NAPA Charlotte); NAPA AUTO PARTS/Pulaski Auto Parts in Pulaski, TN (serviced by NAPA Nashville); NAPA AUTO PARTS/Cochran '76, Inc. in Rices Landing, PA (serviced by NAPA Bridgeport); NAPA AUTO PARTS/Columbia Auto Parts in Hudson, NY (serviced by NAPA Albany); NAPA AUTO PARTS/Martin's Auto Parts in Moberly, MO (serviced by NAPA St. Louis); NAPA AUTO PARTS/Malheur Auto Parts in Vale, OR (serviced by NAPA Spokane); NAPA AUTO PARTS/John's Parts Supply in Long Prairie, MN (serviced by NAPA Minneapolis); NAPA AUTO PARTS/Lebanon Auto Parts in Lebanon, OH (serviced by NAPA Cincinnati); NAPA AUTO PARTS/101 Auto Parts in Encinitas, CA (serviced by NAPA San Diego); and, NAPA AUTO