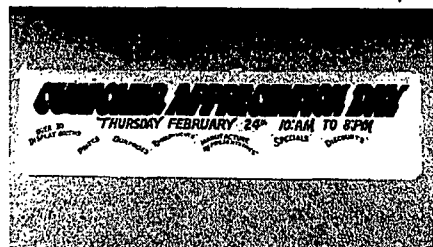




p. 5

SUCCESSFUL DEALER CHANGEOVER BLITZ — IN JUST TWO SHORT WEEKS5

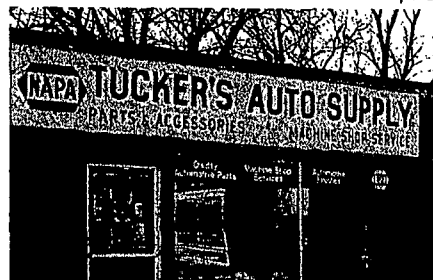
With the right combination of incentives, Ralph Dailey of Ferrara Spring & Parts Co. in Springfield, Massachusetts, changed over 34 dealer accounts in two weeks. Here's how. . .



p. 8

WHO DO WE APPRECIATE? THE CUSTOMERS, OF COURSE!8

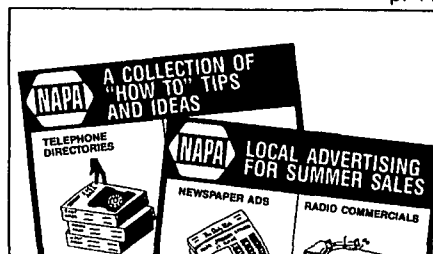
From Louisiana (Gerace Auto Parts) to Oregon (Davison Auto Parts), NAPA Jobbers across the country are enjoying the benefits of holding their own Customer Appreciation Shows.



p. 11

JOBBER/DEALER TEAMWORK: A PROFITABLE PARTNERSHIP11

Here's how NAPA Jobber Dick Tucker and repair shop owner Dick Manley have built a handsome partnership in fleet engine service.



p. 14

SUMMER SALES THROUGH LOCAL ADVERTISING14

From the phone directory advertising to radio support to local ad contests to how to create your own newspaper ads — this collection of advertising ideas should help you plan a campaign that keeps customer interest alive all summer long!



p. 21

DATELINE NAPA21

Items of interest to NAPA and its people.

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