PLAINTIFF'S EXHIBIT

MAR-162

# THIS BOOK WILL TURN THE AUTO REPAIR INDUSTRY AROUND,

# SO HANG ONTO YOUR HAT.



This NAPA Gold Hat Maintenance Log could change your entire business...for the better. Its 24 pages of checklists and maintenance records are designed to help your customers keep their cars longer. And you keep your customers longer.

You simply pass the books out to your customers together with a small bumper sticker indentifying them as members of the NAPA Gold Hat Motorists' Club. Then, from time to time, you offer to check the log—dating and initialing the job in the designated place. It gives you a chance to do more maintenance work. It shows customers that you're serious about servicing their cars. It's the feature of this year's NAPA Gold Hat commercials. *And, it's free to you and your customers.* Ask your local NAPA Jobber for details.

NAPA

**we help keep America moving**

AMERICAN BRAKEBLOK Linings · BALKAMP Parts, Supplies & Accessories · DETTMER Transmission Gears & Shafts · ECHLIN Electrical & Fuel System Parts · FEDERAL Bearings Ball, Needle, Roller · FLEET Service Equipment · GENUINE · MAC'S Automotive Chemicals · MARTIN SPROCKET Refrigeration Products · MICROTEST Timing Gears, Chains, Sprockets · MICROTEST Automatic Transmission Parts · MODAC Belts & Hose · MONROE Engine Bearings · NAPA Air Conditioner Parts · NAPA Air & Electric Power Tools · NAPA Batteries · NAPA Belden Wire & Cable · NAPA Chassis Parts · NAPA Engine Parts Chicago · NAPA Filters · Air, Oil, Fuel · NAPA Imports · NAPA Lighting & Safety Equipment · NAPA Paint Spray Equipment & Air Compressors · NAPA Small Engine Parts · NAPA Welding & Battery Service Equipment · NAPA Windshield Products · NEW BRITAIN Hand Tools · RAYLOC · REGAL RIDE Shocks & Load Leveler Stabilizers · ROCKFORD Fasteners, Nuts, Bolts · SOUNDMASTER Mufflers, Pipes & Clamps · SPICER Universal Joints, Drive Lines · THOMSON Thermostats · UNITED Brake Parts, Brake Fluid · VICTOR Gaskets, Oil Seals, Packings · WEATHERHEAD Hose Fittings & Hose.



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