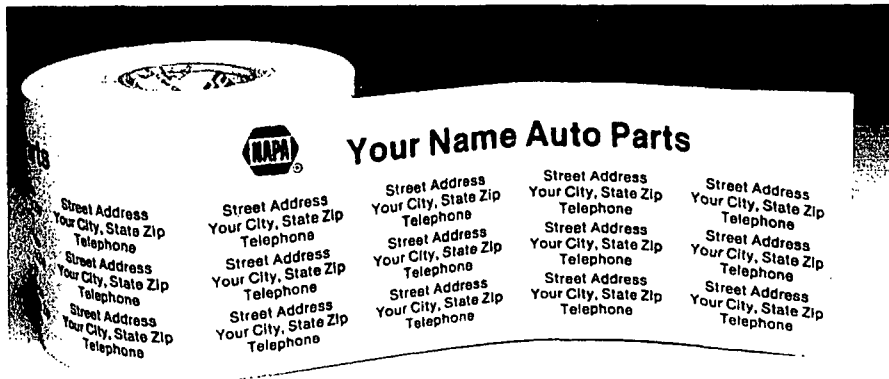


NEW, MORE ECONOMICAL IMPRINT PROGRAM



Pressure sensitive labels in a roll — easy to use and handy to store.

In the past, many NAPA Jobbers have found that direct imprinting their store name and address on NAPA catalog covers can be an effective form of "reminder" advertising. And over the years, NAPA has made every effort to keep the cost of this very effective sales tool as reasonable as possible. But because of today's tremendous cost increases for this particular method of imprinting, this service is becoming increasingly uneconomical to the NAPA Jobber. This

is why, effective with the January 1982 edition of the NAPA Quick Reference Passenger Car and Truck Parts Catalogs, direct imprinting on the catalog covers will no longer be offered. Why?

Because NAPA is now offering an even better way: imprinted pressure sensitive labels!

These attractive, inexpensive labels, personalized with your store name, address and telephone number, are easy to apply and suit your personalization

needs for a penny or less per label. Stop and think how these personalized labels can be used:

- Quick Reference Passenger Car Catalog
- Quick Reference Truck Parts Catalog
- OEM Interchange Catalogs
- Products for Business, Industry & Agriculture Catalog
- Balkamp Catalogs
- Place by your customer's telephone
- Shipping boxes to your dealers

The list is endless!

Printed in black ink on high quality white gloss stock, these pressure sensitive labels come in a roll — they're easy to use, and handy to store. And to accommodate all NAPA Jobbers, from the single store owner to the multi-branch store operation, three different label sizes will be available. And the NAPA logo will automatically be included on all labels.

These new labels offer you great versatility with cost economy. So contact your NAPA Distribution Center to order your stock of personalized pressure sensitive labels today!

HELP FOR YOUR DEALER CUSTOMERS

1981 FLAT RATE MANUAL

Too often, service station dealers and independent garage service technicians "short change" themselves when it comes to estimating service time charges. This is particularly true today, when prior billing is required.

However, you can take much of your dealer customers' guesswork out of job estimating with the help of *Super Service Station's* new 1981 Flat Rate Manual, available to you through your NAPA Distribution Center.

For those involved in automotive repair cost estimating, the new 1981 Flat Rate manual will prove a most helpful guide in arriving at fair and impartial work times. Where prior cost calculation is required by federal, state and/or local regulations, service station and garage managers will find the Flat Rate Manual an excellent check on billing accuracies.

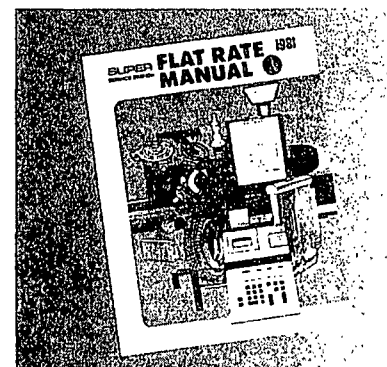
The new 1981 Flat Rate manual provides the average time involved in over 75 of the most commonly

performed automotive maintenance and repair jobs. Easy-to-read charts carry times on all of these jobs for all American makes and models for the last 10 years, including GM's new J-cars, Chrysler's K-cars and Ford's Escort/Lynx.

This year's manual also covers similar information on the leading imports.

In striving for accuracy, the manual's technical editors not only consider the time required to do each job, but the added time involved in diagnosing the problem, job ticket writing and final testing. Allowances are also made where rust, corrosion, metal fatigue, broken studs, etc., are apt to increase overall worktime.

Another feature of the manual is a time-service conversion table which almost automatically figures service charges on job tickets. Hourly service rates on the conversion table range from \$10 to \$34 to accommodate service station shops in a wide variety of



areas.

This 1981 edition is the most complete Flat Rate Manual ever. In this day of repair cost criticism, repair shop operators will find the 1981 Flat Rate Manual most helpful in validating labor charges as the manual clearly spells out the average job cost for all to see.

So make sure your dealer customers aren't "short changing" themselves. Contact your NAPA Distribution Center to order your supply of the 1981 Flat Rate Manual. Help prepare your customers to accurately estimate job charges on the 1980 cars as they run out of warranty and come to your dealers for repairs!