NAPA DATELINE NAPA

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Sweet Thanks . . .



(Left to right): Doug Melzer, customer; Scott Brooks, salesman; Bill Poteete, manager; April Hemby, counter sales; Tommy Lathem, counter sales.

When Doug Melzer, a student at Georgia Tech, needed a complete engine for his 1969 Ford Mustang, he wanted nothing but the best: highest quality parts at a reasonable price. After visiting just about every parts store in the area, he discovered that the Sandy Springs local branch of Genuine Parts Company could best satisfy his stringent requirements for price, quality and service. And with a little help from the Sandy Springs crew, Melzer's Mustang was back in shape and ready to get him to school on time.

To show his sincere appreciation for the help and outstanding service he received, Melzer offered his own style of thanks to his new NAPA friends: a 16" diameter chocolate chip cookie that read "Thank You NAPA."

Judging from the expressions on the Sandy Springs employees' faces, they more than appreciate the sweet thank-you!

Auto Operating Costs Climb

According to a recent report by the American Automobile Association (AAA), the average cost of owning and operating a 1981 intermediate-sized car is $3,601 per year, or 24 cents per mile.

This represents an increase of more than 13 percent over the comparable 1980 cost ($3,176 or 21.2 cents per mile).

The AAA's figures are based on owning and operating a 1981 Chevrolet, 6-cylinder (229 cu. in.) Malibu Classic four-door sedan driven up to 15,000 miles per year and kept for four years.

ROADSIDE ADVERTISING POINTS THE WAY



Sam Gerace (far left) and his two sons, Russell and Sammy, show off one of their ten eye-catching billboards.

To direct traffic to Gerace Auto Parts, NAPA Jobber Sam Gerace designed his own roadside billboards. In all, ten of these billboards are used to represent Gerace Auto Parts' seven locations throughout Louisiana: Plaquemine, Port Allen, Donaldsonville, Napoleonville, White Castle, Labadieville and Pierre Part. (All of the stores are served by the NAPA New Orleans Distribution Center.)