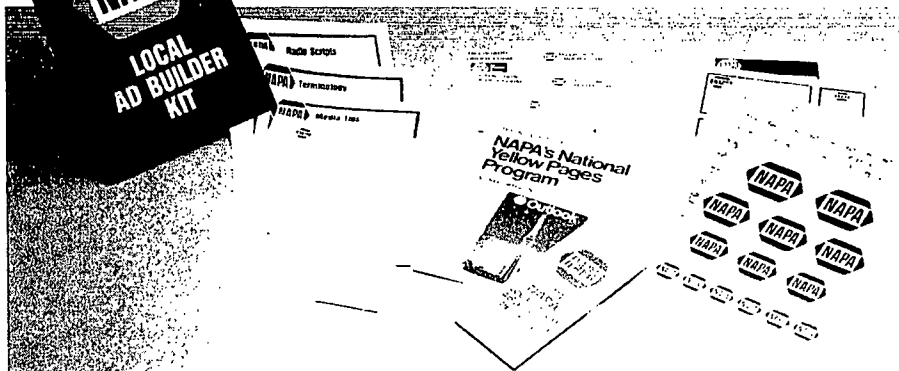


NEW AD BUILDER KIT MAKES LOCAL ADVERTISING EASY



A new 1983 offering, NAPA's Local Ad Builder Kit provides everything the jobber needs to coordinate an effective local ad campaign.

NAPA's strong national advertising has been very, very successful in confirming NAPA's image of quality parts, service and excellent coverage.

But that's only part of the advertising job that must be done. It's the local advertising that takes place, whether highlighting special sales events, product specials, machine shop service, convenient hours or a nearby location, that

gives customers a "right now" reason to stop by your store. And that's why helping you with your local advertising efforts remains one of NAPA's top priorities for 1983, with the introduction of your new Local Ad Builder Kit.

These new kits contain all of the raw materials necessary to plan and carry out an effective local advertising campaign, including radio scripts, tips on how to best

use NAPA's National Yellow Pages Advertising Program and guidelines for developing effective local advertising.

To fit your print advertising needs, nine different ad slicks are included, along with over 90 product modules. Other clip art includes NAPA logos, illustrations of NAPA spokesperson Joe Campanella, and suggested copy sheets.

All of these materials carry the NAPA identification and leave plenty of room for you to include your own products, services and locations.

Also included in your new Local Ad Builder Kit are order forms for radio tapes, television tapes, outdoor billboards and additional newspaper materials should you deplete your kit's supply.

Your new Local Ad Builder Kit, combined with NAPA's Local Advertising Co-op Program's 70/30 matching fund allowance for eligible jobbers participating in the national advertising program, enables you to develop professional local advertising at minimal cost.

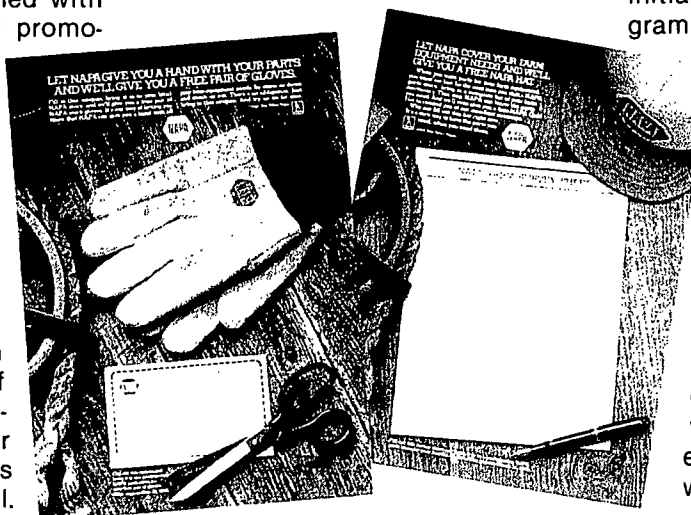
OFFER INCENTIVES TO YOUR FARM CUSTOMERS IN '83

This year, you'll be armed with two sure-hitting seasonal promotions aimed at the farm market.

Both promotions are designed to bring current and potential farm customers into your store. This affords you the opportunity to show the customer NAPA's broad coverage of farm equipment parts and explain how NAPA's system of stocking and overnight delivery can help the farmer during the two busiest times of his year—spring and fall.

Using two items virtually indispensable to the working farmer—a hat and sturdy work gloves—NAPA's farm magazine ads will provide the incentive for the farmer to stop by your store.

Ads placed before the spring planting season will ask the farmer to complete a survey listing his farm vehicles and equipment and then bring the list into your store,



For 1983, NAPA ads will draw the farmer into the NAPA store. A free hat will be offered in the spring, and free gloves in the fall.

where the farmer will automatically receive a free NAPA Gold Hat. You should then use this equipment list to make sure you're ready with the right parts on hand when the farmer calls and says he needs them *right now*. It also provides an excellent opportunity for you to

initiate a balanced stocking program with your farm customers.

NAPA's fall farm magazine advertising, placed immediately before the harvesting season, will serve as a reminder of the timely service your store can provide. However, as you should already have a listing of the farmer's equipment, the ad asks only that the farmer complete a coupon which, when brought into your store, entitles him to a free pair of work gloves.

These two ads will appear in the four most widely-read farm magazines: *Farm Journal*, *Progressive Farmer*, *Successful Farming* and *California Farmer*.

Combining these two seasonal promotions with NAPA's *Products for Business, Industry and Agriculture* catalog, those of you in agricultural areas can get ready for a lot of farm traffic in 1983.