

Outlook[®]

VOL. 15 NO. 3



SPRING SUCCESS STORIES



Charlie Morris, Jobber



Tom Vester, Dealer



Howard Dayringer, Jobber

- NAPA Has Import Parts
- Spring Success Stories
- A Toronto Tour

SCF-NAPA-1702





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PARTS FOR IMPORTS? YOU'VE GOT 'EM 4

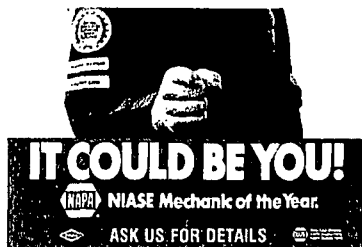
With catalogs, point-of-purchase materials and extensive coverage at competitive prices, you've got all it takes to make your store an NAPA Import Car Parts Headquarters.



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NAPA OUTLOOK

VOL. 15 NO. 3

Chris McLean, Editor & Director of Communications

Published periodically in the interest of NAPA Jobbers, Distribution Centers and Manufacturers across the nation. When notifying us on a change of address, please mention NAPA OUTLOOK and give us the old address along with the new address and zip code.

Litho in U.S.A.

NAPA HEADQUARTERS

Suite 1129, Parklane Towers West, Dearborn, Michigan 48126

IT'S HOTTER 'N HADES... GET RELIEF!

Order your Mac's winter automotive chemicals and be ready to earn cool winter-time profits.

During July 1 through September 30, 1982, Mac's is offering a special Fall Car Care Days Winter Money-Maker to help increase your sales and profits.

All of the Mac's chemicals pictured below qualify for this special promotion.



See your Mac's sales representative or D.C. sales manager for promotion details and to place your order.



Mac's, Division of Ashland Oil, Inc., Ashland, Kentucky 41101

JUNE & JULY: TIME TO LET YOUR CUSTOMERS KNOW...

WHEN IT COMES TO IMPORTS,



IMPORT

CAR PARTS HEADQUARTERS

NAPA's coverage of import car parts at competitive prices grows more extensive each year. And to make sure your sales of import parts grow accordingly, consumers must be aware of the fact that you've got the import parts they need.

Thousands of consumers have already learned this through their own experience in dealing with your store and via NAPA's national advertising. But to make sure even more people know it, June and July are NAPA's "Imports Months" for 1982.

To help spread the word during this special two-month period, print ads now appearing in a strong line-up of national consumer magazines — FIELD & STREAM, CAR & DRIVER, MOTOR TREND, ROAD & TRACK and POPULAR MECHANICS — are telling consumers of your imports coverage, with a message that's clear and direct: "NAPA Has Your Import Part!"

For additional local impact, jobbers participating in NAPA's National Advertising Program should already have their import point-of-purchase materials up, including

the outdoor banner, posters and hanging signs.

Together, these national ads and your import point-of-purchase materials really work at all levels to draw customers into your store for their import parts needs. So be sure to take advantage of all of this newly-generated consumer awareness.

During these special "Imports Months," merchandise your store accordingly. As a variety of your NAPA suppliers are offering special product promotions during this time, be sure to highlight these displays. You should also

YOU'VE GOT THE PART!

U-JOINTS	NAPA U-JOINTS 86	TRW 18	NEAPCO 19	BORG WARNER 12
ENGINE BEARINGS	NAPA ENGINE BEARINGS 810	CLEVITE 600*	DAB 481	WORLD PARTS 269
BEARINGS	NAPA BEARINGS 125	McQUAY— NORRIS 29	SEALED POWER 112	WORLD PARTS 109
FUEL PUMPS	NAPA FUEL PUMPS 850	TRW 407	CARTER 538	AIRTEX 489
ENGINE PARTS	NAPA ENGINE PARTS 591	TRW 359	SEALED POWER 145	WORLD PARTS 418
GASKETS	VICTOR 969	FELPRO 778	McCORD 599	WORLD PARTS 488
PISTON RINGS	PERFECT CIRCLE 297	TRW 49	McQUAY— NORRIS 44	SEALED POWER 273
SEALS	VICTOR 315	CR 292	NATIONAL 171	WORLD PARTS 130
TIMING	NAPA MICROTEST 139	TRW 89	VERA 98	WORLD PARTS 59
IGNITION	NAPA ECHLIN 628	REPCO 495	VERA 462	WORLD PARTS 481
BRAKE PARTS	NAPA UNITED 1301	REPCO 758	WAGNER 765	WORLD PARTS 746
FILTERS	NAPA FILTERS 164	AC 136	FRAM 140	WORLD PARTS 159
EXHAUST	NAPA EXHAUST 545	MAREMONT 545	AP/MERIT 811**	ARVIN 430

* + 307 export only; + "0" classified

**Consolidation of part numbers allows NAPA Exhaust coverage to equal AP/MERIT with fewer SKU's.

HOW DOES YOUR IMPORT COVERAGE STACK UP?

The above comparisons between the number of parts available in certain representative lines (as reported by each NAPA supplier for its product line) should give you a pretty good idea of where you stand. NAPA's national imports ad means what it says; when it come to imports, NAPA has the part!

consider featuring these product specials in your local newspaper advertising. And don't forget that positioning related items alongside your import product specials always brings in valuable extra sales.

TOO IMPORTANT TO BE OVERLOOKED...

- Your 1982 *NAPA Imports Catalog* has been completely updated and expanded to make room for your NAPA suppliers' increased parts coverage. This 1982 *NAPA Imports Catalog* includes the 26 most popular im-

port models, with part number coverage on all import parts with a "W" classification or higher.

- Due to the popularity of last year's *Import to NAPA Interchange*, a new 1982 edition has been published and is now available.

This expanded version includes all of the most popular lines, with even more coverage than ever before. Your new *Imports to NAPA Interchange* for 1982 means the opportunity for increased sales for those of you



These three catalogs can help establish your store as an "Import Car Parts Headquarters."

who want to really zero in on the fast growing imports market.

- *NAPA's Import Quick Reference Catalog* provides invaluable assistance to your good dealer customers, not only during NAPA's "Import Months," but all year long. With a copy of this catalog, the dealer will know the most important parts in your import coverage. This indispensable catalog also enables them to order by part number, saving themselves — and you — both time and money.

LeCooler

15" x 10" x 13"
15 QUARTS
12 CANS

LeCooler
Belden

brings
you

IMPORT
CAR

spark plug wire coverage

A FREE \$15.95 retail value
COOLER

packed with 5 popular
wire sets for Import Cars

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APPLICATIONS

700176 7mm Metallic/350
Karmann Ghia... All
Type 2... 1971-56
Volkswagon Beetle... All
700177 7mm IRS/350
Rabbit Scirocco... 1980-75
700179 7mm IRS/350
Toyota... 1979-71
700186 7mm IRS/350
Austin... 1968-58
Fiat... 1980-77
MG... 1979-55
Renault... 1980-56
Toyota... 1974-65
Triumph... 1980-75
700194 7mm IRS/350
Datsun 1980-70

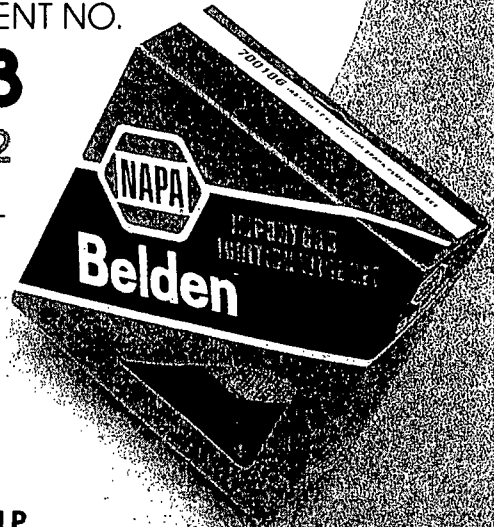
PLUS ... FREE COOLER
PLUS ... FREE

STARTER ASSORTMENT NO.

770523

only \$53.⁶²

DEALER NET



IMPORT AWARENESS KIT TO HELP
YOU SELL THIS GROWING MARKET.

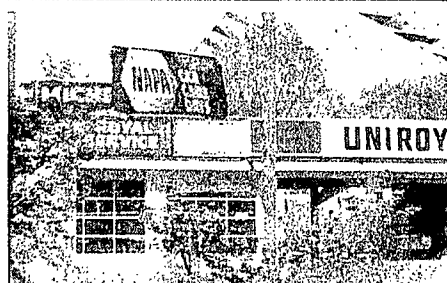
- Every fourth car is an import. Don't let profit potential pass you by.
- Import Awareness Kit is available from your NAPA Belden sales representative



Belden



SPRING SUCCESS STORIES



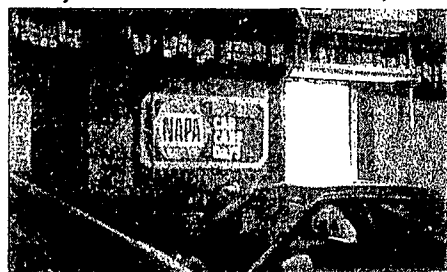
Uniroyal I&N Tire Service — Charlotte, N.C.



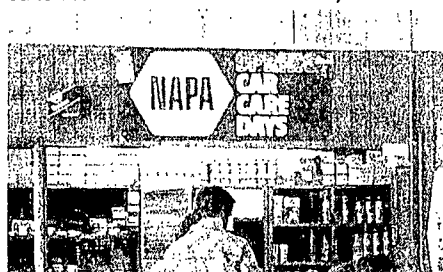
Jake Moore's Exxon — Charlotte, N.C.



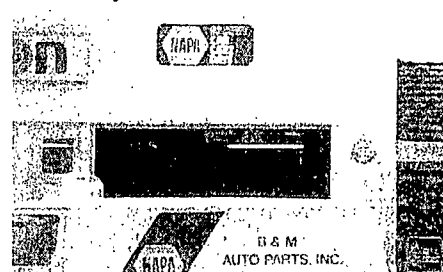
Community Gas & Oil — Dunkirk, OH



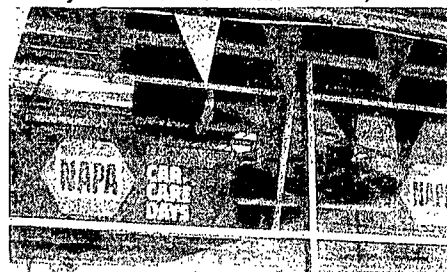
Danny's Auto Center — Mt. Vernon, OH



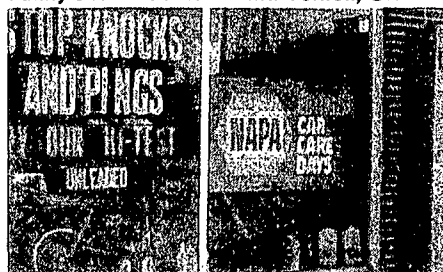
Danny's Auto Center — Mt. Vernon, OH



Cahill's 76 — Kenton, OH



Austin 76 — Matthews, N.C.



Community Gas & Oil — Dunkirk, OH



Creason Auto — Matthews, N.C.

FOR FALL THOUGHT STARTERS

1982 saw the introduction of what was felt to be the most innovative, integrated marketing program that NAPA has ever put together. But the proof of any plan is in its success. So in order to find out how the program is working, OUTLOOK went out and inter-

viewed the people who are responsible for implementing it: the NAPA Jobbers.

The following are reports from only a few of the NAPA Jobbers who did take advantage of the entire plan, who saw how effectively these programs could tie their cus-

tomers to them, and who are having a lot of success with them. And hopefully, some of their ideas and suggestions may serve as thought starters for your own sales efforts as we prepare to head into NAPA's Fall Car Care Days . . .



Howard Dayringer created a way to tie the Bargain Buys promotion into the travel portion of M&H's "Go the NAPA Way" Program.

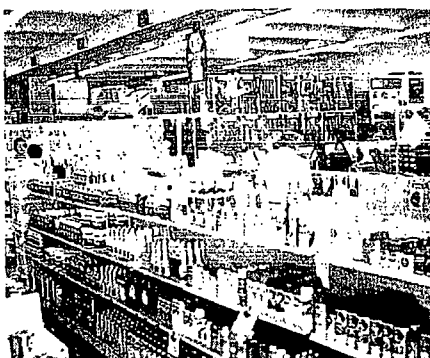
SALES/TRAVEL INCENTIVE PROGRAM

After spending 25 years with Delco, Howard Dayringer decided to leave Detroit for the sunny South, and in 1973, he purchased M&H Auto Parts in Ft. Lauderdale, Florida. Today — due largely, by his own account, to his outstanding group of very competent and dedicated employees — the business has prospered to the point that, this past September, Howard was able to open a new branch store in downtown Ft. Lauderdale.

Howard liked NAPA's 1982 program from the moment it was presented to him by representatives of the NAPA Miami Distribution Center. He saw it as a way to increase customer loyalty with a segment of the market that many of his competitors are less aggressively pursuing due to the increasing costs of servicing these traditional dealer accounts.

This past February, Howard conducted his dealer meeting to introduce and explain the program. All four travel destinations were presented so that his customer husbands and wives could base their 1982 purchases on a trip to a destination most desirable to them. The program was presented on the basis that the NAPA Spring and Fall Car Care Days would bring the dealers additional business. These additional sales would stimulate additional purchases from M&H, which would earn bonus awards — such as trip credits and/or merchandise awards — for the dealer.

When asked how his February



Dayringer feels a well-merchandised sales area can really make a big difference. "Your store traffic pattern must flow right past your displays," he advises.

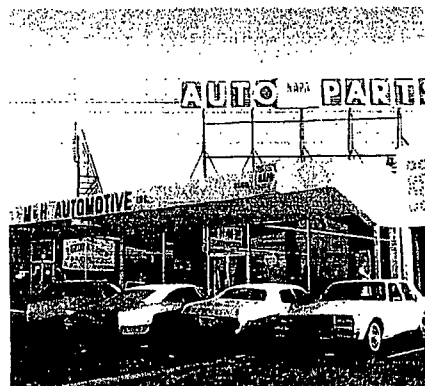


...a one-on-one selling approach could well prove to be the most important factor in selling the program...

dealer meeting fared, Howard — as is his style — was completely candid. "At first, we were a little disappointed with our dealer meeting; we didn't have the kind of turnout we expected. And it seemed kind of funny. When we sponsor a dealer participation meeting — say, for example, a mechanic education clinic — we've always had good, successful turnouts. We've never had any problem filling our clinics.

"But when we're going to have a meeting such as this one, when we're going to sell to the owner, it's different. If he's a successful dealer, he's kind of like we've been. He works a lot of hours, he works hard, and then to steal one of his evenings gets to be tough. He just can't seem to get too excited about going home, cleaning up and then going back out to a meeting. So we weren't real successful in having a large, formal meeting with our dealers."

But, as it has with the growth of



M&H Auto Parts, located in a Ft. Lauderdale shopping center. A branch store was opened just under one year ago in downtown Ft. Lauderdale.

his business, Howard's persistence paid off. He decided that a one-on-one selling approach could well prove to be the most important factor in selling the program to his dealer customers — both those that had attended the meeting, and those that had not. Of those that did attend, very few made the actual decision to participate on the night of the meeting. But Howard felt it would be very important to make follow-up calls on them within the next few days while the program was still fresh in their minds. He feels very strongly that this immediate follow-up approach was what got these dealers to sign on the dotted line.

Howard also felt that this one-on-one selling would be the best way to approach those dealers that did not attend the meeting. "It afforded us the opportunity to actually pull the customer aside and say, 'Hey, we want to help you with your business and in doing so, you'll be helping us with our business. And here's how we can do it.'"

He even used the same approach for his fleet customers, going right to the top officers to explain the incentive program that could be offered to their parts men. He had little resistance when the top man was convinced that this is a *national* NAPA program.

Howard admits that taking such an approach provided him with very good reception. At the time of this interview, he had 16 couples signed up for the trip program.

"For our regular travel people,



Charlie Morris sold six programs out of Sanders Automotive — and watched small accounts turn into big purchasers.



From left: George Spradling, sales manager at NAPA Indianapolis, and Charlie Morris visit with Sanders Automotive customer Tom Vester.



"Go the NAPA Way" reminders are displayed throughout Sanders Automotive, located in Indianapolis.

we said we're going to give them a 2% discount on their purchases up to their established quota, and then 10% of every dollar over quota. Now, we set their quotas good and husky, so if they make the quota, we're going to be giving the ten cents away. But it's after we've already put our money in the bank."

Similar quota programs can be established for non-traveling dealers using the merchandise awards/spiff coupons. Howard explained to his smaller dealer account customers not taking advantage of the travel that M&H will work with them "toward coupons where, at the end of the year, the dealer can do his Christmas shopping, birthday shopping, whatever, out of the merchandise book. We think we can really generate a lot of loyalty and a lot of conversation by doing this," he explains.

"It also gives our outside salesman a great entree when he goes in to talk to these customers. After all, if our salesman has nothing special to offer, what does he say other than, 'Hi, I'm here again.' We really need this kind of rapport with our smaller dealer customers, too, where we can offer them something special. This coupon program works especially well if the dealer's wife gets the coupon book and knows that her husband is earning coupons. Believe me, this is really quite appealing to our customers."

There's no doubt that Howard recognizes an opportunity when he sees one; he even developed a way



"This coupon program works especially well if the dealer's wife gets the coupon book and knows that her husband is earning coupons."

to tie the Bargain Buys program into the sales/travel incentive program. M&H purchased a large quantity of Balkamp grease guns on the Bargain Buys program. With the money he saved on the Bargain Buys, Howard purchased travel certificates to be given away free to each dealer who purchased the grease guns at the regular price. "Effectively," he says, "by buying these items at the lower price and then giving the customer bonus coupons, it cost us nothing. But the dealer is much impressed — especially the large fleet customer, for example, who will buy six or twelve grease guns at a time. This customer can get \$15 or \$20 at a time toward his trip. He's really impressed that M&H is doing something for him to defray the cost of his trip."

Other NAPA Jobbers are enjoying successes with NAPA's 1982 incentive program, and many share Howard's opinion that it's a great way of building sales while

strengthening the bond between jobber and dealer. According to Charlie Morris of Sanders Automotive (serviced out of the NAPA Indianapolis Distribution Center): "We sold six programs out of this store, two of which were small accounts that never really bought much from us before. For example, we were able to changeover an Echlin cabinet at one of the stations and we've got another station that's ready for us to change its cabinet over. These customers have changed over from what would have normally been a \$200 a month account to what's now a \$1500 a month account. So in this sense, it's definitely helped us with new business. And it's locked in our good accounts; the risk of losing customers through the season is pretty slim.

"What's more, it's a family-type program now. That's basically what we've gotten into, because the dealers' wives are tied into the program, too. Nobody else in our kind of business has ever tried anything quite like this before.

"I think what it's done is tied us even closer to the dealers that we do business with," Charlie continues. "The people we've sold feel much closer to Sanders Automotive and to NAPA. They feel more a part of the whole NAPA program. And I think that's terrific."

Other NAPA Jobbers offered suggestions for making dealer meetings successful. Some used the most effective selling tool known to man: the testimonial.

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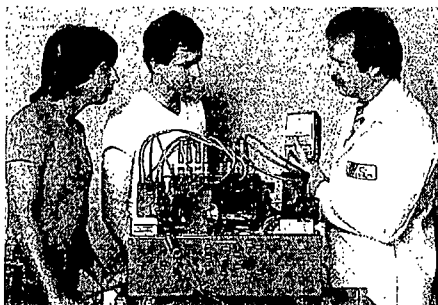
Another fine NAPA Jobber service:

THE FACTORY SCHOOL COMES TO YOU!

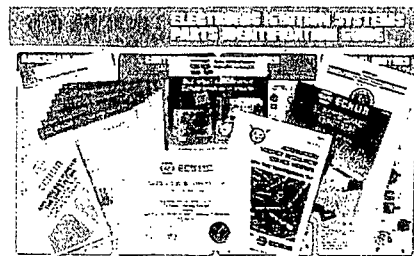


Now, you and your mechanics can get Echlin's hands-on, factory school training in the latest tune-up and troubleshooting techniques—without taking time off the job! Your NAPA Jobber arranges for the school to come to you. Echlin's pro instructor and his training van bring in tools, manuals and equipment...including a working GM 6-cyl.

engine plus simulators to set up most any problem you'll face on any car. Two 3 hour evening sessions are held. One covers electronic ignition systems; the other, fuel and emission systems. Classes are limited to 16, so training is thorough. Great for NIASE. Best of all, you'll come away with up-to-date skills that move work out faster—and make you feel really proud!



ECHLIN'S HANDS-ON TRAINING makes every point crystal clear and easily remembered.



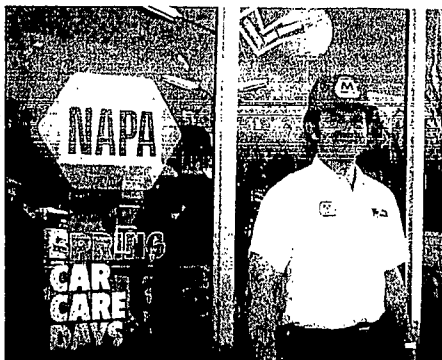
FREE...each participant gets the latest Electronic Ignition service manual, an Emission Systems folder, wall charts, technical bulletins and a Course Completion Certificate.

SIGN UP NOW. See your NAPA Jobber for details and dates.



ECHLIN®
Electrical/Fuel/Emission Systems Parts

THE ECHLIN MANUFACTURING COMPANY
Branford, CT • Independence, KS • Canada
England • W. Germany • South Africa • Mexico
Venezuela • Brazil



Tom Vester, who has operated his Marathon station for one year now, was pleased at the opportunity to tie into a nationally-advertised promotion. "Anything people see on television, they want to be a part of," he says.

(continued from page 9)

While planning their meetings, these jobbers found that it wasn't uncommon to have a dealer planning to attend the meeting who had been on a former NAPA trip (either the CAR program or Acapulco), or who had participated in the NAPA Shocks travel program. Then, later on in the meeting, the jobber would come back to these dealers and ask them to describe the trip. Many felt that such a presentation — dealers hearing about a successful program from their own peers — carried greater credibility than it would have had hearing it from the jobber who's trying to sell the program.

Larry Geddes, who manages five B&M Auto Parts Stores serviced by the NAPA Columbus Distribution Center, tried a different approach at his dealer meetings to encourage his customer to sign up for the travel program; he offered to pay one of the \$50 enrollment fees per traveling couple. And this enticement worked well; of the 21 couples attending at his first dealer meeting, seven signed up for the program that very night.

SPRING CAR CARE DAYS

When Howard Dayringer presented NAPA's 1982 program to his dealer customers, he was somewhat surprised to find that several were happier with the Spring and Fall Car Care Days than with the trip program.

"It's been very well-received," he says. "In fact, probably the most enthusiastic account we have is



Although in the past many oil company stations shied away from displaying similar promotional banners, Charlie Morris had good luck getting dealer sign kits up, "especially with the more aggressive stations."



"I think what it's done is tied us even closer to dealers that we do business with . . . they feel more a part of the NAPA program."

just a little general garage. It's only a two-man operation, but they're good mechanics — they're always busy. This customer was so enthused about the fact that we were going to hang out banners and advertise his business that he asked me for paint chips so that he could clean up his garage and paint it the NAPA colors before the Spring Car Care Days national advertising started!"

Howard ordered \$7000 in merchandise and 30 dealer Spring Car Care Days point-of-purchase kits in anticipation of the program. Then, just prior to the beginning of the national advertising, he scheduled factory representatives and his own outside salespeople to actively promote merchandise from the Spring Car Care Days book and hang the dealer P.O.P. kits at his customers' places of business. He decided not to charge the dealers for the price of these kits; instead, he would ask them to participate in



Howard Dayringer, pictured with NAPA Miami sales manager Greg Robert, found that today's dreary economy made his customers "much more receptive to hearing that we're going to direct them some business, that we're going to advertise for them."

local Spring Car Care Days advertising to run concurrent with the national advertising.

"I heard a story once," explains Howard, "about a little kid who was dragging a great big chain down the street. A fellow who had been watching him for a while finally walked up to him and asked, 'Why are you dragging that big chain?' And the kid answered, 'Have you ever tried to push one?' And that's basically the kind of Spring Car Care Days program I wanted to put together for our dealer customers. Using the P.O.P. materials and local advertising, we're trying to pull customers into the dealer's place of business, which will in turn pull the parts off of our shelves.

"We've been very successful getting the P.O.P. kits up. A few years ago, for a similar program, most of the dealers in the oil company stations would say that they couldn't put up an NAPA sign because they felt the oil company would frown upon such a practice. But we didn't find this to be true this year. As a matter of fact, we only encountered one or two dealers who even voiced this concern, and even they agreed to hang the signs in their service bays instead of out on the islands."

Sanders Automotive's Charlie Morris shared equally good success with the dealer sign kits. Although he said the Shell stations in his area weren't allowed to hang the signs up, he continued: "We've

(continued on page 14)

DIAGNOSTIC WALL CHART

NO PEDAL RESISTANCE

Replace pedal assembly with quality NAPA parts.

1. Check for loose or broken pedal assembly.
2. Replace or repair pedal assembly.
3. Replace or repair pedal assembly.
4. Replace or repair pedal assembly.
5. Replace or repair pedal assembly.
6. Replace or repair pedal assembly.
7. Replace or repair pedal assembly.
8. Replace or repair pedal assembly.
9. Replace or repair pedal assembly.
10. Replace or repair pedal assembly.

DRIVE SHAFT BRUISING

Replace drive shaft with quality NAPA parts.

1. Check for loose or broken drive shaft.
2. Replace or repair drive shaft.
3. Replace or repair drive shaft.
4. Replace or repair drive shaft.
5. Replace or repair drive shaft.
6. Replace or repair drive shaft.
7. Replace or repair drive shaft.
8. Replace or repair drive shaft.
9. Replace or repair drive shaft.
10. Replace or repair drive shaft.

STEERING SHOCK

Replace steering shock with quality NAPA parts.

1. Check for loose or broken steering shock.
2. Replace or repair steering shock.
3. Replace or repair steering shock.
4. Replace or repair steering shock.
5. Replace or repair steering shock.
6. Replace or repair steering shock.
7. Replace or repair steering shock.
8. Replace or repair steering shock.
9. Replace or repair steering shock.
10. Replace or repair steering shock.

SUPERSHOES POSTER

THE NAPA SUPERSHOES OFFER

SUPERSHOES

QUALITY SHOES WEAR ON, NOT OUT.

WHEN YOU PUT ON QUALITY SHOES YOU PUT OFF THEIR REPLACEMENT.

ASK FOR DETAILS.

CONSUMER BROCHURE

CONSUMER ORDER FORM

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

TELEPHONE _____

DATE _____

SIGNATURE _____

TRADE PROGRAM BROCHURE

THE NAPA SUPERSHOES OFFER

SUPERSHOES

QUALITY SHOES WEAR ON, NOT OUT.

WHEN YOU PUT ON QUALITY SHOES YOU PUT OFF THEIR REPLACEMENT.

ASK FOR DETAILS.

CONSUMER ORDER FORM

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

TELEPHONE _____

DATE _____

SIGNATURE _____

THE NAPA SUPERSHOES OFFER

SUPERSHOES

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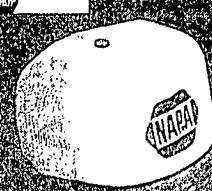
THE NAPA SUPERSHOES OFFER

SUPERSHOES

QUALITY SHOES WEAR ON, NOT OUT.

WHEN YOU PUT ON QUALITY SHOES YOU PUT OFF THEIR REPLACEMENT.

ASK FOR DETAILS.



SIGNAGE



Mr. Jobber
This ad is running in Motor Magazine
telling your service dealers about your
NAPA Brake Shop Program

Get serious about building your brake service business with the NAPA Brake Shop Program.

Build your business

If you're serious about building your brake business talk to your local NAPA Jobber. He can offer you the most effective brake service program around.

NAPA Brake Shop is a complete marketing program providing information to increase sales, consumer education materials, shop identification, plus a super promotion to motivate customers to get their brake work done by you.

With high impact sales aids

Included is a detailed brake system diagnostic chart that does

more than just identify brake system components. It clearly states brake system problems and the corrective action necessary.

It works hand in hand with the consumer brochure which explains how brakes work, the importance of proper maintenance, and the benefits of using top quality brake materials, installed by a professional like yourself.

Plus the Supershoes program

Another part of the program is a special incentive deal for both you and your customers called *Supershoes*. It points out the

benefits of high quality and gives your brake service customers an opportunity to buy top quality footwear at greatly reduced prices. There's nothing like it. But hurry, it's a limited time offer.

This, plus unique store signage, advertising support, technical assistance, other extras and the quality only NAPA American Brakeblok can provide. It's all waiting for you at your local NAPA Jobber Store. Get serious about your brake business, today.

We mean business.



American Brakeblok
DISC PADS AND BRAKE SHOES



Distributed by **RAYLOG** and **GENAUT**

CAST YOUR VOTE NOW FOR THE . . .

NAPA/NIASE MECHANIC OF THE YEAR



This poster and other promotional materials available through your NAPA Distribution Center.

To provide recognition for mechanics who are certified by the National Institute for Automotive Service Excellence (NIASE), a new, 1982 "NAPA/NIASE Mechanic of the

Year" program has been introduced.

Created by the NAPA Engine and Chassis Parts sales groups, the program has been developed with the enthusiastic support of NIASE.

Nominations for the 1982 "NAPA/NIASE Mechanic of the Year" are to be made by NAPA Jobbers across the country. The nomination form, available through your NAPA Distribution Center, is a simple, ten-item questionnaire covering areas such as NIASE certification (nominees must be NIASE-certified in at least one area), business practices and civic involvement. There is no fee for entering and you may nominate as many mechanics as you like.

The nomination period, which began May 1st, ends on August 1, 1982. A panel of dealer trade mag-

azine editors will select the "NAPA/NIASE Mechanic of the Year." Judging will be based on mechanic expertise as evidenced by NIASE certification, as well as demonstrated good business practices and personal character.

The recipient of the 1982 "NAPA/NIASE Mechanic of the Year" award will be hosted at the 1982 NAPA National Business Conference in Toronto this September. There the winner will receive the award along with his or her choice of \$500 worth of NAPA hand tools.

Give your good, NIASE-certified dealer customers the kind of recognition they deserve by nominating them for the "NAPA/NIASE Mechanic of the Year" award. For more information on this exciting event, contact your NAPA Distribution Center.

(continued from page 11)

had real good luck with the more aggressive stations like Marathon, Standard and Texaco. All of them like to hang the signs out, especially since it's tied to the national television ads."

Tom Vester, a customer of Sanders Automotive who owns a Marathon station, reflects this train of thought. When asked if he felt the local advertising and P.O.P. materials were doing him any good, he reacted positively. "Oh yes, definitely. Anything people see on television, they want to be a part of. A couple of people have come in and asked about it, because they noticed the signs. So I think it's great; it's not costing me anything, and it's increased my business."

As mentioned earlier, one of Howard Dayringer's goals was to tie his dealers into M&H's local Spring Car Care Days advertising. "But we found that most dealers in this area have never done any advertising, and therefore were a little reticent to spend money on it.

"Now since 1973, M&H has sort of, as a rule of thumb, allocated 1% of gross sales to advertising. This way, I figured that if the advertising produced in terms of in-



creased sales, our advertising budget would automatically become larger. And this has, in fact, happened throughout the years.

"So I explained to our dealer customers that M&H has an advertising budget and that we were already committed to about 100 radio spots for the month of April. In other words, we're going to advertise anyway, so why not take advantage of it? About 20 or 25 dealers agreed to participate in our local radio advertising. On one day, our Spring Car Care Days radio spot would list two or three dealers, the next day, two or three others, and so on. This way, each of the participating dealers ends up with several spots spread throughout the month.

"And it's worked out quite well. It was our chance to show them that this is a service we can provide. Sure, these dealers can buy from other local people. But these

other local people can't really do much else for them other than supply a part. We could carry it through and do some advertising for them. It was a chance to show these dealers that with M&H and NAPA, they're on a winning team.

"We're also using the Spring Car Care Days program as an entree to new customers, as we just opened a branch store about seven months ago. It's our first real concrete association with those customers. So we're basically using it to say to them, 'This is an example of what the NAPA Store, our organization, can do for you.'"

"As far as the entire 1982 program goes," Howard continues, "I feel it's very timely and very well received. I think that, in today's economy, maybe the average dealer's business is good, but he keeps hearing all this talk and all these reports that things really aren't too good, or that they're getting worse. So he's much more receptive to hearing that we're going to direct him some business; we're going to advertise for him.

"We've at least, in hard times, tried to help him . . . and I think we'll be appreciated over the long run for doing so."

"GO THE NAPA WAY" WORKS! KEEP THE BALL ROLLING...

The 1982 "Go the NAPA Way" program is going full steam ahead. We're off to a good start, but it's more important than ever to "keep the ball rolling."

NOW is the time to remind your Dealers of the exciting award opportunities available to them. The more they buy from you, the more they can contribute to their trip, through earnback and/or spiff coupons. In doing so, you'll increase Dealer purchases and profits . . . and that's the name of the game.

We've heard some great success stories and here are just a few examples. They prove it pays to "Go the NAPA Way"!

Charlie Morris
Sanders Automotive Supply
Indianapolis, Indiana

"We've sold six programs out of this store. Two of them were small accounts, customers who never bought much before. We were able to change one of those stations over to an Echlin ignition cabinet and we've got the other station also ready to change. These two stations grew from what would have been \$200-a-month accounts to \$1,500-a-month accounts. The 'Go the NAPA Way' program has definitely helped."

Dennis Gill
Carroll County Auto Parts
Westminister, Maryland

"'Go the NAPA Way' is the best thing that this store has ever participated in! We had the best sales in our history last month by 20 percent. One customer increased his purchases by an additional \$1,000 per month. I've also had a number of Dealer changeovers. In summary, just look at the figures!"

Terry Doerr
Mat's Auto Supply
Ashland, Ohio

"Because of the 'Go the NAPA Way' program, I feel closer to my customers, I look forward to traveling with them."

Roger Ellingson
Service Auto Parts
Sun Prairie, Wisconsin

"'Go the NAPA Way' is giving me confidence and peace of mind concerning my accounts, because those participating in the program are locked in with me for a whole year. I don't have to worry about the competition coming in and offering a slightly lower price. My customers are buying all they can from me. One of my car dealerships purchased four trips and hasn't had to cough up a nickel of his own money to pay for the trips. I have a tire account on the other end of town which averaged \$300 a month in 1981. I set his quota at \$800 per month and to date he is averaging \$1,350 per month."

Lynn Sinclair
Orlo Auto Parts
Orrville, Ohio

"I really felt one customer was buying most of his parts from us. He did \$1,200 in April of 1981, but in April of 1982 he purchased \$3,500. We made \$348 in gross profit on this account in April of 1981 and \$975 in April of 1982. We paid \$200 on his trip this month which left a gross profit of \$775. This is a \$427 increase in gross profit over the previous April."

Larry Geddes
B & M Auto Parts
Kenton, Ohio

"Besides the strong increase in sales, the program creates good will with my customers. It ties them closer to me and business is better for all of us."

John O'Leary
Glenbrook Auto Parts
Glenview, Illinois

"One of our better Dealers who had been doing 70 percent of his business with us now does 90 to 95 percent because of the 'Go the NAPA Way' trip program. Our relatively new customers are getting sales increases, and one of our Dealers changed over belts and hoses to the MODAC line. It's easier to sell the Echlin assortments of caps and rotors because our customers know that there's a spiff coupon in the package. Overall, the ten customers who have signed up ask and look for the spiff coupons on products."

John Nall
South Side Parts House
Milwaukee, Wisconsin

"The 'Go the NAPA Way' trip program is a viable sales tool for increasing Dealer business. In December we held a dinner meeting attended by 17 Dealers and their wives. Eleven Dealers signed up. Using a quota earnback system based on 110 percent of monthly purchases (1981), the participating Dealer purchases are up nearly \$15,000 for the first quarter of 1982. This is in addition to the 10 percent quota increase."

Jim Leines
Wagner Auto Supply
Wagner, South Dakota

"When we signed up for the 'Go the NAPA Way' program, we weren't sure what the outcome would be, but 1982 didn't look rosy. Tax revenues are down substantially, farming was projected to be slow and so on. We signed on 12 Dealer trips . . . two to Hawaii and ten to Las Vegas."

Within 30 days we had several major line changes and sales are up 118.7 percent. One Dealer's purchases totaled \$544 from January through April of 1981. For the same period in 1982 his sales were \$8,115. This is an increase of 1,400 percent over 1981!

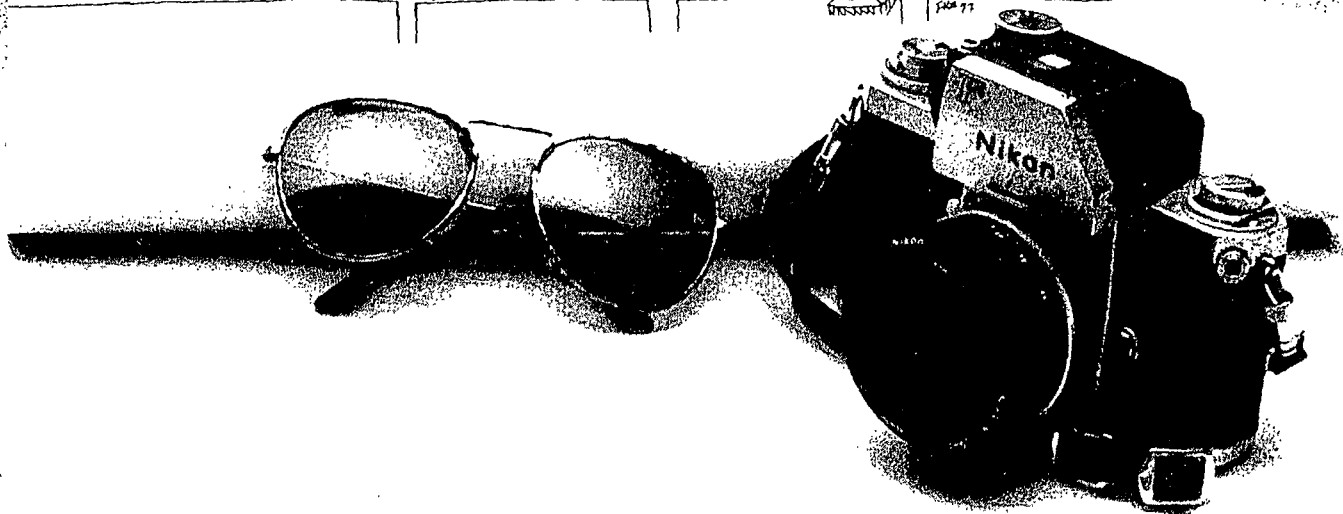
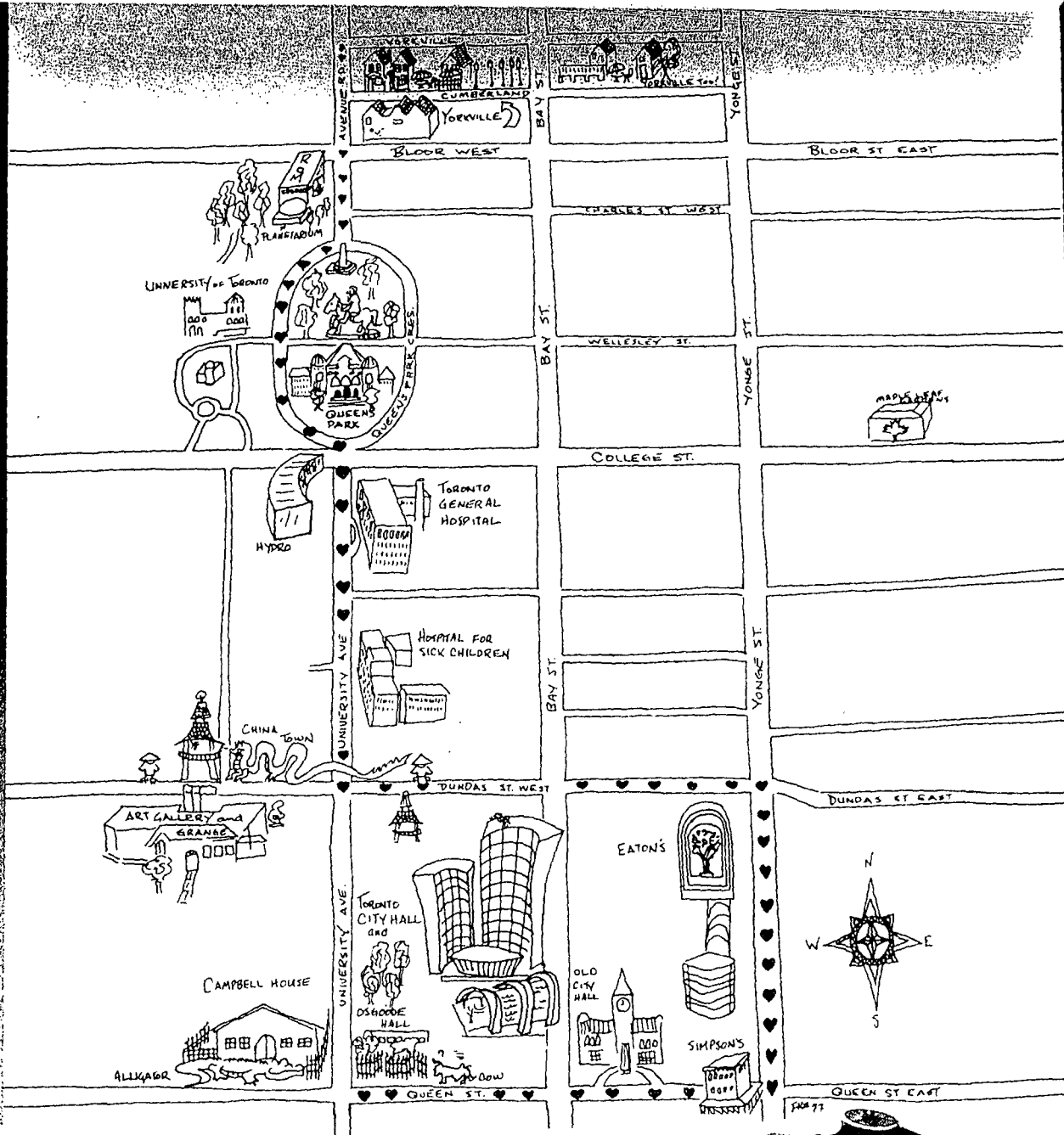
Only time will tell what end results will be, but we don't know where we'd be without this program. 1982 could have been a tough year."

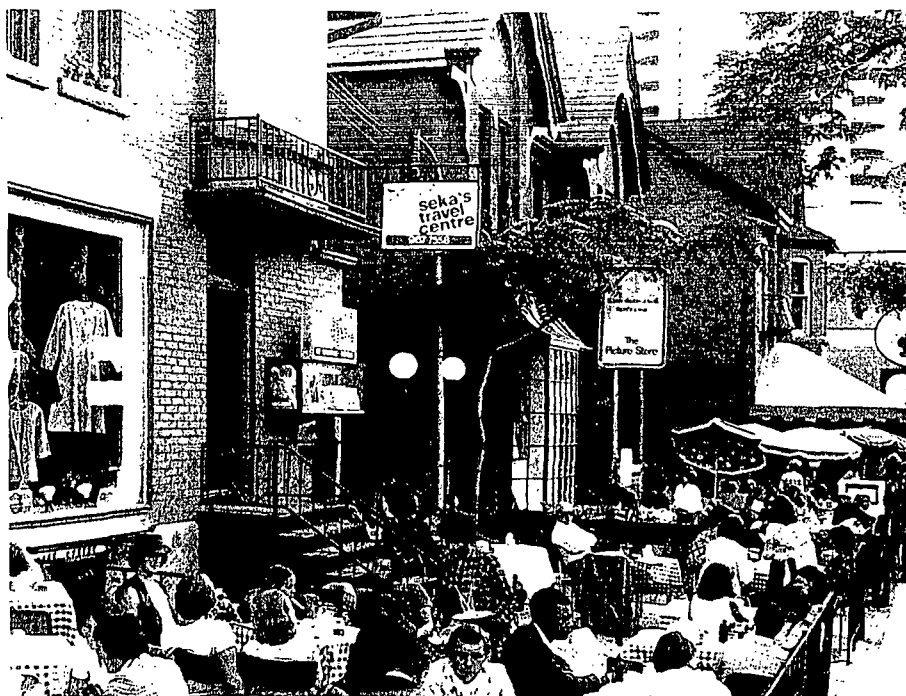


FOR THE 1961 NATIONAL BUSINESS CONFERENCE

A TORONTO TOUR

FROM QUEEN VICTORIA TO MARY PICKFORD





Fashionable Yorkville, where cafe-lined sidewalks make for some fascinating "people-watching."

Strolling families, camera-toting tourists, picnicking office workers, squirrel-feeding children and zig-zagging cyclists . . . they're all species indigenous to Toronto. So while you're in this incredible city for your 1982 NAPA National Business Conference (September 24 through September 26), do take advantage of the opportunity to do some exploring.

For your convenience, here's a suggested tour that highlights but a few of Toronto's landmarks. Don't forget to bring this with you to the NBC; you won't want to miss any of the unique blend of old and new that this amazing "People City" has to offer!

LET'S START UPTOWN . . .

High on the list of places for strolling and people-watching is Yorkville, a village within a city. This colorful area just north of fashionable Bloor Street, bounded by Avenue Road and Yonge Street, is filled with renovated townhouses, boutiques, quiet courtyards, restaurants and art galleries. The Village, incorporated in 1853, has a coat of arms depicting the professions of the five original council members: brewer, smith, brickmaker, carpenter and farmer. (Eagle-eyed explorers may find the coat of arms depicted outside of one of Yorkville's many specialty shops.)

At the corner of Avenue Road and Bloor Street stands the Royal

Ontario Museum. (Note the valuable artifacts often displayed in unguarded cases on the street outside.) No musty edifice dedicated to a dim and dry past, this "working" museum is prominent in the field of Egyptology and renowned for its great Chinese collection. It features a super Dinosaur Gallery, extensive textile and costume displays, a Hall of Armour and an innovative, exciting Discovery Room. (Although the Royal Ontario Museum is currently closed for renovations, it is scheduled to open in July.)

You won't want to miss any of the unique blend of old and new that this amazing city has to offer!

Adjacent to the Royal Ontario Museum is McLaughlin Planetarium, where the wonders of the heavens are brought to you by way of the Theatre of the Stars.

Just south of the museum and its adjoining planetarium sprawls the main campus of the University of Toronto. The quiet wooded walkways, ivy-covered buildings and spreading lawns are populated by 55,000 students and staff — and one resident ghost.

It was here that insulin was discovered, the first heart pacemaker was constructed . . . even baby's

Pabulum was developed here!

And the ghost? Legend has it that a skilled stonemason who worked on one of the University's loveliest buildings had a difference of opinion with a fellow worker, and was hurled from the tower. On the structure's face, you can still see the monster head this stonemason carved. And if you're lucky — or *unlucky* — you may see *him*.

Just to the east of the University is Queen's Park, named for Queen Victoria. The park is a fascinating jumble of statuary, including a plump and regal Queen Victoria and her equally regal — but slightly less plump — son, Edward VII.

Here in Queen's Park, spreading old trees and broad, sweeping lawns surround the rose-tinted, Romanesque Ontario Parliament Buildings, built on the site of a former lunatic asylum (no comment!). Should you care to witness parliamentary procedures firsthand, drop in on the question and answer period (more commonly referred to by Torontonians as either the "bear pit" or "fang and claw" sessions), which takes place between 2:00 p.m. and 3:00 p.m. when the Legislature is in session.

From the steps of the Parliament Buildings, gaze down University Avenue, one of Toronto's broadest and most gracious thoroughfares. That startling concave structure on the west corner, reflecting the surrounding buildings off its mirrored surface, is the new \$45 million headquarters of Ontario Hydro. (Ask any Torontonian and he'll probably tell you it uses solar energy. Not so! Heat is provided by the interior lighting and old-fashioned body warmth, both of which are stored and recirculated throughout the huge complex.)

On the opposite corner stands a charming, but often ignored, little monument. This is dedicated to Edith Cavell and the Canadian nurses who gave their lives in the Great War. This site is quite fitting, as within this relatively small area are some of the city's most famous hospitals, including the celebrated Hospital for Sick Children, where tucked away in the tiny garden is a marker reminding us that on this site stood the birthplace of Gladys Marie Smith — better known as America's sweetheart, Mary Pickford.

(continued on page 18)

(continued from page 17)

Cutting directly across University Avenue is Dundas Street, the heart of Toronto's Chinatown. Throbbing with sights, sounds and smells of another culture, it's a great area for exploring Oriental shops and restaurants. (Grocery shopping here can be something of an adventure!)

Westward on Dundas Street stands the massive Art Gallery of Ontario, housing extensive collections ranging from the Old Masters to contemporary artists. The gallery is also home to the largest public collection of work by the famed English sculptor, Henry Moore. And don't miss the new gallery wing devoted solely to all phases of Canadian art.

Within the Gallery's quiet gardens stands the Grange, an elegant home built in 1818 by D'Arcy Boulton, a leading influential citizen of old Toronto. Saunter through the stately rooms for a picture of what life was like among the beautiful people of another era.

Just east of the Art Gallery is an interesting looking complex of housing, shopping and many pleasant surprises. Called Village by the Grange, this maze of quiet cobblestone walkways and courtyards features "one of a kind" shops and restaurants, offering tenant and visitor the opportunity to shop, stroll or just rest in an atmosphere of "rural" sophistication.

Traveling still further east on Dundas Street, you'll find the skyline dominated by the gleaming white and glass tower of the Eaton Centre. Browse through this plush flagship store of the Eaton chain. . . and then step into the great Galleria.

A vaulting glass dome, marble tiers of shops, green trees and park benches — the Galleria is truly a shopper's paradise. Filled with the sounds of people talking, fountains flowing and birds singing (as well as nonchalantly promenading with the rest of the shoppers!), the Galleria is the great outdoors brought indoors.

In keeping with the city's drive for architectural preservation, Eaton Centre was designed and built around two of Toronto's famous landmarks: Holy Trinity, one of the city's oldest churches; and Scadding House, one of the ci-

ty's oldest homes. You'll find these by stepping through Eaton Centre's Trinity Way exit.

On the corner of Queen and Yonge Streets, connected to the Eaton Galleria by an overhead glass-covered walkway, stands another famous Canadian store, Simpsons. Designed in the "Chicago-style," it opened in 1894, at which time it was described as "the finest building of its kind in Canada." This was the first building in Canada to make use of the new universal steel-frame construction. Declared an Historical Site, Simpsons has been extensively renovated.

Westward on Queen Street you'll see a unique Toronto feature: the Old City Hall (built in 1899) standing alongside the modern, "space-age" New City Hall. During construction of the 1899 building, architect E.J. Lennox battled



The breathtaking Toronto skyline, set against the sparkling waters of Lake Ontario.

mightily with the City Council of the day. Take a look at the gargoyles ornamenting the Old City Hall entrance; Lennox vented his anger at the Councillors by using their faces as models!

New City Hall, the true heart of Toronto, was designed by the Finnish architect Viljo Revell, whose plans won out over 530 entries in a worldwide contest. Nathan Phillips Square, the large meeting area in front of the Hall, is a popular meeting spot. At any hour of the day, residents and tourists alike can be found listening to band concerts, strolling around the flower beds or just relaxing by the reflecting pool.

And that large Henry Moore sculpture standing in the square, popularly known as "The Archer,"

was paid for by the people of Toronto. Moore was so impressed by their enthusiastic reception of the work that he presented the Art Gallery of Ontario with a permanent collection of his works. (Incidentally, "The Archer's" real name is "Three Way Piece Number Two.")

A mere stone's throw to the west is a charming old building fronted by an elegant wrought iron fence. This is Osgoode Hall, home of the Law Society of Upper Canada. Gracing the lovely interior of the Hall is an interesting portrait of the young Queen Victoria, which shows — quite clearly — that she possessed one arm much shorter than the other. The "tactless" artist was rewarded by having his work sent far from London — all the way to Canada!

The cowcatcher gates in front of the Hall, opening a mere eighteen inches, were installed in the iron fence to prevent friendly cows from entering the grounds and eating the flowers. (These gates have not, apparently, proved detrimental to the progress of corpulent lawyers.)

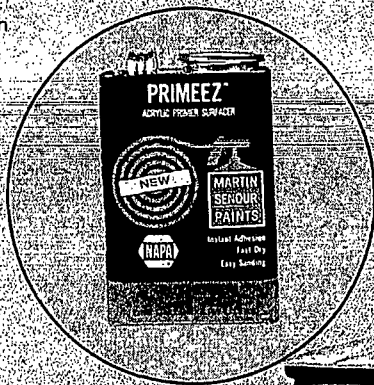
On the opposite corner of University and Queen Streets, just across from Osgoode Hall, is a "fine mansion of brick" built in 1822 by Sir William Campbell to befit his social standing as Chief Justice of Upper Canada. (Actually, the home has been relocated from its original site five blocks away.)

Campbell was born in Scotland, enlisted in a Highland Regiment, fought in the American Revolution (he was on the losing side), and later moved to Canada.

He retired to his mansion in 1829, where he resided happily with his pet alligator (yes, alligator). However, in 1834 the old gentleman's health was failing, and his physician prescribed a diet of snipe, "those delectable little birds." But, as the good doctor sadly reported later: "The frost set in, the snipes flew away, and Sir William died." Today, one can still see the little wooden snipe cages in the mansion's cozy kitchen.

Toronto is full of fascinating, charming glimpses into history. Do take some time to explore the city that has been described by National Geographic as "one of the most civil and civilized cities in the Americas."

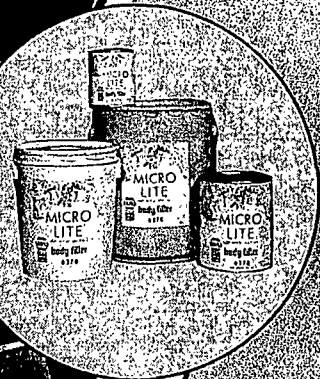
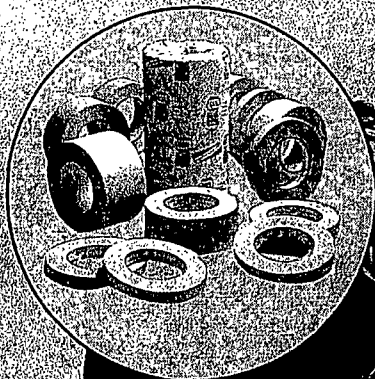
Primeez Acrylic Primer Surfacer—higher solids at the gun to reduce cost per square foot of product.



Painter-Accepted Factory Packaged Colors—easy-to-spray paints that match OEM finishes in lustre, color, depth, and texture.



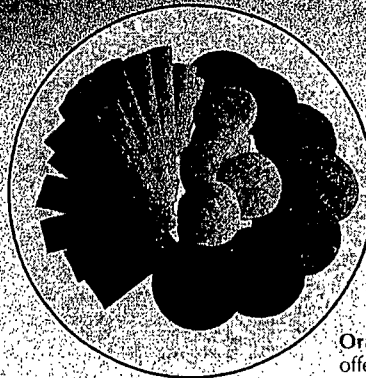
Clean Release Tapes—clean edges, even adherence, and better resistance to paint and bleedthrough... for fast set-ups and release.



Micro Lite Body Filler—new lightweight... cures fast... easy to apply and file... saves time.



Buff-Eez Buffing Compound—super fast... removes "orange peel" and scratches... saves you time and effort.

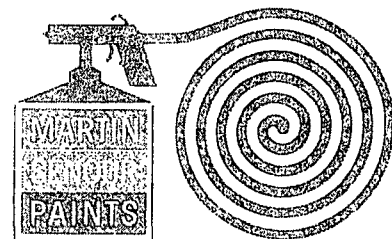
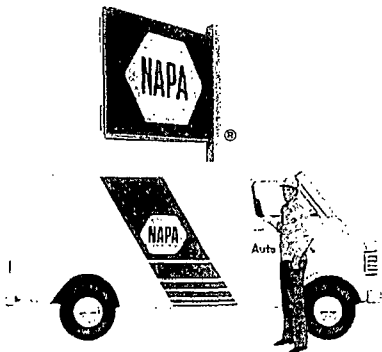


Orange Kut Sanding Discs—offer longer wear with minimum loading.

The Martin-Senour Difference

Inflation-Fighting Refinishing Products That Save Time and Money

NAPA jobbers everywhere can sell these inflation-fighting Martin-Senour refinishing products with confidence. Each product has been shop tested and manufactured under stringent quality control procedures to assure top performance under actual shop conditions. So, when it comes to saving time and money for your body shop customers, sell them these quality inflation-fighting products. Like all Martin-Senour products, they'll help you gain new customers and increased sales in your marketing area. **Put the MARTIN-SENOUR DIFFERENCE to work for you!**

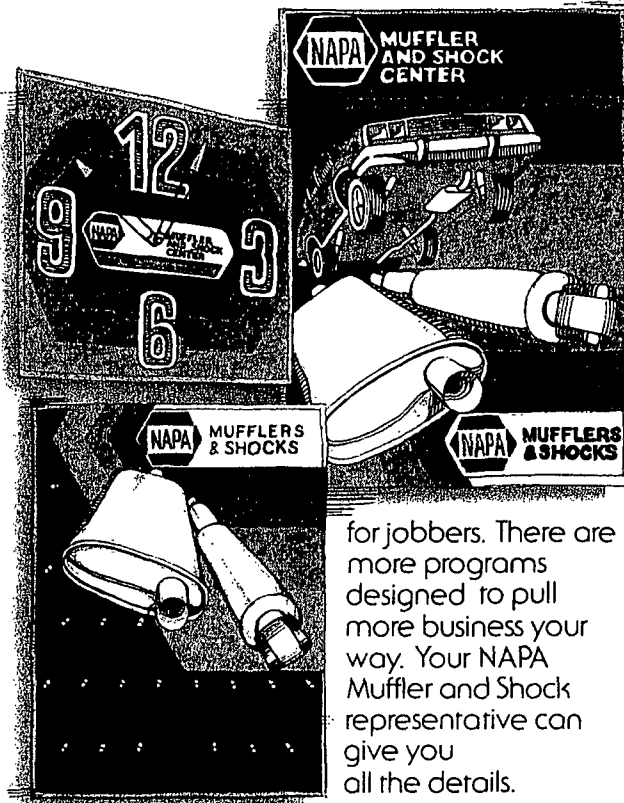


Paints, Tapes, Abrasives and Adhesives

NAPA MUFFLE WE'VE PUT IT ALL TO

MERCHANDISING PROGRAMS

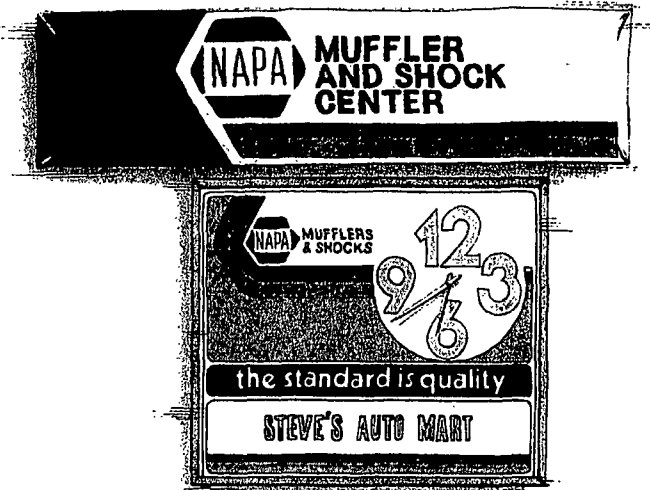
NAPA Mufflers and Shocks have joined together to help increase your exhaust system and shock absorber sales. And we've put together some strong merchandising programs that help tie these products together. Electric clocks, key holder boards, clip boards and wall and window plaques for installers. Counter mats, floor mats, deluxe open hours signs and a calendar/corkboard



for jobbers. There are more programs designed to pull more business your way. Your NAPA Muffler and Shock representative can give you all the details.

MUFFLER AND SHOCK CENTERS

A growing number of installers are discovering the profitability of muffler and shock installation. So turn one of your installer's service bays into a NAPA Muffler and Shock Center and you'll soon turn a fast profit, too. As a "Neighborhood Professional," your installer will be supported by



signage and a co-op advertising program that should bring him plenty of muffler and shock profits. We'll make everything available that your NAPA Muffler and Shock Centers need, including a double-faced illuminated clock, a bay banner, posters, streamers and special sales materials. All the dressing your installers need to compete successfully against the muffler and shock specialty shops, plus one distinct advantage — the NAPA name.

MUFFLERS & SHOCKS. TOGETHER FOR YOU.

GO THE NAPA WAY... WITH MUFFLERS AND SHOCKS

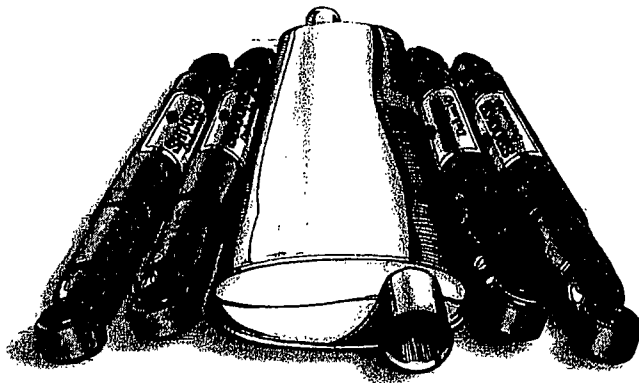
Your muffler and shock sales will really add up when your installers take part in the NAPA Muffler and Shock Sales Incentive Program. We've designed a special plateau sales plan that earns your installers travel certificates for the mufflers and shocks they sell. These certificates can then be applied to one of the four NAPA national trip sites . . . Acapulco, Disneyworld, Hawaii or Las Vegas. The Spring Sales Incentive dates are



February 15 - April 15; the fall dates are August 15 - October 15. So get your installers to go the NAPA way and watch their additional sales ring up more profits for you.

CO-OP ADVERTISING

This year, our 50/50 co-op program for muffler and shock absorber TV spots, radio spots and newspaper ads will carry twice the product, twice the impact. By tying mufflers and shocks together, this year's advertising should appeal to more potential customers. Which puts more potential into your profit picture. Our new Muffler and Shock Co-op Ad Kit has a greater variety of newspaper and radio ads to choose from, in order to help you promote NAPA Mufflers and Shocks with more impact than ever before. This year, our 50/50 co-op program will help make you more successful.



To find out how you can put it all together for bigger muffler and shock profits, contact your local NAPA Muffler and Shock representative today. He'll be happy to explain any of the exciting new programs we can offer you. Find out for yourself — when the name is NAPA muffler and shock sales, the standard is success!



Division of Tenneco Automotive





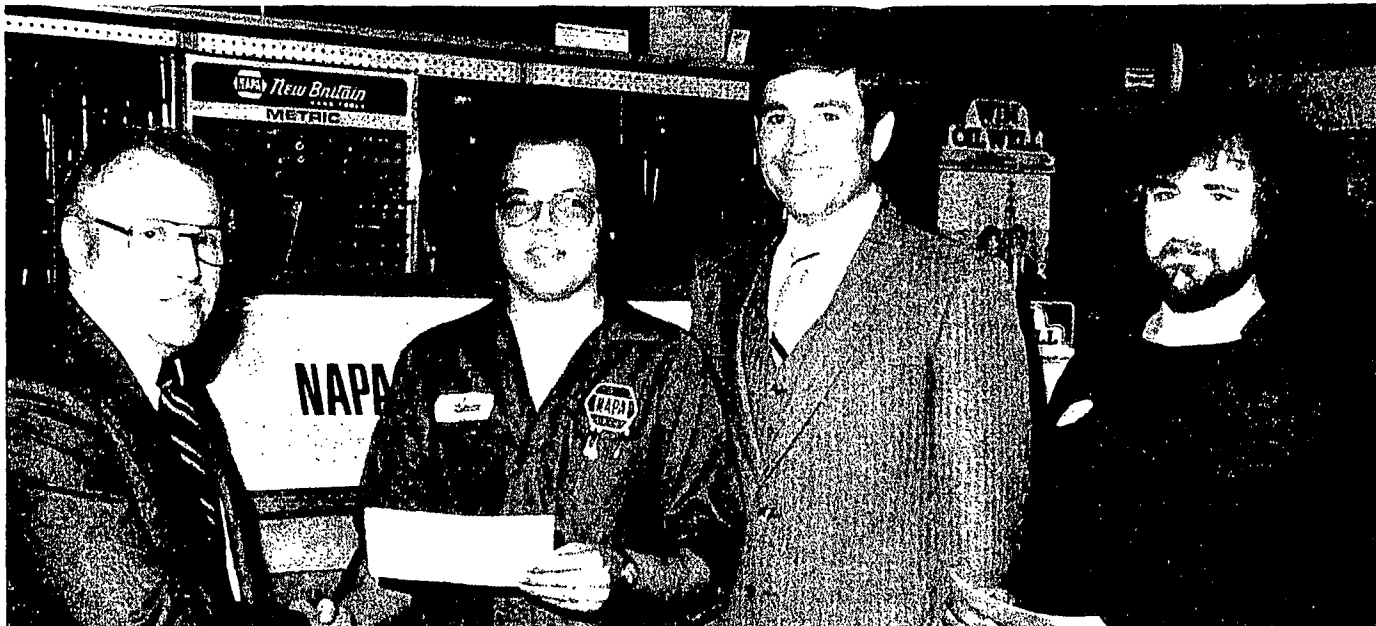
DATELINE NAPA

VOLUME 3 NUMBER 3

DEARBORN, MICHIGAN

LIMITED EDITION

NAPA JOBBER — AND CUSTOMER — WIN BIG



(From left: Lloyd Walters, general manager of the NAPA Cleveland Distribution Center; Brian Waggy, Wayne Auto Parts Co., Inc.; Hank Bejian, regional marketing coordinator, Champion Spark Plug Co.; and grand prize winner Jerry Sample.)

Brian D. Waggy, manager of Wayne Auto Parts Co., Inc. of Rittman, Ohio, recently became the focus of attention when one of his customers won the grand prize in a "Win Your Very Own Oil Well" contest.

Jerry Sample, also of Rittman, was the winning customer; he will receive his own oil well, or its \$50,000 cash value.

For handling the winning entry, Brian Waggy will receive a share in an

oil well, or its \$10,000 cash equivalent.

The sweepstakes, which was sponsored by Champion Spark Plug Company, attracted more than 650,000 entries, virtually all of which came through auto parts marketers.

Centerville Auto Parts Team Wins State Tourney



Sponsor of the winning team was Centerville Auto Parts, located in Centerville, S.D. and serviced by the NAPA Omaha Distribution Center.

In their first year of sponsorship, Centerville Auto Parts' slowpitch softball team beat out 122 other teams to take the South Dakota State Tournament, held in Pierre, South Dakota.

In addition to being very proud of the team, Centerville Auto Parts

owners Steve and Penny Schoepf say that the statewide newspaper, radio and television coverage the winning team received provided great exposure for their store name. Congratulations — and good luck this summer!

Governor Addresses NAPA Birmingham Jobbers



Governor Fob James was the featured guest speaker at the NAPA Birmingham Marketing Conference held at the Hyatt House Hotel in Birmingham, Alabama.

His address to the NAPA group dealt with the importance of continued perseverance, hard work, advertising, handling a quality item and asking for the business.

It was felt that Governor James was a qualified speaker to address the NAPA group on the merits of free competitive enterprise as he founded an exercise and health-related equipment company, starting with two employees. At the time he sold the company to pursue his political career, there were 1,200 employees on the payroll.

Har ni rätt bearings till min bil?

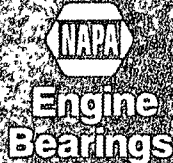
Ha il giusto bearings per la mia macchina?

Haben Sie die richtigen bearings für mein Auto?

Avez-vous les bearings exacts pour ma voiture?

私の車にあうベアリングを持っていますか

Do you have the right
bearings for my car?



NAPA can translate every import into sales for you.

You can now offer engine bearings for virtually every import engine application. NAPA also offers long-wearing, quality anti-friction bearings for import cars and trucks. The answer to import bearing questions is always the same: NAPA.



When the name is NAPA,
the standard is quality.

