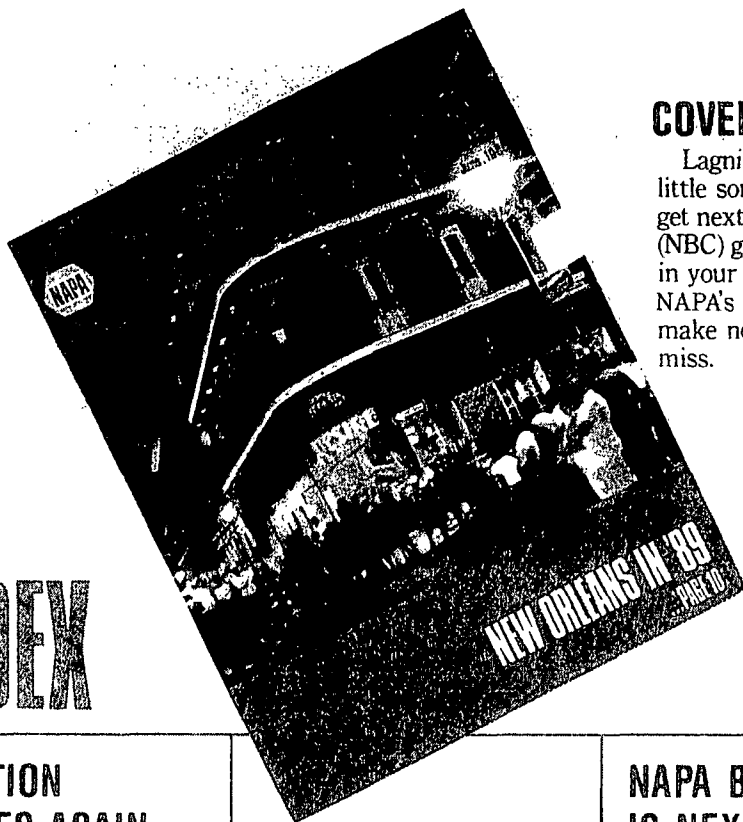


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COVER STORY

Lagniappe in New Orleans! The French word for a little something extra, lagniappe is exactly what you'll get next March when the National Business Conference (NBC) goes to New Orleans. To help you get a head start in your preparation for the Creole city, browse through NAPA's official English to New Orleans dictionary and make note of the special attractions you won't want to miss.

Page 10.

INFLATION STRIKES AGAIN

The cost of operating and maintaining a vehicle went up in 1987, rising from \$4,757.00 to \$6,637.00 according to the Hertz Corporation. And, that cost represents an increase of between \$266 and \$715 over 1986. Discover which models and classes were most heavily affected in Industry Trends. Page 20.

ANOTHER WAY TO WIN

Three-hundred-and-eighty-three NAPA AUTO PARTS stores are now participating in a program which is increasing their outside sales. It's the Jobber Sales Assistance Program and its success is spreading rapidly across the country. Find out how it works and what it can do for your NAPA AUTO PARTS store. Page 4.

WEST TO ALASKA

That's right. Last month, NAPA went west (and north) when the seventy-fourth NAPA Distribution Center opened its doors for business. NAPA Anchorage now services 28 NAPA AUTO PARTS stores in Alaska. Take a look at it in Dateline. Page 22.

THIRTEEN REACH 95%

During 1987, 13 NAPA Manufacturers met or exceeded a 95% order fill rate. For their extraordinary efforts, these manufacturers were presented with a plaque from NAPA President Bob McKenna. See the photo highlights. Page 8.



(Front cover photo by Ron Calamia)

NAPA BATTERIES IS NEXT

The third of this year's five Price/Product Promotions is just about ready to start. It takes off in July with a special advertising blitz on cable and network television and in consumer publications. However, to give the Price/Product promotion a head start is the introduction of NAPA's newest battery—The Legend—"the better battery." See what "special" incentive will be offered to consumers and find out the latest benefit NAPA offers to your NAPA AutoCare Centers in Creative Selling. Page 14.



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