

THERE'S STILL TIME TO SIGN UP!

REAL DEALS ON TOOLS & EQUIPMENT UNDERWAY IN MARCH

Professional Spray Gun
This high production spray gun offers a built-in 14" spray pattern, fully adjustable, delivers much greater reach. No. 70100
Reg. Suggested Price \$175.00
REAL DEAL PRICE \$149.00

10 Pc. Punch & Chisel Set
10 Pc. Set of 10 Holes Punches and 10 Holes Chisels. Includes 10 Holes Punches and 10 Holes Chisels. No. 88100
Reg. Suggested Price \$70.00
REAL DEAL PRICE \$38.88

Service Jack
2 Ton Capacity. Hydraulic. Single Pump. One Piece. No. 81000
Reg. Suggested Price \$250.00
REAL DEAL PRICE \$199.95

Chrome Power Timing Light
Positive 12 volt operation. Straps on to front of engine. No. 1001052
Reg. Suggested Price \$72.00
REAL DEAL PRICE \$53.95

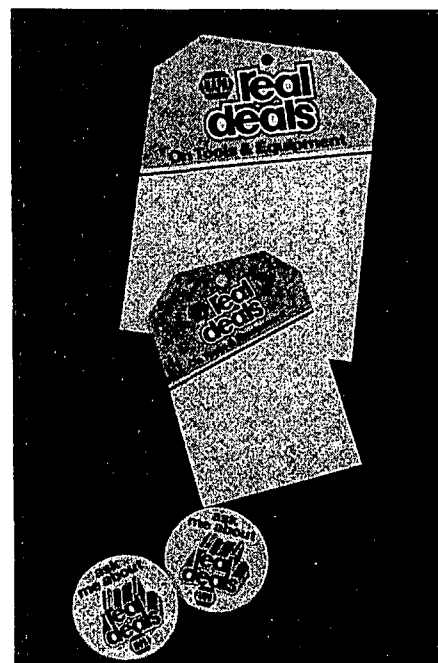
Snap Ring Plier Set
1 Pc. Internal Snap Ring Pliers. 1 Pc. External Snap Ring Pliers. No. 88100
Reg. Suggested Price \$10.00
REAL DEAL PRICE \$11.64

Economy Hi-Rate Charger
Two Hour Charge Time. Two Position Auto Switch. Charge Switch at Front. No. 81000
Reg. Suggested Price \$150.00
REAL DEAL PRICE \$134.95

TOOL & EQUIPMENT SPECIALS
Offer Good From March 5, 1984 through April 30, 1984

real deals

NAPA



In addition to the tabloids, all NAPA Jobbers participating in the program automatically receive a supply of Real Deals price tags and counterperson buttons.

NAPA's new Real Deals tabloid promotions enable you to offer significant savings on popular tools and equipment to dealer, farm, fleet and industrial/institutional customers.

The first Real Deals tabloid promotion (selling period March 5th through April 30th) is underway, with the 8-page, 2-color tabloids being distributed to participating NAPA Jobbers during the second half of February. For those of you who missed the January 20th sign-up deadline for the first Real Deals promotion but would like to participate in this dynamic sales program, here's some good news: You can still sign up for the next three Real Deals promotions scheduled for June/July 1984, September/October 1984, and March/April 1985. Your enrollments, however, must be received by your NAPA Distribution Center no later than April 20, 1984.

Your traditional dealer, farm, fleet and industrial/institutional customers will love the promotional discounts offered through the

Real Deals tabloids — and you'll love the fact that participation in the tabloid program allows you to purchase all tools and equipment offered through the Real Deals promotion at significant savings.

In addition to being a great sales booster, the Real Deals promotions take very little time and effort on your part, as the program is structured to offer maximum flexibility. When you sign up for the Real Deals program, you'll receive three tabloid promotions over a twelve-month period, each with a sixty-day selling period. There are two convenient participation options the NAPA Jobber may choose from — Plan "A" and Plan "B".

With Plan "A", the NAPA Jobber handles the distribution of the tabloids himself. Under Plan "A", 100 tabloids per

each of these three promotions are bulk-shipped directly to your store.

With Plan "B", you simply provide a mailing list of your customers and prospective customers, and the tabloids are distributed for you via first class mail. This plan includes 100 tabloids per promotion (direct mailed to your customers) plus an additional 25 tabloids for use in your store.

With either plan, in addition to the tabloids, all participating NAPA Jobbers automatically receive a supply of Real Deals counterperson buttons and merchandise price tags.

What's more, the very reasonable participation cost of the Real Deals program fully qualifies for co-op funds for eligible NAPA Jobbers participating in NAPA's national advertising program.

So — if you've already enrolled in NAPA's new Real Deals promotions, get ready to enjoy the added tool and equipment sales these tabloids will bring. If you haven't yet signed up for the program, here's your second chance: Make sure your enrollment is received by your NAPA Distribution Center no later than April 20, 1984.

If you have any questions about NAPA's new Real Deals program, your NAPA Distribution Center Sales Manager will be happy to discuss the program with you.