



NAPA INFORMATION UPDATE

Now You Can Have 2 Great Merchandise Award Catalogs



To offer you the best selection of merchandise with more competitive pricing, this year you have **two separate merchandising awards catalogs produced by two separate suppliers.**

The first is the *"Run With It!" Catalog of Awards*, a deluxe 132-page catalog containing almost 2,000 items. Produced by the E.F. MacDonald Incentive Company (NAPA Incentive Headquarters), this cata-

log is sent directly to all jobbers who have signed up for the merchandise program. Additionally, jobbers will also receive these catalogs for their dealers who have signed up.

The second catalog — just introduced! — is the new *1983 NAPA Merchandise Catalog of Values*, produced by S.M.S.A. of Rockford, Illinois. (Most of you should remember S.M.S.A.; they're the ones who

brought you the NAPA Toy Truck.)

Make sure you review this exciting new catalog and its prize point list carefully . . . the values are excellent!

Both of these catalogs, good for all of 1983, are packed full of awards for you and every member of your family.

Keep both on hand and refer to them often as you accumulate your spiff coupons throughout the year. You'll be glad you did!

Attention to Safety Cuts Insurance Cost, Increases Profits

Would you like to cut insurance costs for Workers' Compensation by 30% or more? The answer must be yes.

Safety means bigger dividends under the NAPA Safety Group Insurance Program.

Each of you faces many problems in the day-to-day operation of your stores. And each of these problems can make a big difference in your "bottom line" figures, as insurance costs directly affect your profits. Your hidden costs are even higher.

Under the NAPA Safety Group Insurance Program between the year 1979 through 1982:

- Vehicle accident claims were \$599,447; 153 accidents were involved.
- Lifting accident claims were \$394,752; 322 accidents were involved.

— "Struck by" accident claims \$156,779; 954 accidents were involved.

Addressing these three accident areas can substantially reduce insurance costs and your operating costs as well. The following are some guidelines to keep in mind.

Vehicle Accidents: The key is driver selection. Unemployment is high. You can be more selective and hire better drivers. Check past driving records. New hires should not have more than two moving violations in the last three years; clean records are obviously best.

Lifting Accidents: The key is training. Teach proper lifting methods. Get help when needed. Don't lift and twist. Use pre-employment applications to know you are

not hiring an employee who already has a back problem.

"Struck by" Accidents: The key is proper safety rules in your operation, as well as proper stock storage and training. Are safety glasses worn by your shop men? Can parts be pulled without other parts falling on your employees?

Careful control of just these three areas can substantially increase your "bottom line" profits.

Remember, your NAPA Safety Group Insurance Loss Control Specialists are always available to help you with these problems. Just ask your insurance sales representative or call the NAPA Insurance Center at 800-241-3202.