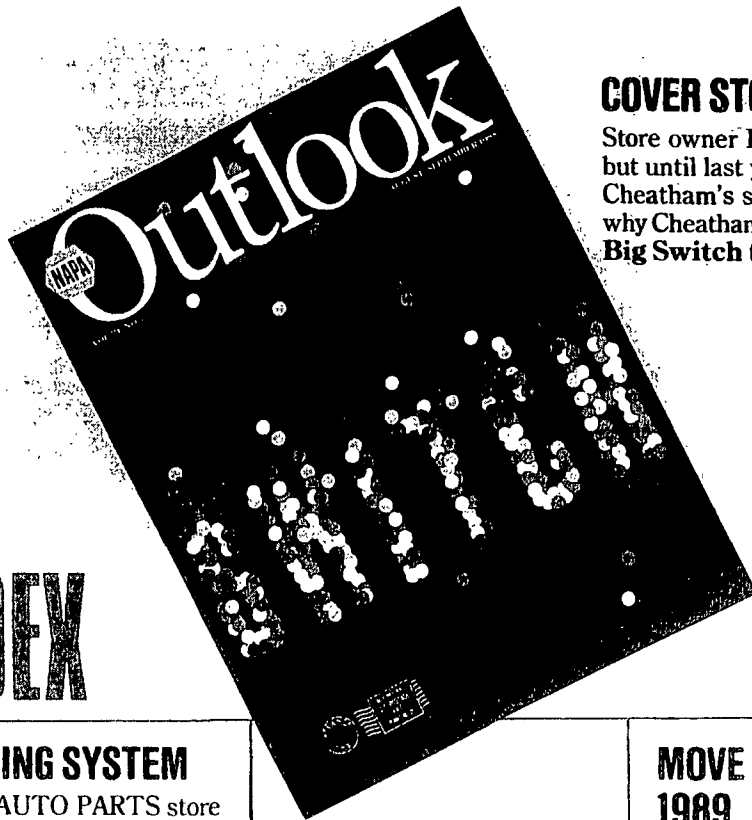


COVER STORY

Store owner Bill Cheatham has been in business since 1956 but until last year was never part of the NAPA System. Now, Cheatham's store is a NAPA AUTO PARTS store. Find out why Cheatham changed parts suppliers and what prompted his **Big Switch** to NAPA. **Page 16.**



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WINNING SYSTEM

NAPA AUTO PARTS store owner Rick Davis knows a winner when he sees one. After using a computer system for 10 years in his Tacoma, Washington, store, he installed dealer terminals in four of his customers' shops. The positive results speak for themselves. **Page 4**

DINING: NEW ORLEANS STYLE

One thing's for sure, a body has got to eat. And New Orleans, site of the 1989 National Business Conference, is one of the best cities in the country to taste cooking like you've never tasted it before. In this issue NAPA *Outlook* brings you an advance listing of some of New Orleans' best restaurants. **Page 6**

MOVE AHEAD IN 1989

What's in store for the NAPA AUTO PARTS stores in 1989? The answer to this question will be revealed at your Marketing Conference. If you have not yet heard from your Distribution Center, you will soon receive specifics about your upcoming Marketing Conference. The conference is an important way for you to stay One Step Ahead. **Page 24**

NAPA Outlook

Vol. 21, No. 7
August/September, 1988

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Published periodically in the interest of NAPA AUTO PARTS stores, Distribution Centers and Manufacturers across the nation. When notifying us of a change of address, please mention NAPA *Outlook* and give us the old address and zip code.

Litho in U.S.A.

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DELIVER THE MESSAGE AND THE PARTS

Closing an order on time with delivery by a well trained driver is an effective way to build a lasting business relationship. To help you train your drivers, NAPA offers an educational videotape and brochures on the important role of those who are "Delivering NAPA Service," in Creative Selling. **Page 18**

AIR BAGS ON THE RISE

Chrysler recently became the first U.S. auto maker to include driver's side air bags as standard equipment in certain 1988 models. General Motors and Ford have announced similar safety plans for their 1990 lines. Find out the direction of this additional safety feature in Industry Trends. **Page 20**