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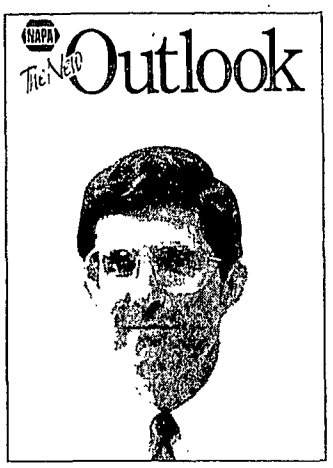


Changes Made

It's been twenty years since the first issue of *Outlook* was published in 1967. In recognition of this anniversary *Outlook* takes on a new style. NAPA President Robert E. McKenna explains why the changes were made and what you can expect to see in *Outlook* throughout the year.

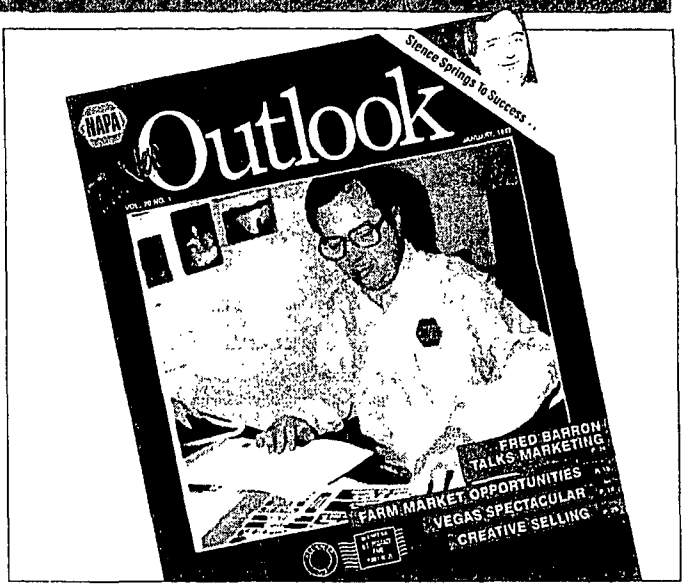
Page 4

Vegas Fever

Made your reservations yet? For the first time in eighteen months, NAPA is holding a National Business Conference (NBC). This year's NBC will be held in Las Vegas. Mark your calendar and turn the pages to find out what you can expect to discover April 9-12. **Page 16**

A Little This, A Little That and It's Merchandising

Creative Selling joins *Outlook* in 1987 for a closer examination of merchandising and how it affects other aspects of your business. This issue, Creative Selling focuses in on how to display SILVERLINE products, the use of color in the new NAPA Message Center and new packaging for NAPA Tool Boxes. **Page 20**



Cover Story

A view from the front lines of the automotive aftermarket is what you'll get in this article, written by NAPA AUTO PARTS store owner Fred Barron. Located in Odessa, Texas, Barron is a former member of the NAPA National Advertising and Marketing Council. And he was willing to share his views on the future of the parts store and how marketing can help you in gaining a bigger share of your market. **Page 14**

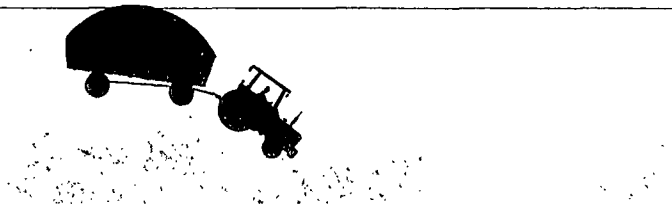
Who's Who

NAPA Dateline presents a Who's Who listing of the first graduates of the NAPA Professional Program. Since its introduction some twenty months ago, over 4,700 NAPA AUTO PARTS store employees have participated. Dateline also gives you the most current count of how many NAPA AUTO PARTS stores have changed over to the Pipeline Graphics. **Page 22**

Color of Money



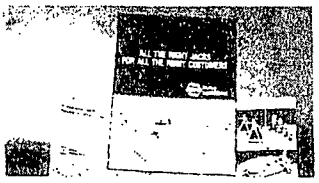
Green. It's the color of money and the color of spring. And, it's a color that's going to come through your door with NAPA's Spring Car Care Days Sale. See how other NAPA AUTO PARTS stores have gotten the green with this annual promotion. **Page 8**



America's Bread Basket

Is it going to be a better year for America's farmers? Experts say not really. 1987 is going to be just as tough. Farmers are continuing to stretch their dollars and that means no new equipment. Instead, they'll be repairing their current machinery and that's how NAPA AUTO PARTS stores can get into America's bread basket. **Page 10**

Struts, Jacks & Sleeves



News & New Products gets a facelift to keep NAPA AUTO PARTS stores out front. Updates from NAPA Lifting Equipment, NAPA Chassis Parts and NAPA Specialty Tools give you the information, and parts, you need to better service your customers and stay "One Step Ahead." **Page 18**

Foreign Influence

The Japanese are at it again. And again, they're looking to move in on the auto industry. That's just a portion of what you'll see under Industry Trends. Additionally, you'll learn what's going on with the oil market, products of the future and the growth rate in the age of automobiles. **Page 12**

Advertisers

Mac's ..... Page 2
NAPA U-Joints ..... Page 5
Martin-Senour ... Pages 6 & 7
NAPA Bearings ..... Page 23
Siloo ..... Page 24

NAPA *OUTLOOK*

Vol. 20 No. 1
February, 1987

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Published periodically in the interest of NAPA AUTO PARTS Stores, 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.

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