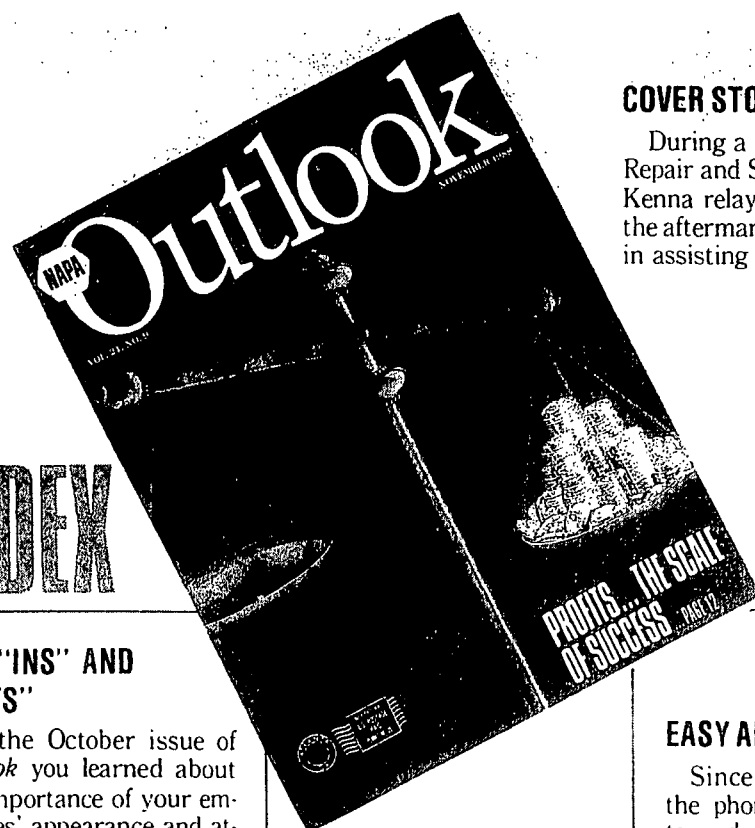


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COVER STORY

During a recent address at the Congress for Automotive Repair and Service (CARS) Expo, NAPA President Bob McKenna relayed to the audience of service installers where the aftermarket is heading and the role that NAPA will play in assisting its customers in staying on top. **Page 12.**

THE "INS" AND "OUTS"

In the October issue of *Outlook* you learned about the importance of your employees' appearance and attitude. With this issue get ready to discover how the way your store looks, both on the inside and the outside, can likewise have an effect on why and when customers patronize your NAPA AUTO PARTS store.

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SAFETY FIRST

The public demand for safety features has grown to gigantic proportions and automakers are responding like never before. Read about how the big three are reacting to one of America's newest requirements. Also take a look at what kind of injuries seat belts are reducing and which kind they're not. In *Industry Trends*.

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IMPROVED COVERAGE

NAPA Windshield Products has introduced wiper blades which are applicable to 98% of the import car and truck market. Additionally, United unveils its new line and NAPA Engine Parts releases a high pressure lubricant. It's all in *One Step Ahead*.

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NAPA/ASE TECHNICIAN

Meet the 1988 NAPA/ASE Technician of the Year—Alan Keyes. Keyes was selected by a panel of automotive trade press editors and was recently honored at the NAPA Annual Meeting, held last month in Atlanta, Georgia. In addition, see the names of the other technicians considered and the NAPA AUTO PARTS stores which nominated them.

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EASY ADVERTISING

Since the divestiture of the phone company, directory advertising has become, in most cases, a nightmare. But there is an easier way to handle multiple listings, joint display ads, numerous headings and local directory sales representatives. Find out how.

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