

BACK BY POPULAR DEMAND! IT'S TIME TO

“TRADE IN FOR THE GOLD”



In November, 1975, NAPA proudly introduced the NAPA Gold Hat as a means for jobbers and service repair technicians to boast their affiliation with NAPA and its outstanding reputation for quality parts and service.

The attractive hat, however, caught the attention of people from all walks of life, and it didn't take long before jobbers and dealers were joined by hundreds of thousands of customers in the wearing of the NAPA Gold. The NAPA Gold Hat was on its way toward becoming one of the most successful promotions in the history of American business.

By 1980, over three million NAPA Gold Hats had been distributed. To celebrate, NAPA decided to give even more people the opportunity to be a wearer of the gold with the first NAPA "Trade In for the Gold" promotion. At that time, NAPA Jobbers across the country foretold the overwhelming customer reaction to the promotion by stocking up on over 200,000 NAPA Gold Hats. By the end of the promotion, all 200,000 of the specially priced hats had sold.

Since that time, the NAPA Gold Hat has continued to grow in popularity: hat sales are expected to pass the five million mark by next year. Think of it — those five million hats translate into five million advertising

impressions! And to celebrate, NAPA Jobbers will once again have the opportunity to let even more people wear the NAPA Gold — with the second NAPA "Trade In for the Gold" promotion!

***...one of the
most successful
promotions in
the history of
American
business.***

Your "Trade In for the Gold" promotion is a sure-fire way to generate increased store traffic this fall. Here's how it will work. During this special promotion, specially priced NAPA Gold Hats will be shipped in an attractive point-of-purchase display. Each display unit will contain ten dozen of the popular fabric/mesh combination NAPA Gold Hats. In addition, a newspaper ad slick and two promotional posters will be included for an even greater customer draw.

Why not use these materials to create your own special local promotion? For example, "Bring in an old hat and we'll give you a new NAPA Gold Hat FREE with a \$10.00 purchase." Take some time to decide how the program can be tailored to best suit your potential sales customers. You'll find that, in the end, this kind of prior planning can make the difference between a successful sales promotion and a super-successful sales promotion!

NAPA's "Trade In for the Gold" promotion is a proven sales and traffic builder. The attractive point-of-purchase display is sure to attract the attention of your regular and walk-in customers, encouraging them to take advantage of the limited time special price. And your newspaper advertising is bound to bring in plenty of new customers — many of whom will leave your store not only with a NAPA Gold Hat, but with a NAPA parts purchase as well.

So be sure to contact your NAPA Distribution Center Sales Manager for details and ordering information. But hurry! You'll only have two opportunities to order these specially priced assortments. Original orders must be at your NAPA Distribution Center by October 15. Reorders (multiples of 10 dozen only) will be honored until November 30.