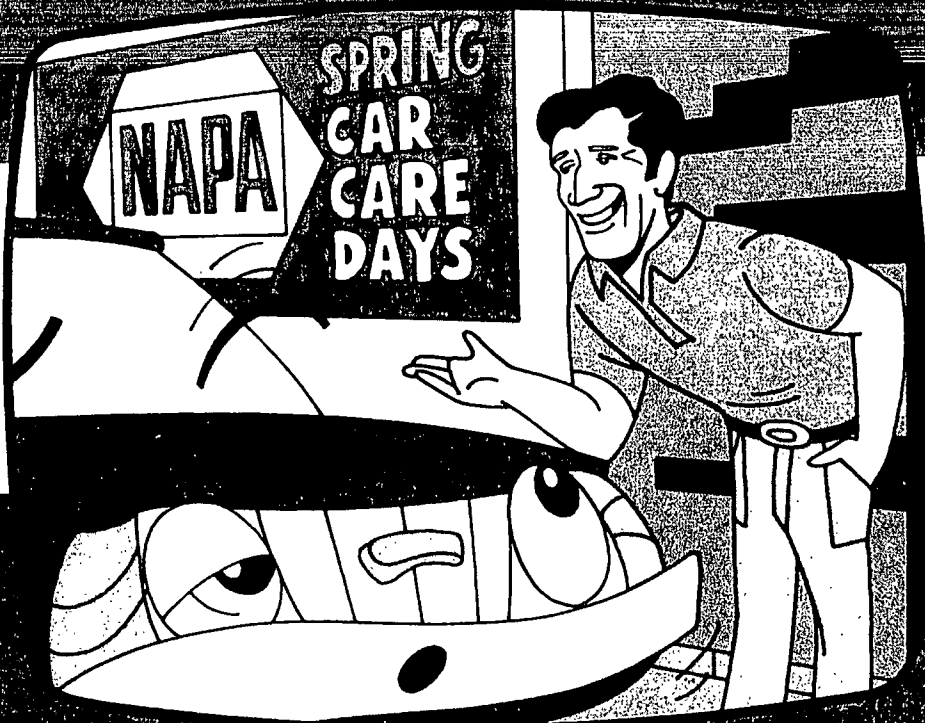


**Joe Campanella
in NAPA's
New Animated
Network
Commercials**



the rest in order to continue to generate public awareness.

To make the viewing audience really sit up and take notice, NAPA's 1983 network television

commercials will appear in full animation, a first for NAPA and, perhaps for any aftermarket advertiser. Importantly, however, NAPA will still maintain the excellent benefit

of our superb spokesperson Joe Campanella, both visually and aurally, even in full animation.

This move to animation is another outstanding first for NAPA. Be sure to watch for it!

- Car Care Days Bargain Buys details
- Car Care Days sign kit contents
- National advertising schedules
- Car Care Days newspaper ad slick
- Order forms for —
 - Dealer Car Care Days sign kit
 - Car Care Days circular program
 - Car Care Days radio and television tapes
 - Car Care Days billboard

GET SET. . . GO!

With all of these materials combined into one cohesive marketing program, coupled with your experience from last year, you can make your 1983 Spring and Fall Car Care Days as big and as profitable as you'd like. So start now. . . and watch your 1983 sales really take off running!



NAPA's circular program continues to be a successful traffic and sales builder for the retail-oriented NAPA jobber.