DATELINE NAPA

VOLUME 2 NUMBER 3 DEARBORN, MICHIGAN LIMITED EDITION

NAPA JOBBER ESCORTS MICKEY



Marceline, Missouri is the hometown of famed cartoonist, Walt Disney. It's also the location of NAPA Parts Store Crager Auto Supply.

Thus, when Mickey Mouse & Company arrived in Marceline to revisit the hometown of their creator, Bill and Beverly Crager, owners of Crager Auto Supply, had the honor of escorting Mickey in a gala parade followed by a Chamber of Commerce banquet.

IT'S OFFICIAL!

1983 NAPA/NIASE MECHANIC OF THE YEAR PROGRAM UNDERWAY

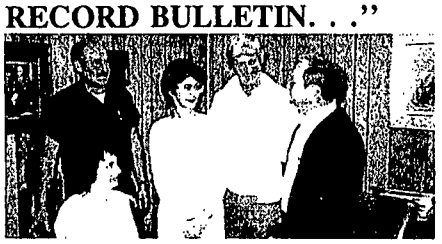
NAPA Engine/Chassis Parts has announced the kick-off of the 1983 NAPA/NIASE Mechanic of the Year program.

The Mechanic of the Year program, now in its second year, recognizes excellence in the automotive service industry. It is open to all mechanics certified by the National Institute for Automotive Service Excellence (NIASE). NAPA Jobbers do the nominating, and a panel of editors of dealer-level magazines handles the judging responsibilities. The winner's selection is based on a number of criteria, including NIASE certification, merchandising and sales promotion efforts, participation in training clinics, good business practices and civic/community involvement.

The deadline for nominations is August 15, 1983. Judging will take place in early September, and the winner will be announced at the NAPA Annual Meeting on October 16 in Atlanta, GA. The 1983 winner will receive numerous prizes, including a commemorative plaque as well as certificates redeemable for NAPA hand tools and an NAPA tool box.

For more information, NAPA Jobbers should contact their NAPA Engine/Chassis Parts sales representative.

TAKEN FROM "THE PROSSOR, WASHINGTON RECORD BULLETIN. . ."



"These couples are signing up for a trip sponsored by National Automotive Parts Association and Valley Auto Parts. They are, from left, Marc and Norma Collins (seated), Ann and Leonard Burruss of Benton City and Buz Kesterson of Valley Auto Parts. The Collinses have Marc's Arco in Prosser and the Burrusses own Burruss Husky Oil in Benton City. The Collinses have taken every NAPA trip since 1972 and the Burresses have gone on all except the first. Travels have been to Hawaii, Acapulco, Las Vegas, Santa Domingo and Manzanillo. Next month they leave for a return visit to Acapulco. They are signing now for a cruise in the Bahamas in February of next year. Kesterson and his wife, Lois, have accompanied them on many of the trips."

(OUTLOOK Editor Note: Buz Kesterson is the outside salesman for Valley Auto Parts in Prosser, WA. Al Pedee owns the main Valley Auto Parts in Sunnyside, WA as well as branch stores in Prosser and Grandview. All three stores are serviced out of NAPA Seattle.)

THE NAPA MAN



To help generate recognition for Waverly Parts Service, NAPA Jobber Jimmy Stevens and his wife created this eye-catching costume. "The NAPA Man," as they call it, makes appearances in numerous parades and other activities in Waverly, Tennessee. Waverly Parts Service is served by the NAPA Memphis Distribution Center.

STANDARD AUTO OF MIAMI, OKLAHOMA

"THIS KIND OF STORE IS BECOMING RARE..."

The General Manger of the NAPA Tulsa Distribution Center received the following letter. . .

Dear Sir:

Most people only remember to complain. But here is a compliment for the NAPA store in Miami, Oklahoma, Standard Auto Parts.

I have traded with Standard since I rode a Cushman Motor Scooter (I guess that dates me). I only do simple maintenance, so I'm not a master mechanic. The folks at Standard always have time to be pleasant and helpful and, if they have the time, they'll even help you by showing you the right way to install a difficult part. This kind of store is becoming rare!

NAPA should be proud to have its name on this auto parts store.

Sincerely,

Mr. I.W. Culley

Believe me, Mr. Culley, we are! Standard Auto Parts is one of Oklahoma's oldest NAPA stores, and is recognized for the kind of personal service it offers. And thank you, Mr. Culley, for taking the time to pay this well-deserved compliment.