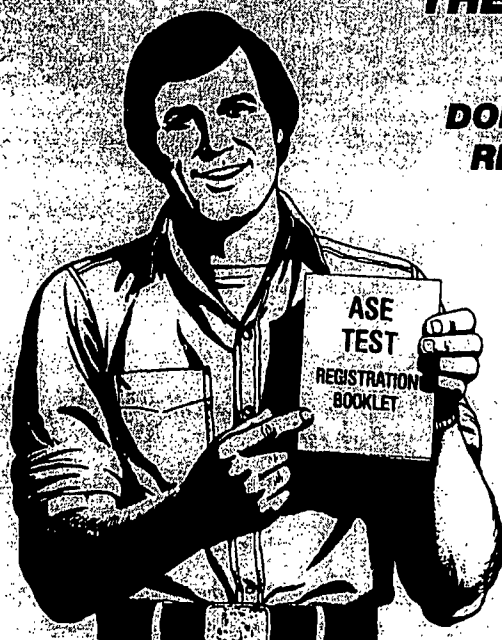


DATELINE

"As a reminder to your customers"

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HONORS TO MINNESOTA COUNTERPERSON

NAPA counterperson Lynn Underhill excels in customer service. The Brainerd, Minnesota, Chamber of Commerce recently honored her in an outstanding sales program. Underhill, with NAPA AUTO PARTS/Genuine Parts and Service (served by the Minneapolis D.C.), was recognized as someone "who works particularly well with customers." An eight-year NAPA employee, Underhill follows a NAPA career path similar to that of two of her uncles, Fred and Jerry Beierman, who have 51 years of NAPA store experience between them.

Outlook wants to hear from you. Send information for "Dateline" to *Outlook* Editor, NAPA Headquarters, 2999 Circle 75 Parkway, Atlanta, Georgia 30339. Include a brief description, black and white photo (if available), and a contact person and phone number.

OKLAHOMA JOBBER SELLS 'ANTIQUE' AUTO PART

Not only does Ralph Rock, owner of NAPA AUTO PARTS/R&S Auto Parts (served by NAPA Tulsa), sell to customers, he also sells for his customers. A long-time customer recently brought in an unused carburetor purchased from Rock in 1969 for resale on consignment basis. Within a few weeks, Rock resold the carburetor—still in its original box and wrapper—and the customer recovered his original cost. "This is one of the most unusual business transactions," said Rock, who has operated in Claremore, Oklahoma, since 1962. He added, "But I'm always ready to help my customers in any way that I can."

From coast to coast, NAPA AUTO PARTS stores' sales increased from January to June of this year. Nearly half of the stores had an effective blue, grey and yellow advantage — The NAPA pipeline. Overall sales increases from pipelined NAPA AUTO PARTS stores were double that of nonpipelined stores. A pipelined store makes a positive distinction and impression upon customers and a positive impact on sales.



RICHMOND JOBBER MARKS 30TH ANNIVERSARY

Bill Atkins (left), owner of five NAPA AUTO PARTS stores (served by NAPA Richmond), recently celebrated the 30th anniversary of his Staunton, Virginia, location. Atkins held a trade show to mark the event at his main store. Frank Dial, Piedmont Division Vice President and Manager, joins Atkins at the observance.