NAPA Outlook®
VOL. 16 NO. 3

The Jobber

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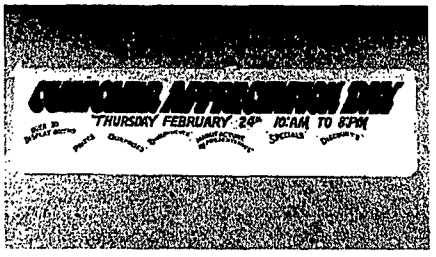

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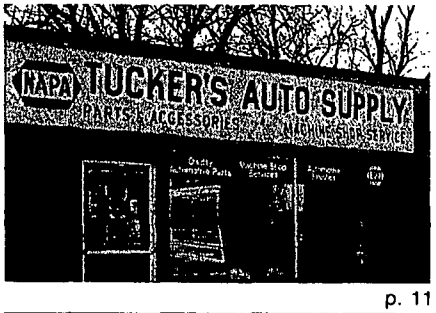

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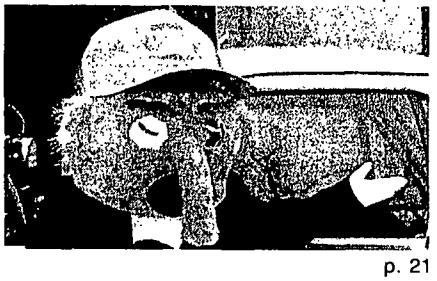

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NAPA OUTLOOK VOL. 16 NO. 3

Chris McLean, Editor & Director of Communications

Published periodically in the interest of NAPA Jobbers, Distribution Centers and Manufacturers across the nation. When notifying us on a change of address, please mention NAPA *OUTLOOK* and give us the old address along with the new address and zip code.

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Suite 1129, Parklane Towers West, Dearborn, Michigan 48126

NAPA/Mac's

SUMMER SIZZLER WILL HEAT UP YOUR SALES!



May 15-September 30, 1983

• 27 Part Numbers • Free Goods • Consumer Promotion

May 15-June 30

Features **FREE GOODS** on 27 part numbers including hand soaps, backshop items, and consumer chemicals.

July 1-September 30

CONSUMER MAIL-IN REFUND. It's sure to draw profitable store traffic.

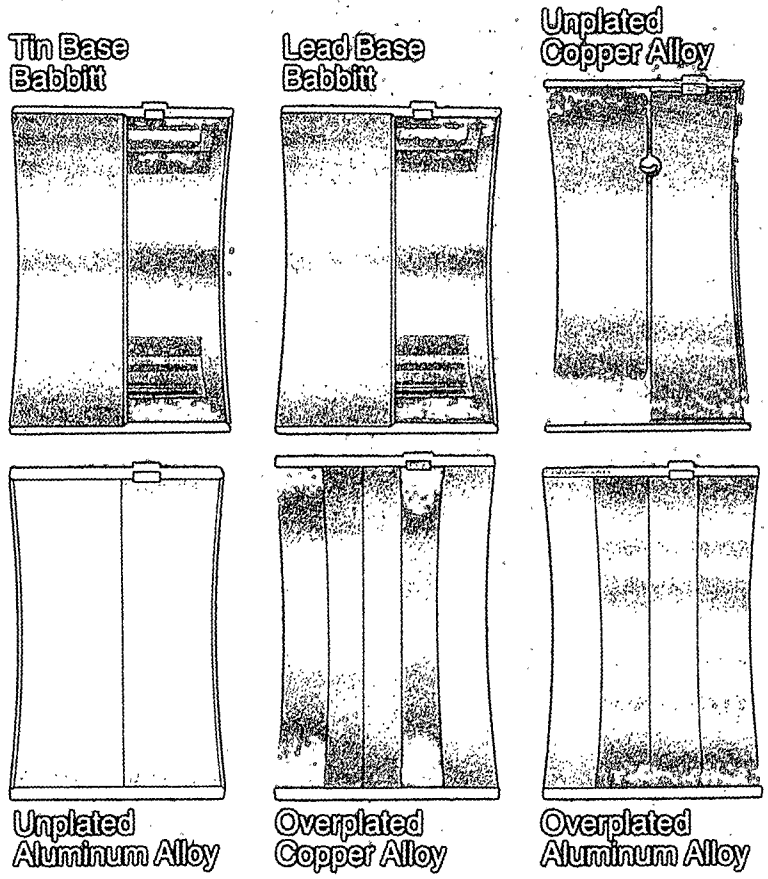
With the purchase of any two (out of eight) qualified part numbers your customer can receive a big $2.00 mail-in cash refund.

See your NAPA/Mac's sales representative or D.C. sales manager to place your free goods order, and stock up for our special mail-in refund promotion.

Mac's chemical sales mean more store profits!

NAPA® Mac's VALVOLINE®

Mac's, Division of Ashland Oil, Inc., Ashland, Kentucky 41101

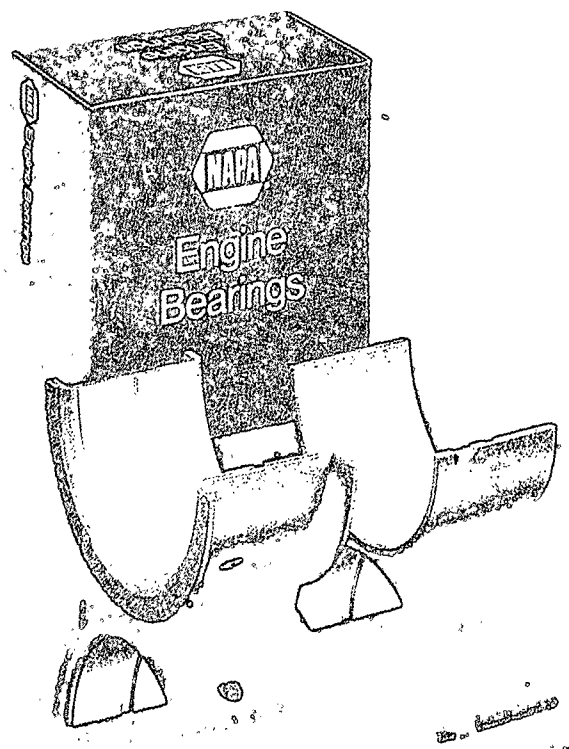


Every engine application needs the right bearing lining material.

One type of lining material can't cover every engine application. That's why original equipment designers consider bearing load, lubrication, mating part material and service environment before choosing an engine bearing.

With new NAPA© Engine Bearings, you have the right bearing lining material to cover all of the modern engines. You get six different types of lining materials.

NAPA Engine Bearings are carefully engineered for the proper load carrying capacity; conformability; embeddability; and wear resistance. For engine bearing coverage, look to NAPA Engine Bearings.



NAPA® Engine Bearings

When the name is NAPA, the standard is quality.

FERRARA SPRING & PARTS CO.

DEALER CHANGEOVER BLITZ



Truckload of cabinets testifies to the changeover's success!

IT'S A SUCCESS!

"I guess this was one of those 'just right' combinations because it certainly worked for us!"

Ralph Dailey, General Manager
Ferrara Spring & Parts Co.

When Ralph Dailey was hired last May as general manager for the Ferrara Spring & Parts Company store in Springfield, Massachusetts (one of six Ferrara stores serviced by the NAPA Connecticut D.C.), he was relatively new to the immediate area. So he decided to spend some time driving around his new turf to get a feel for the trading area — to familiarize himself with where the Ferrara store stood in relation to the competition in the area.

His self-conducted tour proved to be somewhat of an eye-opener. Passing ser-

(continued on page 6)

SELLING YOUR SERVICE WITH NAPA SERVICE FEATURES

When planning *your* changeover presentation, be sure to include as many of the following NAPA benefits as applicable. . .

1. Dealer Stocking Guide
   - — An approach to a planned inventory program designed to minimize your customer's investment, yet maximize his coverage.
2. Obsolescence Protection
   - — Cost of inventories should not have to include loss due to obsolescence of parts.
   - — Return privileges should include parts with slow movement or no movement.
   - — Your customer likes the sound of a "guarantee sale" program. This way of doing business protects him from getting his parts inventory loaded with quantity "deals."
3. Balanced Inventory
   - — Stock adjustments are conducted by jobber managers or salespeople to keep a customer's stock up-to-date.
   - — Increases employee productivity by having the right inventory in the customer's stock — the result of a planned approach to stocking an inventory.
4. Fleet Surveys
   - — Surveys on the fleet to collect and correlate fleet units to part numbers. This information can be made available for quick references in ordering parts and in the evaluation of what parts should be kept in inventory.
   - — Conducted by NAPA personnel who are trained to offer the fleet and the jobber the right information.
   - — Can be used as a suggested guideline to the NAPA Jobber in keeping a backup stock to the fleet's inventory.
5. Delivery Service
   - — An improved productivity of customer's employees.
   - — Convenience for the customer.
   - — Cost savings to the customer.
6. Sales Representatives
   - — A communication link to the NAPA store.
   - — A problem solver.
   - — Introduces new products/promotions designed to increase business and profits.
   - — Supplies valuable assistance in inventory maintenance and administers the stock adjustment program.
7. Technical Assistance
   - — Manufacturers' representatives can provide your customers with technical information concerning new products or new repair techniques.
   - — Clinics provide new technical information to the new repairmen as well as the veterans, and most are free of charge.
   - — Manufacturers' representatives are technically trained to problem solve in their area of representation.
   - — Specification charts/manuals can be obtained from NAPA.
   - — Product specifications can be readily obtained from NAPA manufacturers to satisfy quality control requirements of many fleet/industrial purchasing departments.
   - — Product line catalogs can be obtained from NAPA and updated regularly.
   - — Quick Reference Catalogs provide easy-to-find listings of the most common parts for domestic cars, imports and light trucks. Suggested list prices are indicated to assist the

(continued on page 6)

(continued from page 5)

vice station after service station, Dailey noticed that right out front of too many stations sat competitors' wiper cabinets. As his drive continued his conviction deepened — he just couldn't forfeit such a high-visibility spot to the local competition, and decided right then and there to do something about it.

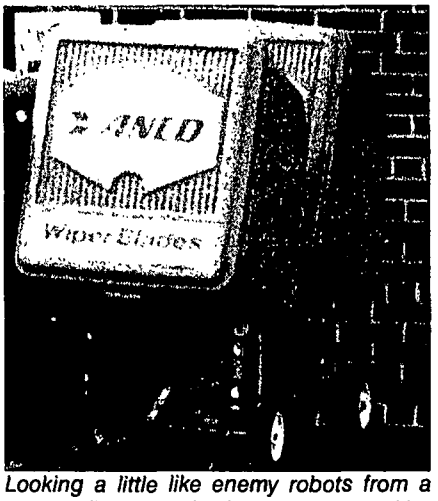
When Dailey got back to the store, he immediately called together his outside salespeople, along with his NAPA Windshield Products sales representatives, for a meeting to develop a cabinet/stock blitz to change over as many local dealers as possible within a short period of time.

In order for the blitz to be successful, Dailey felt it was important to devise a plan that: 1). would enable him to achieve his objective of changing over these dealer cabinets and stock; and 2). anticipate what these dealers would like — i.e., that little "something extra" that would help them make up their minds to change over to NAPA.

Thus, Dailey and the participating sales representatives settled on a plan consisting of a 4-part exchange deal. If the dealer agreed to the changeover, he would receive:

1. An NAPA cabinet in exchange for the old cabinet;
2. A stock exchange to NAPA;
3. A useful premium item — the NAPA wall clock
4. An "instant rebate" — ten silver dollars.

A two-week time frame was established for the blitz. The first week was to be spent calling on the service dealers in the area and making the initial changeover pitch. The second week would be devoted to follow-up calls and second presentations to hold-outs.



Looking a little like enemy robots from a science fiction movie, these two competitive merchandisers await their fate after having been taken out of action in the Ferrara blitz.

Comfortable with the proposed plan, Dailey, the Ferrara store's five outside salespeople and a team of NAPA's multi-line sales representatives hit the road for their first week of changeover calls.

At the end of the second week of the blitz, everybody at Ferrara's was in for a surprise. Tallying the results, they found that within two weeks their sales blitz resulted in changing over 34 dealer accounts to NAPA wiper cabinets and accompanying stock.

Dailey himself was completely taken aback. "I knew it was a good plan — I felt that, with the combination of taking care of the dealer's cabinets and stock, plus the addition of the clock premium and the ten silver dollars, we should've been able to change over at least ten of the dealers I'd seen. I even figured that, with a lot of luck, we might even be able to change over as many as 18 or 20. But 34? In just two weeks? Never!"

"I guess this was one of those 'just right' combinations," Dailey continued, "because it certainly worked for us!"

SELLING YOUR SERVICE WITH NAPA SERVICE FEATURES

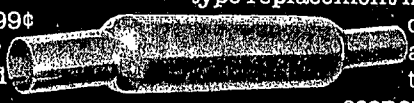
(continued from page 5)

repair shop in quoting prices to customers (published twice a year).
- — O.E.M. Interchange Books can be used for quick interchange from vehicle manufacturers to NAPA part numbers.
- — NAPA NEWS is published three times a year to provide timely service articles of interest to the repair industry.

8. Availability — Coverage
   - — Your customers appreciate a one-source-of-supply jobber. NAPA Classification allows the NAPA Jobber to stock a wider array of products to better service his customers.
   - — The convenient and efficient Balkamp and Products for Business, Industry and Agriculture catalogs condense the products of over 600 manufacturers into just one or two catalogs.
   - — Hard-to-get parts are usually only a day away; repair shops in remote areas depend on this service.
   - — The distribution center's outside pick-up program can prove very valuable to out-of-the-city locations.
9. Quality/Accepted Brand
   - — Your customer can feel comfortable installing NAPA parts because they know the reliability of NAPA products and are aware of the quality of NAPA merchandise.
   - — Fleets are becoming increasingly aware that quality has to be a top priority. Operating costs are such that the reliability and longevity of products far outweigh the price. Many fleets are reaching a point where they have data systems tracking failure rates of vehicles and the reasons involved.
   - — In the fleet and industrial sectors, NAPA quality is frequently unquestioned while competitive brands are subjected to quality control inspections.
   - — It's generally accepted in the industry that NAPA operates with the philosophy of a "Customer Satisfaction Warranty." Our reputation for putting wrong situations right quite often precedes us through customer word-of-mouth.
   - — Manufacturer warranties offer NAPA Jobbers the means to adjust warranty claims of their customers on NAPA merchandise which has failed.
10. Machine Shop Service
    - — A valuable service to many repair shops which allows them to accept jobs they otherwise could not accept because of equipment limitations and machinist skills.
    - — Fleet maintenance facilities rarely have any automotive machining capabilities.
11. Advertising
    - — National advertising telling customers to go to NAPA repair shops for service work.
    - — NAPA manufacturer ads to further enhance consumer acceptance of NAPA merchandise.
    - — Local co-op efforts by jobbers which direct consumers to participating repair shops.
    - — Manufacturer co-op advertising money for jobber and dealer advertising.
    - — NAPA identification signs are available to tell the public the repair shop carries top quality NAPA parts.
    - — Incentive programs
      1. Monthly or yearly NAPA programs based on purchases.
      2. Individual manufacturer programs with discounts or gifts based on purchases.

Once again, NAPA is aiming a double-barreled sale at the competition to give your customers great savings on NAPA mufflers and shocks.

First, our popular 99¢ shock sale is back for another year. You and your dealers will be able to offer any customer who buys three* Deluxe Heavy Duty, Radial 500™ or Grande™ 60 shocks, the fourth shock for just 99¢. A super way to get your customers' cars and budgets in shape. We're also offering double savings on mufflers. Your dealers can promote 20% off** of an OE-type replacement muffler to their customers. And a $19.95† price tag on our economy muffler is another deal for the DIY.



Both of our sales coincide with NAPA Spring and Fall Car Care Days so there'll be plenty of colorful window streamers and posters.

Contact your NAPA muffler and shock rep or distribution center for details on Double Trouble. Also, find out how to accumulate travel or merchandising certificates through these programs.

*Manufacturer's suggested retail price.
**Manufacturer's suggested list price.
†Manufacturer's suggested sale price.

NAPA MUFFLERS & SHOCKS

Division of Tenneco Automotive

THE '83 NAPA MUFFLER AND SHOCK SALE.

DOUBLE TROUBLE FOR THE COMPETITION.



CUSTOMER APPRECIATION SHOWS

2 · 4 · 6 · 8 WHO DO WE AP







Left: Co-owner Tom Davison and his wife, Sue.
Right: Multi-line representative Jim Dennis.

McMINNVILLE, OREGON



From left: Dale Morris, NAPA Portland Sales Manager; Jim Prince, Northwest Division Manager, Genuine Parts Co.; Tom Zagurski, NAPA Portland General Manager; and Ron Davison, co-owner of Davison Auto Parts.



Above: Hundreds of current and potential customers turned out for Davison Auto Parts' Customer Appreciation event.

McMinnville, Oregon: **Davison Auto Parts' First Venture Into Customer Appreciation Shows Scores Big!**

Ron and Tom Davison are certainly not newcomers to the parts business, having grown up working at Davison Auto Parts for their father, who owned the store for many years before handing the reins over to his two sons.

More recently, however, the Davison brothers *were* newcomers to the idea of holding a Customer Appreciation Show at the main store of what has now grown into a five-store operation, serviced by NAPA Portland Distribution Center.

Located in a relatively high agricultural area, the Davisons felt their show should cater to the interests of the farming community as well as Davison Auto Parts' regular customers. They relayed this idea to the NAPA manufacturer representatives who were then invited to set up display booths throughout the main store's 5,100 square foot lobby. (The main store itself comprises 22,000 square feet and regularly employs 27 people, two of whom work in the store's machine shop.)

With the display commitments in order, the Davisons set about the task of mailing invitations. The first mailing went exclusively to 800 farmers in the area. This was followed up with a second mailing of 2,000 invitations which again invited farmers to attend but also included the store's regular customers on file as active accounts.

Between the hours of 10:00 a.m. and 8:00 p.m. on February 24th, over 900 people attended the show, enjoying refreshments as they visited with NAPA manufacturer representatives and checked out the one-day-only show specials, which included NAPA Filters and a Bargain Buys NAPA Oil special in addition to those offered on many other product lines.

During the Davison's one-day Customer Appreciation Show, sales of NAPA Filters exceeded $8,000, while NAPA Oil sales hit 100 cases. As best as Ron Davison can figure, sales for this one day totaled between $25,000 and $30,000.

Obviously, with sales figures like these, the Davisons' first venture into Customer Appreciation Shows won't be their last. In fact, they've already started making plans for next year's show!

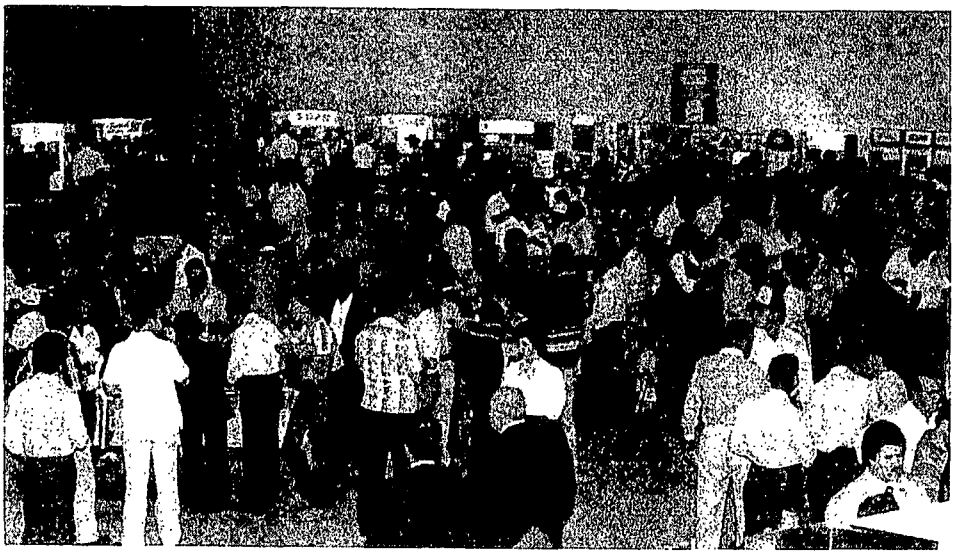
PRECIATE?





Left: Governor's Administrative Aide; Above: NAPA Jobber Sam Gerace and son Russell flank John Anthony, NAPA New Orleans Sales Manager. Right: Sammy Gerace.

PLAQUEMINE, LOUISIANA



In spite of treacherous weather conditions, Gerace's AFFI Show was a smash!



From left: Louisiana's Lt. Governor shares thoughts with Al Barlow, who manages a group of NAPA stores in the Baton Rouge area.

Plaquemine, Louisiana: Gerace Auto Parts addresses the question, "Does it pay to hold a *second* Customer Appreciation Show?" You bet it does!

The last issue of OUTLOOK covered NAPA Jobber Sam Gerace's first Customer Appreciation Show, which turned out to be such a success that he, too, immediately began making plans for another. And with a new store scheduled to open this summer (Gerace already owns 7 stores located throughout the Plaquemine area, all serviced by the NAPA New Orleans Distribution Center), he decided he'd better get on with this season's Gerace Auto Parts' Customer Appreciation Show.

As with his first effort, Gerace's recent AFFI Show (so named because automotive, farm, fleet and industrial customers were invited to attend) proved to be another success — even in the face of extremely uncooperative weather conditions.

Following all of the necessary preplanning, the final agenda for Gerace's AFFI Show Night included numerous NAPA manufacturer exhibits and presentations, as well as the appearance of Louisiana's Lt. Governor and the Governor's Administrative Assistant, both on hand to visit with the people attending the show.

The night of the show arrived — and brought with it some of the worst weather to hit Louisiana in a long time. Yet even tornado warnings, flash floods and 4 inches of nonstop rain immediately prior to the show's opening couldn't dampen Gerace's Customer Appreciation Show — 316 enthusiastic customers turned out for the AFFI event.

In light of the terrible weather, Sam Gerace was very pleased with such a high customer turnout. And now, having seen the results of his second Customer Appreciation Show, Gerace even more than before believes in the value of such events to give customers the opportunity to see firsthand the many products and services available through Gerace Auto Parts and NAPA.

Har ni rätt bearings till min bil?
Ha il giusto bearings per la mia macchina?
Haben Sie die richtigen bearings für mein Auto?
Avez-vous les bearings exacts pour ma voiture?
私の車にあうベアリングを持っていますか

Do you have the right bearings for my car?

NAPA Engine Bearings

NAPA Bearings

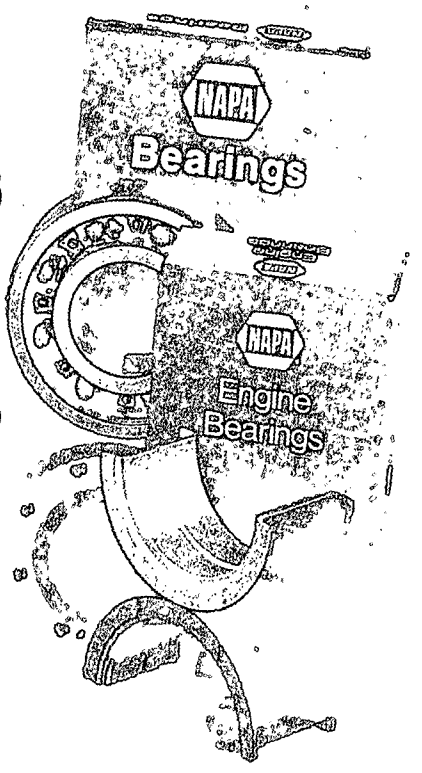
NAPA can translate every import into sales for you.

You can now offer engine bearings for virtually every import engine application. NAPA also offers long-wearing, quality anti-friction bearings for import cars and trucks. The answer to import bearing questions is always the same: NAPA.

NAPA® Bearings

NAPA® Engine Bearings

When the name is NAPA, the standard is quality.



JOBBER|DEALER

TEAMWORK BUILDS FLEET ENGINE SERVICE



(Left to right) Dick Tucker, Dick Manley and wife Noni Manley. The partnership has paid off. In the last four years, Manley's volume of engine work has doubled and Tucker's machine shop has shown a record of steady growth.

There's little doubt that servicing fleet vehicles can be profitable for installers as well as their supplying jobber. This is especially true with engine repair, since engine overhaul brings not only service sales for the installer, but also parts and machine shop labor sales for the jobber as well.

So it's somewhat surprising that more jobbers and shop owners don't team up to share in the profits offered by fleet services.

Dick Tucker and Dick Manley are the successful exception. Dick Tucker owns Tucker's Auto Supply, a busy NAPA jobber store in Melrose, Massachusetts. Dick Manley is the owner of Wakefield Auto Service, Inc., in nearby Wakefield, Massachusetts. Together, they've built a handsome partnership in fleet engine service.

Here's how they do it.

THE JOBBER

Dick Tucker has owned his jobbing business since 1967. In that time, his business has grown to include two stores, three outside salespeople, six delivery vehicles and a comprehensive machine shop operation with three full-time machinists. And there's no doubt that the machine shop has been a major factor in Tucker's success.

"Anyone can sell shock absorbers," says Dick Tucker. "But offering full machine shop services sets us apart from

(continued on page 12)

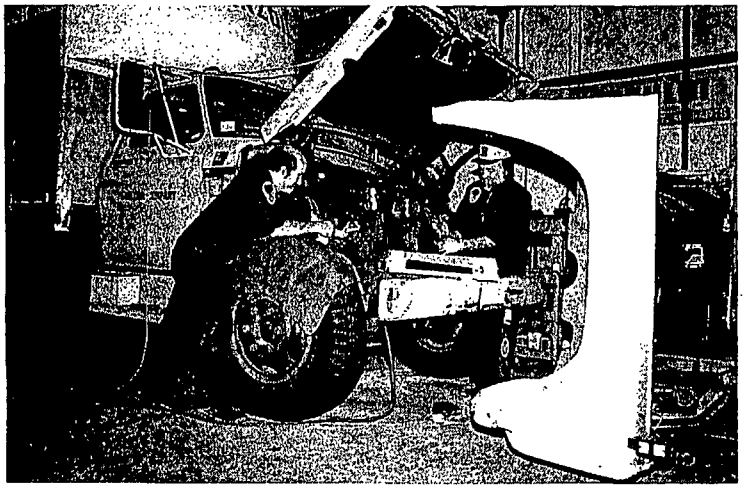
JOBBER DEALER *(continued)*



Dick Tucker has owned his jobbing business since 1967. In that time his business has grown to include two stores, three outside salespeople, six delivery vehicles and a comprehensive machine shop operation with three full-time machinists.



Technician prepares cylinder head for rework. Cylinder heads represent more than 65% of Tucker's dollar volume of machine shop business.



Manley's Wakefield Auto Service can accommodate up to 15 vehicles indoors. To encourage fleet business, Dick Manley specifically had a 14-foot doorway built in order to accommodate large fleet vehicles. His business now includes local fleets like Pennzoil, Grays Maytag and Lenox Martell, Inc.



Shop manager Ray Moore prepares valve train components for final assembly.

the crowd. In fact, we believe so strongly in our shop that we include it in *all* of our advertising."

Tucker's offers a full range of machine shop services, including complete head and block work, connecting rod reconditioning, resurfacing flywheels, drums, rotors and press work. The shop includes no less that 25 separate pieces of equipment, which includes hot tank, jet clean and glass bead machines for clean, professional work.

"Cylinder heads represent the largest share of our machine shop business — more than 65% of our dollar volume," says Tucker. "In fact, we offer our customers an exchange program, and we keep more than 50 heads in stock at any given time. Roughly 25% of our cylinder head business is done on an exchange basis; the rest is custom."

Import work makes up a substantial portion of Tucker's machine shop business, on the order of 35%. Marine work accounts for about 5% of his volume, as does racing/high performance shop work. Heavy-duty truck accounts for about 15% of his shop work, and the remaining 40% includes domestic passenger car, light and medium-duty truck, and industrial and small engine.

"We've put a lot of effort into courting fleet business," observes Tucker. "Besides our three outside salesmen, our machine shop supervisor also calls on selected fleet accounts. He really speaks their language, and he's very well accepted by the fleet mechanics who deal with him. As a result, more than 25% of our shop business comes from fleets. And we do work for some of the largest fleets in the towns of Stoneham and Wakefield. And this list only includes fleets that have their own mechanics, not fleet work from independent repairmen like Dick Manley."

"When it comes to parts sales through the shop, our records show that we sell nearly three dollars worth of NAPA Engine Parts and Victor gaskets for every dollar of machine shop labor," adds Tucker. "The average invoice for a pair of V-8 cylinder heads is $100.00 in the shop, which includes labor and only those parts actually installed in the shop. After that, we add on a head gasket set, oil, filter, antifreeze, spark plugs and other items and end up with a total sale closer to $200.00."

A key to the efficiency of Tucker's machine shop is NAPA's engine parts coverage. "Because we get involved with such a wide variety of vehicles, we've got to know that we can get very quickly whatever parts we might need," says Ray Moore, supervisor of Tucker's machine shop. "In fact, I can't remember when NAPA's New England Distribution Center wasn't able to get an oddball part we needed in just a couple of days. When a fleet vehicle is tied up, this kind of service holds costly downtime to a minimum."

THE DEALER

Dick Manley is a mechanic's mechanic. Having spent 16 years as a Ford dealership mechanic, Manley opened his own shop nearly five years ago. And even when he first established Wakefield Auto Service,



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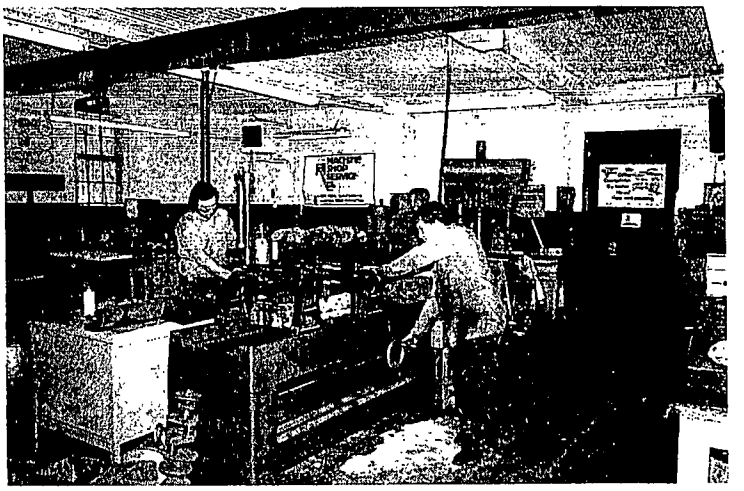
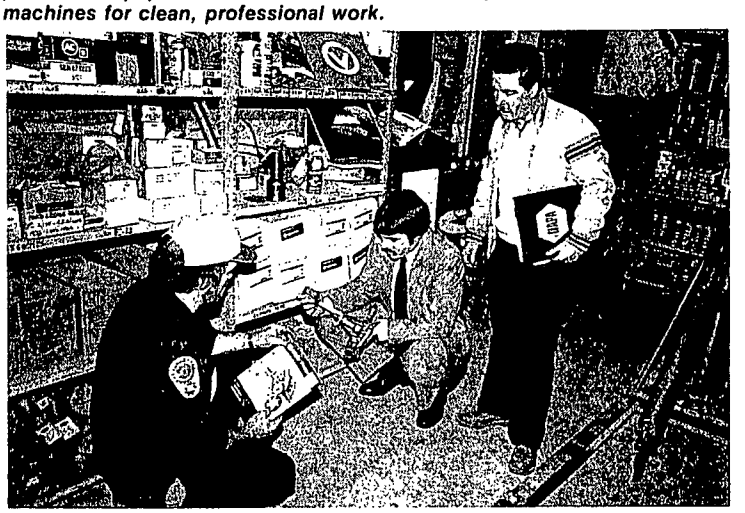


Tucker's offers a full range of machine shop services, including: complete head and block work; connecting rod reconditioning; resurfacing flywheels, drums and rotors; and press work. The shop includes no less than 25 separate pieces of equipment, which includes hot tank, jet clean and glass bead machines for clean, professional work.



Pistons and connecting rods are inspected prior to installation.



(Left to right) Dick Manley; Tom Tally, NAPA Engine Parts Sales Representative; and George Felts, Tucker's Auto Supply Salesman. To assure speedy service, Manley keeps frequently needed parts in stock.

he recognized the value of servicing fleet vehicles.

"There are special benefits in servicing fleet vehicles," notes Manley. "Probably the biggest benefit to the installer is good business with a minimum of hassle. Because fleets are so sensitive to the expense of downtime, they're more inclined to accept a recommendation for complete repair. The average motorist is often more concerned with short term costs than long term value."

Manley's shop is proof of his commitment to service. His shop features six service bays plus three separate service areas, and he can accommodate up to 15 vehicles indoors in a pinch. In addition, he specifically had a 14-foot doorway built in order to accommodate large fleet vehicles. Shop equipment includes: electronic wheel balancing equipment, air conditioning equipment, engine chain, engine stand and transmission jack. Furthermore, Manley has an electronic engine analyzer, as well as a Hamilton test system's analyzer complying with the new Massachusetts state inspection emissions regulations. All of Manley's mechanics have had special training on this technical equipment.

Manley is a firm believer in NIASE certification. A fully certified General Automotive mechanic himself, Manley pays for testing for his four full-time mechanics. All of his mechanics are NIASE certified in at least one area, and two out of the four are certified in engine repair, reflecting his commitment to fleet engine service. And his nicely appointed waiting area includes an assortment of literature outlining the details and importance of NIASE certification.

THE PARTNERSHIP

When Dick Manley first opened his repair shop he made the decision to aggressively pursue fleet service business. And at that early date he chose to establish a close tie to Tucker's Auto Supply. "From my days as a Ford dealership mechanic, I came to appreciate the coverage and availability of NAPA," says Manley. "So teaming up with Dick Tucker was a natural."

The close tie between two businessmen is evidenced by a direct telephone line from Manley's shop to Tucker's Auto Supply. No token effort, Manley uses this "HOTLINE" to Tucker's on the average of 12-15 times every working day. "We know that in our customers' shops, time is money," says Tucker. "So we work hard to keep our six delivery vehicles on the move all the time."

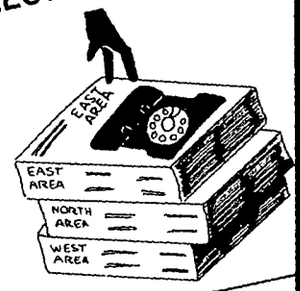
Tucker also considers his NAPA manufacturers' representatives a valuable asset, in addition to the toll-free technical service hotlines offered by certain NAPA suppliers.

Has the partnership paid off? You'd better believe it! In the last 4 years, Manley's volume of engine work has doubled and now includes local fleets including Pennzoil, Grays Maytag and Lenox Martell, Inc.

As for Tucker, his machine shop has shown a record of steady growth and now includes a nearly-ideal mix of fleet, repair shop and DIY business. In Tucker's words, "Opening a machine shop is the best move we've made since we started the business."

NAPA A COLLECTION OF "HOW TO" TIPS AND IDEAS

TELEPHONE DIRECTORIES



PUBLIC RELATIONS



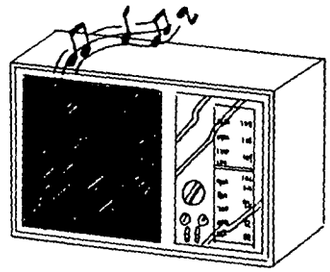
HOURS:

NAPA LOCAL ADVERTISING FOR SUMMER SALES

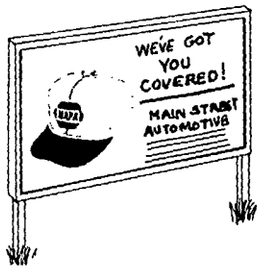
NEWSPAPER ADS



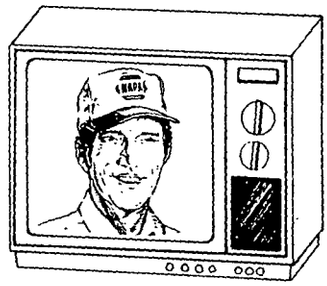
RADIO COMMERCIALS



BILLBOARD ADVERTISING



TELEVISION COMMERCIALS



(INSERT STORE NAME AND LOCATION)

HOURS: PHONE:

To keep the consumer interest generated by NAPA's Spring Car Care Days high all summer long, now is a good time to really concentrate on your local advertising. With your new NAPA Local Ad Builder Kit, plus the variety of ad materials available from many NAPA Manufacturers, you have everything you need for effective local advertising this summer. Here are a few guidelines, tips and examples to get your summer campaign off to a good start.

The purpose of local advertising is to create store traffic. Consumers respond to quality products at an attractive price. So know your local market situation and price your sale products accordingly.

Know Your Market Situation

No one should know your local selling opportunities better than you. It's imperative that you identify your consumer for the particular market you're trying to reach. Your competition and their strengths/weaknesses must be analyzed (it often helps to put them in writing). Potential customer groups should be recognized and your advertising should be directed at them.

Determine Your Advertising Goals and How To Attain Them Through Your Ads

Your prime objectives are most likely increased sales volume and profits. Much of your success in attaining these objectives will be determined by the products and prices you choose to feature in your advertising. But don't neglect other selling features in your ads, such as: the accessibility of your location, value, product quality, special events, service capabilities, and all other elements that help to create those sales.

Product Selections

Select and price your advertised specials with great care. Here are three important points to keep in mind:

a. Timeliness — The products selected should be appropriate for the time of the year. Consider weather, holidays, special events, seasonal consumer activities, etc.
b. Competition — Check your competitors' advertised items and prices regularly. Don't advertise the same item as your competitor at a higher price.
c. Availability — Check your inventory on all advertised products; there's nothing worse than not being able to deliver. Just in case, make sure you have "rain checks" on hand — unless you specifically state in your ads "While Supplies Last."

Product Pricing Guidelines

Offering too many products at low prices can lead to unhappy results, as. . .

a. it can become difficult to have enough of all the low-priced products in stock in the correct quantities;
b. profitability suffers;
c. your image can be damaged;
d. unwanted price competition may be promoted.

Generally speaking, an ad should have only 3 or 4 "bargain-priced" items (with lower than normal profit) featured; even a single competitive price will bring customers into your store to buy. All other advertised items should be reasonably priced.

In most cases, your selected prices will be from manufacturers' suggested price sheets. At times, however, you may choose to deviate from these. When you do, it's suggested that you use "9's" or "95's" in your prices. An 89¢ item, for example, seems much less expensive than a 90¢ item. The same applies for products marked $5.99, $5.95, $59, or $599.

Price Mark-Ups

Your suggested Gray Sheet prices are reasonable and allow for a good gross profit. On special "bargain-priced" items, however, you will not be making your normal gross profit.

To establish a selling price, it's generally best to do it on a cost-plus mark-up basis, keeping in mind the gross profit you want. The following table will help you determine your pricing.

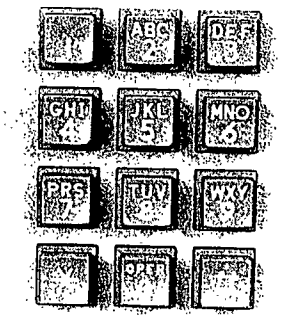
% of gross profit wanted:	Multiply jobber net by:
10	1.11
15	1.1765
20	1.25
25	1.333

For example, if your cost is $1.52 and you want a 25% gross profit, you should mark-up the item by 1.333: $1.52 x 1.333 = $2.03 selling price. Here you should consider pricing the item at $1.99. This will produce the best traffic-building results and your gross profit is still 23.6%.

MAKE SURE THEY'VE GOT YOUR NUMBER

* Make sure your ads provide all of the information an interested customer needs to make buying from you as easy as possible: store name, location, hours and telephone number.

* One advertising trick that's working for many NAPA Jobbers is having their store phone number changed to "T-R-Y-N-A-P-A" (879-6272). This ties your message into your phone number, and the association makes it easy for customers — both current and potential — to remember your number when they need a part. (This tactic is especially effective for radio advertising, as radio listeners often don't have a pen and paper on hand to write down a phone number.)



* Ads in telephone directories are natural year-round traffic builders for your business, made both easy and economical by your NAPA National Yellow Pages Program.

AN INGENIOUS COMBINATION OF

LOCAL ADVERTISING AND PUBLIC RELATIONS

NAPA Jobber Dick Bergholtz of Energy Auto Supply in Springville, New York, has developed an extremely clever way of meshing public relations into local advertising for greater effectiveness.

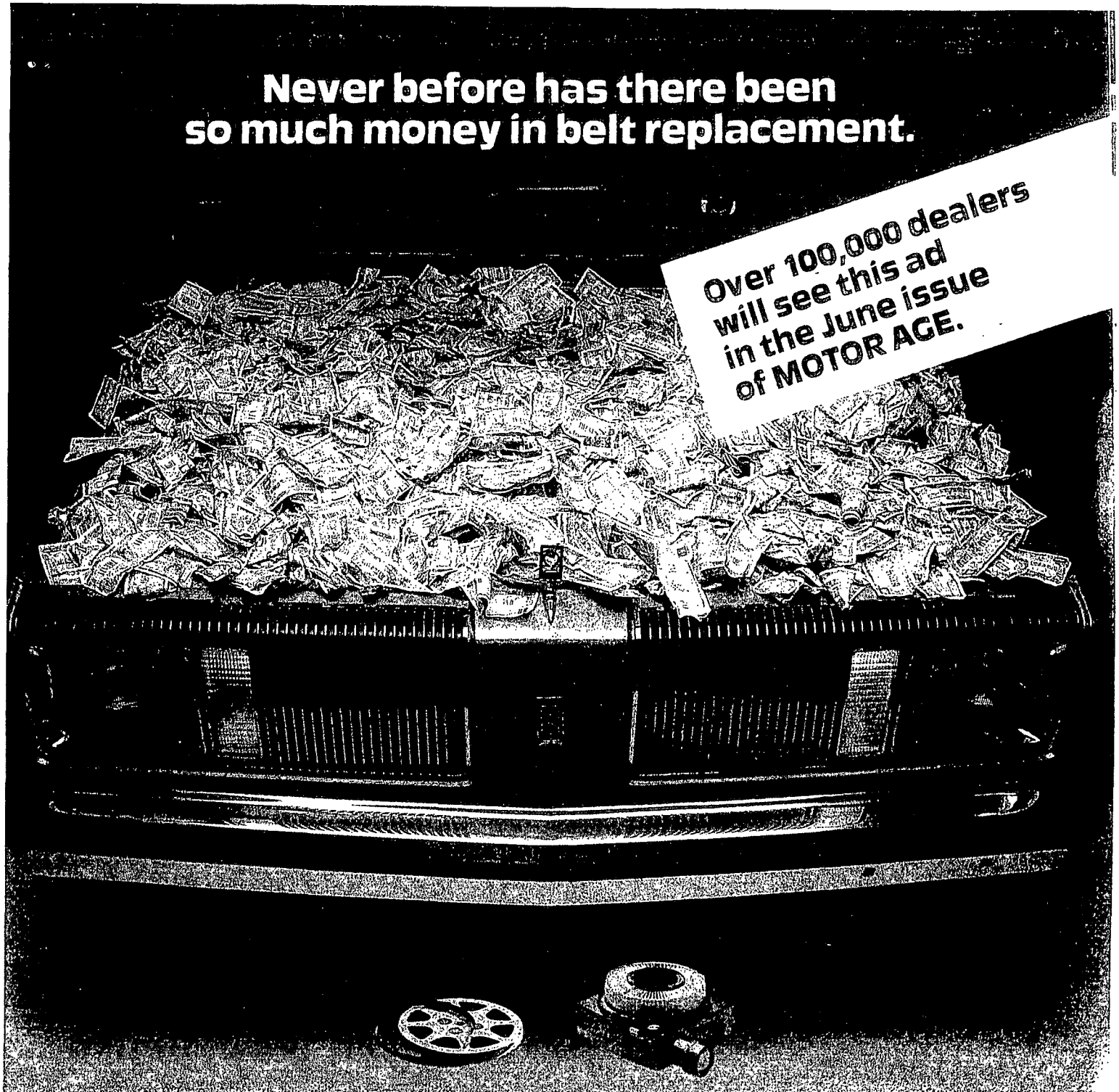
The people at Energy Auto approached both the local high school and a local newspaper with the ideal of holding an annual contest in which high school art students create newspaper ads for consenting businesses in the area.

Judging is done by a committee of local residents. The art student responsible for the first-place winning ad receives $50 from the participating local publication. The first through fourth place winning ads are then run free of charge in the next issue of the newspaper. If, of course, the business is pleased with the ad, it can be used again and again.

Bergholtz feels strongly that these ads done by local students receive better actual readership than other ads.

Bergholtz feels strongly that these ads, done by local students, receive better actual readership than other ads. What's more, the participating businesses are really providing an added element of community service and involvement, which certainly doesn't hurt any business.

Never before has there been so much money in belt replacement.



Or sales help like this:

Recent studies confirm the profit potential of engine belts. Four out of five motorists have been replacing them only at or near failure. Every third vehicle on the road needs new belts *right now.*

That's why we developed a special new training program on belts.

Your NAPA jobber has a new clinic that will bring you up to date on today's belt technology... new construction... multiple-rib belts... timing belts... serpentine drives.

He's also offering a new film called "Cleared for Take-Off" that will help your people spot sales opportunities and develop selling skills.

Call your nearest NAPA jobber today for more information, or to sign up for the clinic. Let us help you start making more money under the hood.

NAPA®

Belts / Hose

NAPA Belts/Hose. Manufactured Exclusively for NAPA by National Products, Inc., Denver, Colorado

YES, YOU CAN PREPARE YOUR OWN NEWSPAPER ADS

As you can see from the accompanying photographs, there's really nothing mysterious about putting together a newspaper ad. Once you've decided on what you want to advertise and your pricing, it's a matter of clip and paste. Everything you'll need is in your Local Ad Builder Kit.

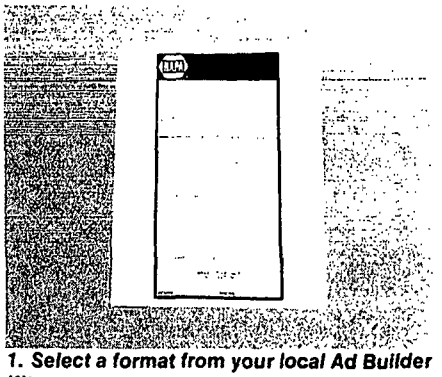
Here are a few tips you may want to keep in mind:

Once you've decided to prepare an ad, call your newspaper representative. Reserve space a few weeks in advance to get the best possible space and position.

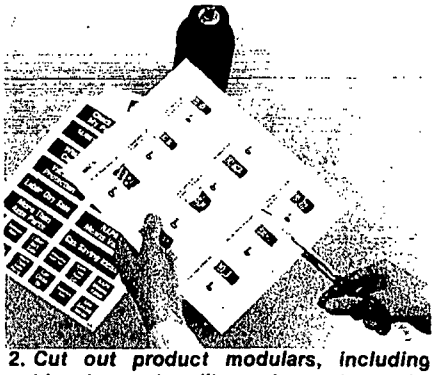
Find out the deadline for your ad to be at the newspaper — and get it there on time.

Your chosen publication will typeset for you your store name, address, phone number, hours and sale dates — often at no charge to you.

Ask for a proof of your ad before publication to ensure that all information is correct.



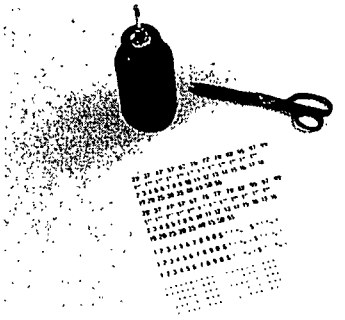
1. Select a format from your local Ad Builder Kit...



2. Cut out product modulars, including subheads, product illustration and copy information, making sure to trim the modulars so they'll fit within the lines on the format...



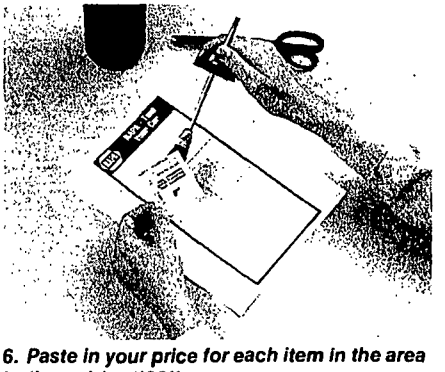
3. Cut out your desired headline...



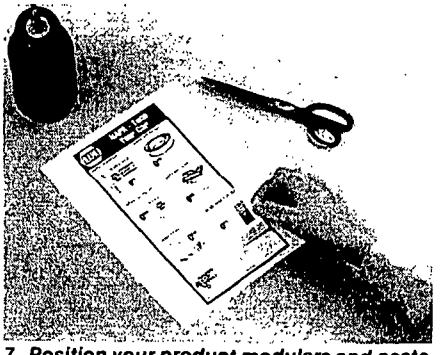
4. Clip out prices for each item...



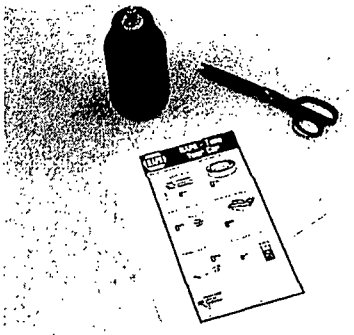
5. Paste in your headline...



6. Paste in your price for each item in the area indicated by "00"...

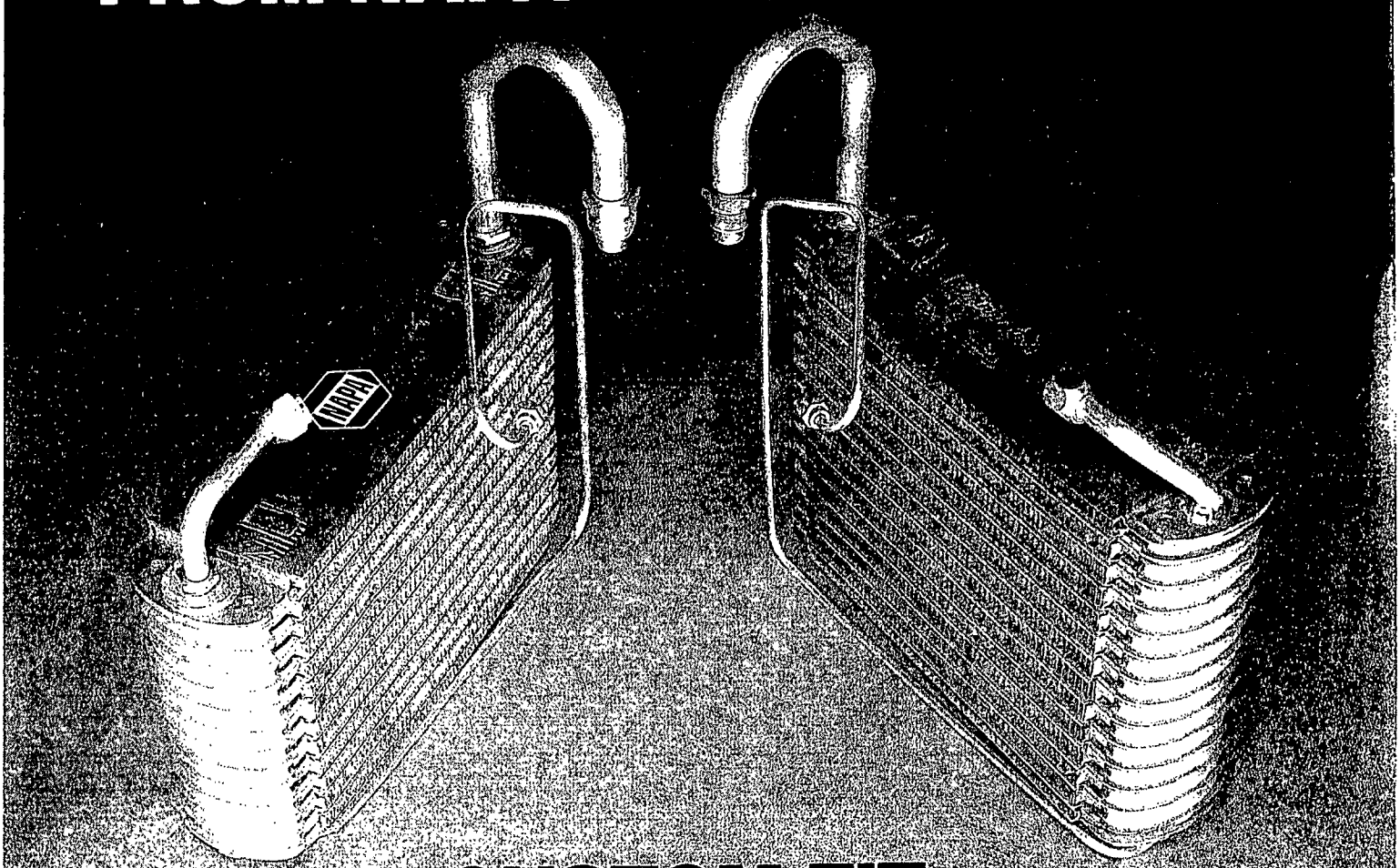


7. Position your product modulars and paste each one down within the format grid lines. You can use either a glue stick or rubber cement...



8. And that's it; you've got a finished ad ready to run in your local newspaper. Be sure to have the publication typeset your store name, address, hours, phone number, etc.

NEW EVAPORATORS FROM NAPA TEMP PRODUCTS



CUSTOM FIT ORIGINAL EQUIPMENT DUPLICATES

"Better than original replacement parts!" That jingle was never more appropriate.

We now have brand new Custom Fit Evaporators that are exact duplicates of the Plate Fin Evaporator used as original equipment.

Nine evaporator cores and 37 tube kits cover 95% of all GM evaporators sold. Simply add the appropriate tube kit to an evaporator core to produce an OE evaporator assembly. OE Duplicates in fit, performance and function.

A Jobber stock of 5 evaporator cores and 8 tube kits covers 75% of all evaporators sold.

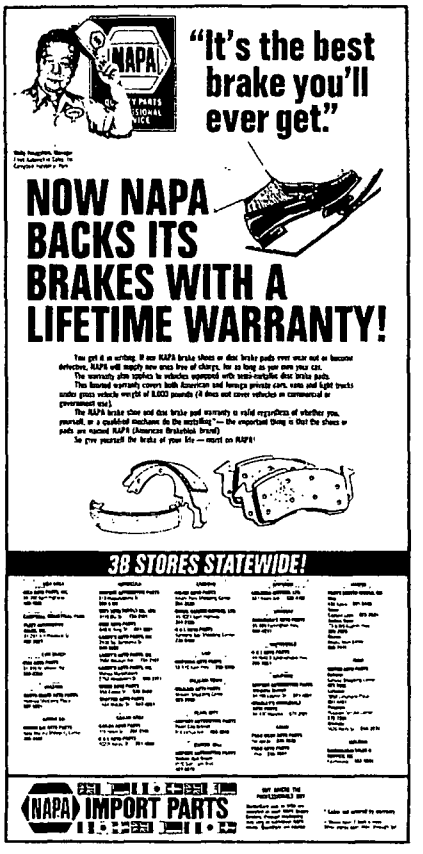
Contact your NAPA Distribution Center now for details!

RADIO AND NEWSPAPER ADS: LET ONE SUPPORT THE OTHER

Whenever possible, tie your radio and newspaper advertising together so that one supports the other. For example, the following radio copy excerpt offers an incentive to direct the listener to a newspaper, which gives you another selling opportunity. . .

". . .so prepare your car for the months ahead, now during Jack's Auto Parts' Gold Hat Giveaway. Purchase any two NAPA oil or air filters and get a free NAPA Gold Hat. That's a $4.95 value, free, just for buying two NAPA filters. And save $5.00 on your next purchase of a battery charger. Look for the coupon in this Sunday's Daily Bulletin. . ."

This ad, covering 38 stores serviced by the NAPA Hawaii Distribution Center, effectively uses product quality and value — not a "bargain" price — as its strong selling point.



A STATEMENT OF ADVERTISING PRINCIPLES

The following is a four-point definition of good advertising adopted by the Advertising Federation of America:

1. Good advertising aims to inform the consumer and help him to buy more intelligently.
2. Good advertising tells the truth, avoiding misstatements of facts as well as possible deception through implication or omission. It makes no claims which cannot be met in full and without further qualification. It uses only testimonials of competent witnesses.
3. Good advertising conforms to the generally accepted standards of good taste. It seeks public acceptance on the basis of the merits of the product or service advertised, rather than by the disparagement of competing goods. It tries to avoid practices that are offensive or annoying.
4. Good advertising recognizes both its economic responsibility to help reduce distribution cost and social responsibility in serving the public interest.

NAPA FLEET ADVERTISING SCHEDULE

NAPA's strong fleet advertising schedule is now in place for the remainder of 1983, reaching fleets of all shapes and sizes with the "We're Big in the Big Parts Business" message.

Ads by NAPA and NAPA Manufacturers will lay the groundwork for your use of NAPA's Door-Opener Direct Mail Program and calls by your outside salespeople. With these powerful selling tools, every type of fleet account in your area should know the NAPA name and the products and service features you can provide.

The following is NAPA's complete fleet advertising schedule for the remainder of 1983; the list includes the editorial feature schedule and advertiser for each magazine. The three NAPA ads appearing in *Commercial Carrier Journal* (CCJ) are positioned near "The Maintenance Shop" feature — which is designed to capture the attention of those readers responsible for vehicle maintenance.

JUNE		
Fleet Owner	"Troubleshooting Systems"	NAPA Belts & Hoses
CCJ	"Top 100 Fleets"	NAPA United
AUGUST		
Fleet Owner	"Remanufactured Parts"	NAPA Bearings*
CCJ	"Fleet Safety"	NAPA United
SEPTEMBER		
CCJ	"Editor's Choice"	NAPA
OCTOBER		
Fleet Owner	"Specifications/Buyer's Directory	NAPA
CCJ	"Fleet Buyer Guide"	NAPA
NOVEMBER		
CCJ	"Editor's Choice"	NAPA United
DECEMBER		
Fleet Owner	"Vibration Penalty"	NAPA Bearings

*Small Fleet Edition Only

MARTIN-SENOUR INTERVIEWS: WITH NAPA JOBBERS

From Maine to Tennessee to Texas, NAPA Jobbers Offer High Praise for Martin-Senour Quality.



Stanley Booker, Winthrop Auto Supply, Winthrop, Maine has been a NAPA Jobber for six years. He's been selling Martin-Senour products since 1974.

Why Martin-Senour, when there are so many other product lines available?

"Frankly, they are easy to sell . . . they are top quality, so I know my customers will be happy with them."

How have things worked out financially, businesswise?

"Great! Sales of Martin-Senour products have gone up every year since I bought the store. And, it was a wise and profitable decision when I put in the full line of Martin-Senour products."

Any other keys to your success?

"Clinics have really helped my business. The Martin-Senour Rep gave me a hand, and we put on a good clinic. This helps me introduce Martin-Senour products to new customers and develop new prospects.

"Also, we've made it our business to know our market. When I started to analyze our market, I went through the phone directory and found 210 businesses, in our town of 5,000 people, who were prospective customers for products in the Martin-Senour line. This is over and above the body shops, and not counting the do-it-yourselfers."

How do things look for the future?

"We have a growing market for Martin-Senour products in our area, and we are building a growing list of satisfied customers. I'm proud to sell Martin-Senour and very happy to have it a leading line in my store."



Richard Hillard, Hillard's Auto Parts, Knoxville, Tennessee became a NAPA Jobber in 1977. Asked why, he answered, "I wanted a challenge and growth opportunity, and I can tell you, I found what I was looking for."

In what way?

"Right from the start we've been up against some mighty tough competition in our market, and Martin-Senour has met the challenge and more. Our paint business is growing, and we are proud to recommend Martin-Senour. Once they try it, we know they'll be back for more."

What are your most successful sales tools?

"Color directories, product bulletins, the PROFINISHER, plus Martin Senour's incentive programs, national advertising, and *service*. We call on our customers and prospects at least once a week. Those outside sales calls are very important."

You call on them every week?

"You bet! The managers/owners and painters like to see you at least once a week. And we never go empty-handed. We take a different item every week, so our customers gradually get to know how complete our line is."

"Body shops like to do business with a jobber that has what he needs, when he needs it. If you don't carry the more popular items in stock, you'll lose business."

Any specialized customers or prospects who get preferential treatment?

"No sir! We try to maintain a one-to-one relationship. We don't slight anyone . . . in the store or away from it. Every customer and prospect is important to us, and we let them know it by the attention and service we give them.

"Vocational training schools are a special interest to us. We like to get the young people there to know about Martin-Senour products and how well they perform, while they're young and learning the business. Then, when they get out on the job, chances are they'll continue to use Martin-Senour products.

"Naturally, we also call on fleets."

Any other advice you'd like to pass on to new NAPA Jobbers?

"Know your market. The type and the degree to which you'll be selling and servicing it. Carry an adequate inventory. Body shops like to do business with a jobber that has what he needs, when he needs it. If you don't carry the more popular items in stock, you'll lose business. For many of our painters overnight service isn't good enough. Sometimes they want it in an hour. We keep a solid, well-balanced inventory. We feel it's very important."



John Werner, Auto Parts Depot, Lufkin, Texas has been a NAPA Jobber for 17 years. According to Mr. Werner, "Martin-Senour has been my number one line for the entire time."

How important is Martin-Senour in your operation?

"Very. Martin-Senour is our top line, mainly because it is high quality, complete, and competitively priced. It makes up over 25% of our total business, so we have to keep on our toes and up to date."

How do you manage to stay ahead of competition?

"Well, Martin-Senour gives us a great deal of help, their Training Center is tremendous. I've been to the school and so have several of my employees. Eventually, I want all of them to go, because it helps us keep up to date on new things and gives us the information and training we need to sell the growing aftermarket refinishing business."

How important is service to your operation?

"I have four full-time employees, and we are all knowledgeable in the paint business. One of our countermen specializes in paint, and we throw all the tough questions at him. Also, we've found that outside sales calls really pay off. We do a good business with do-it-yourselfers, but our big profits come from outside sales calls on body shop people. But, you've got to follow-up with good delivery service, too."

We want to thank all the above NAPA/Martin-Senour Jobbers for the time they gave us for these interviews.

NAPA

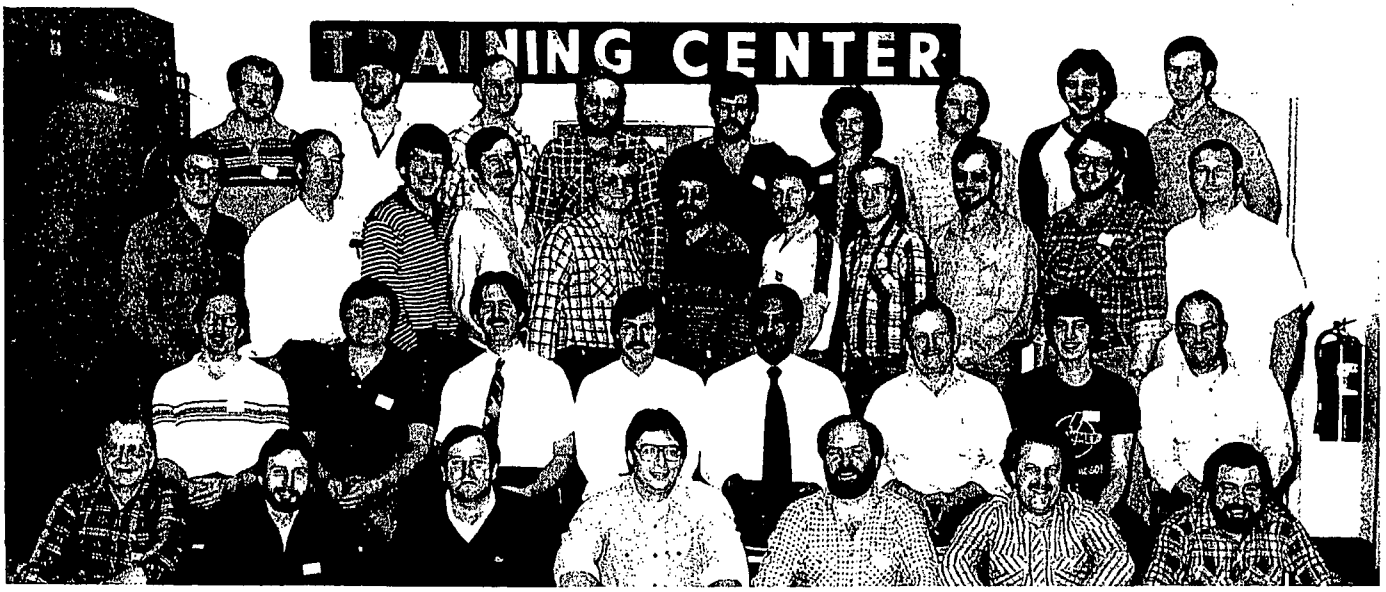
MARTIN SENOUR PAINTS

Paints, Tapes, Abrasives, and Adhesives

NAPA DATELINE NAPA

VOLUME 2 NUMBER 3 DEARBORN, MICHIGAN LIMITED EDITION

BUSLOAD OF NAPA JOBBERS ATTEND TRAINING CENTER



NAPA Jobbers from New York and Pennsylvania attending the Martin-Senour Training Center in Countryside, Illinois are pictured here: TOP ROW (L TO R): *Dick Barton, Roger Sigular, Dick Hallett, Matt Eaker, Steven Wilkes, Kathy Ott, Dave Gizowski, Joe Guido, and Grant Conner.* THIRD ROW (L TO R): *Dave Wilson, George Payne, Bill Bunk, Doug Warner, Dan Johnson, Ron Snios, Jay Luckner, Mike Rushin, Joel Hawkins, Bob Boyle, and Mike Houseknecht.* SECOND ROW (L TO R): *Greg Kuhaneck, Bob Wagner, Stan Pennington (Martin-Senour Training School), Gary D. Ellis (Manager, Martin-Senour Training School), E.J. Watts (Martin-Senour Refinishing Consultant), Ralph Cox, Ron Scalise, and Judd Price.* BOTTOM ROW (L TO R): *Merle Winston, Charles Burt, Paul Leaper, Jim Willard, Ron Eckler, Dick Garrett, and Rick Paladino.*

The NAPA Buffalo Distribution Center, in cooperation with Ed Watts, Martin-Senour Field Consultant, recently organized a busload of NAPA Jobbers for a trip to the Martin-Senour Training Center in Countryside, Illinois.

Thirty-two NAPA Jobbers from New York and Pennsylvania made the trip for three days of intensive training at the modern automotive refinishing center. Each received an update on the latest in automotive refinishing, including steps involved in surface preparation, plus the techniques used for mixing and spraying four major paint systems.

At the conclusion of the three-day hands-on experience, each jobber said they planned to send members of their organizations to attend future sessions at the Training Center.

The participating jobbers and the distribution center representatives also recommend the idea of chartering a bus to transport a group of jobbers at one time, as it reduces the cost for everyone and enables more jobbers to take advantage of the benefits of the training program, resulting in increased sales for all participants.

NAPA JOBBER FRANK OLEAN PRESENTED WITH NATIONAL "VOLUNTEER" AWARD

Frank Olean, an NAPA Jobber for over 25 years with two stores serviced by the NAPA Connecticut Distribution Center, has been named the outstanding volunteer in Rhode Island by the State Developmental Disabilities Council.

A letter from the Council in part reads: "It is a great honor to be recognized and selected by your peers as an outstanding example of dedication and commitment."

The Council noted that Olean "has been continuously involved in the disabilities movement in Rhode Island for a full generation. Olean, the father of a mentally retarded son, started vocating for the educational and civil rights of his child before there were organized advocacy groups to aid in this effort.

"He helped to found the Rhode Island Association of Retarded Citizens and he has served as an elected officer at the local, regional and state levels of the organization.

"Frank has been intimately associated with the Rhode Island Developmental Disabilities Council since the inception of the program in 1970. In all that time he has served the Council and its constituents with tireless devotion," the Council said.

In addition to operating two NAPA Parts Stores, Olean is also a former commander for the local VFW post, and commentator and trustee of his parish church. He also serves on the Board of Directors of the Rhode Island Protection and Advocacy System and the House of Delegates of the Meeting Street School.

NAPA 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.

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.

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.

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.

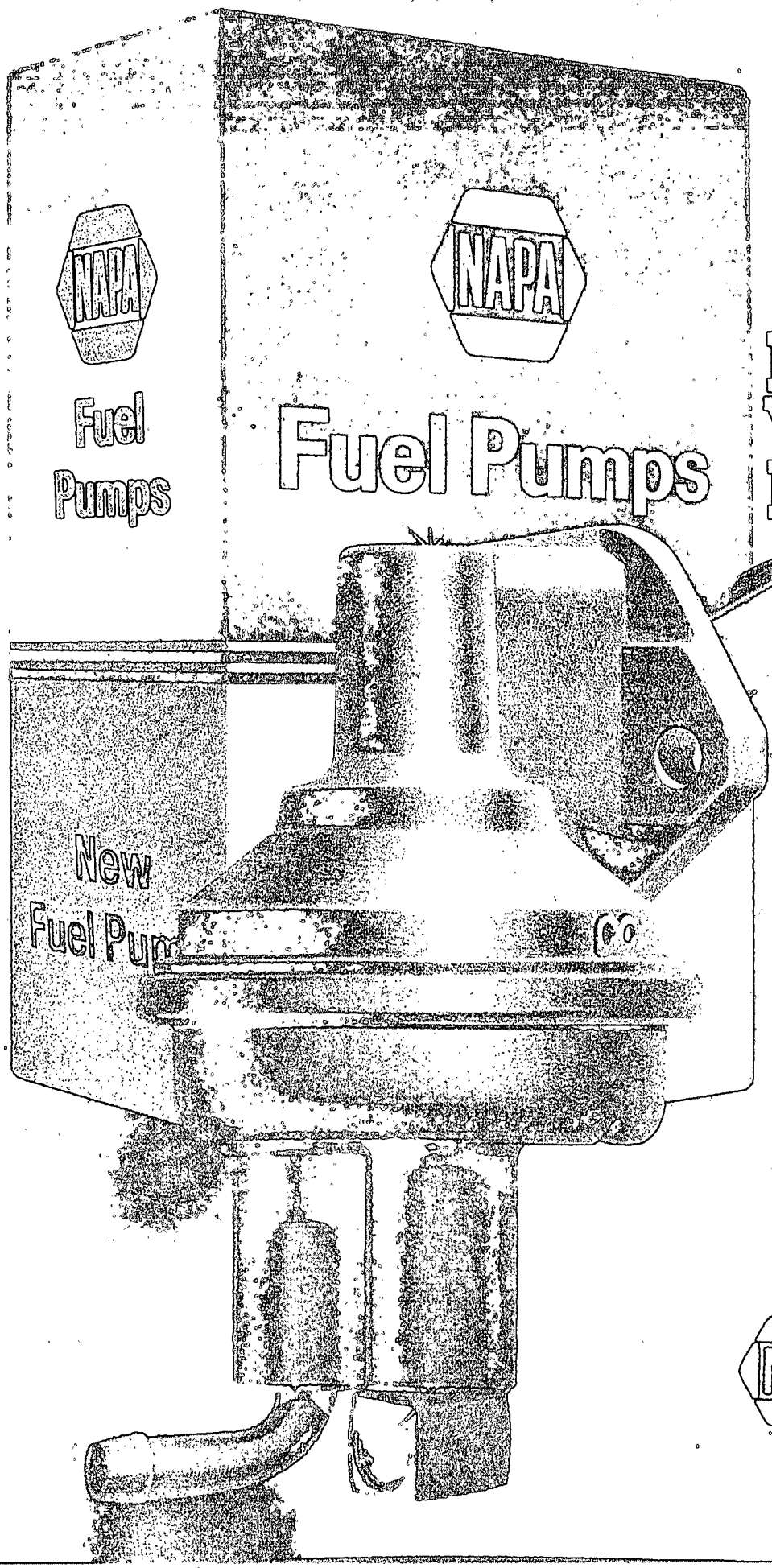
I have traded with Standard since I rode a Cushman Motor Scooter (I guess that dates me). I only do simple maintenance, so I'm not a master mechanic. The folks at Standard always have time to be pleasant and helpful and, if they have the time, they'll even help you by showing you the right way to install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



PUMP UP YOUR PROFITS.

When you want your fuel pump business to really take off, go with NAPA Pumps. They're like fuel for profits.

NAPA offers a complete line of mechanical and electrical fuel pumps for all types of cars and trucks.

And NAPA Pumps are built tough. Built to stand up to today's driving.

And they're quality checked to make sure they're up to our high standards of reliability. So you can sell NAPA Fuel Pumps with confidence.

When you want a full line of fuel pumps — built with quality — stock NAPA.

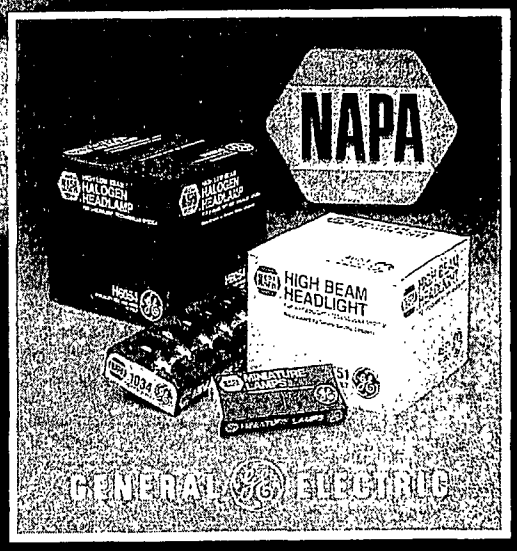
They can help expand your profit potential.

NAPA Fuel Pumps

When the name is NAPA, the standard is quality.

NEARLY FIFTY MILLION HEADLAMP REPLACEMENTS ALONE ARE EXPECTED THIS YEAR.

MEET THE REPLACEMENTS.



NAPA Automotive Lamps.
Manufactured by General Electric Company.