



DATELINE NAPA

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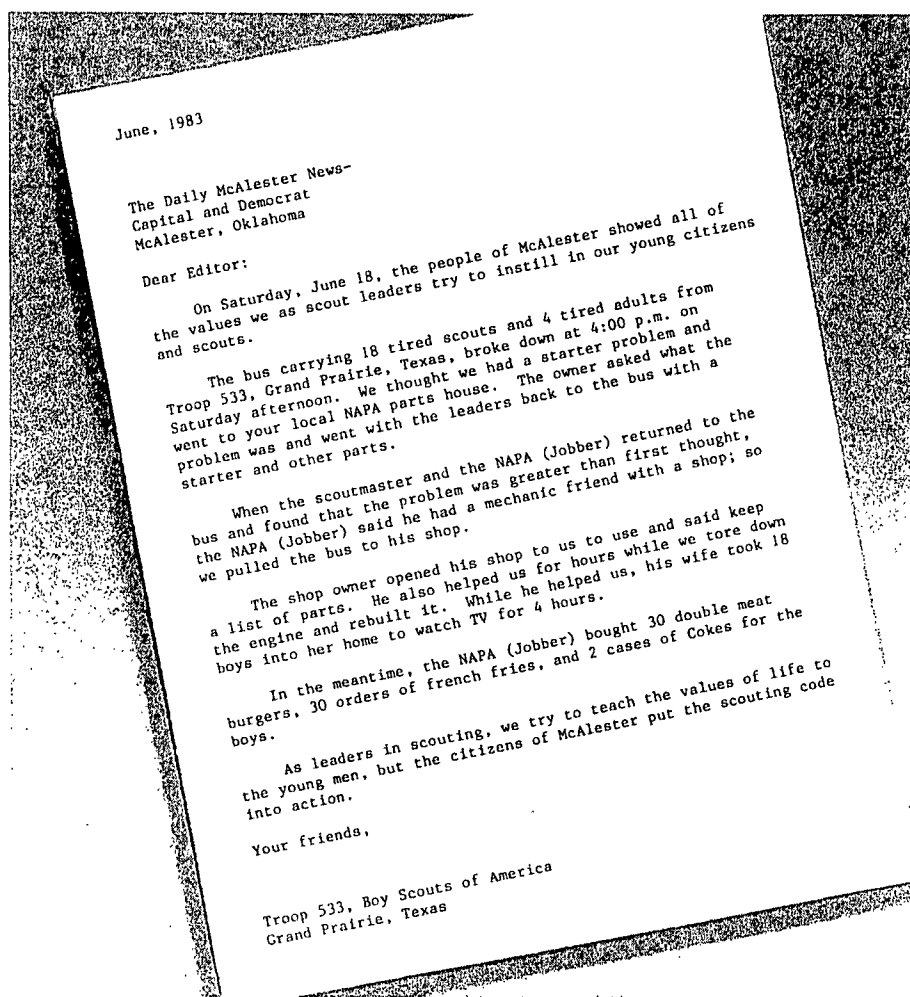
DEARBORN, MICHIGAN

LIMITED EDITION

A Friend In Need . . .

If you're ever driving through the state of Oklahoma and experience car trouble, keep your fingers crossed that it happens near NAPA Jobber Bill Bolte's store in McAlester. The

following letter, which appeared in *Daily McAlester News — Capital And Democrat*, should explain why . . .



A Commitment To His Customers' Success



There's no better way for a NAPA Jobber to prove his commitment to his dealer customers than to actively assist them with their business. That, at least, is the philosophy of NAPA Jobber Rudy Waguespack of Waguespack Motor Supply in Gonzales, Louisiana.

When service repairman Bill Russ expressed an interest in going into business for himself, Rudy Waguespack decided to assist in any way possible to help Russ make his dream a reality. He not only provided whatever business guidance he could, but also assisted Russ in buying the lot and building which would house his new business.

Now, 14 years later, Bill's Auto Service is a prosperous shop with plans for expansion. And Bill Russ is one very loyal NAPA stocking dealer.

NIASE HAS NEW LOGO AND NICKNAME

The National Institute for Automotive Excellence (NIASE) has announced a change in its logo and "call letters." It was felt that NIASE was difficult to say and that the old NIASE logo wasn't easy enough to recognize because of the full name inside the gear.

It was felt that the new logo and call letters ASE are easier to read and say, and as such, will aid in letting consumers know where to find excellence in automotive repair.



GO FOR THE GOLD



By John T. Barr, *USA Today*

This photograph recently appeared in *USA Today* in an article about the new wave of prospectors panning for gold in — are you ready? — Napa County in California. As far as we're concerned, this gentleman has already found NAPA's gold — he's wearing it!