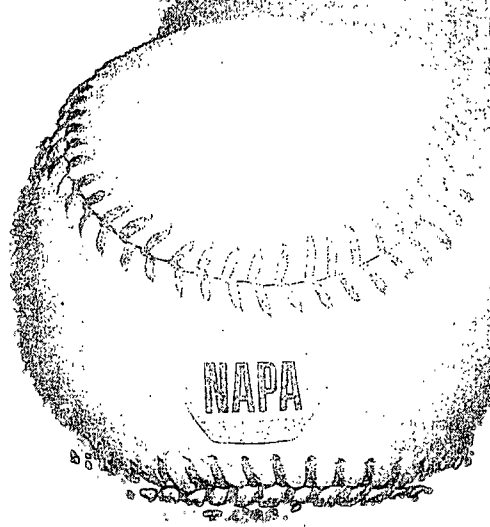


Outlook

VOL. 16 No. 1

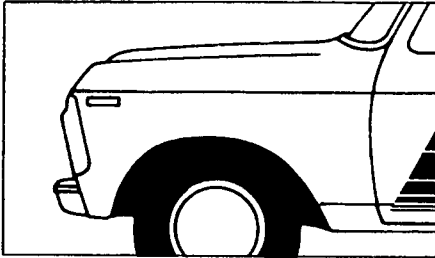
GET READY...



SCF-NAPA-1800



SPRING IS ON THE WAY!



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PROMOTION IN MOTION.....5

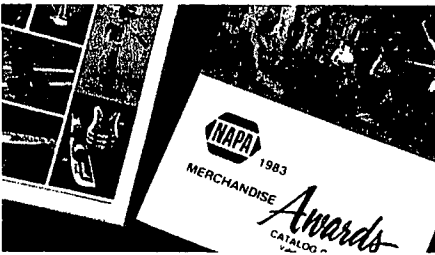
If you haven't been using your delivery vehicle as an advertising medium, now's the time to start. With NAPA's Official Vehicle Identification system, you can easily turn your delivery vehicle into a 'round-the-clock' communicator!



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YOUR LOCAL SPRING CAR CARE DAYS AD CAMPAIGN.....6

Here are some basic advertising tips to help you use each available advertising medium to its maximum advantage for your local spring campaign.



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Two great merchandise awards catalogs offer you an incredible assortment of goods coupled with outstanding values for 1983 • Pay attention to safety and cut insurance costs, increase profits.

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Although burglary or shoplifting losses may not be avoidable, there are steps the alert store owner or manager can take to minimize losses against such crimes. Here are some suggestions to help you protect your store.



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Items of interest to NAPA and its people.

NAPA OUTLOOK

VOL. 16 NO. 1

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.

Litho in U.S.A.

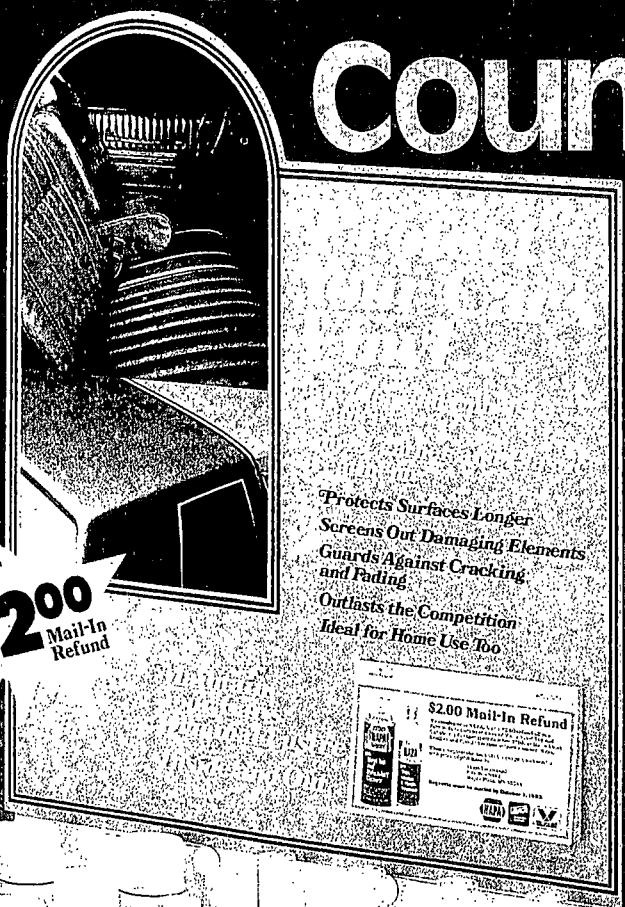
NAPA HEADQUARTERS

Suite 1129, Parklane Towers West, Dearborn, Michigan 48126

FREE

Mac's Appearance Products Counter Top Display

\$2.00
Mail-In
Refund



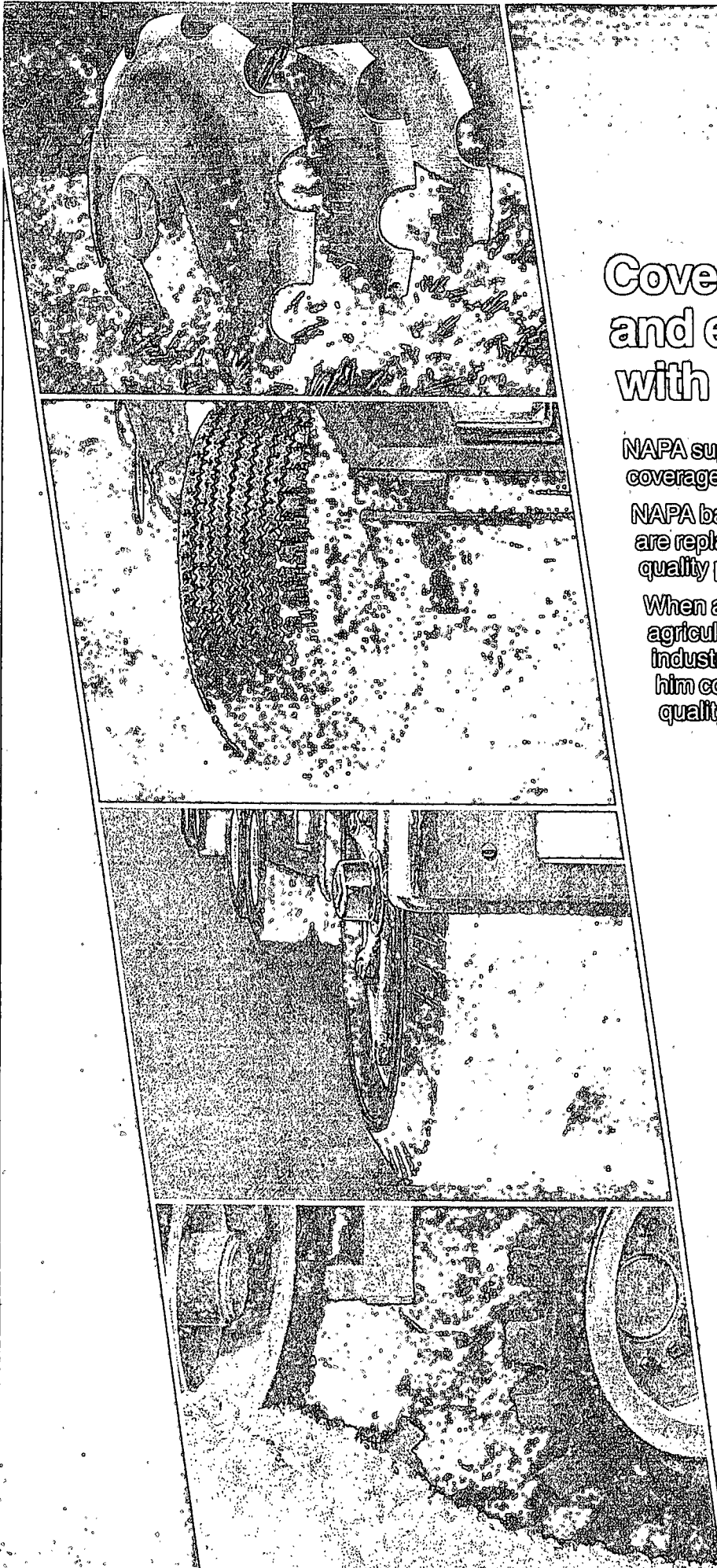
Mac's is offering a profit-making appearance products counter top display with your purchases of **3600 Vinyl, Leather, & Plastic Treatment** and **3700 Vinyl Top and Upholstery Cleaner**.

Special Consumer Incentive

To help attract consumer traffic and to increase Mac's product turnover, Mac's is also offering a **\$2.00 MAIL-IN REFUND** on the consumer purchase of **3600 Vinyl, Leather, & Plastic Treatment OR 3700 Vinyl Top and Upholstery Cleaner**.

For additional details, see your Mac's sales representative or D.C. sales manager.



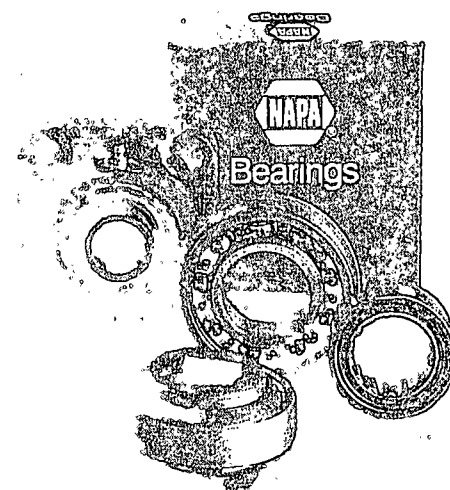


Cover every customer and every application with NAPA® Bearings.

NAPA supplies you with the parts and the coverage for every vehicle — on the road or off.

NAPA ball bearings and cylindrical bearings are replacement parts that last. They're high-quality parts produced to OE specifications.

When a customer asks for bearings for agricultural, automotive, heavy-duty, industrial or construction usage, you've got him covered. Depend on NAPA for the quality you want and the parts you need.



NAPA Bearings
® When the name is NAPA,
the standard is quality.

NAPA OFFICIAL VEHICLE IDENTIFICATION

PROMOTION IN MOTION



A clean, well-identified delivery van — such as this one belonging to Ted Culley of B & M Auto Parts, Canton, Ohio — generates advertising impressions whether in motion or parked for a customer delivery.

If you haven't been thinking of your delivery vehicle as an extremely effective potential advertising medium, you'd better think again.

Take a look at this data, the result of an extensive research study prepared by the Department of Economics, American Trucking Association, Inc., Washington, D.C.:

- A typical local delivery truck or van, in suburban or urban type service, travels approximately 25,000 miles per year (according to the Federal Highway Administration's "Road User and Property Taxes on Selected Motor Vehicles"). Based upon the number of miles traveled, the visual impressions such a delivery vehicle generates total 6.4 million annually.
- Research using a "time in operation" approach to measure visual impact has shown that such a local delivery vehicle, on the road only 4½ hours per day (or 22½ hours per week), has the potential of generating over 9.2 million impressions annually — exclusive of those impressions made while the vehicle is stopped for loading and unloading.
- If these additional impressions could be considered to be similar to the visual impressions of that same vehicle moving down the street (admittedly, a "worst case" approach) the added visual impact

would amount to 26,906 impressions per day. On an annual basis, this would total almost another 7 million visual impressions — for a grand total of over 16 million impressions per year.

Now: Do local delivery vehicles have the potential of being an amazingly effective advertising medium? You bet they do.

***"... a grand total
of over
16,000,000
impressions
per year."***

Why Use NAPA's Official Vehicle Identification System?

For several reasons. First of all, NAPA's Official Vehicle Identification system incorporates the latest advances in fleet decal markings, including:

- Large, clear lettering in a type face specially suited for in-motion readability for your personalized identification, including store name, location and phone number.
- The package includes the eye-catching NAPA graphic, your own pre-spaced identification information for both sides of the vehicle, as well as positioning direc-

tives for maximum effectiveness. (Note: Believe it or not, even the positioning of vehicle identification markings makes a difference in the number of visual impressions generated. For example, another conclusion reached by the study cited earlier states: "Overall, only about one vehicle occupant in 14 who observes a truck sees the rear section. On the other hand, 87 percent of the viewers see the front of the truck, while 93 percent see at least one side.")

Another reason for using NAPA's Official Vehicle Identification package is that it assures uniformity of design using professional quality materials. This unified image works toward maximum consumer identification, the value of which is extremely significant in today's competitive marketplace.

In addition to these benefits, NAPA's Official Vehicle Identification markings are pressure sensitive decals, making them both economical and easy-to-use. What's more, these decals (available through NAPA's Identification Aids Program) are extremely durable and require a minimum of maintenance.

Enough? Call your NAPA Distribution Center for information on how you can turn your delivery vehicle into a 'round-the-clock' communicator for your NAPA Parts Store by using NAPA's Official Vehicle Identification system.

NAPA SPRING CAR CARE

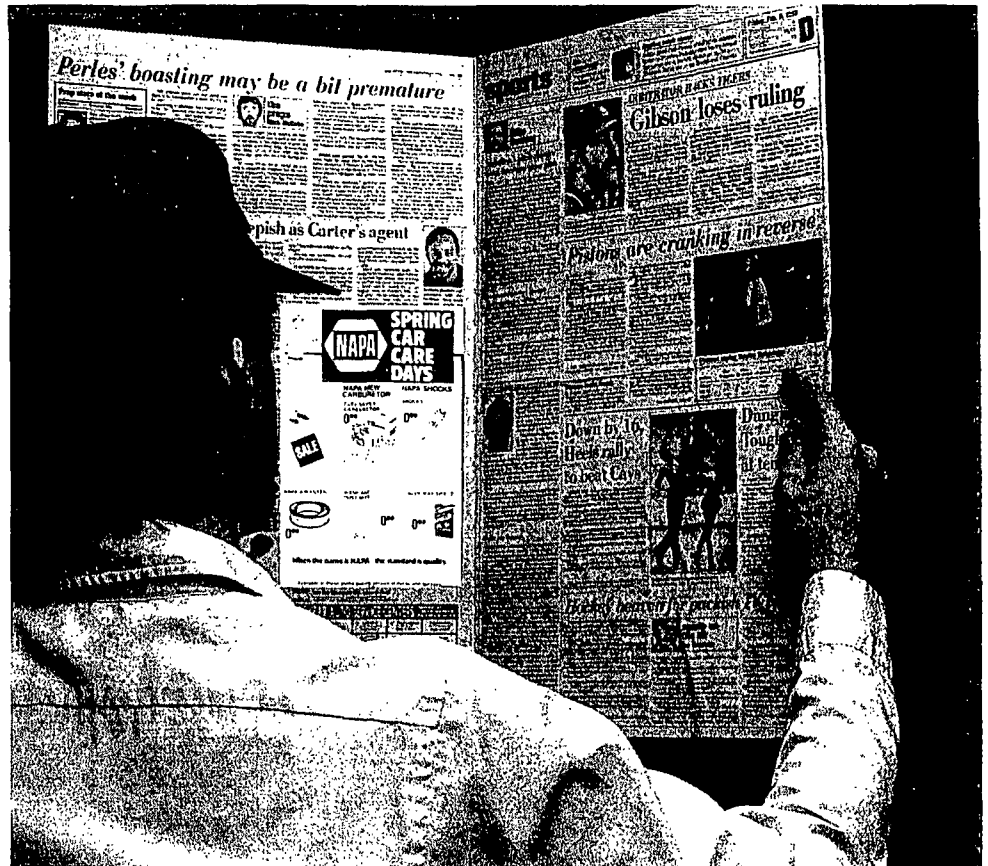


SPRING IS ON THE WAY!

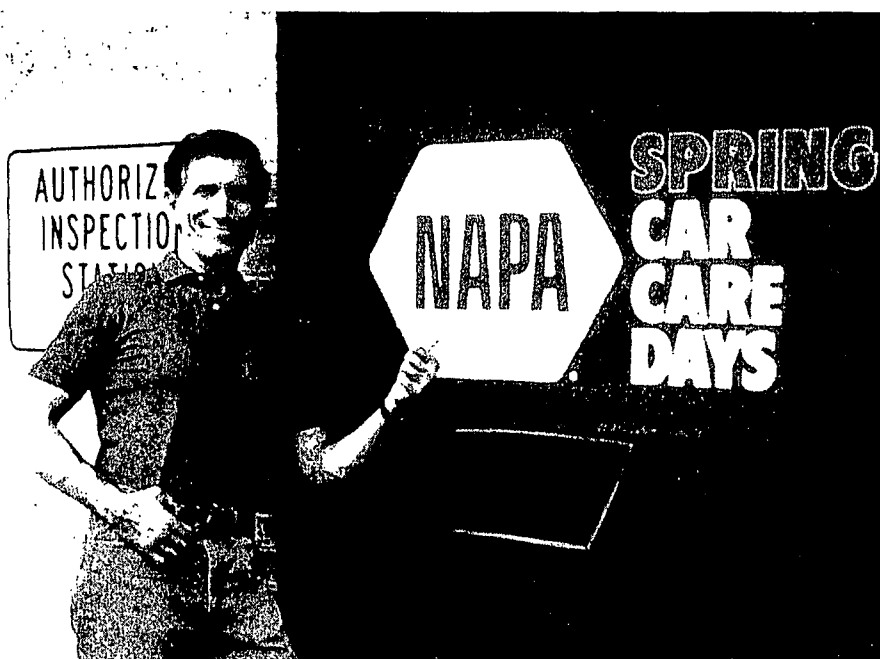
The NAPA Spring Car Care Days promotion period is an excellent time for you to run a local campaign. The awareness created by NAPA's national advertising at this time will make your local product/price special advertising even more effective.

By now you should have reviewed the contents of your sales promotion kit, determined the basic media mix you plan to use and ordered the proper materials.

The following are some basic tips to help you use each available medium to its maximum advantage.



NEW ANIMATED COMMERCIALS SCORE



As you saw at your marketing conferences, the marketing/advertising strategies for NAPA in 1983 remain the same, but the network television commercials are quite different — they're animated. And although we've heard many good comments about the "fresh new look in NAPA's advertising," there have been questions, too: "Are the new spots right for us?"; "Is it good attention-getting, memorable advertising?"

"...the new 1983 animated spots scored significantly higher..."

As we have with past commercials, NAPA undertook a research study in which was measured the recall and persuasive strength of our new commercials versus the live-action spots that were used in 1982.

Using a nationally known syndicated re-

THE DAYS: YOUR LOCAL CAMPAIGN

NEWSPAPER

What your Spring Car Care Days newspaper advertising should include: First of all, it's vital that your ads stand out from the crowd, identifying the special sales event. Your Spring Car Care Days newspaper ad slick automatically gives you a head start. If you're going to create your own additional newspaper ads promoting this sales event, use this ad slick for the basic layout format.

“...two-thirds of NAPA's primary target audience... use the daily or local newspapers as their primary 'where to buy' source.”

Keep in mind that, in addition to your NAPA Distribution Center representative, your local newspaper representative can also be helpful in assisting to produce ef-

fective newspaper ads promoting your Spring Car Care Days event. Remember, newspaper representatives' jobs depend on advertising that works: Let them do some of the work for you.

Your store name, location, phone number and hours are probably the most important information your newspaper ads should impart to readers. But for your Spring Car Care Days advertising, you can take this a step further. One of the newspaper medium's strongest points is that it is best suited for handling messages with a lot of information. So use this medium's strong point to your advantage and list the names and locations of your participating dealers as well. Remember — the more people recognize the NAPA name and associate it with where to get quality auto parts, the more sales for you.

When your newspaper advertising should run: For maximum impact, you should concentrate your local Spring Car Care Days advertising within a four week period between March 28 and May 22. This way, consumers will see your name regularly during a given period of time, which will increase the effectiveness of the money you spend. During this time, strive for consistency. It's better to go with more frequent, smaller ads than larger ones on an irregular basis. This

is a common sense approach similar to direct selling: Several well-planned calls are often required before a curious prospect becomes a buying customer.

Another point to remember: Surveys and research tell us that shoppers don't ordinarily turn on the radio or television hoping for commercials related to what they want to buy. Instead, when consumers are ready to make a purchase, they look for information in the newspaper. As a matter of fact, research also tells us that two-thirds of NAPA's primary target audience (males 18-49) use the daily or local newspaper as their primary “where to buy” source. So the key is to identify when your target customers are most likely to buy, and *that's* when to advertise.

As a general rule of thumb, Thursday through Saturday editions are better for automotive parts advertising, as car maintenance tends to be higher on those days. In some cases, the Sunday morning newspaper — still an effective time to advertise — will offer more circulation for the same cost as the daily. Check with your newspaper representative.

Which newspapers to use: In selecting the newspaper(s) to advertise in, plan your buy based on the area you want to cover. But be realistic. For example, some areas

(continued on page 8)

RE HIGH ON RECALL TESTS

search service, the commercials were tested on the air under normal viewing conditions. The respondents (members of NAPA's target audience — men 18 to 49) were then called the night after the telecast and asked what they remembered about the commercials. The results were most encouraging.

First of all, the 1982 spots scored well, but the new 1983 animated spots scored significantly higher, particularly in proven recall. The animated technique appeared to help the commercials get noticed and remembered.

Asked what they liked and remembered about the new commercials, potential customers made comments such as: “I like the cartoon expressions on the cars” and “I like the way the cars went into the service bay with a frown and came out with a smile.” Another comment: “The commercial told me to go to my NAPA Parts Store or to an NAPA Service Station to get my car ready for winter.” In other words, the commercials did their job — and will continue to sell for you throughout 1983.



(continued from page 7)

have the option of both a large metropolitan daily and a smaller local paper published weekly or biweekly. Granted, the metropolitan paper may reach more people, but many of these could be miles away and thus not likely to shop at your store. This kind of wasted circulation can kill your advertising budget. You'd do better to concentrate on your trading zone. The local paper would probably be the better choice in such a case, as it would enable you to zero in on your most likely market.

Another option would be to find out if your area's metropolitan daily offers "zone" editions. These editions are sent only to certain geographic areas of the city. These will cost less than buying the newspaper's total circulation, but should still enable you to concentrate on your most likely market.

If, on the other hand, you're planning to group together with several other NAPA Jobbers for Spring Car Care Days advertising, you may wish to use the large metropolitan daily for your group advertising. Each jobber and their participating dealers will receive greater exposure, the cost will be less for each participant, and as a group you'll blanket the entire marketing area.

Which section of the paper to advertise in: You can usually request to be in certain sections of the paper. Select the section that would appeal to the person you're trying to reach. For example, the sports section appeals to men, the women's section to women, and the main news is read equally well by both men and women. For NAPA's basic target audience (again, males aged 18-49), the sports section is generally preferred. Additionally, in local neighborhood papers, the second and third general news section pages work well, too.

RADIO

If you've selected to use radio for your Spring Car Care Days local advertising, the following points should be considered.

Which stations to select: Radio is without a doubt the most selective general media. People tend to listen to a particular station on a regular basis, which means you'll need several stations and many spots to reach a wide number of different people.

Once again, research shows that NAPA's primary target audience of males aged 18-49 generally listen to the following types of programming: 1. "middle of the road," popular music; 2. country & western music; and 3. "top 40," current "rock" music hits.

Time of day: The time of day your radio commercial airs affects the number of men or women listening. Usually, 6-10 a.m. and 3-7 p.m. drive times (in-car commuter times) have greater listening levels (and

thus, higher ratings) than other times. These periods are good for reaching men in particular. Daytime (10 a.m. to 3 p.m.) radio is more effective for reaching women.

Ratings (the percent of people in your area listening during a particular time) should be available from your local radio station representatives. These should be used as a guide as to what stations and time periods are most popular with the people you wish to expose to your commercials.

Determining the number of spots to run: A guideline for making your radio time purchases: Buy enough so that the total ratings of all spots combined add up to 100 or more gross rating points per week. Thus, for your 4-week Spring Car Care Days radio campaign, you should aim for a total of 400 gross rating points.

30-second spots versus 60-second spots: The cost differential between 60-second and 30-second radio commercials is not usually in exact proportion to the amounts of time purchased. A 30-second commercial will usually cost about 80 percent of the cost of buying a 60-second commercial spot. Therefore, if your budget allows, for a little additional cost you can buy much more time with the 60-second option — and time, of course, is critical to establishing your name and message in the mind of the consumer.

Purchase tips: Radio is a negotiated medium. Actual rates are always lower than the rates shown on a station representative's card. When comparing radio schedules submitted by different station representatives, be sure to compare "cost per thousands" (CPM's) to insure the most cost efficient buy. It's critical to remember that those stations with higher ratings will charge more per spot. Average your CPM's and remember your total rating requirements before you buy.

TELEVISION

If your budget allows, local television can be an excellent addition to your local Spring Car Care Days advertising campaign. Television is the most intrusive and visual medium available. Granted, its costs are higher, but it has the potential to reach a large number of people in a wide geographic area. (For these reasons, local television is well-suited for groups of jobbers joining together to advertise. The costs are divided among the participants and all benefit from the wide exposure.)

Basing your selections: Selectivity in purchasing a television advertising flight is based on several factors. The time of day is important. Daytime hours reach more homemakers than men or working women. To reach men and working women as well as homemakers, a television schedule should include a mix of news, prime time and late night television programs. News

is of particular importance to these target audiences, and the local late night news is usually a very popular (high rated) programming segment. Sports, of course, is good for reaching men with your advertising message.

If you plan to use your Spring Car Care Days local television spots (Joe Campanella delivering a 10-second lead-in for your product/price specials), it's recommended that you use either slides or simple studio shots of the featured products and prices.

Purchase tips: Television is another negotiated medium. As with radio, you should not be paying rate card costs. When comparing schedules, keep in mind the total number of rating points and the cost per thousands (CPM's) of the schedules submitted by the station representative. Although the schedule with the lowest CPM may be the most efficient buy, it may not reach as many total people as the more expensive CPM schedule. Therefore, your goal should be to seek a balance between the lowest and highest CPM schedules.

Point to remember: It's not necessary to accept a schedule as submitted by a station representative. You should always feel free to have spots deleted or added. This is an important concern if a particular program is increasing the CPM of a schedule.

OUTDOOR BILLBOARDS

Outdoor billboards, such as your NAPA Spring Car Care Days billboard depicting your store name and address, are directional advertisements. They provide motorists with directions to a particular location — your store. Due to the speed and distance at which they're read, it's pointless to try to include a lot of information on a billboard.

The best locations for outdoor signs are along heavily traveled streets and highways. Most billboard sites are sold based on "showings," or the approximate percentage of the population which will see the billboard.

MEDIA COMBINATIONS

Media combinations are often the most effective route for local advertising campaigns. By using more than one medium, you increase your chances of exposing the largest number of people to your advertising message. For example, use your radio spots to call attention to your Spring Car Care Days event and then refer listeners to your newspaper ads for more information (specific prices, participating dealer locations, etc.). Such a combination has proven extremely effective.

The major point to keep in mind when planning your media combinations: Do take care not to split your budget so much that you can't do a good advertising job in each of your chosen media.



NAPA INFORMATION UPDATE

Now You Can Have 2 Great Merchandise Award Catalogs



To offer you the best selection of merchandise with more competitive pricing, this year you have **two separate merchandising awards catalogs produced by two separate suppliers.**

The first is the *"Run With It!" Catalog of Awards*, a deluxe 132-page catalog containing almost 2,000 items. Produced by the E.F. MacDonald Incentive Company (NAPA Incentive Headquarters), this cata-

log is sent directly to all jobbers who have signed up for the merchandise program. Additionally, jobbers will also receive these catalogs for their dealers who have signed up.

The second catalog — just introduced! — is the new *1983 NAPA Merchandise Catalog of Values*, produced by S.M.S.A. of Rockford, Illinois. (Most of you should remember S.M.S.A.; they're the ones who

brought you the NAPA Toy Truck.)

Make sure you review this exciting new catalog and its prize point list carefully . . . the values are excellent!

Both of these catalogs, good for all of 1983, are packed full of awards for you and every member of your family.

Keep both on hand and refer to them often as you accumulate your spiff coupons throughout the year. You'll be glad you did!

Attention to Safety Cuts Insurance Cost, Increases Profits

Would you like to cut insurance costs for Workers' Compensation by 30% or more? The answer must be yes.

Safety means bigger dividends under the NAPA Safety Group Insurance Program.

Each of you faces many problems in the day-to-day operation of your stores. And each of these problems can make a big difference in your "bottom line" figures, as insurance costs directly affect your profits. Your hidden costs are even higher.

Under the NAPA Safety Group Insurance Program between the year 1979 through 1982:

- Vehicle accident claims were \$599,447; 153 accidents were involved.
- Lifting accident claims were \$394,752; 322 accidents were involved.

— "Struck by" accident claims \$156,779; 954 accidents were involved.

Addressing these three accident areas can substantially reduce insurance costs and your operating costs as well. The following are some guidelines to keep in mind.

Vehicle Accidents: The key is driver selection. Unemployment is high. You can be more selective and hire better drivers. Check past driving records. New hires should not have more than two moving violations in the last three years; clean records are obviously best.

Lifting Accidents: The key is training. Teach proper lifting methods. Get help when needed. Don't lift and twist. Use pre-employment applications to know you are

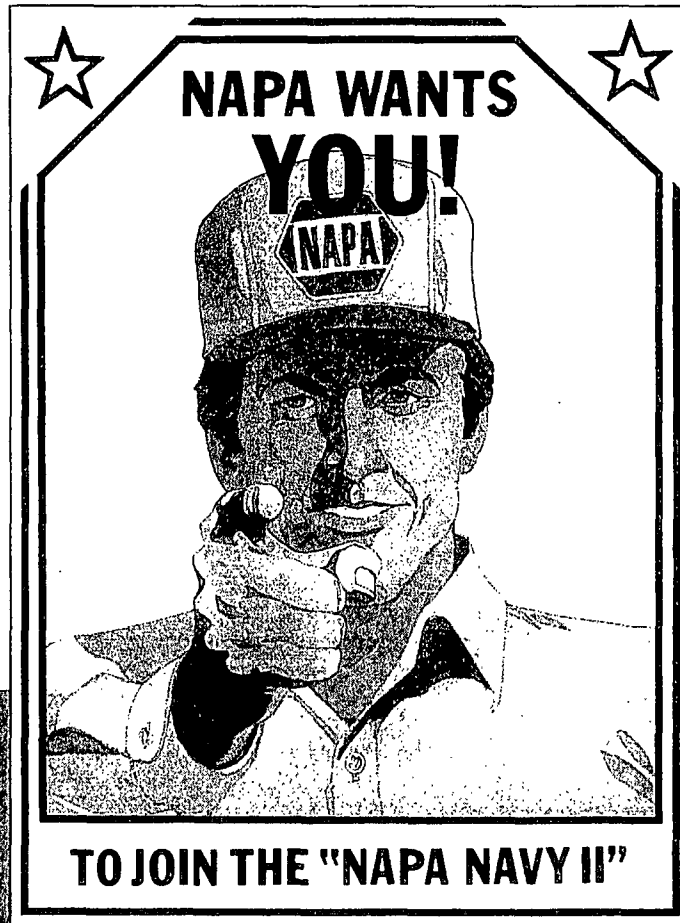
not hiring an employee who already has a back problem.

"Struck by" Accidents: The key is proper safety rules in your operation, as well as proper stock storage and training. Are safety glasses worn by your shop men? Can parts be pulled without other parts falling on your employees?

Careful control of just these three areas can substantially increase your "bottom line" profits.

Remember, your NAPA Safety Group Insurance Loss Control Specialists are always available to help you with these problems. Just ask your insurance sales representative or call the NAPA Insurance Center at 800-241-3202.

EXCITING AWARDS FOR YOU

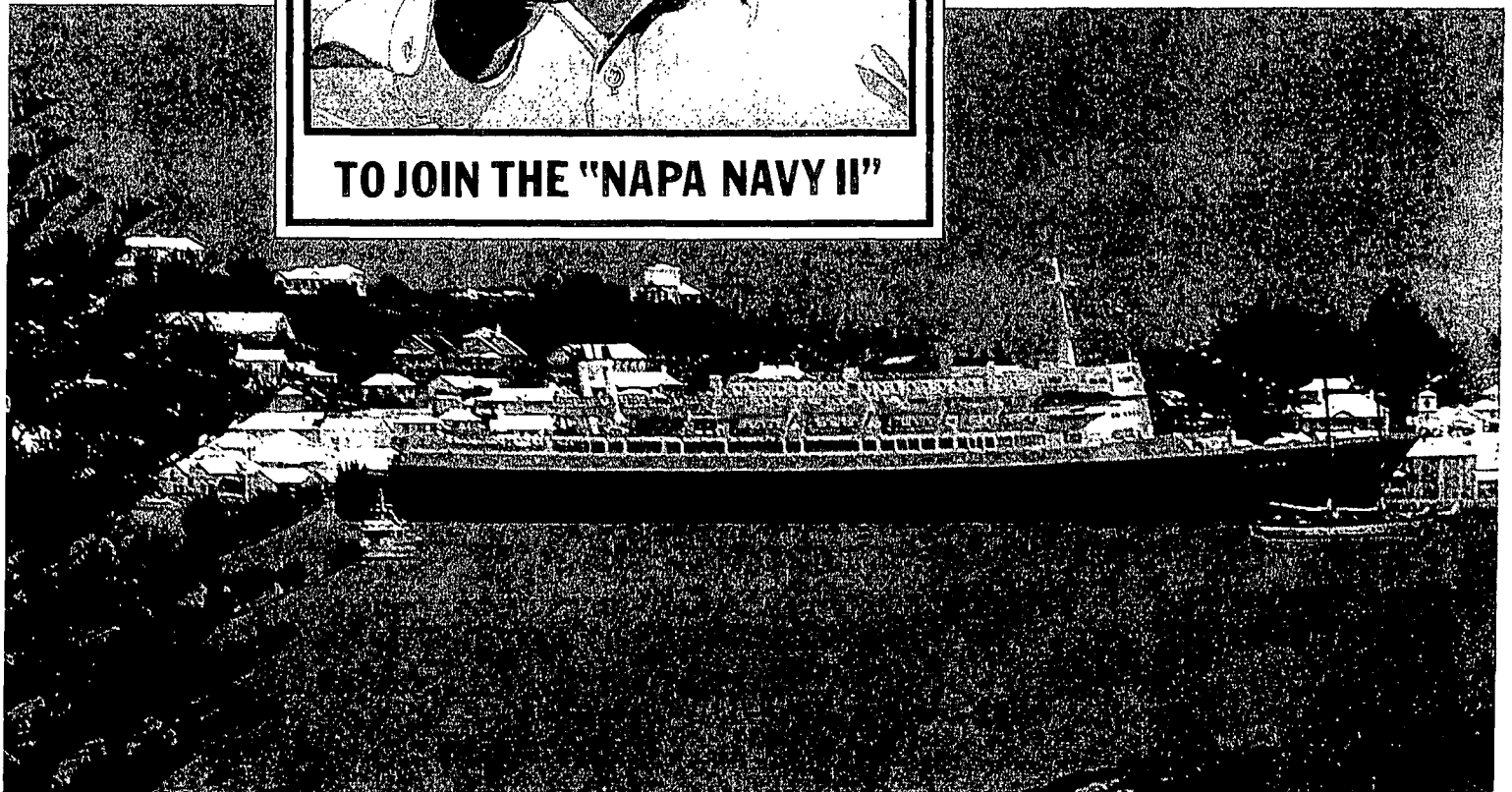


INCREASE SALES AND EARN AWARDS!

All aboard for the all new Jobber sales incentive program for 1983 ... "NAPA Navy II"! This is a program exclusively for NAPA Jobbers. And just listen to the fabulous awards you, as a NAPA Jobber, can earn. There's a 7-night Caribbean cruise for two aboard the deluxe liner, SS Vollandam of the Holland America Line (registered in the Dutch Antillies) as well as an exciting selection of top quality merchandise awards.

As a NAPA Jobber you can earn back all or part of the cost of your trips through your purchases of NAPA products. You can also earn valuable spiff coupons directly from NAPA manufacturers for purchases of specified products, product lines or change overs. And to help you move more product, we've also designed an exciting sales incentive program for your customers! So you can win two big ways ... increased sales and a Caribbean cruise for two!

If you're not already enrolled, ENROLL TODAY! Details are available from your Distribution Center.



AND YOUR CUSTOMERS!

THREE WAYS TO WIN

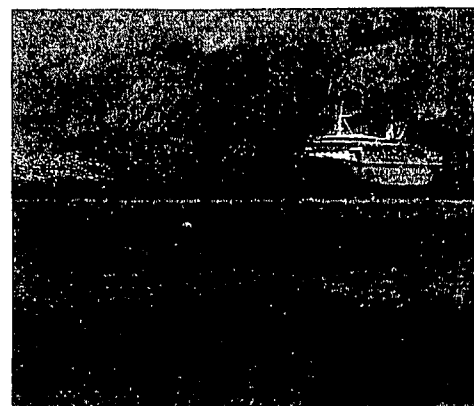
You can offer your customers three ways to win in NAPA's 1983 sales incentive program for customers ... a trip for two to the Mexican resort of Puerto Vallarta, a 4-night Bahama cruise for two aboard the M/S Starward or a selection of over 1,800 merchandise awards ranging from fine china and jewelry to electronics and furniture.

Here's how it works. You set monthly goals for each customer. When they hit or exceed those goals they earn back a certain percentage preset by you. They will also earn spiff coupons for purchases from NAPA manufacturers which they can apply to the trip or use for merchandise. If your customer chooses, he may decide to apply all of his earnings to merchandise only. Your customer chooses the awards that interest him most and you increase your sales through his increased business! Everyone wins with NAPA in 1983! Enroll all of your customers today!

The Deadline for enrollment is March 31.

BAHAMA CRUISE

Those customers opting for the Bahama cruise will spend five days and four nights aboard the M/S Starward enjoying the islands in the best possible way ... from the luxurious accommodations of the luxury liner. The ship stops at Freeport, the Berry Islands and Nassau ... the best the Caribbean has to offer!



PUERTO VALLARTA

Customers who choose Puerto Vallarta choose five fun-filled days and four romantic nights in the most luxurious of Mexican resorts. NAPA Travelers will stay at the beautiful Posada Vallarta Hotel located right on the beach. Gourmet meals, exciting entertainment and a world of exciting activities will turn this NAPA trip into a travel adventure to be remembered!



MERCHANDISE AWARDS

Merchandise awards for everyone ... in every shape and variety ... are featured in NAPA's two new 1983 sales incentive catalogs. There are toys for the kids; clothing, sporting goods and electronic items for Mom and Dad; and appliances and furniture for the home. Our 1983 "Run With It" Deluxe Catalog of Awards will motivate your customers as never before!



SPIFF COUPONS

Both you and your customers can earn valuable spiff coupons for your purchases of NAPA products. If you haven't started receiving your coupons yet, contact your Distribution Center to find out how you can get in on these fantastic award winning opportunities!

REMEMBER ... THE DEADLINE FOR ENROLLMENT IS MARCH 31.

SPRING IS ON THE WAY!



KEEP THE BALL ROLLING!

NAPA's Spring Car Care Days are designed to build sales and consumer awareness of NAPA in the spring. NAPA's Fall Car Care Days are designed to build sales and rekindle consumer awareness in the fall. But is there a way to keep the consumer awareness generated by the Spring Car Care Days at a peak until the start of the fall promotion? The NAPA Richmond Distribution Center and its nine locals found an answer: Yes.

Early last spring, representatives of the Richmond distribution center, its nine locals and certain NAPA supplier representatives joined together to come up with an idea for maintaining the consumer awareness generated by the Spring Car Care Days throughout the summer months.

Taking the time of year and most likely target audience (males 18-49) into consideration, they felt their promotion should involve the local ball park and Richmond's

team, the Richmond Braves (international farm team of the Atlanta Braves and a popular local draw). They finally settled on the idea of designating one night at the ball park as a special NAPA night.

But as so often happens, one good idea leads to another. By the time the details were finalized, the arrangement with the ball park included:

- Renting the ball park (10,300) seats for the night of Saturday, August 14;
- Quantities of season tickets to all Braves games;
- A season-long advertising program utilizing radio, newspaper and the ball park's public address system;
- Special appearances by Braves players at the nine participating stores;
- A batting contest against all-time great Hall of Fame pitcher Bob Feller;
- Appearances by a dixie land band;
- And finally, what would become the



All-time great Bob Feller. . .



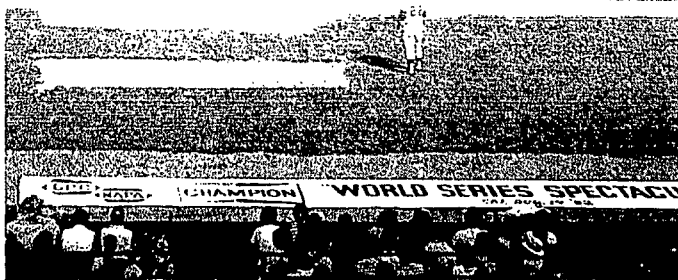
. . .and a proud trophy winner.

theme of the overall promotion — tickets and airfare for two to the 1982 World Series.

With these promotional resources at their disposal, plans for the NAPA World Series Spectacular officially began.

The distribution center, store and manufacturer representatives went to work to get as much mileage as possible out of their new promotion idea. Beginning at the very start of the baseball season, the NAPA World Series Spectacular was advertised during every game via radio and the ball park's public address system.

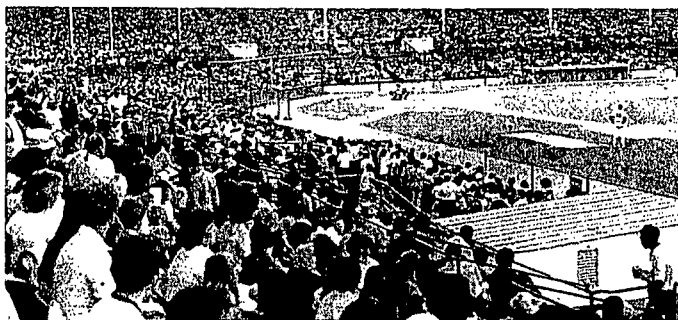
Having decided to use the season tickets as give-aways to draw people into the nine stores, newspaper ads appearing in the sports section of local papers told readers to visit any of the stores (names, locations and phone numbers were included in each ad) to pick up free Braves tickets. These newspaper ads also told readers about the



A promotion involving the local ball team. . .



. . .combined with numerous prize drawings. . .



. . .drew over 10,000 people to the NAPA World Series Spectacular.

upcoming NAPA World Series Spectacular at the ball park, where activities would include the batting contest against Bob Feller; drawings for autographed baseballs, a stereo, color television and microwave oven; and, of course, the grand prize drawing for a trip for two to the 1982 World Series.

The ads went on to explain that the only way to register for these events was to obtain tickets at any of the nine store locations. These ads, combined with guest appearances by Braves players at each of the stores for several weekends leading up to the event, would work to immediately start drawing extra traffic into the stores.

Two weeks prior to the night of the NAPA World Series Spectacular, advertising efforts were intensified. Radio and public address system advertising increased, and special banners measuring 4' x 40' were printed and hung at the ball park to con-

tinuously build interest in the upcoming event.

At the same time, drawings were held at each of the nine stores to determine the participants for the batting contest. Two winners were drawn at each of the stores, with the ages of the winners ranging from 6 to 40.

Finally, August 14th arrived. In addition to the four huge banners on display, NAPA flags were raised on the ball park flagpoles.

Activities began at 6:45 p.m., commencing with the batting contest. Trophies were awarded to the winners in two categories: one for the longest hit off Feller . . . and one for the shortest.

Still taking advantage of every promotional possibility, coupons and certificates offering extra special savings were distributed during the game. This was to keep these customers coming back to the stores even after the special night was

over.

And then, the moment all had been waiting for — the prize drawings. Over 100,000 people turned out to try their luck at winning the trip to the World Series offered by this special NAPA promotion.

The NAPA World Series Spectacular met with fantastic success. The promotion resulted in a 22% sales increase for the month of August, while an unusually high redemption rate on the coupons distributed at the game kept sales up for the first few weeks of September . . . just in time to head into the NAPA Fall Car Care Days.

Is there a way to maintain the store traffic and consumer awareness generated by the Spring Car Care Days? The NAPA Richmond Distribution Center and its nine locals feel there is. . .which is why they've already started plans for the NAPA World Series Spectacular for 1983.

THE PLAY

Braves vs. Yankees

Game 1: Yankees 10, Braves 0

Game 2: Yankees 10, Braves 0

Game 3: Yankees 10, Braves 0

Game 4: Yankees 10, Braves 0

Game 5: Yankees 10, Braves 0

Game 6: Yankees 10, Braves 0

Game 7: Yankees 10, Braves 0

Game 8: Yankees 10, Braves 0

Game 9: Yankees 10, Braves 0

Game 10: Yankees 10, Braves 0

word, that could come back to haunt him. "If we don't win,"

he said, "we've got nobody to blame but ourselves. There's a

reason, absolutely 100 percent, why this team should be in

1981.

"Look around the National League and find the team with

better ball club. Nobody. Now I don't mean to say that we

beat and shoulder above everybody else, but I do think we

beat. And as I say, if we don't win it, we can't fault

Bonner unless the fact the Braves will be playing by law.

VISIT YOUR NEAREST GENUINE PARTS STORE TO PICK UP

FREE BRAVES TICKETS

and register to bat against BOB FELLER for prizes

AT THE NAPA/CHAMPION

WORLD SERIES

SPECTACULAR **SATURDAY, AUGUST 14, PARKER FIELD**

BIG DRAWING FOR PRIZES

WINNING TICKET STUBS WILL BE DRAWN DURING THE AUG. 14 GAME

ONLY STUBS FROM TICKETS PICKED UP AT GENUINE PARTS

CO. STORES WILL BE ENTERED IN THE DRAWING.

GRAND PRIZE: TRIP FOR TWO TO THE 1982 WORLD SERIES

OTHER PRIZES: STEREO SET • COLOR TV • MICROWAVE OVEN

• AUTOGRAPHED BASEBALLS

Register to bat and pick up free tickets to the Aug. 14 game at 29 locations:

Genuine Parts Company 2030 Chamberlayne Ave 321-6201	Genuine Parts Company 5408 Distributor Drive 233-6979	Genuine Parts Company 4512 Jefferson Davis Hwy. 271-9455
Genuine Parts Company 501 Commercial Rd. 232-6731	Genuine Parts Company 5104 Glen Aldon Drive 222-7290	Genuine Parts Company 800 Southlake Blvd. 794-7626
Genuine Parts Company 25th & Marshall Sts. 644-4057	Genuine Parts Company 3121 W. Broad St. 253-0925	Genuine Parts Company Quarles Rd., Ashland 798-6378

FREE GOLD

THE NAPA GOLD HAT GIVEAWAY

FROM NAPA FILTERS

Mower Plus

Any Set of

ION PLUGS.

Special coupons were distributed at the game to encourage repeat business.

HOW CRIME PROOF IS YOUR STORE?



Nobody wants to lose their hard-earned cash or merchandise to the shoplifter or burglar. But it's an unfortunate fact of doing business today that the rates with which these crimes occur jump with each passing year.

Although the risk of either of these crimes cannot be totally eliminated, there are steps you can take to minimize your losses.

SHOPLIFTING

For many jobbers, the advent of increased walk-in trade has brought with it an unfortunate by-product — shoplifting.

Good inventory control is the best way to determine whether or not shoplifting losses are occurring, and if so, how much.

Shoplifting loss estimates vary by the type of operation and the efficiency of management. According to one estimate, losses of approximately .23 percent of sales for the well-managed store to as high as 1.5 percent of sales for the loosely controlled operation can be blamed on shoplifting. And such a loss of money or merchandise can cut into profits as fast, or faster, than anything else.

Shoplifting tends to be highest in stores located in metropolitan areas. But regardless of location, no store manager can afford to leave himself unprotected against shoplifters and their methods.

Professional shoplifters are sleight-of-hand experts. Under ordinary circumstances, they can — and do — snatch items from counters and pass them along to confederates without detection.

As for the hand-is-quicker-than-the-eye techniques, professional shoplifters come equipped with coats with hidden pockets, slits or zippered hiding places. Hands can emerge unseen from these hidden pockets to snatch up articles directly from open displays. Many times, such performances are blocked from view by the open coat itself. These shoplifters are also adept at palming small items with the cover-up aid of gloves.

Sometimes shoplifters have special hooks or belts on the inside of their coats or tricky aprons and undergarments designed to hold innumerable articles. Some sleight-of-hand experts slip merchandise into packages or boxes that have hinged tops, bottoms or sides. Salespeople should try to keep an eye on shoppers who carry bulky packages or shopping bags into the store. These are handy receptacles for items which a shoplifter purposely knocks off counters.

Some shoplifters do not confine their activity to store owners. They even steal from other customers, picking up packages which store patrons carelessly lay aside in

their pre-occupation.

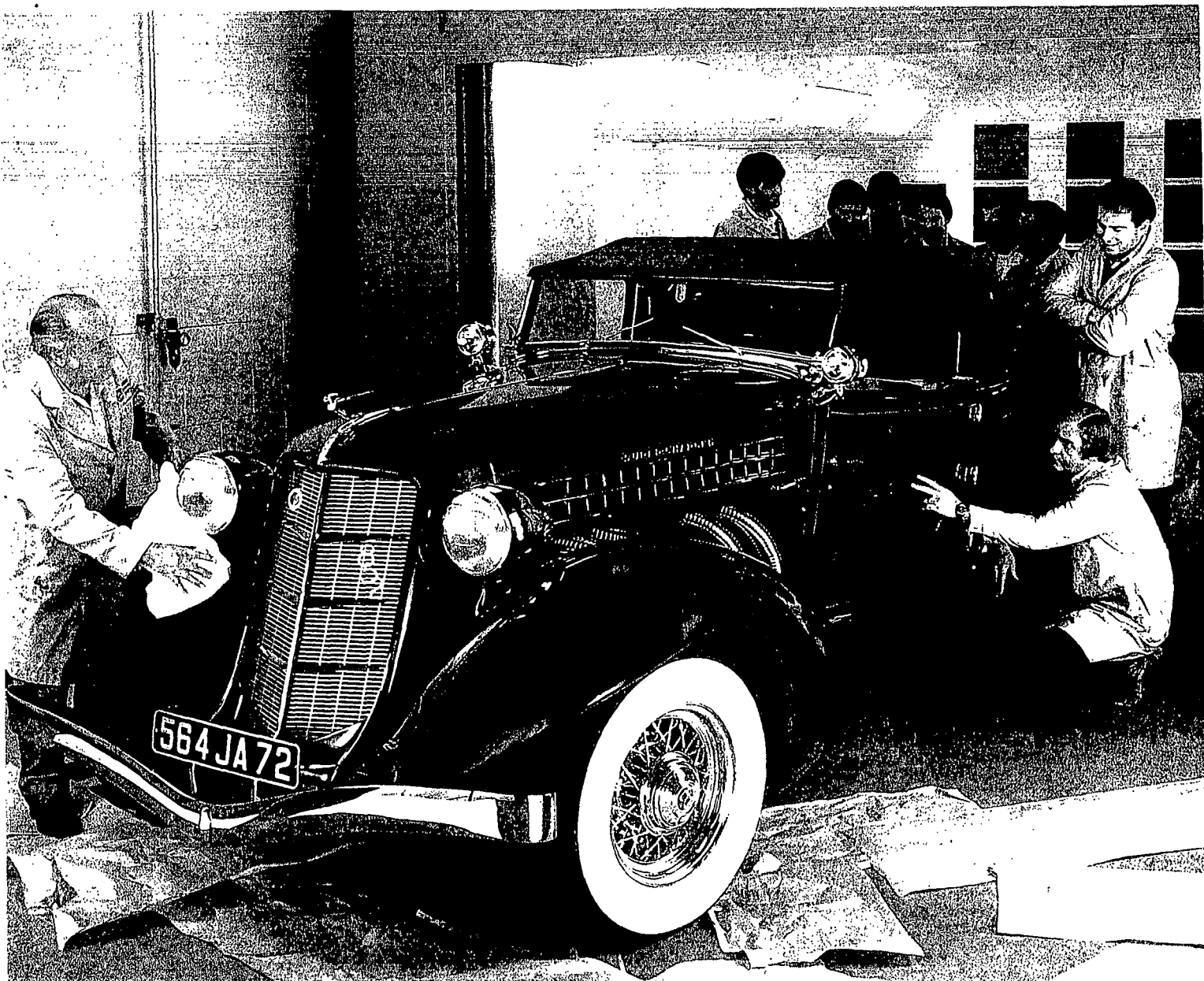
Price tag switching is another method used by shoplifters. This is an especially vexing problem for the owner or manager of a store, as it's almost impossible to prove the guilt of a ticket switcher. There's also the hazard of false arrest countercharges.

Fortunately for the owner or manager of a store, the majority of shoplifters are amateurs rather than professionals. Unfortunately, there is no one "stereotype" shoplifter to watch for: they come in all shapes, sizes and ages.

With this in mind, the best protection a store has is a sales force alerted to various shoplifting methods.

- Employees must watch merchandise and people if they are to be successful in discouraging shoplifting in your store.
- Generally, your salespeople should be alert to persons wearing oversized, loose coats. They should also watch people carrying large satchels, packages and shopping bags.
- You and your people should be especially alert for "teams" — shoplifters entering the store separately and pretending not to know one another. One of the team will attract the sales clerk's attention away from the partner by causing a fuss, asking unreasonable

(continued on page 16)

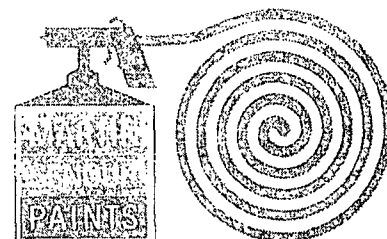
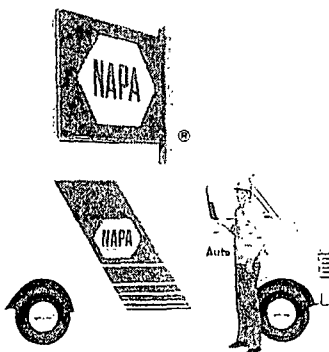


1936 Auburn Speedster, Owner Tenny Natkin

The Martin-Senour Difference

An Exclusive Refinishing School for NAPA Jobbers

Each year, hundreds of NAPA jobbers and their personnel attend the industry's most sophisticated refinishing schools: The Martin-Senour Training Centers in Illinois and California. Subjects covered include the entire Martin-Senour product line, plus three days of comprehensive classroom instruction. This is backed by actual "hands-on" experience in the training centers' workrooms and spray painting facilities. The training centers have grown in popularity year after year. NAPA distribution centers, jobbers, and their personnel are invited to attend the school most convenient for them. Schedules are mailed well in advance to allow ample time for making reservations. For additional information, contact your local Martin-Senour Field Consultant or Martin-Senour in Countryside, IL 60525.



**Paints, Tapes,
Abrasives, and Adhesives**

SOME GENERAL RECOMMENDATIONS

- A store's layout can discourage or encourage shoplifting. For example, high fixtures and tall displays which give visual protection to the shoplifter will encourage his practices. To destroy such protection, set your displays in broken sequences. If possible, run them for short lengths with spaces in between.
- Keep small, high priced items out of reach, preferably in locked cases. Keep valuable and easy to hide items at counters where clerks are in continuous attendance. Or better yet, let the customer ask a salesperson to show him such items.
- If fire safety regulations allow it, lock all exits not to be used by customers. In addition, attach noise alarms to the exits which must be kept unlocked.
- Always close and block off unused checkout aisles.
- Keep tight checks and control on washrooms open to the public.
- Schedule working hours to assure adequate personnel coverage during peak periods.
- Post anti-shoplifting signs.
- Make sure all employees know what to do when they spot a shoplifter.
- Turn over apprehended shoplifters to the police.

(continued from page 14)

questions and creating an argument, while the partner picks up the merchandise and makes a quick exit.

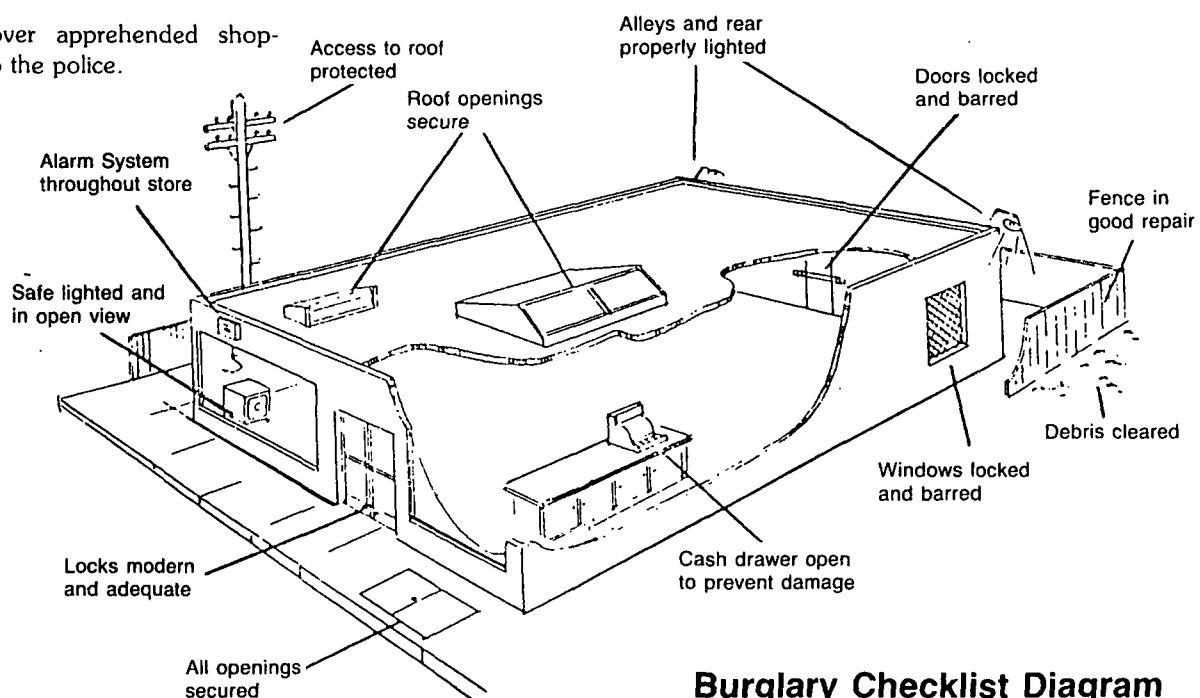
- It's a sad fact, but juveniles make up about 50 percent of all shoplifters, and indications are that this type of offender is on the increase. Sometimes they steal "for kicks," or sometimes because they've been "dared" to do so. It's a good idea to keep an eye on groups of unsupervised juveniles entering the store.
- Salespeople should also keep in mind that ordinary customers want attention, while shoplifters do not. When busy with one customer, the salesperson should acknowledge other customers with polite remarks such as, "I'll be with you in just a moment." While such attention pleases ordinary customers, it can make a shoplifter uneasy.
- Your salespeople should never give the impression that they distrust customers, but they should always be alert to their movements.
- You should schedule your employees' working hours with coverage in mind. An adequate number of store personnel should be on duty during your store's busy periods, as these periods are most conducive to theft.
- Finally, and most importantly, you should instruct your employees about what they are to do when they observe a theft by a shoplifter. First, contact your lawyer or the police department in your

area to find out what your state laws are in respect to the apprehension and arrest of shoplifters. Tell them you're planning a meeting with your employees and would like to know exactly what should, and what should not, be done. (NOTE: This kind of employee training should be held periodically and reviewed at least every three months. Such knowledge not only improves your chances of deterring shoplifting in your store, but also can help prevent potential legal problems.)

Now a few last words regarding the shoplifter. Most people are basically honest. Remove the temptation to steal and there is every chance that they will remain honest. But, unfortunately, the store manager must also protect himself against the minority who, for whatever reasons, will steal. And regardless of the type of shoplifter, the common answer that most give when caught is, "I've never done this before."

Failure to prosecute "first offenders" encourages shoplifting. Even juvenile offenders should be prosecuted through the proper legal channels. Youth is no excuse for crime, and you may well be stopping an unsupervised juvenile from becoming a habitual shoplifter.

When every merchant in town follows the policy of prosecuting each shoplifter, the word gets around. Hardened professionals will avoid the area, while amateurs will think twice before yielding to the temptation to pocket a choice item.



Burglary Checklist Diagram

BURGLARY CHECKLIST

How to Prevent it and What to Do if it Happens

In many states, burglary is defined as entering without authority, or remaining in without authority, a building, motor vehicle, house trailer, motor craft or aircraft with intent to commit therein a felony or theft.

This definition means that it is not necessary to break and enter in order to be guilty. The burglar could, for example, enter during business hours and hide until after closing; or enter through an unlocked window or door; or even use a key to enter. In such a crime, it is up to the Prosecuting Attorney to prove the intent.

Criminal intent isn't difficult to prove if the theft has been completed. The proof may be difficult, however, when the crime was interrupted before consummation. In such a case, the suspect may be prosecuted for criminal damage to property if he damaged the premises when forcing entry. If he is caught with keys or burglar tools, he could face a charge of possession of burglar tools.

If you are a victim of burglary, call the police immediately upon discovery. Preserve all possible evidence and keep the area as undisturbed as possible to avoid obliterating fingerprints or other marks which could aid police investigation. Check your cash repository, stockroom, shelves, etc. to determine your losses, as both the police and your insurance company will need this information.

Burglary, as with shoplifting, may not be avoidable — but possibilities can be minimized. Check your buildings. Unused doors or openings should be sealed off. Ascertain that windows, doors, vents and other openings are secured. Are your locks a secure type which require a key to open them? Certain older locks can be opened with a plastic card or flexible tool.

Use the following checksheets to make regular inspections of your premises and to pinpoint your weak spots. . .and then correct them.

To Protect Against Premises Burglary:

- ☐ Have all sides of the outside of the building well-lighted at night. Install special floodlights if the building is isolated or if any side is in darkness.
- ☐ Keep any yard areas strongly fenced with barbed wire on top.
- ☐ Keep fence gates locked when not in use.
- ☐ Weeds around the outside of the building or the fence provide a good hiding place. Keep weeds cut.
- ☐ Keep night lights on inside the premises so that movement can be observed from the outside.
- ☐ Cover glass in rear doors and windows with heavy wire screening or iron bars.
- ☐ Double doors should be flush-locked with a long bolt.
- ☐ Position all door hinge pins on the inside.
- ☐ Install double-cylinder dead locks on all doors.
- ☐ Lock bolts should be protected against being pushed back with a thin instrument.
- ☐ High grade steel hasps will prevent prying, twisting or cutting.
- ☐ Inside locks should be designed and located so they cannot be reached and opened by breaking the glass.
- ☐ Protect show windows with metal grills or alarms if any valuable merchandise is left in them.
- ☐ Check the security of other openings in the building, including skylights, ventilation fan openings, coal chutes, manholes, roof hatches and transoms.
- ☐ Sidewalk openings and their frames should be secured and properly locked.
- ☐ Lock up carefully each night, checking all windows, doors, safes, vaults and night lights.
- ☐ Make certain fire escape is designed so that burglars cannot use it to gain entrance to the premises.
- ☐ Ladders should be kept locked up.
- ☐ Be sure delivery vehicles are locked each night and that no parts, old or new, are in the cab or the bed.
- ☐ Have door locks changed when personnel changes warrant it.
- ☐ Make bank deposits during the daylight hours and avoid "risky" routes to the bank.
- ☐ Don't allow cash counting to be visible. Large sums of money exposed to view present temptation.

To Protect Against Safe Burglary:

- ☐ Have burglar-resistive equipment. Most safes and vaults are designed only for protection of records against fire and are easy targets for burglars.
- ☐ Have safe installed in or near the front window where it can be seen from the street by passersby and police.
- ☐ Keep a light burning over the safe so intruders can be seen.
- ☐ Anchor safe to make it immovable. Remove wheels or casters and bolt the safe to the floor or mount it in a special concrete casing.
- ☐ Have the combination of the safe lock changed when personnel changes warrant it.
- ☐ Keep the combination confidential. Don't keep the combination of the safe in a desk drawer or written down any place where burglars might find it.
- ☐ Keep safe locked at all times when not in actual use.
- ☐ Avoid keeping the safe locked on only partial combination.
- ☐ Keep overnight cash exposures to a minimum.
- ☐ Keep cash and checks in separate bundles and put in different locations in the safe so burglars will probably not take both.
- ☐ Remove the money from the cash registers and leave register drawers open so burglars won't damage the registers.
- ☐ Keep securities in a safe deposit box at the bank.





DATELINE NAPA

VOLUME 4 NUMBER 1

DEARBORN, MICHIGAN

LIMITED EDITION

NAPA Jobber and Son Help Hearst Claim '82 NASCAR National Championship



The 1982 season was quite a spectacular one for Tom Hearst, NASCAR National Champion — due at least in part to NAPA Jobber Hap Simmons and his son, Keith.

Hap Simmons, owner of Oregon Auto Supply (Oregon, Ill.) and Freeport Auto Supply (Freeport, Ill.), was a primary sponsor of Hearst throughout the season.

Keith Simmons, operating out of Oregon Auto Supply's complete machine shop, is engine specialist for Hearst's Tri-City Buggy Firebird. (The Oregon shop's major products are dyno-tested race car engines supplied to many of the best race car drivers in the Midwest.)

Hearst, of Wilton, Iowa, drove his car to 26 wins in NASCAR competitions in Iowa, Michigan and Illinois, easily winning the Winston Racing Series Central Region before capturing the Winston Racing Series national championship.

Engine specialist Keith Simmons accompanied Hearst to the NASCAR Winston 1982 Racing Series banquet in Daytona, Fla. on December 16, where they received their beautiful trophy and a sizeable check from Winston and R.J. Reynolds Tobacco Company.

THE LIFE OF A COUNTERMAN

I work behind the counter
in an automotive store.
Sometimes I'm called a "genius,"
sometimes I'm called much more.

I claim I'm no mechanic,
yet when the job goes sick
The mechanic comes and asks me
what makes the darn thing tick.

I'm supposed to know the numbers
of bolts and nuts and gears
For every car that was ever made
for more than forty years.

I'm an engineer and machinist,
and what not, Ah my Lord!
I'm supposed to be an Edison
combined with Henry Ford.

But life would be a pleasure
and I'd grin from ear to ear
If the customer would tell me
the MODEL, MAKE and YEAR!

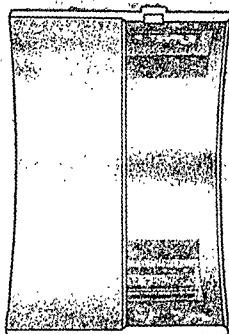
AUTO FIRSTS HISTORY

While there is little resemblance between the automobiles of the turn of the century and those manufactured today, you may be surprised at how long ago many auto inventions were introduced. Check your knowledge with this short auto history quiz, provided by the Automotive Information Council (AIC):

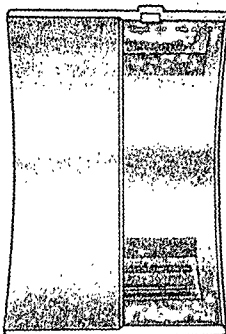
1. In what year did the steering wheel come into general use?
a). 1902 b). 1903 c). 1905
2. When were four-wheel brakes standard equipment on most cars?
a). 1901 b). 1907 c). 1927
3. In what year was the patent applied for which carried the essential features of the modern gasoline automobile?
a). 1879 b). 1895 c). 1902
4. When was the first motor vehicle race held in which any of the contestants finished?
a). 1895 b). 1897 c). 1905
5. When was the first U.S. production car with an eight-cylinder engine introduced?
a). 1907 b). 1920 c). 1924
6. When was air conditioning first offered as an option?
a). 1920 b). 1939 c). 1951

ANSWERS:
1. a). By 1902, the steering wheel had virtually ousted the tiller or lever steering system. In addition to four-wheel brakes, in 1927 cars commonly had air cleaners, gas filters, oil filters, automatic windshield wipers and rear-view mirrors.
2. c). In 1907, the first U.S. production V-8 limousine in 1907, the first U.S. production touring car with an eight-cylinder engine. Packard in 1939.
3. a). In 1895, the U.S. patent office granted George Baldwin Selden the patent he had applied for in 1879.
4. a). The first race was held in 1895 and was won by J. Frank Duray. He traveled at an average speed of 71.2 miles per hour over the 55-mile course.
5. a). The Hewitt car company introduced a four-wheel brake system in 1907.
6. b). An air conditioning unit was offered by Packard in 1939.

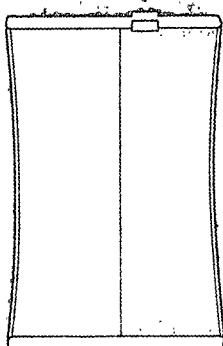
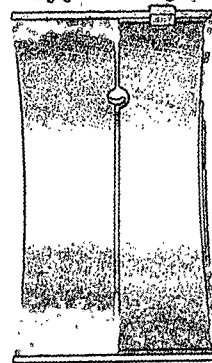
Tin Base
Babbitt



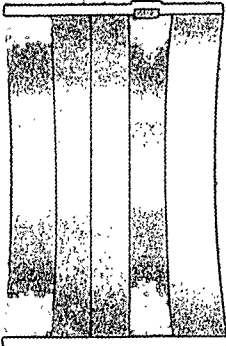
Lead Base
Babbitt



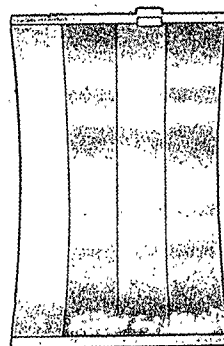
Unplated
Copper Alloy



Unplated
Aluminum Alloy



Overplated
Copper Alloy



Overplated
Aluminum Alloy

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.

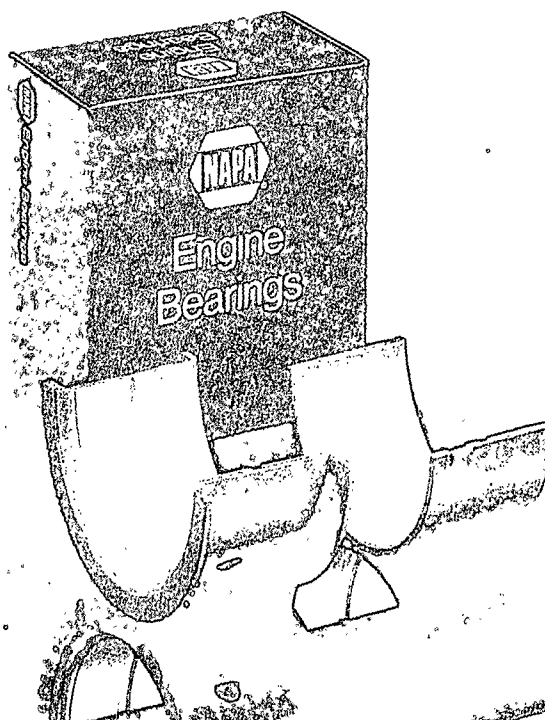
With new NAPA® Engine Bearings, you have the right bearing lining material to cover all of the modern engines. You get six different types of lining materials.

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.



Engine Bearings

When the name is NAPA,
the standard is quality.



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.

