

must be prepared to work with the newer generation on a different basis. These young men frequently are college educated. They're aggressive; they want to move and be recognized. Our communications with these people will be different from communications we've had with their fathers. Our meetings will need to be more professional, more interesting and definite, *because these young people don't want generalization—they want direction.*

The onset of a younger group also suggests something else we should not overlook in the future: the acceptance by the automotive aftermarket of incentives, gifts, trips and the like, directed both to Jobbers and their customers. These practices may not set well with most of us, but we must be aware that the *tremendous success of Monroe, Delco, AC, Fram, Purolator, AP Parts and others*, has had great effect on younger NAPA people, and they will expect similar opportunities from NAPA.

NAPA Headquarters remains a unique operation within the industry. Its services, its benefits, and cost justification are, of course, best evaluated by the NAPA Board of Directors. Its design is to serve the NAPA Members, and equally so, the NAPA Jobbers *served by those members*. Yet it transcends this prime responsibility, through its unique relationship with NAPA Suppliers, and the many other suppliers who seek to join us. It also has distinctive stature and influence within all of the industry, which creates a positive by-product benefit for the entire NAPA concept.

Certainly, NAPA Jobbers, the automotive aftermarket industry, and myriad others regard NAPA Headquarters as a source of inspiration, knowledge and industry leadership. As a group we should always maintain that position and image.

One final observation. The purpose of these pages has been to look ahead to the NAPA of 1975; but till now, we have failed to mention a most obvious fact about that year: it will mark our Fiftieth Anniversary.