

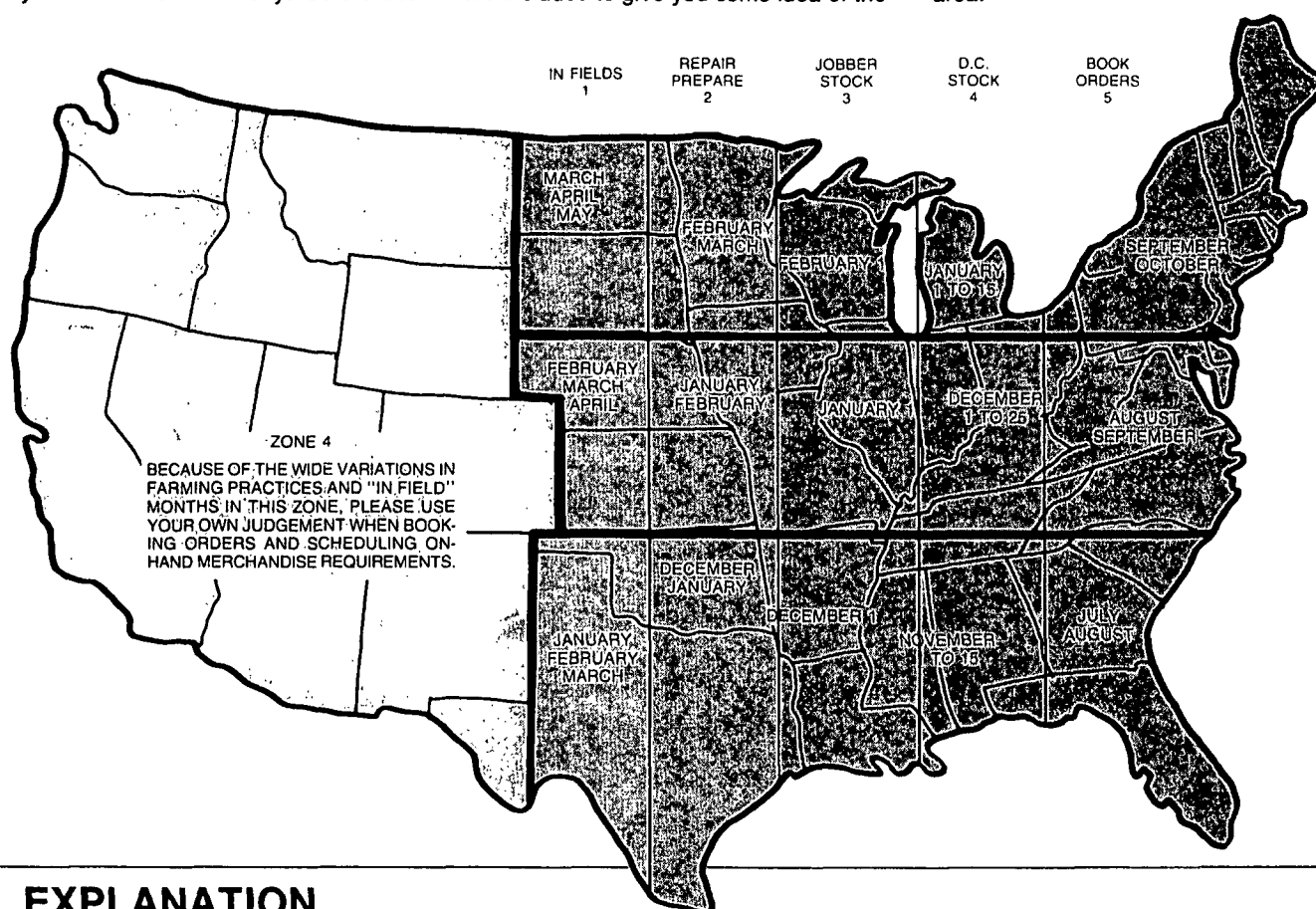
WHEN...

When should you begin planning your requirements for the 1984 farming season? The farm equipment repair season begins at different times in different sections of the country. Past experience has shown the need to have adequate inventory on hand in your store 30 to 90 days before the

season begins; this is the 30 to 90 period during which farmers are repairing their equipment in preparation for the season ahead.

Shown here is a map divided into sections. Appropriate dates for each section are included to give you some idea of the

timing necessary in order for you to have the merchandise on hand when the farmers will need it. To further prepare yourself, you might wish to contact your county farm agent as to the specific timetables for the crops that are farmed in your immediate area.



EXPLANATION

1. **In the Fields** — Last minute repairs, breakage and wear results in many sales during this period that can last 3 to 4 months.

- | | |
|----------------|----------------|
| A. Plowing | D. Planting |
| B. Discing | E. Cultivating |
| C. Fertilizing | F. Spraying |

2. **Repair and Prepare** — This is the most important sales period. Equipment is thoroughly gone over, repaired and worn parts replaced in preparation for going into the fields. This is the period that we suggest you be thoroughly prepared with an adequate inventory. If your agricultural customers can get their requirements during this period, they will be

back when they go into the fields and all year long.

3. **Jobber Stock** — The latest date that you should wait to have inventory on hand.

4. **D.C. Stock** — To meet your inventory schedule, the D.C. should have inventory during this 2 month period.

5. **Book Orders** — It's not too early to book orders, because the farming market requires a unique planning approach. Orders from NAPA Jobbers accumulated during this suggested 2-month period will allow manufacturers to produce the quantities required and make shipments in time to meet the proposed schedules outlined in numbers 3 and 4.