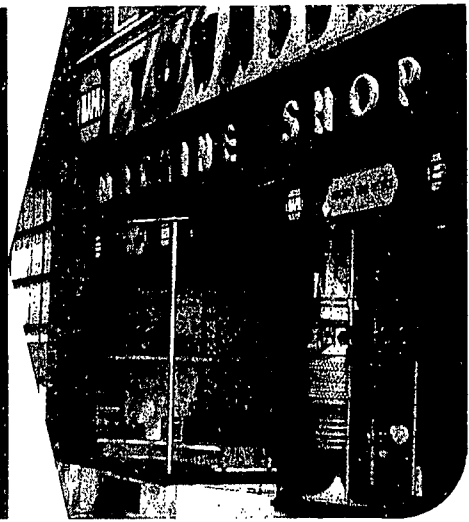
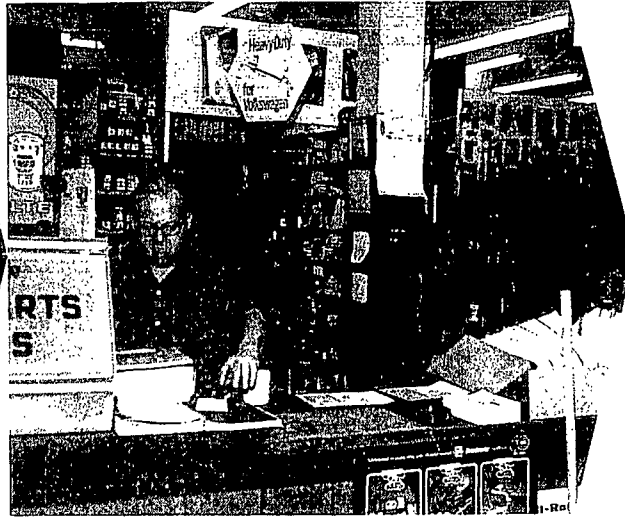
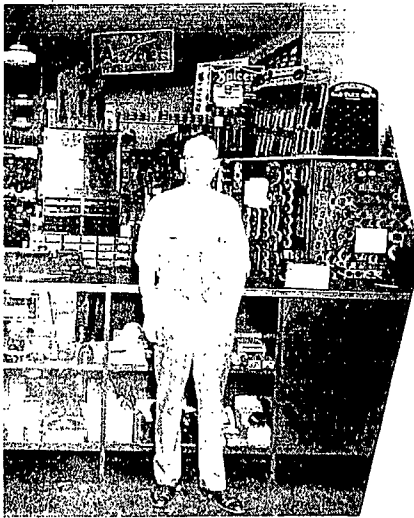




This page, top row: (left) Louis Townsend (Elwin's father), co-founder of Townsend Unit Parts Co. in front of counter when store opened in November, 1927; (center) Norman Townsend in old store, 1972; (right) Elwin Townsend at counter after first store expansion in 1939. Bottom row: (left) Attractively merchandised new store lobby; (center) Louis Townsend at terminal of Data General Computer, 1981; (right) Exterior of machine shop at old location a year before acquiring present new location.

Inc. now services over 400 active accounts, including traditional, agricultural and industrial customers.

OUTLOOK thought it might be interesting to hear the elder Townsend's thoughts on the changes that have taken place in the jobbing business from 1927 to the present. Here are his comments:

"The primary objective of every business is to provide a fair return on invested capital for the owners. That has not changed. The means to that end, however, has changed over the years, particularly in the last few years. Today's NAPA Jobber has far more assistance available to earn a profit, both from NAPA and individual suppliers.

"In our case, new job oppor-

tunities have arisen, such as people skilled in the use of a computer; highly-trained inside salespeople who, in our case, are highly motivated to assist customers and fill their needs. Years ago, a counterman was not accorded that degree of professional status. With the great emphasis on merchandising to attract the do-it-yourself trade has come the need for people skilled and trained in store layout, display, advertising and merchandising our products.

"Whatever degree of success and growth we have enjoyed in the past 54 years has come about through the unbeatable combination of a dedicated management and a highly trained, skilled and

loyal group of employees. I am proud to have been associated with these people and with the many fine NAPA people we have been privileged to know and work with in the past half-century."

Here's an interesting note: Lou Townsend has done an outstanding job continuing the growth and success of Townsend Auto Supply Inc., so he was asked to what he credits his own success. But upon hearing his father's response — dedicated, loyal and well-trained employees — the younger Townsend had to agree: "I guess that about sums up my feelings, too."

Maybe some things in business just don't change after all — and thankfully so.