



NEWS FROM NAPA HEADQUARTERS 5

A quick rundown on some of the latest information from NAPA Headquarters, including your Fall '81 national network advertising schedule, two new staff additions and a sneak preview of what's coming in '82!!!!



CHANGING THROUGH THE YEARS: TOWNSEND AUTO SUPPLY 6

In business since 1927, Townsend Auto Supply of Niagara Falls, New York has prospered through the changing times. Here's a look at how the store has grown over the past 54 years, with some business insights from past owner Elwin Townsend and his son Louis, current president of Townsend Auto Supply.

4. Other income	
5. Total cash receipts	
EXPECTED CASH PAYMENTS	
6. Inventory	
7. General operating expenses including interest	
8. Other payments (taxes, including estimated income tax, repayment of loans, etc.)	
9. Total cash payments	
10. EXPECTED CASH BALANCE at the beginning of the month	
11. Cash increase or decrease (item 4 minus item 9)	
12. Expected cash balance at end of month (item 10 plus item 11)	
13. Desired working cash balance	
14. Short-term loans needed (item 13 minus item 12; if item 12 is larger, capital cash expense for dividends, capital cash expense item 12)	

PLANNING FOR THE YEAR AHEAD: HOW'S YOUR CASH SUPPLY? 9

The amount of cash a company needs for financial health and growth depends upon a variety of factors, as different stores have varying requirements and future goals. Here are some suggested ways for store managers or owners to determine if they're operating with the most adequate cash supply.



ALERT TO ALL SALES OPPORTUNITIES: TODAY'S PROFESSIONAL INSIDE SALESPERSON 12

The past few issues of OUTLOOK have dealt with three potential sales growth areas, all of which have a direct impact on the way the inside salesperson performs his job. Here's an indepth look at what each of these three critical areas — machine shops, related selling and remanufactured parts — will mean in relation to counter personnel.



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Items of interest to NAPA and its people: From cars to boats to fire trucks, NAPA has what it takes!