cepts, annual marketing programs, merchandising, proper handling of co-op advertising, plus the creation and handling of more and more local programs with enterprising and aggressive NAPA Jobbers.

At this writing, our need for an agency change may soon be accomplished, since we and a principal NAPA manufacturer have been working behind the scenes to arrange a merger of Humbert & Jones with Matthews, Cremins & Associates. This appears highly probable and would be extremely desirable for NAPA. Matthews, Cremins are young, aggressive, creative, and as you will recall, have already been associated with us for two years in the production of "Look Again George" and "Tell 'Em The Facts". In addition they have worked with us on much of our 1972 merchandising program; they have been part of a number of National Business Conferences, as well as our Annual Meetings; they have also been gradually taking over a great portion of the advertising promotion by Wix and NAPA Filters, who have also been associated with Humbert & Jones for years.

A strong, creative and innovative agency working with NAPA Headquarters will have a meaningful impact on NAPA Headquarters' ability to provide exciting and productive annual programs to meet the needs of our Jobbers at their level, plus adding new dimensions and effectiveness to our Annual Meetings, at our National Business Conferences, and to our M & M Meetings, etc.

Unquestionably, an advertising agency providing total programs to NAPA Headquarters would also relieve NAPA Headquarters of some of the work it now has to do on its own, in whittling out all of the merchandising materials.

NAPA Headquarters Marketing & Merchandising Manager

Until recently, the NAPA OUTLOOK was headed by Bill Martin who did a creditable job with the quality of the NAPA Outlook, but was far too restricted in other areas.

With our outstanding success in sales volume and profits