

In stating our recommendations and objectives, we will align them generally into two categories—those which we control and accomplish, and those which we believe in and hope to persuade our NAPA Members to accept.

In looking to the future, we have these specific objectives:

Cataloging

To continue complete awareness in the field of microfilm in the event new developments suggest active work in that area. This could further the strong possibility of the product group concept, wherein we would have a single catalog for each of our "Systems", i.e., Brake System Catalog, Electrical Catalog, etc.

To establish a new vigilance with our suppliers in the production and format of their existing catalogs and to keep them abreast of the criticisms and suggestions of our Jobbers.

To be alert to the possibilities of entirely new concepts in automotive cataloging which would benefit NAPA Jobbers.

Market Research — Market Awareness

We will become more professional in obtaining, organizing, and evaluating new information in order to recognize in advance the technological changes and marketing influences which will affect our industry and us.

We believe it necessary to study more carefully the progress of the mass merchandiser—the methods they employ, the inevitable changes they will effect, the impact they have on end users. We also will strive to understand better the position of Western Auto, The Pep Boys, Home and Auto Stores, etc., to determine their progress and in what areas their success can be transplanted into the NAPA System.

We also intend to become more intimately familiar with the basic purchasing concepts of such firms as Sears, Ward's, and Penney's. We foresee the need to accumulate as much valid