

material of this sort as we can, against the possibility of our departing from our existing method of purchase off the Industry Blue Sheet. We are interested in the manner in which Sears and others can effectively produce their own cataloging, their own sales and promotional programs, their individual marketing development. And how their people acquire excellent technical knowledge of automotive replacement parts, and know how to use it.

In the field of market research, we want to know more about J. C. Penney's program of "master availability", which has enabled them to solve a vexing retail problem. They might, for instance, have an item with great female appeal, which comes in a dozen sizes and two dozen colors. In the past they have lost a tremendous number of sales by not having every combination available in every outlet. Now, however, they employ a special order form for such an item; and clerks are trained to tell the customer that while it is not in stock, it will be delivered to the customer's home within two days. We understand this approach has been eminently successful for Penney's.

To us it represents the kind of creative marketing solution we must be constantly aware of, for many such innovations will translate to the NAPA System handily. Frequently, an idea of this kind, applied to NAPA, can allow us to do a much better job with certain product lines, especially as we move into the newer, broader markets of the future.

In looking ahead to increased market research, we hope to be able to make concrete recommendations in the field of such things as "specialty shops", special fleet centers, etc. Existing evidence points to the fact that we cannot hope to continue to distribute in the future exactly as we do today . . . we may have to turn our thinking toward "specialized distribution" at the local level and in specific markets in order to maintain our present sales momentum.