A NAPA Jobber Speaks Out

"Our Customers Like To Get Everything They Need In The Way Of Auto Parts And Paint Right At Our Stores."

Gene Baker, *General Manager of Rensselaer Auto Parts, Rensselaer, Indiana. Plus 7 other stores located in Demotte, Knox, Kentland, Lebanon, Monticello, Remington, and Winamac, Indiana.*

Gene Baker has been with NAPA Jobber Rex Blacker for 29 years. So he knows what he's talking about. Glen Wood, Assistant General Manager with 22 years of service, is an "old timer" with the firm, as well.

When Mr. Blacker opened his original NAPA operation in Rensselaer in 1948, one of his first product lines was Martin-Senour Paint. And the Martin-Senour line has proved to be such a good profit-maker that in every new store Mr. Blacker has opened since, he has included an inventory of Martin-Senour products.

Gene Baker Explains Position

"We really appreciate the completeness of the Martin-Senour line. Our customers like to get everything they need in the way of auto parts and paint right at our stores. We know for a fact that paint helps us sell more auto parts."

Martin-Senour Paint Sales Increasing

Glen Wood explained, "Our paint sales have been increasing steadily each year. I'd say on the average, Martin-Senour is our Number Three line out of the many lines we carry. Mixing paint has turned out to be a real money-maker for us. And we sell our share of Factory Packaged Colors, too."

Customers Get Complete Service

Mr. Baker made the point, "After all, we have the most complete auto parts inventory in the aftermarket. We also operate a modern machine shop for the convenience of our customers. So, it stands to reason, we owe it to our customers to handle paint, too. Then we can give them *Complete Service*—everything they need at one store. And with NAPA's outstanding delivery service, if we run out of something, we can get it here the next morning. Good customer service is our specialty."



Glen Wood, Gene Baker

Countermen Know How To Mix Paint

Gene Baker said, "We make sure our countermen know how to mix paint. We have also sent most of our people to the Martin-Senour Training Center. Everyone comes back with new facts and information that have proved helpful in serving our customers."

Another Plus . . . Martin-Senour Sales Reps

Gene Baker explained, "The Martin-Senour Reps who have worked with us have helped us in getting new business. They go out on calls with us. They also help us solve refinishing problems, when they occur. It's nice to have this support available when you need it."

Gene Baker and Glen Wood said, "We are not the least bit hesitant about recommending the Martin-Senour line to other NAPA Jobbers. It's Number Three in our sales and profits, and that says it all!"

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