

The function of the Marketing Manager would be to coordinate all of the many marketing and advertising programs currently available, as well as the bigger and better programs which will be provided in the future. He would work closely with many of the larger Jobbers in his area in establishing their annual advertising programs, merchandising programs, and much of their selling programs. He would lend professional assistance to help them reach the market of all "end users" . . . establish programs for rotating lobby displays . . . motivate incentives directed to Jobber personnel . . . work with the sales manager in his relationship with factory personnel who, on occasion, would be part of his planning with larger Jobbers.

Total Communication

Presently, the NAPA OUTLOOK and the NAPA REPORTER constitute our prime source of communication between NAPA Headquarters and our NAPA Jobbers. This is a well-rounded and accepted program and will continue to have increasing influence in our relationship with NAPA Jobbers in all sections of the country.

In evaluating future marketing approaches for NAPA it is apparent that we must recognize the fact that many of our Jobbers throughout the country will be much bigger, and that a great number of these Jobbers will have been associated with NAPA for 25 and even 50 years or more.

When we think in terms of an organization operating at the rate of \$705 million per year in 1975, and equate that to the manner in which other organizations in either the distributing or retailing business operate, it becomes increasingly clear that we need to expand our marketing concepts and develop a capability of working closer on the national level with a great many of our larger Jobbers.

At the same time we need also to develop "centralized training programs" for our Distribution Center personnel, with emphasis toward the Sales Manager and Assistant Sales Man-