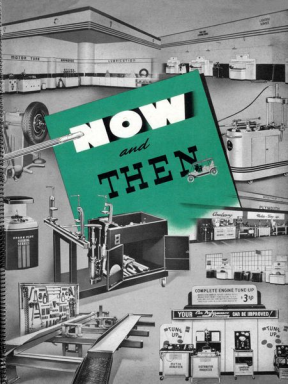


NOW *and* THEN



COMPLETE ENGINE TUNE UP

3.00

YOUR *Chrysler* *Pontiac* *Ford* *Oldsmobile* *and* *other* cars can be improved



It should be the goal of every dealer to maintain a standard of service that will preserve the quality built into a car by the manufacturer. . . . Today there is equipment designed that will enable any dealer to meet his service responsibility to owners, and to the manufacturer whom cars he sells.



David S. Wallace
Assistant Dealer Sales Division
CHRYSLER CORPORATION

The success of any dealer must be measured in terms of the satisfaction given by the vehicles that he sells. . . . Absolute integrity both in quality and price is essential to keep this life-blood circulating.



S. W. Moore
General Sales Manager
CHRYSLER SALES DIVISION
CHRYSLER CORPORATION

A satisfactory service job at a satisfactory price requires well trained personnel, good management, and the very best labor-saving and time-saving equipment that can be obtained.



W. S. Wilson
Director of Service
CHRYSLER SALES DIVISION
CHRYSLER CORPORATION

- 1** Equipped and Tooled for the Job
- 2** No Shopping Required
- 3** Sublizing the Business
- 4** Increased Responsibilities
- 5** The March of Progress
- 6** The Essentials of Business
- 7** The Minimum Essentials
- 8** Essential to Service 200 to 350 Active Owners
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CONTENTS



Stabilizing the Business

A WELL managed Parts and Service Department definitely acts as a stabilizing influence on an automobile dealer's entire operation. This is due to the fact that parts and service volume is fairly

constant over the twelve months of the year. New car sales are influenced by a number of factors that in the past have tended to subject them to seasonal fluctuations. The constant revenue from

parts and service will therefore tend to balance the overall operation at times when there is a dip in the car sales curve.

Let us carefully analyze what the revenue from these departments will do for a dealer. Many dealers are carrying all their overhead with the earnings of the service departments and there is every reason to believe that the market potential in the immediate future will continue to afford such an opportunity in many more dealerships if the dealer has the necessary equipment and tools and an intelligent, aggressive management. When all the overhead can be absorbed in this manner, it is obvious that much of the gross revenue from car sales can be converted into net profit. The only necessary deductions would be the actual sales expenses, such as salesman's salaries or commissions, advertising, etc.

A steady revenue from the parts and service business also means that the dealer is in an advantageous position to make more car sales. If he has the capital, he is in a position to handle a greater number of units and make a greater turnover. This again means more parts and service business, for each time the dealer makes a car

sale, he creates another potential customer for service.

The parts and service business frequently can be increased without adding to direct expense. Direct expenses are constant or fixed and usually do not fluctuate to any great extent because of abnormal trends or changes in business. Often times, increased gross revenue can be obtained by an increase in sales without materially increasing the direct expense.

When mechanics are added to the staff, only their salary is the additional expense; these men immediately produce enough additional revenue to pay their wages, plus a profit to the employer. Adding a mechanic to the shop is exactly the same as buying more goods to put on the shelves. The more goods a merchant can stock, up to the point of consumer demand, the more money he can make. Similarly, the more mechanics a dealer can profitably employ, the more his gross returns will be because the working time of a mechanic is sold directly to the public. Working time can be sold to produce a greater volume if the shop is better equipped with tools and labor saving equipment.





Increased Responsibilities

THE suspension of automobile production during the war caused a condition that greatly increased the automobile dealers' responsibility to the public. This halt in production added years to the average age of motor vehicles on the road—owners have been forced to continue to drive cars that under normal circumstances would long before

have been junked or sold to persons who must be content with the absolute minimum of transportation that can be bought second hand. The newest car on the road at the end of the war obviously would have to date its age from January, 1942.

Under the most favorable conditions, it will be



a long time before automobile production can catch up with the demand for new cars. There are so many factors involved in the resumption of manufacturing that nobody can hazard a guess as to when the pre-war level of the total number of automobiles in use and the pre-war average age will again be reached. In the meanwhile, many persons who own over-age cars will have to continue to use and depend on them more than ever before. The only way old vehicles can be made to serve until new ones are available to their owners is for the nation's service stations to do an efficient job.

It is easy to understand why motorized transportation is essential to the civilian war effort. But with the passing of that emergency the importance of this kind of transportation can not be regarded as materially lessened. The whole economic structure of America is predicated today on the assumption that personal transportation will be available to a large number of persons. Without it, millions would be unable to hold their jobs or to maintain their homes.

The nature of service has also materially changed since Pearl Harbor. One dealer puts it this way: "Minor brake adjustments have become brake relines; shock pedal adjustments have become shock reconditioning jobs; engine tune-ups have become valve grinding jobs; valve grinding jobs have become engine reconditioning jobs. Our job is different than it was before the war, pyramiding more and more each day."

With vehicles accumulating more miles due to the continued demand for their use, the dealer's service responsibility to provide adequate facilities for servicing these vehicles is becoming greater every day.

Many dealers already have improved the efficiency of their shops. They have been forced to utilize every opportunity of speeding up the jobs without sacrificing quality of the work. All of

this has come about by having a vast amount of work to do and a limited number of men to do it.

Departmentalizing their service to speed up the work has increased the efficiency of the men, such as, assigning men to departments and certain types of work, selecting the man who shows an aptitude for the job, rather than putting one on the job who only occasionally has had an opportunity to do that particular kind of work.

All these experiences and many more too numerous to mention have been encountered by dealers who have been forced to cope with the ever increasing amount of service work.

Congestion, too, in many service departments has been a big factor to deal with in speeding up production.

The installation and display of complete service has helped owners to purchase more of their requirements at one time, thus reducing the congestion by an immediate service visit to the dealership.

More and more will dealers be called upon by owners for their increased service requirements and again, they will have the first opportunity to bid for this business. Those who are prepared and equipped to do the job will profit in future years.

Dealers generally have recognized the enormous revenue possibilities and are laying future plans to accept this responsibility to their owners.

Because of the advancing age of the millions of vehicles that are destined to survive wartime conditions, it is certain that the potential service business will steadily increase. As new cars replace old ones, the service potential per unit may show a decrease, but the total number of vehicles will steadily increase until it has reached whatever figure may be required for the nation's needs—a figure that undoubtedly will be higher than the pre-war peak. In fact, within less than a decade there may well be more than twice as many cars in operation than there were at the close of the war.



THEN



AND

NOW



THE NEW **Mustang**



9

The March



of Progress...

HAVING considered the human parts and service business possibilities and the effect it will have on stabilization of the business as a whole, let us consider the facilities, equipment and tools necessary to obtain a fair share of this business.

In this business of moving automotive vehicles, dealers have passed through many stages or phases.

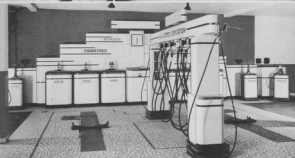
Just as the vehicles themselves have advanced in design and construction, so too have the facilities, equipment, tools and the methods employed. It is true that many changes or improvements

in the vehicles have called for special equipment and tools in order to service them. There have been many improvements also in the methods of performing certain common operations of service.

Many operations that have been done for years have been made easier, speeded up and the quality of the workmanship has been improved—all makes for owner satisfaction and good will.

Modern equipment and tools have certainly contributed their share to this gradual evolution to the most modern service facilities.





Lubrication



LUBRICATION has gone through many stages since the inception of the first automobile.

The first stages can best be expressed by the definition of "to grease." Webster says, "To grease is to smear."

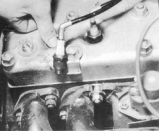
Many can recall the little grease cups which were filled with a paddle or with the fingers, and then screwed down to force the grease to the proper spot. Little or no thought was given to the types of lubricants best fitted for various parts of the vehicle—grease was grease.

Along came the hand gun and the lubricant fittings to replace the hand-operated grease cups; then more convenience in doing the job was given consideration. Pits and elevated runways had their trial, then came the modern lifts and hoists.

Today, modern high-pressure equipment and lubricant fittings, together with the provision of the proper types of lubricants, contribute to a very thorough and efficient lubrication job. Lubri-

cation can be a part of a \$1,000 or a \$15,000 business, depending on the potential and the investment. It supplies a need for the only regular monthly car service and acts as a "feeder service" for all other departments. Regardless of the size of investment, this lubrication service is a most profitable business.

From our files are cases of two widely different dealers, one averaging \$1500 per month in customer labor sales and the other \$14,500 per month in customer labor sales. In the case of the first dealer, his investment in lubrication equipment amounts to \$2000 and his monthly gross revenue amounts to \$74.27. In the case of the second dealer, his investment amounts to \$4750 and the return in gross revenue amounts to \$855 per month. These are typical "actual" cases of successful lubrication operations, helping to emphasize the vital need for a Lubrication Department.



Engine Tune Up



THE tune up of an engine has always been surrounded with an air of mystery to most owners.

This may have come about in the days when a novice driver was used to check the firing of the spark plug in the cylinder. Many owners watched with interest, and with some bewilderment too, the mechanic who attempted to diagnose trouble by this method.

Owners were even more mystified when the mechanic attempted to set the timing of the ignition with the position of the piston by placing his thumb over the spark plug hole.

Many pieces of equipment have been designed to aid in diagnosing and adjusting the workings of an engine. Those devices that help to remove the position settings or tolerances of various parts have been very helpful to the service man. The instruments and equipment that register performance, help to take the guesswork out of adjusting the component parts.

These pieces of equipment, when explained, have helped the owner to understand the conditions and the need for engine tune up. Without these essentials, it would be difficult to adjust and service the modern engine satisfactorily today.

An Engine Tune Up Department can be a big revenue producer regardless of the size. Nationally it accounts for 14% of the total labor sales and again, the better and more fully the department is equipped, the greater the gross revenue from the work performed will be. This is proven from actual records of the two dealers previously mentioned. The first dealer invested \$150 in equipment and is receiving \$123.51 per month in gross revenue. The second dealer invested \$4170 and is receiving \$3997 per month in gross revenue. Average dealers such as these are among thousands of dealers who have wisely invested in engine tune up equipment and are getting a big return from that investment.



Steering and Front End

**THEN
AND
NOW**

HERE is a service that has undergone a great many "growing pains," possibly due to many changes in the design and the construction of front ends of vehicles.

In the early days, our only major concern was the toe-in of the wheels and it still is a factor to be reckoned with. In those days it was measured with a string or a stick and little or no consideration was given to the caster, camber or balance of the wheels.

Along came the expert who expounded the caster and camber theory, then came talk about steering geometry. This attached notion of a mystery to the job—few came into the picture and many service men hesitated to attempt to change any adjustments on the front end of a vehicle.

Today, modern equipment and precision instruments have taken the mystery and fear out of the job. Many things have been learned about the work that has been beneficial both to the mechanic and to the owner. Thousands of miles have been added to the life of tires. Better balance, easier steering and safety—all these have been achieved.

The war and the necessity for tire conservation materially helped to acquaint owners with this

much needed and desirable service. It is a service that owners will require in the future because of the benefits they already have derived from having this work performed on their vehicles.

No service operation or facility can be considered complete without Steering and Front End Service.

This work, akin to engine tune up, is an existing work and demands the proper type of equipment. Here again, the greater the investment, the greater the gross revenue. Using the same two dealers that were mentioned previously, typical of the greater number of dealers, the high return on the investment is proven again.

The first dealer invested \$1400 in equipment for this department and is receiving \$100.94 per month in gross revenue—\$1207.28 per year on a \$1400 investment.

The second dealer invested \$1075 in equipment and receives \$84.00 per month in gross revenue—\$1008 per year on a \$1075 investment.

Not only from the standpoint of a return on your investment, but also from the standpoint of benefits to your customers is a Steering and Front End Department advisable.





Brakes

**THEN
AND
NOW**

THIS service, too, has had a very interesting growth. Many changes in design have been made since the external contracting one-piece brake band. In those days, the adjustment was made by turning a wing nut and bringing the band closer to the drum. Little or no thought was given to the need for uniform clearance at all points.

In those days, cables, rods and various types of mechanisms caused many complications in securing the full equalization of the brake application at each wheel.

Along came four-wheel brakes and the internal-expanding service brake, together with the hydraulic application.

Then came brake machines, shoe grinding equipment, shoe adjustment gauges and brake drum centering equipment, all of which help to make a very satisfactory repair on the modern

brake mechanism. In recent years too, vehicles have been driven at higher rates of speed, necessitating precision adjustments and quality workmanship.

A fully-equipped brake department is one of the most important in a dealer's service department. It is a safety service always in demand and one that is profitable.

Definite proof of this is found from actual operation records. The next two dealers show proportionate returns from their investment in equipment for this department also.

The smaller dealer invested \$100 in equipment and receives \$66.49 per month in gross revenue or \$797 per year. The larger dealer invested \$415 in equipment and receives 1-085 per month in gross revenue or \$1302 per year on a \$600 investment.

General Repairs



A **GREAT** many service operations fall under the heading of General Repairs. This part of the business has changed considerably over a period of years.

In the early days many shops operated under this heading and indeed they were exactly what the name implied—General Repair Shops. Every class of work was performed in one big open shop.

Certain types of service work gradually became specialty work and as a result they were set aside in separate departments—the beginning of complete departmentalization within dealerships.

The idea of departmentalization grew rapidly until today a great percentage of automobile dealers have their service stations set up in many

separate departments, offering individual services for their owners.

All services, of course, do not fit in separate departments, sometimes due to lack of space and/or because of the many separate services needed. Reconditioning of units such as engines, transmissions, rear axles, chassis repairs and various other work will still come under the category of General Repairs.

Because general repair work covers so many individual types of work, it is natural that it should account for 50.0% of the total service department labor sales. The proper tools and equipment for such a varied type of work are therefore most important.



Among some of the most important pieces of equipment needed for the efficient operation of the General Repair Department is the hoist. In some dealerships, each mechanic's stall is equipped with a hoist.

Any job that necessitates lifting the vehicle in order to make the under accessible can be done on a hoist. The work of lifting a vehicle and placing safety jacks under it can be done with a hoist in a fraction of the time required by old methods. The mechanic can raise the vehicle to the most suitable height for the particular job to be done and work in a natural, standing position—no need to lie on his back and reach up to the work in an unnatural, awkward position. When more than one job is to be done on a vehicle, it can be quickly raised or lowered as required to do the specific job. Besides the saving of time in getting the ve-

hicle ready to be worked on, there is obviously a great saving of time in doing the actual work.

When selecting a hoist from the many types available, consideration should be given to the accessibility of under when the vehicle is lifted off the floor. This is particularly important when installing hoists in a General Repair Department because all types of work will be done on it. A hydraulic type hoist which lifts from the under provides much working space underneath the vehicle and can be used on first floor installations where the posts can be installed below the surface of the floor. This type of hoist can be lowered into the floor, leaving a clear level space in the shop when the hoist is not in use. Second floor installations require a different type hoist, such as the four post type electric hoist.





Body • Sheet Metal • Painting

**THEN
AND
NOW**



THIS department seems to have emerged from the old carriage and buggy shops and for considerable time these shops were considered the only ones that could successfully repair and paint an automobile body. In those early days the repairs required men who were acquainted with wood working. Most of the painting at that time was done with a brush.

As time went on, bodies were built and constructed with less wood and more metal, and finally came the all steel closed body—dealers then found it advantageous to do this type of work in their own shops. Along came the spray-gun method of painting to take the place of the brush method and a great many dealers took on this work. Today many dealers find it advantageous to have a Body, Sheet Metal and Painting Department because it handles a very high percentage of the service volume.

Equipment and tools to render this service have improved and kept pace with the change of design and construction of the bodies. Many badly damaged bodies have been repaired and made as good as new.

The fact that 26% of the total service volume is a result of this type of work has prompted many dealers to set up a separate department for this work alone. It has been proven time and again to be an exceptionally lucrative portion of the dealer's operation.

The two dealers already mentioned have also included this department in their operations. The proof of the pudding is in the eating, so the results they have obtained represent the proof that the returns are proportionately as high here as in the other departments.

The smaller dealer invested \$400 in equipment for his Body and Sheet Metal Department and has received \$204.51 per month in return in gross revenue.

The larger dealer invested \$1383 in equipment and has received \$2394 per month in return in gross revenue.

These departments are an essential part of the dealer's service operation. Adequate equipment and tools are the most important part of the essentials for performing this profitable service.





Wash and Polish

(APPEARANCE DEPARTMENT)



THIS service has long been considered a necessary evil by dealers generally and is still so considered by many. For that reason, few have attempted to provide the equipment and tools necessary to successfully handle this work.

Many are still doing this work in the same manner employed for years—a bucket of water, some rags and a can of polish.

Just as the other departments have progressed, so also has the Wash and Polish Department. Tools and equipment have been designed to help speed up the work and do a very satisfactory job.

Although this department never seemed to add any color to the service station where it has been installed, the gross revenue has been outstanding, providing a sound return from a sound invest-

ment. Representative of this are two striking examples from the records of the two dealers previously mentioned.

The smaller dealer invested only \$50 in equipment and has received a monthly gross revenue of \$15.50.

The larger dealer, having need for more equipment because of his size and added customer needs, invested \$400 in equipment and has received \$454 monthly in gross revenue.

Again, this is one of the services that owners will require frequently and making proper provision not only will be found most profitable, but will encourage the customer to do all his shopping in the one place of business.

Unit Repair



UNIT Repair has undergone a peculiar and unfortunate transition. During the earlier days when exchange units were not so readily available, and parts were not so plentiful, individual units were disassembled and repaired in the service station.

Disassembly and repair was not considered as Unit Repair then and the work was generally performed in the tool room. This tool room was instituted as an integral part of the garage or repair shop when it was found that the units on the automobile would require repairs. Generally speaking, experienced mechanics were in charge and obviously when a part was worn beyond use, they would automatically machine a new part to fit the unit.

As time went on, parts became more plentiful and dealers, seeking the line of least resistance, did less and less unit repair work until this class of work gradually pointed out of the service station and into the hands of parts jobbers and specialty houses. This was indeed unfortunate because it

deprived dealers of the added labor sales and missing revenue and divested a business that was originated by them.

There has always been a definite need for this type of work. That need is proven by the numerous parts jobbers in the unit repair business. It is safe to assume that if it were not profitable, the business would not have been so readily accepted and merchandised by so many concerns.

Many service departments have lost the art of doing this type of work, and many have not utilized this business aggressively. However, a few dealers have recognized some of the business and have not only been rewarded in additional revenue, but have used or completely erased the pressure of inefficient management. Doing this work has provided an answer to the ever present problem of training personnel and in saving labor.

There are a number of units that can be overhauled in the Unit Repair Department such as shock absorbers, carburetors, distributors, fuel and



water pumps, starting motors, generators and in some instances engines, transmissions and differentials. From the standpoint of investment, most of the equipment and tools necessary to equip a department for this work are already in use in the service department and in most instances no additional equipment is necessary. It merely results the gathering together of this equipment to form a Unit Repair Department.

Successful dealers have included this department in their operations and several have been extremely successful. Space that was previously considered unusable has been made productive, time or labor man hours have been saved, comebacks have been practically eliminated and sublet labor has been materially reduced.

Inexperienced help has been utilized and trained, resulting in more efficient help, and a greater revenue from the service department.

The experience of one dealer shows that with one good mechanic as supervisor, the training of six employees was possible, more service work was performed with a less number of mechanics, part sales have increased 60%, over the previous year and sublet labor has been reduced approximately 75%. Gross revenue from customer labor increased 25% and the efficiency of the shop was increased 40%.

A second dealer set up a Unit Repair Department in a space 18 feet square. Inexperienced help was secured and trained by a first class mechanic. As their training progressed, simple removal and installation operations were performed by them. With the knowledge of disassembly and reassembly, they progressed to full fledged specialists. Unproductive time was reduced by 25% and the shop efficiency rose to 100%. Besides supplying everyday needs for the shop, a stock of condi-

tioned replacement units has been accumulated to a point where there are available ten clutch pressure plate assemblies, two transmissions, twenty-four refined brake shoes, four brake master cylinders, six carburetors, five distributors, ten generator regulator assemblies, twelve shock absorbers, two generators and two starting motors. Other units are also available.

A third dealer who set up a similar department was surprised to find that after a short time of operation, the volume of service labor sharply increased in spite of a less number of mechanics. The training of men was followed in the same manner, with the exception that three girls were employed and trained to handle the work. It was found that the shop space was far more productive due to elimination of waiting time while repairs were made to units and the units installed. A complete brake job normally required 4.5 hours to remove, refine and install. Making use of the stock of rebuilt brake shoes, the actual removal and installation time was reduced to approximately 1.5 hours. This permitted the use of this space more often because each operation was reduced to a simple removal and installation procedure with the added advantage of speeding up the delivery of a vehicle to the customer.

Reconditioned units which are available to the shop to speed up delivery of vehicles also offer the advantage of additional part sales to independent and fleet accounts.

With all of the advantages that are gained through unit repair, it is apparent that dealers are again occupying this lost business and are enjoying larger labor and part sales and the increased gross revenue that inevitably follows. Dealers would do well to firmly establish themselves with a Unit Repair Department.



The *Essentials* of Business

THERE are always certain physical essentials necessary to any business, such as furniture, fixtures, equipment, machinery, tools, etc. These investments are known as the fixed assets of a business.

These essentials form the foundation upon which the business is built and conducted. Generally they contribute to the merchandising job, as well as to rendering the service that goes along with the sale of merchandise.

All merchants have a certain amount of furniture, fixtures, machinery, etc., which are necessary to the conduct of their business. Many pieces of fixtures and equipment are used to prepare mer-

chandise for sale. In a grocery store, such fixtures as the coffee grinders, meat slicers, cheese cutters or meat saws are considered essential equipment.

The only difference between these merchants and the automobile dealer is that the dealer is generally compensated for the service he renders with this equipment, while the merchant considers it a part of the sales transaction.

Upon these essentials and **COMPLETE SERVICE DEPARTMENTALIZATION** rests the satisfaction of the owner with the vehicle, the good will for the manufacturer's product and the dealer's success and reputation as a merchant.

CHRYSLER
APPROVED SERVICE
PLYMOUTH

STEERING—FRONT END

BODY AND PAINTING

ENGINE TUNE-UP

LUBRICATION

WASH AND POLISH

GENERAL REPAIRS

BRAKES

APPROVED SERVICE TOOLBOX

The Minimum Essentials

GROUP E

A study of dealers who sell up to 100 vehicles annually indicates that they require the following minimum investment in equipment and tools to render satisfactory service to their owners.

INVESTMENTS	EQUIPMENT	TOOLS
LUBRICATION	\$ 157.30	\$ 70.40
ENGINE TUNE UP—ELECTRICAL	100.25	10.20
BRAKES	12.00	12.40
STEERING—FRONT END	3.75	16.45
GENERAL REPAIR	\$25.55	\$18.00
BODY SHEET METAL AND PAINTING	110.45	27.70
APPEARANCE—WASH AND POLISH	152.50	
MISC. EQUIPMENT AND TOOLS	585.00	175.45
TOTAL	\$1,837.45	\$ 602.40
TOTAL EQUIPMENT AND TOOLS		\$2,439.85

NOTE

{ The above figures are based on the pre-war minimum prevailing prices of equipment and tool manufacturers.

Minimum Essentials

ITEMS	EQUIPMENT	ITEMS	TOOLS
1	Ammer	1	Bax, pry
1	Bench, work	1	Bender, flexible tube
1	Bins, scrap	1	Brush, hand wire
1	Brake, valve guide	1	Calipers, inside (set)
1	Brushes, cleaning (set)	1	Calipers, outside (set)
1	Cabinet, first aid	1	Carries, battery (lifting)
1	Cabinet, tool (portable)	1	Chocks, uncoiled (set)
1	Can, radiator filler	1	Clamp, "C"
1	Can, waste	1	Clamp, door hinge bending
1	Chain, tow	1	Compressor, piston ring
1	Charger, battery	1	Compressor, valve spring
1	Clamp, brake cylinder piston	1	Conce, bolt
1	Clamp, brake lining	1	Conce, flexible tube
1	Cleaner and water, spark plug	1	Conce, glass
1	Cleaner, vacuum	1	Conce, floor
1	Compressor, air (including tank)	1	Dies, hand (set)
1	Covers, door trim	1	Drift, wheel bearing inner oil seal (16 cyl.)
1	Covers, gearshift lever	1	Drift, wheel bearing inner oil seal (18 cyl.)
1	Covers, seat and fender	1	Drift, wheel bearing outer bearing cap
2	Creepers, floor	1	Drift, piston oil seal
1	Disponent, alcohol	1	Drift, steering column bushing
1	Disponent, chassis tube	1	Extractors, screw (set)
1	Disponent, "R.P." Gear	1	Files, assorted (set)
1	Disponent, fluid gear	1	Files, body (14 in.)
1	Drum, grinding wheel	1	Files, flexible
1	Drill, electric portable	1	Gauge, carburetor float level
1	Drills (set)	1	Gauge, cover, camber, king pin
1	Enginegasket, fire	1	Gauge, cylinder bore indicator
1	Filler, battery	1	Gauge, cylinder compression
1	Gauge, vacuum	1	Gauge, fuel pump pressure
1	Grinder, bench or floor	1	Gauge, tire
1	Grinder, portable electric disk	1	Gauge, vacuum
1	Grinder, valve seat	1	Goggles
1	Grinder, valve seat (with angle head)	1	Gun, cooling system flushing
1	Hair, chain	1	Gun, floor grease
1	Hair, hydraulic or electric	1	Gun, gear service
1	Hair, cylinder bore	1	Gun, graphite
1	Hydrometer, battery	1	Gun, high pressure
1	Hydrometer, radiator	1	Gun, low pressure
1	Jack, hydraulic floor	1	Gun, oil
2	Jacks, screw	1	Gun, water pump grease
1	Kit, body and fender repair	5	Hammers, lead, brass and rawhide
1	Mouth, compressed air	1	Holder, tile (adjustable)
1	Oil, torch up (gun and cap)	1	Indicator dial, universal
1	Pan, draining and drain	1	Iron, soldering
1	Pan, portable drain	1	Kit, fluid drive service
1	Press, arbor (light duty)	1	Lifter, valve spring
1	Rack, battery charging	1	Light, spark advance
1	Rack, wash	1	Mallet, rubber
1	Refacer, valve	1	Mallet, wood
1	Regulator, air pressure	1	Oil, piston top
1	Tuner, battery oil	1	Paddle, solder
1	Tuner, gasoline mileage	1	Pliers, battery
1	Turck, blow	1	Pliers, brake spring
1	Visc, bench	1	Pliers, glass
1	Voltsmeter	1	Pliers, headlight bulb
1	Wringer (cleaning rags and chains)		

Minimum Essentials

ITEMS	EQUIPMENT	✓	ITEMS	TOOLS	✓
			1	Pin, lock ring	
			1	Plumbob	
			1	Puller, axle shaft and inner bearing cap	
			1	Puller, rear wheel hub (5-cyl.)	
			1	Puller, rear wheel hub (8-cyl.)	
			1	Puller, reverse idler gear shaft	
			1	Puller, reverse idler gear shaft (Vacuumic and Simplomatic transmissions)	
			1	Puller, steering arm	
			1	Puller, steering arm (8-cyl.)	
			1	Puller, steering arm (removes control)	
			1	Puller, transmission oil seal	
			1	Puller, universal	
			1	Puller, universal gear	
			1	Puller, water pump impeller	
			1	Puller, wheel	
			1	Punches, drift and center (set)	
			1	Reamer, cylinder bore edge	
			1	Reamer, king pin bushing	
			1	Reamer, expansion (set)	
			1	Reamers, valve guide expansion	
			1	Refacer, water pump bushings	
			1	Refacer, water pump housing nut	
			1	Retiles, master cylinder	
			1	Remover, end	
			1	Saws, back, uncoated (set)	
			1	Saws, hole, uncoated (set)	
			1	Scale, piston timing	
			1	Shims, air switch	
			1	Squares, combination	
			1	Straightedge	
			1	Sud, transmission cover pilot	
			1	Taps, steel	
			1	Taps, steel (set)	
			1	Tool, carbon scraping	
			1	Tool, clutch pedal overcenter spring	
			1	Tool, drive type nipple	
			1	Tool, headlights lens	
			1	Tool, king pin bushing	
			1	Tool, main bearing drill	
			1	Tool, water pump shaft bushing	
			1	Tool, spring cover	
			1	Tool, tire demounting	
			1	Tool, tube flaring	
			1	Tool, valve lock	
			1	Turnbuckle	
			1	Valvecover, tube	
			1	Wrench, counter adjusting (8-cyl.)	
			1	Wrench, counter adjusting (8-cyl.)	
			1	Wrench, third drive plug	
			1	Wrench, light switch board nut	
			1	Wrench, remote control guard/shut	
			1	Wrench, starter flange nut	
			1	Wrench, tension indicating (ft. lb.)	
			1	Wrench, vice grip	

Group A

THE MINIMUM ESSENTIALS for a dealer selling 100 to 200 cars annually and servicing regularly 200 to 350 Active Owners — doing a labor sales volume from \$9,000 upward annually—

INVESTMENTS	EQUIPMENT	TOOLS
LUBRICATION	\$ 545.95	\$ 70.00
ENGINE TUNE UP—ELECTRICAL	155.25	81.00
BRAKES	119.00	55.00
STEERING—FRONT END	43.75	95.00
GENERAL REPAIR	343.70	100.00
BODY SHEET METAL AND PAINTING	150.00	50.00
APPEARANCE—WASH AND POLISH	151.50	10.00
MISC. EQUIPMENT AND TOOLS	792.75	177.95
TOTAL	\$3,382.15	\$ 947.80
TOTAL EQUIPMENT AND TOOLS		\$5,129.75

NOTE

The above figures are based on the pre-war minimum prevailing prices of equipment and tool manufacturers.

Group B

THE MINIMUM ESSENTIALS for a dealer selling 200 to 300 cars annually and servicing regularly 100 to 200 Active Owners—doing a labor sales volume from \$20,000 upward annually—

INVESTMENTS	EQUIPMENT	TOOLS
LUBRICATION	\$ 820.00	\$ 71.00
ENGINE TUNE UP - ELECTRICAL	400.00	100.00
BRAKES	110.00	55.00
STEERING—FRONT END	800.75	67.15
GENERAL REPAIR	420.00	177.00
BODY-SHEET METAL AND PAINTING	985.15	265.50
APPEARANCE—WASH AND POLISH	132.50	10.00
MISC. EQUIPMENT AND TOOLS	1,110.00	300.45
TOTAL	\$4,833.85	\$1,293.10
TOTAL EQUIPMENT AND TOOLS		\$5,926.75

NOTE

{ The above figures are based on the pre-war minimum prevailing prices of equipment and tool manufacturers.

Group C

THE MINIMUM ESSENTIALS for a dealer selling 100 or more cars annually and regularly servicing 600 or more Active Owners—doing a labor sales volume from \$12,000 upward annually—

INVESTMENTS	EQUIPMENT	TOOLS
LUBRICATION	\$1,171.00	\$ 144.00
ENGINE TUNE UP—ELECTRICAL	882.49	126.34
BRAKES	371.50	49.10
STEERING—FRONT END	503.75	77.50
GENERAL REPAIR	1,264.85	482.05
BODY SHEET METAL AND PAINTING	847.20	194.50
APPEARANCE—WASH AND POLISH	101.00	—
MISC. EQUIPMENT AND TOOLS	1,804.00	114.45
TOTAL	\$7,185.49	\$1,488.45
TOTAL EQUIPMENT AND TOOLS		\$2,068.94

NOTE

The above figures are based on the pre-war minimum prevailing prices of equipment and tool manufacturers.



Lubrication

* DEALER GROUP				EQUIPMENT	✓	* DEALER GROUP				TOOLS	✓
I	A	B	C			I	A	B	C		
	1	1	1	Background		1	1	1	2	Bar, pry	
1	1	1	2	Cap, radiator filling		1	2	2	3	Brush, hand wire	
1	1	1	2	Cover, door trim		1	1	2	2	Gauge, tire	
1	1	1	2	Cover, gearshift lever		1	1	1	2	Gun, blow grease	
1	1	1	2	Cover, steering wheel		1	1	1	2	Gun, gear service	
1	1	1	2	Cover, seat and fender		1	1	1	2	Gun, graphite	
1	1	1	1	Dispenser, alcohol		1	1	1	2	Gun, high pressure	
1	1	1	1	Dispenser, chassis lube		1	1	1	2	Gun, low pressure	
			1	Dispenser, engine oil bulk		1	1	1	2	Gun, oil	
1	1	1	1	Dispenser, "E.P." gear		1	1	1	2	Gun, water pump grease	
			1	Dispenser, "E.P." hypoid		1	1	1	2	Oil, pistol type	
1	1	1	1	Dispenser, fluid gear					2	Tool, hub cap and grease cap	
			1	Drain, waste		1	1	1	2	Tool, drive type nipple	
1	1	1	2	Filter, battery		1	1	1	2	Tool, spring cover	
			1	Filter, lubricant							
			1	Flasket, gear case							
1	1	1	2	Hoist, hydraulic or electric							
1	1	1	2	Hydrometer, battery							
1	1	1	2	Hydrometer, radiator							
			1	Packet, wheel bearing							
1	2	3	3	Pans, cleaning and drain							
	1	1	2	Rack, lubrication gun							
1	1	1	2	Tester, battery cell							
			1	Tower, air hose							
			1	Washer, air cleaner							

*—Minimum Essentials

A—200 to 350 Active Owners

B—350 to 600 Active Owners

C—600 and Over Active Owners

Brakes

*DEALER GROUP				EQUIPMENT	✓	*DEALER GROUP				TOOLS	✓
E	A	B	C			E	A	B	C		
			1	Background			1	1	1	Depressor, pedal	
			1	Band, metal tools			1	1	1	Gauge, brake drum and shoe	
1	1	1	2	Clamp, brake cylinder plates		1	1	1	2	Pliers, brake spring	
1	1	1	2	Clamp, brake lining		1	1	1	1	Puller, wheel	
1	1	1	1	Cover, door trim		1	1	1		Refiles, master cylinder	
1	1	1	1	Cover, seat and fender		1	1	1		Wrench, brake cam	
1	1	1	1	Cover, steering wheel							
	1	1	1	Hose, brake cylinder							
			1	Machine, brake drum							
1	1	1	1	Machine, lining riveting and grinding							
			1	Refacer, brake lining							
			1	Tool, pressure, portable							

*Minimum Essentials
 A—200 to 350 Active Owners
 B—350 to 600 Active Owners
 C—600 and Over Active Owners

Body and Sheet Metal

* DEALER
GROUP

A B C

EQUIPMENT



* DEALER
GROUP

A B C

TOTALS



		1	1	Aghass, palm (hand and power)
		1	1	Booth, spray
		1	1	Cabinet, paint
		1	1	Fan, spray booth exhaust
1	1	1	1	Gristle, portable electric disc
		1	1	Gun, metal spray
		2	2	Gun, spray
		1		Head, paint stripping
		1	2	Heads, rubber (power jack)
		1	1	Irons, caulking (assorted)
		1	1	Jack (1-ton)
		1	1	Jack, hydraulic body
1	1			Kit, body and fender repair
		1	1	Key, color matching
		4		Lamps, heat drying (Infrared)
		1	1	Machine, key cutting
		1		Machine, sewing
		1	1	Polisher, disc
1	1			Quilt, touch-up (gun and cup)
		2	2	Reflectors, vapor tight light
1	1	1	1	Regulator, air pressure
		1	2	Respirator
		1	1	Sander, electric disc
		1		Sprayer, fender and sheet metal
1	1	1	1	Torch, blow
		1		Transformer, air

		1	1	Awl, scratch
		1	1	Bar, straightening
		1	1	Block, leverage dolly
		1	1	Blocks, hand dolly (assorted)
		1	1	Clamp, body
		1	1	Clamp, body builders "C"
1	1	1	1	Clamp, door hinge bending
1	1	1	1	Cutter, glass
		1		Cutter, hand panel
		1		Disc, floor mat cutting
1	2	2	4	Files, body (14 in.)
1	2	2	4	Files, flexible
		1		Hammer, body trimmer's
		1		Hammer, spherometer's
		1	1	Hammers, bumping (assorted)
		1	1	Hammers, pneumatic sheet metal
1	1	1	2	Holder, file (adjustable)
1	2	2	2	Irons, soldering
		1		Knives, glazing
		1		Knives, trimmer
1	1	1	1	Mallet, rubber
1	1	1	1	Mallet, wood
		1		Needles, spherometer's
1	1	1		Paddle, solder
		1		Pliers, drip molding
1	1	1		Pliers, fender flange
1	1	1		Pliers, glass
1	1	1		Punches, body (set)
1	1	1	1	Shears, tin snail
		1		Shears, trimmer
1	1	1		Spoons, hand dingling (assorted)
		1	1	Spoons, power dingling (assorted)
		1		Tool, glass removing
1	1			Tool, hinge pin removing
1	1			Trim, body checking
1	1	1	1	Turnbuckle

* 1—Minimum Essentials

A—200 to 350 Active Owners

B—350 to 600 Active Owners

C—600 and Over Active Owners

General Repairs

* DEALER GROUP				EQUIPMENT	✓
I	A	B	C		
		1	1	Aligner, connecting rod	
			1	Bolt, cylinder head	
	1	1	1	Bolt, cylinder head pry	
1	1	1	1	Brush, valve guide	
		1	1	Brush, rotary carbon	
1	1	1	1	Can, radiator filler	
			1	Collector, dust (vacuum)	
		1	1	Fixture, connecting rod straightening	
			1	Fixture, engine lifting	
1	1	1	1	Grinder, valve seat	
1	1	1	1	Grinder, valve seat (with angle head)	
1	1	1	1	Hone, cylinder bore	
		1	1	Hone, piston pin bushing	
	1	1	1	Hone, piston pin hole (adjustable)	
		1		Jack, transmission	
		1		Orbit, exhaust valve seat installing	
		1		Orbit, radiator torch soldering	
1	1	1	1	Pan, portable drain	
		1		Plugs, radiator test	
1	1	1	1	Relator, valve	
		1		Stand, engine assembly	
		1		Stand, transmission assembly	
		1		Tank, bearing oil leak detecting	
		1		Tank, radiator boiling	
	1	1	1	Tank, tube testing	
		1		Vulcanizer, tire	

* DEALER GROUP				TOOLS	✓
I	A	B	C		
	1	1	1	Arbor, clutch gear	
	1	1	1	Arbor, clutch aligning	
	1	1	1	Arbor, reverse idler	
			1	Clamps, valve tappet	
1	1	1	1	Compression, piston ring	
1	1	1	1	Compression, valve spring	
1	1	1	1	Cutter, bore	
		1	1	Drill, grease cup	
1	1	1	1	Drill, piston oil seal	
1	1	1	1	Drill, steering column bushing	
1	1	1	1	Drill, wheel bearing inner oil seal (8-cylinder)	
1	1	1	1	Drill, wheel bearing inner oil seal (8-cylinder)	
1	1	1	1	Drill, wheel bearing outer bearing cup	
		1	1	Fixture, clutch adjusting	
1	1	1	1	Gauge, cylinder bore indicating	
1	1	1	1	Gauge, cylinder compression	
		1	1	Gauge, clutch release	
1	1	1	2	Gauge, tire	
1	1	1	1	Gas, cooling system flushing	
1	1	1	1	Kit, fluid drive service	
		1	1	Kit, shock absorber service	
1	1	1	1	Lifter, valve spring	
1	1	1	1	Pliers, lock ring	
1	1	1	1	Puller, axle shaft and inner bearing cup	
			1	Puller, engine front end	
			1	Puller, main bearing cup (8-cylinder)	
		1	1	Puller, pump fan hub	
1	1	1	1	Puller, rear wheel hub (8-cylinder)	
1	1	1	1	Puller, rear wheel hub (8-cylinder)	
1	1	1	1	Puller, reverse idler gearshaft	
1	1	1	1	Puller, reverse idler gearshaft (Vacumatic and Simplicatic transmission)	
1	1	1	1	Puller, transmission oil seal	
1	1	1	1	Puller, universal	
1	1	1	1	Puller, universal gear	

General Repairs (Cont'd)

DEALER
GROUP
I A B C

TOOLS



DEALER
GROUP
I A B C

EQUIPMENT



				1	1	Puller, universal joint flange
				1	1	Puller, valve seat inner
			1	1	1	Puller, water pump impeller
			1	1	1	Reamer, cylinder bore ridge
				1	1	Reamer, piston pin expansion
				1	1	Reamer, set valve tappet
			1	1	1	Reamer, valve guide expansion
			1	1	1	Refacer, water pump bushings
			1	1	1	Refacer, water pump housing seat
				1		Regroover, tire
			1	1	1	Remover, seal
			1	1	1	Scrub, piston firing
				1	1	Shims, chain case oil seal
				1	1	Shims, water pump seal
				1	1	Spacers, clutch flange
			1	1	1	Spacers, differential bearing caps
				1	1	Sprander, tire
			1	1	1	Suds, transmission cover pilot
				1		Tools, camshaft bearing
				1		Tool, camshaft pilot bushing bushings
				1	1	Tool, camshaft pilot bushing remover
			1	1	1	Tool, carbon scraping
			1	1	1	Tool, clutch pedal overcenter spring
				1	1	Tool, connecting rod bending
				1	1	Tool, piston ring (5 1/4 in.)
				1	1	Tool, piston ring (5 1/2 in.)
				1	1	Tool, piston ring (5 3/4 in.)
				1	1	Tool, piston ring (5 7/8 in.)
				1	1	Tool, piston ring (2 1/4 in.)
				1	1	Tool, piston ring (5 5/8 in.)
				1	1	Tool, piston ring groove cleaner
				1	1	Tool, rim service
			1	1	1	Tool, tire dismantling
				1	1	Tool, tire valve repair
				1	1	Tool, upper mainbearing shell
				1	1	Tool, universal joint flange
				1	1	Tool, valve guide
				1	1	Tool, valve lock
			1	1	1	Tool, water pump shaft bushing
				1	1	Vibrations, tube
				1	1	Wrench, crankshaft starting nut
			1	1	1	Wrench, fluid drive plug
				1	1	Wrench, overdrive adapter plates

² I—Minimum Essentials
A—300 to 350 Active Owners
B—350 to 600 Active Owners
C—600 and Over Active Owners

Appearance—Wash

* DEALER GROUP				EQUIPMENT	✓	* DEALER GROUP				TOOLS	✓
I	A	B	C			I	A	B	C		
1	1	1	2	Brushes, cleaning (set)				1	1	Gum, water pressure	
1	1	1	1	Cleaner, vacuum							
			1	Polisher, electric							
1	1	1	2	Rack, wash							
			1	Washer, power							
1	1	1	1	Wringers, cleaning rugs and chamais							

* S—Minimum Essentials
 A—200 to 300 Active Owners
 B—300 to 600 Active Owners
 C—600 and Over Active Owners

Miscellaneous Equipment and Tools

DEALER
GROUP
1 A B C

EQUIPMENT

DEALER
GROUP
1 A B C

TOOLS

1

1	1	2	Bars, tow
2	2	4	Benches, work
1	1	2	Bins, strap
1	1	1	Cabinets, first aid
1	2	4	Cabinets, tool (portable)
1	2	3	Cans, waste
		1	Can, tow
1	1	2	Chains, tow
1	1	1	Compressor, air (including tank)
1	1	1	Covers, door trim
1	1	1	Covers, gearshift lever handle
1	1	1	Covers, seat and fender
1	1	1	Covers, steering wheel
		1	Crate, service working car
2	3	4	10 Creepers, floor
1	1	2	Drinks, service
1	1	1	Drum, grinding wheel
1	2	2	3 Drills, electric portable
1	1	1	Drills (set)
1	2	3	4 Extinguishers, fire
		1	Fixture, drill grinding
			Fixture, transmission and rear axle holding
1	1	1	2 Grinders, bench or floor
		1	Holmes, welding
1	1	2	4 Hoists, chain
1	1	3	4 Jacks, hydraulic floor
4	8	12	16 Jacks, safety
		1	Laths, 14 in.
1	2	4	6 Nozzles, compressed air
		1	1 Outoff, gas cutting torch
1	1	1	1 Outoff, gas welding
		1	1 Press, bench or floor drill
1	1	1	1 Press, arbor (light duty)
		1	1 Trolley, chain hoist
1	2	4	4 Vises, bench
		1	1 Welders, arc

2	1	1	1 Bender, flexible tube
1	1	2	4 Brushes, hand wire
1	1	1	1 Calipers, inside (set)
1	1	1	1 Calipers, outside (set)
1	1	1	1 Chisels, assorted (set)
1	1	1	1 Clamp, "C"
1	1	1	1 Cutters, bolt
1	1	1	1 Cutters, flexible tube
		1	1 Cutters, washer and gasket
1	1	1	1 Dies, hand (set)
1	1	1	1 Extractor, screw (set)
1	1	1	1 Files, assorted (set)
			1 Gauge, drill grinding
		1	1 Gauge, twist drill
		1	1 Gauge, vacuum
		1	1 2 4 Goggles
3	3	3	3 3 Hammers, lead, brass and rawhide
1	1	1	1 Indicator, dial, universal
		1	1 Kit, carpenter's tool
		1	1 Micrometers, inside (set)
		1	1 Micrometers, outside (set)
1	1	1	1 Plumbob
1	1	1	1 Pliers, drill and screw (set)
		1	1 1 Rammers, expansion (set)
1	1	1	1 1 Saws, back assorted (set)
1	1	1	1 1 Saws, hole assorted (set)
1	1	1	1 1 Square, combination
1	1	1	1 1 Straightedge
1	1	1	1 1 Tape, steel
1	1	1	1 1 Tape, hand (set)
1	1	1	1 1 Taps, hole boring
1	1	1	1 1 Wrench, tension indicating (lb. ft.)
1	1	1	1 1 Wrench, vice grip

1—Minimum Successful
A—100 to 250 Active Owners
B—250 to 500 Active Owners
C—500 and Over Active Owners



Customer Relations

UPON your relations with your customers hinges your consistent growth, yes, even your success or failure. You may have all of the necessary essentials, a well-kept-out building, tools, equipment and personnel; you may utilize these factors to operate your business, but unless you honestly and consistently handle your customers carefully, your growth and prosperity will definitely be retarded. Without customers, your investment is worthless. With them, you can operate your business, but unless you show a personal interest in them and give them good workmanship in return for their patronage, you will not retain them. It is human nature to return to a place where you have been well treated. This is just as true in a dealership as it is in the place in which you eat.

If the food you eat is well cooked, is pleasingly served and your wants are satisfied, you will go out of your way to return. People return to a service station because they are welcomed personally, their troubles are listened to attentively and they are thanked for their patronage.

Personal interest in a customer starts the instant he enters your place of business. Too often has it been true that customers have to wait in the driveway to give you their business. A friendly greeting from the service manager or service salesman will repay them for their waiting. Even if you can't write up their order immediately, at least let them know you see them and will be with them soon.

When repair orders are written, service sales can be immeasurably increased by small no cost

courtesies, such as checking the operation of the windshield wiper and the headlights. Such services cost you nothing, but in doing them, you display a personal interest in the customer and in many instances resulted him of other work that should be done. Suggestions for other needed services will be received more willingly and will not be construed as pressure selling.

It is good business to quote proper prices for repairs, allowing yourself a safe margin if you are in doubt. It is a thrill to find that a bill is less than anticipated. This is a sure way to build customer confidence in your organization.

Good workmanship means exactly what it implies, but it depends largely on how the work is checked for completeness. To successfully achieve good workmanship, someone should be delegated this responsibility. Put someone between the mechanic and the customer to check the work. Every repair job, regardless of size, should be checked for completeness.

Be tolerant with complaining customers. Their troubles are important to them. Be a good listener and make them feel you are interested. In most instances, if you dig deep enough, you will find that they do have a just complaint. Satisfied customers are always your best advertisement.

Arrange the work so that your customers receive their cars when promised. They will know that your organization is efficient. They schedule their time on your promise and naturally expect you to do the same. If it is not possible to meet the scheduled finish time, show them the com-

mon courtesy of calling them beforehand so that they can call for their cars at a later time and not have to sit and wait.

If their cars are in the shop and additional work is evident and necessary, call them and give them the details. The quickest way for your customer to lose confidence in you, is to try and explain the "extra" cost of repairs without having called when the car was in the shop.

The time when your customer receives his car is the most important time to him. His confidence will be even greater if he finds his car clean. Successful operators sometimes hang a "Thank You" card on the steering wheel. The car is brushed out, the windshield wiped clean and the steering wheel wiped off—small courtesies that cost so little and return such huge dividends. Some dealers give a free wash with every major repair job.

Never fail to thank your customers for their business and ask them to return again. Send them a follow-up letter thanking them for their patronage and ask for their suggestions and criticisms.

For new customers, a personally conducted tour of the Service Department will instill confidence in your ability to perform all their service work.

If you establish relations with your customers on sound principles of good business—principles employed in all types of businesses—you can maintain a consistent and profitable flow of customers to your Service Department. This will result in greater labor and parts sales volume, and added opportunities for the sale of new cars, used cars and accessories.

Business Building Slogans

TODAY everyone believes in the power of advertising. Some types of advertising, commonly referred to as institutional advertising, command more public attention because it is short, truthful and packs a punch. This type of advertising occasionally becomes a slogan and all services rendered

are associated with the concern using this slogan.

In view of the high advertising value in such slogans, it is suggested that one be used to identify your business. A few are offered here for your consideration:

"Into this place come the best people in the world—OUR CUSTOMERS."

"Expert service at no extra cost."

"Trustworthy service."

"The house that (your name) built with service."

"Dependable service for dependable cars."

"Good service is indispensable."

"Service is our hobby."

"Good service costs no more."

"Our today's best is our starting point tomorrow."

"Our service: Not something for nothing—but doing what you want done promptly, intelligently and economically."



Just as slogans lead customers to you, so also do slogans within your organization tend to ruin morale; keep personnel alert to responsibilities

and further impress your customers. Several of these are offered here for your consideration:

"Success comes in CANS, not in CANTS."

"You can't stand by and get by."

"Take time to be friendly, it leads to happiness."

"We are judged not only by the quantity of service we perform, but by its **QUALITY**."

"It's what you learn, after you know it all, that counts."

"Remember that the customer's memory will last longer than your time to do a job."

"Satisfactory service demands your very best."

"For lack of service, a customer was lost."



Complete Facilities to Service More Owners' Vehicles

More *Revenue*
Per Customer

PLYMOUTH

CHRYSLER

THIS BOOK is presented in the interest of successful dealership operation and efficient service for Chrysler Distributors, Direct Dealers and Dealers.

CHRYSLER SALES CORPORATION • DETROIT 31, MICHIGAN

Subsidiary of Chrysler Corporation