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## ON THE DOTTED LINE

By "The Man Who Owns One"

When you stop to think of it, it is amazing how great a part a signature plays in the affairs of the world.

Signatures have bound nations together in prosperity, plunged them into war. Freed men, and doomed others. Built fortunes—swept them away.

Most business is done on a basis of signatures. Billions of dollars in property, merchandise, securities change hands yearly, all because someone has scratched his name on the dotted line.

A scrap of green, pink, blue or tan water-marked paper—valueless in itself—suddenly becomes worth thousands of dollars, just because someone has signed it.

That signature, the silent spokesman of the integrity of the man, states, "I say this is so!"

Is it any wonder, then, that people attach so much importance to signing their names to anything? Do you wonder why they exercise so much care in studying a document or an order before they sign it?

It is a good thing to have repair orders signed, at least all the large ones.

Before a customer will sign—before he lets his signature say for him, "This is so"—he wants to be informed about things which he might ordinarily take for granted.

Getting orders signed in a service station is just as important as it is in any other line of business. It shows that the customer has confidence in your ability to give him what he needs, that he is willing to have the required service performed, that he will readily pay the price for the service he receives.

It seems to me that the wise service salesman will sell the *need* for each job as he proceeds, writing up the order clearly and in detail so that the customer as well as the mechanic will understand what trouble must be corrected.

And he will say to the customer when he has completed filling out the order, "Now, Mr. Jones, will you please o.k. this order, so that we can start work on your car as soon as possible?"

A customer who knows what he is getting will sign willingly. And he will walk out of the service station confident that his signed order will be carefully followed.

