

53S-4
 Dealer 4
 March 31, 1953

To: ZONES AND DEALERS

Subject: PRICE YOUR SERVICE SPECIALS

ENGINE TUNE-UP	\$0.00
COOLING SYSTEM SERVICE	0.00
BRAKE ADJUSTMENT	0.00

Does your Service Manager promote these services at special prices at every opportunity?

Just think of the correlated selling job that can be done when performing an engine tune-up . . . spark plugs . . . points . . . condenser . . . etc. and while you have the hood up, there's a half a dozen other items that can be inspected that may add a line or two to the repair order.

Take cooling system service, a natural Spring promotion; there's hoses, fan belt, rust preventive, etc. all of which add to your customer labor sales if replacement is required.

A simple brake adjustment doesn't sound like much . . . but it may lead to a reline job including drum refacing and possible brake cable replacements.

Yes, the months ahead can be profitable ones for you in your service department . . . but you must convince owners there is the need and once this is done, they will readily buy.

Speak to your Service Manager today and set a special price on engine tune-up, cooling system service and brake adjustments. Have him plan a campaign to get more of this business. The results will be to your advantage as well as promote greater customer satisfaction.

Very truly yours,

J. A. Carr
 J. A. Carr
 General Service Manager

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