

DE



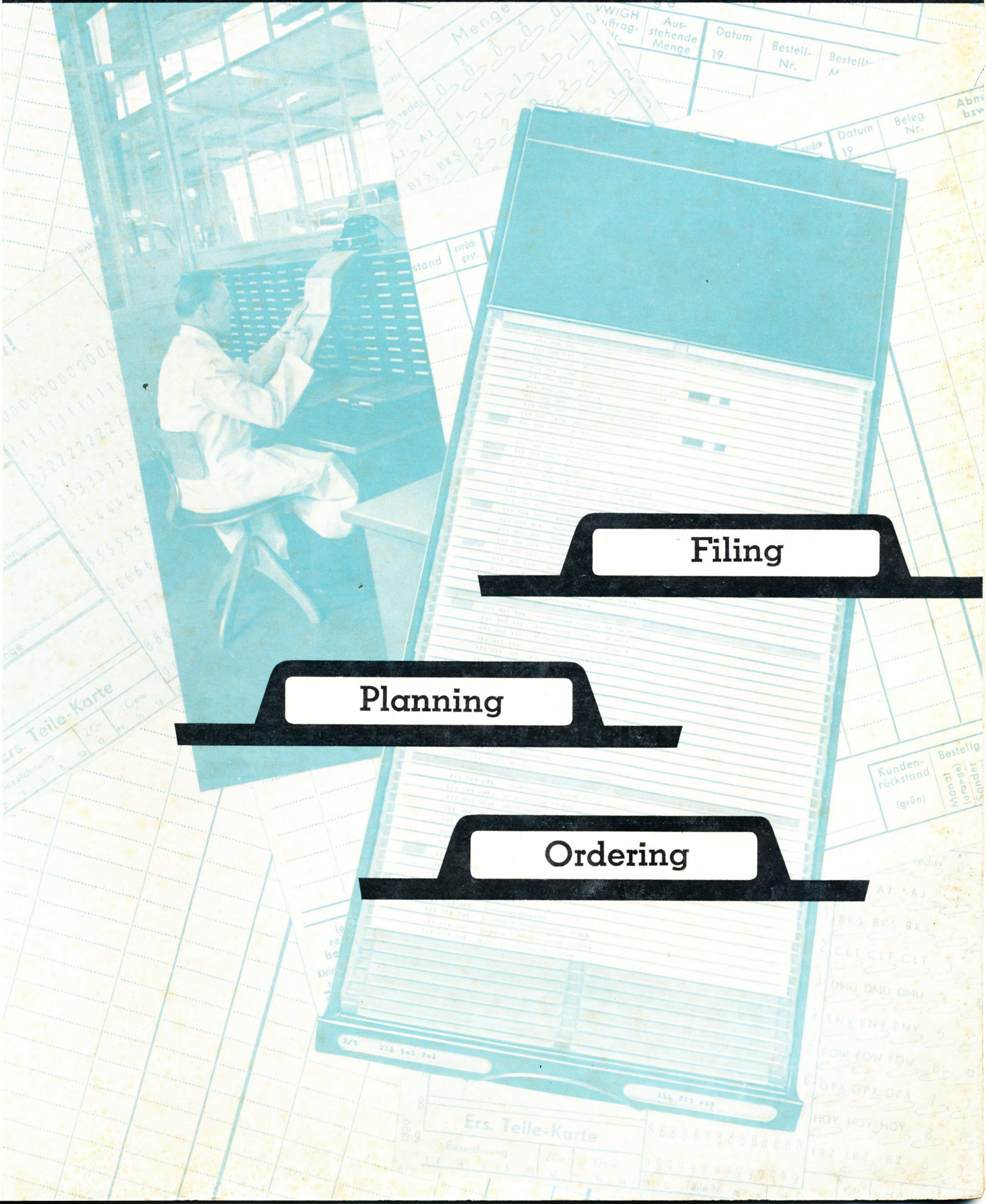
# THE SPARE PARTS ADVISER

## LE MAGASINIER-CONSEIL

### EL CONSULTOR DE REPUESTOS

BERATER

INFORMATION FOR THE VW PARTS SERVICE · NO. 15 · NOVEMBER 1957



Filing

Planning

Ordering



## Why bother with filing

**T**he advantages of a filing system are well-known to you all: it records all business occurrences in chronological order, shows state of stocks, gives an overall picture of incoming and outgoing stocks, controls your turnover and keeps track of the requirement rate of every single part. It can be expanded and split up according to the demand, so that the various filing clerks do not get in one another's way. Systematically organized and correctly carried out a filing system saves time, labour and money. The capital invested in the spare parts store is carefully watched over according to commercial principles and the risk of bad investments is decreased.

You will now appreciate that a good filing system is the foundation of success in your spare parts business. Especially in this field considerable capital is invested. The increasing production of VWs brings in its wake an expansion in service and a larger and more varying stock of Genuine VW Spare Parts; precision and speed are important criteria for the quality of a spare parts business. For this reason you need to know exactly what you have in stock, and you cannot do this simply with books or lists.

Please bear in mind:

No spare parts manager or storekeeper can mentally keep track of all those spare parts, the stock situation, all issues and receipts, but he must have all these facts at his fingertips in order to be able to supply his customers systematically and rationally. The only solution here is a well-run filing system to tell him all he wants to know. Should there be none there is the danger of under- or overstocking, both of which can lead to substantial financial losses for the concern as a whole.

**A well-run filing system**

**assures you the greatest possible profit**

**from your spare parts business**





## The two filing systems

[illegible]

## Box filing

This is for small firms with a limited stock of spares.

The cards stand vertically in a box.

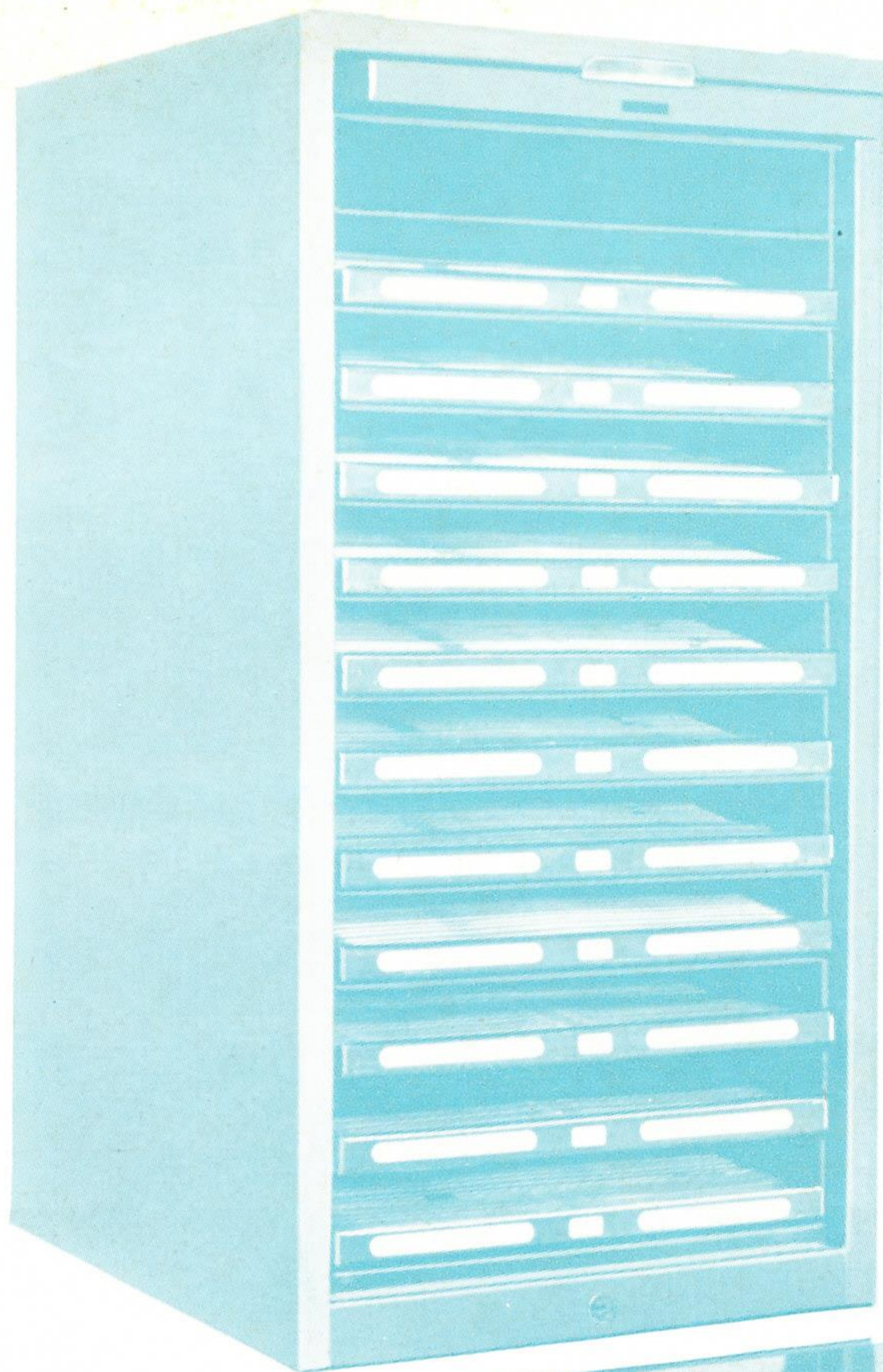
They are divided into main groups and the first card of each group is marked with a tab.

The card number is VK 49 and it gives particulars of orders, statistics and fluctuations in stock.



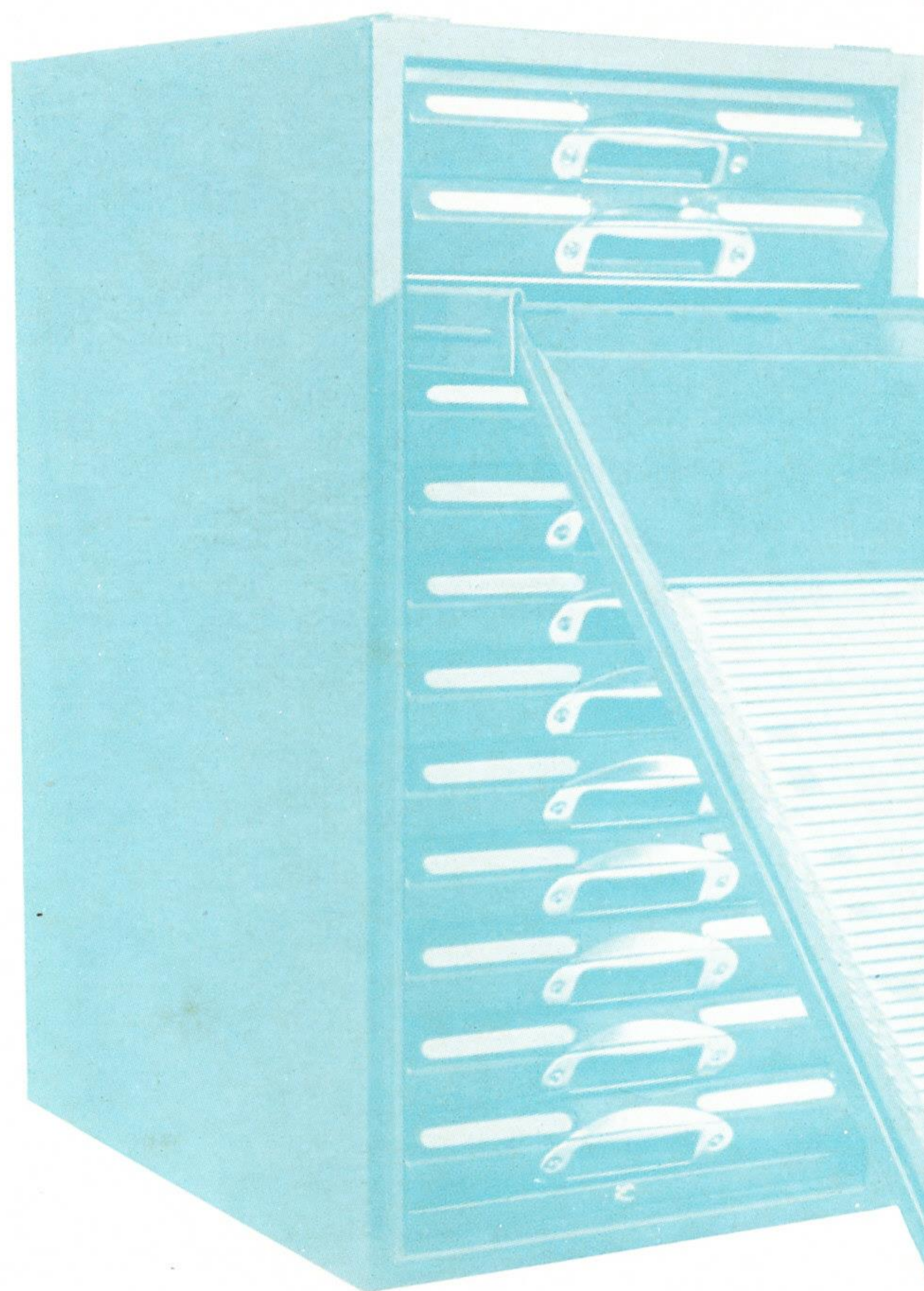
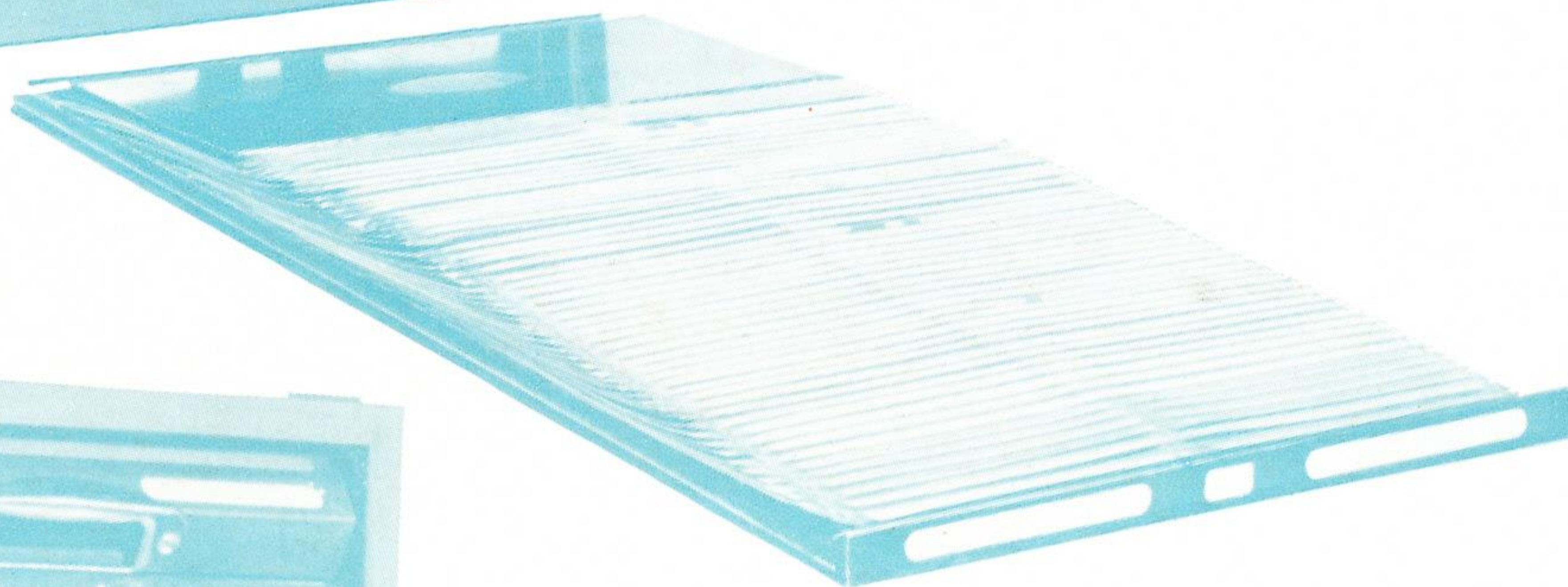






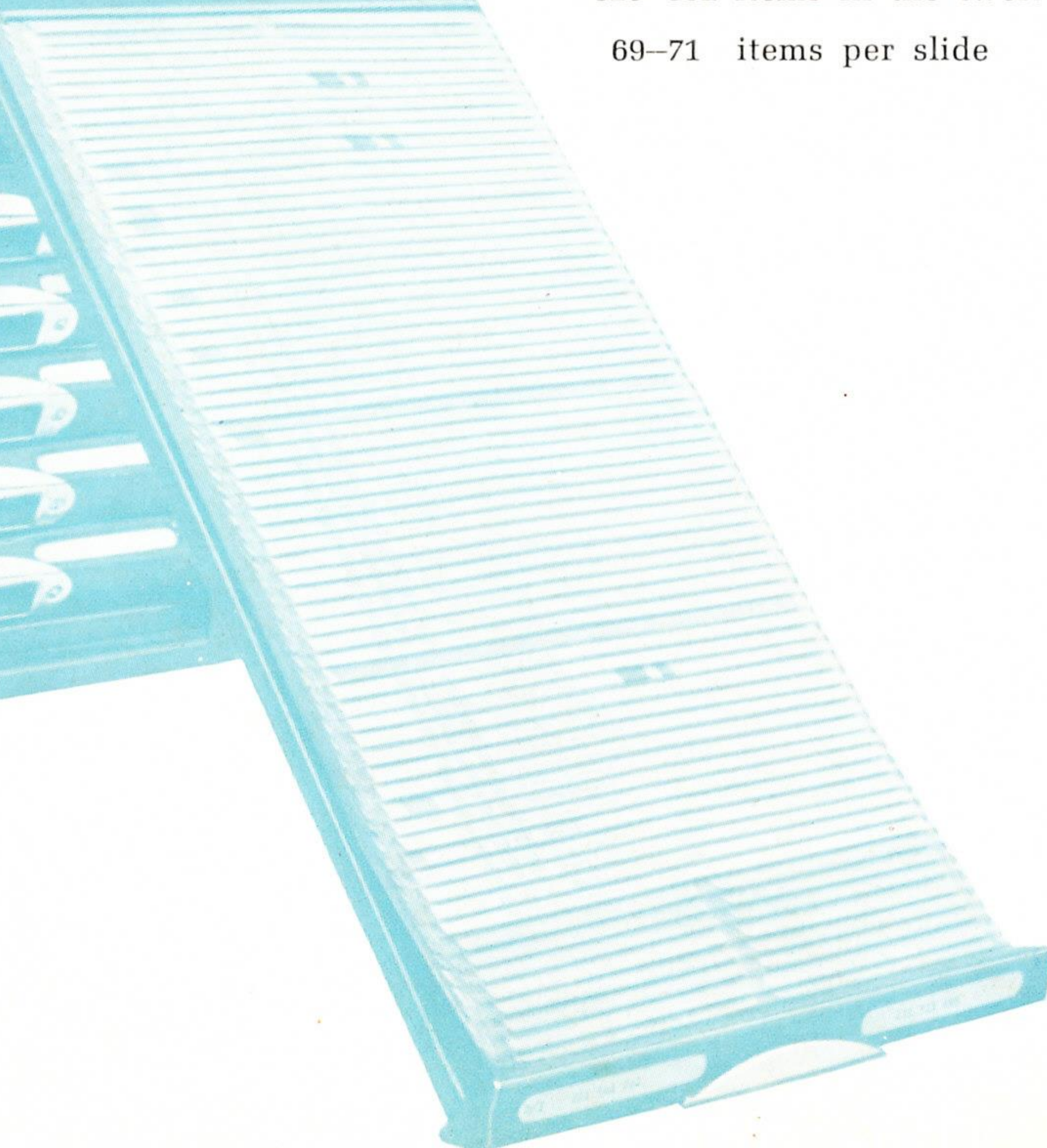
### **Standard Cabinet**

300 items in the six-slide cabinet  
600 items in the twelve-slide cabinet  
50 items per slide



### **Cabinet with safety drawers (choice of brands)**

414-426 items in the six-slide cabinet  
828-852 items in the twelve-slide cabinet  
69-71 items per slide





When planning your filing system you must first make up your mind whether you are going to use the standard cabinet or that with the safety drawers.

The latter is more expensive than the standard cabinet, but has room for 38–40% more spare part items. Further, entries can be made more quickly: the slide is not completely removed from the cabinet – as is the case with the standard cabinet – but is merely withdrawn to a convenient position. It is recommended that about 10 pockets be left empty in each slide so that new spares can easily be inserted in the correct position without disturbing the logical sequence of numbers.

The *Box system* costs less, but is more expensive to handle, as much time is wasted in looking for the card required; an overall picture of the spare parts situation is, further, more easily obtained with the cards horizontally arranged.

The *Cabinet system* is initially more expensive but is more economic to run. Every card is easily found and clearly tabulated. Entries can be made 25–30% quicker than with the box system.

Over a longer period, then, the horizontal arrangement is more efficient and more economic than the vertical and should be chosen, where possible, from the very beginning.

Sooner or later you will need to go over to the cabinet system with its cards VK 50, 51 a and 52. To begin with one can save cabinet space by using each pocket twice, i. e., at the front and the back. In this way you can manage with fewer cabinets. The card you would use in this case is number VK 49 C which corresponds to VK 49, as used in the box file, but which is made of thinner cardboard.





## Entries

The following examples represent all those entries which would regularly occur in a medium-sized, European Volkswagen concern. Where the entries for the cabinet system differ from those to be made in the box file special references will be made.

### The order is entered

Date 1957	Ord. No.	Quantity ordered	Quantity received	Order Distr.	Qty. outst.
			<i>carried</i>		<i>50</i>
<i>14.8</i>	<i>8/112</i>	<i>125</i>			<i>175</i>
<i>26.8</i>			<i>50</i>	<i>13054</i>	<i>125</i>
<i>30.8</i>			<i>125</i>	<i>14106</i>	<i>0</i>
<i>2.9.</i>	<i>8/9</i>	<i>150</i>			<i>150</i>

The filing clerk enters the monthly sales figure in the part of the card devoted to statistics. If this shows that the remaining stock is below the level required for a 2-3 months' period, a new order must be placed. (An Introduction to Planning is to be found on page 17.)

All entries of orders are to be made in *black* ink. On "order day", in this case 14th August, 1956, 125 units are ordered from the General Importer under special order 8/112. The outstanding quantity then amounts to 175 units as 50 units of a previous order, also, have still to be received. The number of units ordered but not yet received is always to be shown in the column "quantity outstanding".

### The numbering of orders

Each of your orders is allotted a number. The best method for you as General Importer is to build up your order numbers on the official number allotted to you by the Volkswagenwerk. All other VW agents would use the number allotted them by their own General Importer. The order numbers should be built up as follows:

#### Monthly Order:

222/12: this is the December order of the General Importer for Sweden.

#### Special Order:

319/117; this is the seventeenth special order of the General Importer for South Africa.  
(100 is merely the serial figure given to special orders.)



## The ordered spare parts arrive

The entry is made in *red* ink. Of the 125 units ordered on 14th August, 1956, with special order 8/112 50 arrive on 26th August under invoice (Order Distr) No. 13 054. At the time when the order was placed you had a "quantity outstanding" of 50 units, so that the outstanding quantity was brought up to 175 units by the new order. The arrival of the new consignment now reduces the outstanding quantity to 125 units.

Date 1957	Receipt No.	Consignee & address	Qty.	on hand	Back Ord.
		<i>carried</i>		<i>27</i>	
23.8.		30146	12	15	
25.8.		2/1322	5	10	
"		1/1320	6	4	
<i>26.8.</i>	<i>13054</i>		<i>50</i>	<i>54</i>	
28.8.		503/8	20	34	
"		504/8	20	14	
29.8.		205/8	7	7	
<i>30.8.</i>	<i>14106</i>		<i>125</i>	<i>132</i>	

In the receipts and sales section of the box file card or, alternately, on the count of stock card the entry will also be made in *red*. The previous stock of 4 units is now increased on the arrival of these 50 units to 54.

On 30th August, 1957, the remaining 125 units arrive under Invoice (Order Distr) No. 14 106. Order 8/112 is now complete. This consignment is also entered in the receipts and sales section so that the "on hand quantity" now increases to 132 units. (See Diagram.)

If the quantity received is carefully checked with the quantity listed on the packer's list, the latter can be used as receipt voucher for the arrival of the parts.

## The issue of spare parts

Date 1957	Receipt No.	Consignee & address	Qty.	on hand	Back Ord.
		<i>carried</i>		<i>27</i>	
23.8.		30146	12	15	
25.8.		2/1322	5	10	
"		1/1320	6	4	
<i>26.8.</i>	<i>13054</i>		<i>50</i>	<i>54</i>	
28.8.		503/8	20	34	
"		30749	20	14	

The entry is always made in *black* ink. As receipt voucher the following are valid:

- the packing slip
- the invoice
- the order form.

On 28th August, 1957, under order No. 503/8 you send 20 units to one of your branches (the formation of customer order numbers is described on page 7). Your stock which on 26th August had risen to 54 units now decreases by 20, i. e. to 34 units. On the same day your own workshop draws 20 units with order slip 30 149. Your stock is now reduced to 14 units.



## Which issue numbers do you enter in your files?

Regardless of whether you are a General Importer, a distributor, a dealer or a workshop you make the following entries:

For issues to own workshop

the number of the order slip e. g. 30 146

For sales to private customers

number of invoice e. g. 1320

For sales to fleet owners

figure 1 before the invoice No. e. g. 1/1321

For sales to independent workshops

figure 2 before invoice No. e. g. 2/1322

For sales to associated VW firms

order No. e. g. 015/10

The year need not be entered as the orders are numbered in series each year and, in any case, the year can easily be established from the file card.

## Arrears

To be in arrears with issues means that customers are being kept waiting. Issues should, therefore, be carried out as soon as possible. Entries are made in *black* ink. On 25th August a customer buys 18 units under invoice No. 1/1320. At that time there are, however, only 10 units in stock. In order to keep an emergency reserve of 4 units only 6 units are issued. This means an arrears of 12 units. These arrears of 12 units are entered in the "Back ordered" column. At the same time an entry is also made on the\* green arrears card. After a few days the customer decides to do without the outstanding 12 units and so the figure 12 is crossed out neatly with one stroke.

[illegible]

Date	Receipt No.	Consignee & address	Qty.	on hand	Back Ord.
19 57					
		carried			
23.8		30746	12	27	
25.8		2/1322	5	15	
"		1/1320	6	10	
26.8 / 13054			50	4	
28.8		503/8	20	54	
-		504/8	34	12	
29.8		205/8	7		
30.8		205/8	14		
"		125	7		
		5	132		
		127	(5)		

Another customer orders 12 units on 29th August, 1956, with order No. 205/8. There are only 14 units in stock. Of these 7 are delivered and 7 are kept in reserve. The resulting arrears are, therefore, 5 units. On 30th August, 1957, a further 125 units arrive which makes it possible to deliver the 5 units "back ordered" on the same day. To show that the "back ordered" units have been delivered, a circle is drawn around the figure 5. The delivery of the remainder is carried out under order No. 205/8. This transaction is also entered on the arrears card, so that in the column "Due out" the figure O now appears to show that the parts in question have now been delivered.

\* This arrears card (DIN A 6) is to be looked upon merely as a suggestion.



## Monthly and yearly sales

Date 1957	Receipt No.	Consignee & address	Qty.	on hand	Back Ord.
		<i>carried</i>	<i>36</i>	<i>27</i>	
23.8.		30146	12	15	
25.8.		2/1322	5	10	
"		1/1320	6	4	<del>12</del>
26.8.	13054		<i>50</i>	<i>54</i>	
28.8.		503/8	20	34	
"		504/8	20	14	
29.8.		205/8	7	7	⑤
30.8.	14106		<i>125</i>	<i>132</i>	
31.8.		205/8	5	127	

Entries are made in *black* ink.

Good planning is impossible without reliable statistics which enable a comparison with the sales figures of the previous month or the previous year and, therefore, give a sound indication of the approximate demand.

The calculation of requirements should be carried out with one eye on the date by which your own monthly orders must be placed. Close your transactions for the month several days early, so that you have time enough to estimate your requirements and make out your order form. Beginning on the day on which you have decided to close your accounts for the month, add up the total sales and enter the figures in the statistics section. Should the day chosen be, for example, the last day of each month, you add together all black figures, i. e., all issues made from the first to the last day of the month in question. If there were no sales enter a "0" in the appropriate months column of the statistics section. If you had no sales because you were out of stock in the part in question — perhaps as a result of bad planning — enter in the statistics column a dash to serve as a clear reminder of your own inefficiency!

		Quantity used												Total	Bin
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Section
1956		44	24	26	65	94	108	112	132	115	120	72	85	997	
1957		110	67	37	43	46	73	65	111						
19															Card No.

		Quantity used												Total	Bin Section Card No.
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
1956	O.W.	33	20	21	49	70	90	92	100	90	105	60	65	795	
	Sales	11	4	5	16	24	18	20	32	25	15	12	20		
1957	O.W.	90	50	30	35	40	60	57	84						
	Sales	20	17	7	8	6	13	8	27						
19	O.W.														
	Sales														



Check your figures according to the following system

Stock at end of month  
 + Sales during month  
 — Receipts during month  
 —————  
 Stock at end of previous month

This system makes errors in calculation impossible and prevents discrepancies in the inventory. For this reason you can rely on the particulars given in your filing cabinet completely and utterly.

In the case of cards VK 49 and VK 49 C the total sales figures are entered in one column. On the other hand, with card VK 52, sales are entered under two separate headings — “own workshop” and “sales”.

However, if you can manage without this splitting up, it is recommended that the monthly sales figures be entered in the line “OW”, while the cumulative figure is entered in the line “sales”. Let us assume, for example, that in January 1956 you have sold 110 units, sales fell in February to 67 units; the cumulative figure, therefore, is 177 units. In March sales are down to 37 units; the cumulative figure, therefore, up to the end of March, is  $177 + 37 = 214$  units. The April sales figure amounts to 43 units and so the cumulative figure reaches 257 units. The advantage of these cumulative figures is that, at the end of the year, when time is precious, the monthly sales need no longer be counted up singly. What it amounts to is that, having added up the sales figure for December, the annual sales figure is already established.

		Quantity used												Bin	Section	Card No.
		Jan	Feb	Mar	Apr.	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
1957	O.W.	110	67	37	43	46	73	65	111							
	Sales		177	214	257	303	376	441	552							
19	O.W.															
	Sales															
19	O.W.															
	Sales															

Further, you make your planning a good deal easier as you can subtract the figure for any specific month from the last cumulative figure. This at once gives you the total consumption for the remaining months of the period in question, e. g.:

Cumulative sales April = 257 Units  
 Cumulative sales Jan. = 110 Units  
 —————  
 Total sales Febr./April = 147 Units

Monthly orders should be calculated immediately after entering the sales figures for the month in the statistics section.



## A spare part is returned

Date 1957	Receipt No.	Consignee & address	Qty.	on hand	Back Ord.
		<i>carried</i>		<i>127</i>	
3.9.	45652		25	102	
"		1326	5	97	
6.9.		1/1340	10	87	
7.9.		1329	①	86	
"		029/9	25	61	
2.9	<i>canc'd</i>	<i>1329</i>	<i>1</i>	<i>62</i>	

On 7th September, 1957, your regular customer, Mr. Smith, buys a spare part (Invoice No. 1329). It turns out on the following day that this part is not the one required. You take it back and make the necessary entry under "receipts and sales" in red ink. Therefore, in the column headed "Qty" the figure "1" appears. Your stocks increase from 61 to 62. In the columns "Receipt No." and "Consignee and address", respectively, the entry "Adjustment 1329" is made. Around the figure "1" entered on 7th September, 1957, i. e. the issue entry, draw a red circle to show that this part has been returned.

If the issue of the returned part was made before the closing of accounts for the month and if the monthly sales figure has already been entered in the statistics section, on no account forget to alter the sales figure. Do not rub out the old entry with a razor blade or a rubber, but cross it out so that it is still quite legible.

## The old card is full and a new card is inserted

If the monthly sales figure is always carefully checked, you do not need to re-check the entries each time a card is full. The quantities and stocks on the card in question are simply brought forward onto the new card. In the first line of the new card the words "carried forward" appear as well as the "on hand" figure. If the card is completed before the end of the month, add up the issues and enter them in pencil in the months columns of the new card, so that you are always in a position to calculate the monthly sales figure without having to refer to the old card. With a typewriter make the following entries: spare parts No., description, price, packing, where stacked and the serial No. on the new card. The old card is now stored away carefully, so that it can be referred to if necessary.

## The spare part No. or description is changed

If the description of a spare part changes, simply cross out the old name and write the new one legibly beside it. In the space after the description make entries such as "as from Chassis No." or "In conjunction with (Part No.) two units (Part No.) are to be used". On the other hand, if the spare part No. has changed, the old number is not crossed out, but a new card must be inserted. On the old card enter the comment "Superseded by" (Part No. ...) "Use up!" For the time being leave the old card in the slide, so that on the basis of the figures shown on it the turnover of the new part can be calculated. The new card is marked "Use (Part No. ...) first". In this way you avoid dead stock.



Price or discount changes

List Price	Disc. Group	Net Price
2.25	1	1.69
2.25	1a	1.58

Any alterations in the price or discount of a part will be notified to you by the Volkswagenwerk or your General Importer. You quite simply enter the new list price or the new discount group and the calculated nett price in the next empty line of the index card. The old line is neither crossed out nor pasted over. It is left just as it is. The last entry is, therefore, always the valid entry.

Typing of Card Headings

The cards are headed by typewriter – if possible, one with tabulator. By adopting the following system the headings can be typed so that they lie exactly one below the other in the slide. This makes it much easier to locate the individual file cards in the cabinet.

The card is placed in the typewriter and the heading begun after allowing two spaces. The tabulator is set according to the number of figures involved. In this way all cards are headed evenly.

212240

111 129 361D Choke tube 20from Chassis No.

List Price	Disc. Group	Net Price	packed (Qty)	Quantity used												Total	Bin
				Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
			19														
			19														

VK 49

212240

111 129 361D Choke tube 20from Chassis No.

List Price	Disc. Group	Net Price	packed (Qty)	Quantity used												Total	Bin
				Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
			19														

VK 52

212231

111 129 361D Choke tube 20from Chassis No.1

Date 19	Receipt No.	Consignee & address	Qty.	on hand	Back Ord.	Date 19	Receipt No.	Consignee & address	Qty.	on hand	Back Ord.	Date 19	Receipt No.	Consignee & address	Qty.	on hand	Back Ord.

VK 51a

(yellow)  
large qty.  
in stock

Small Part

Fast Mov. Part

obsolete (pink)

Customer Back Orders (green)

Order Month (orange)  
Special (violet)

Warehouse Back orders (Pink)  
overstocked (Light Blue)  
Not in demand (Black)

1	2	3	4	5	6	7	8	9	10	11	12						
111 129 361D Choke tube 20												from Chassis No.					

111229

VK 50

The heading of index card VK 49 c, used two per pocket, is done as for card VK 49.



Count of stock Card

111 129 361D Choke tube 20












(yellow) large qty. in stock	Fast Mov. Part	obsole lete (pink)
------------------------------------	-------------------	-----------------------

Customer Back Orders (green)	Order Month (Special order) (Violet)
---------------------------------------	--

Warehouse Back orders (Pink) (Light Blue) Not in demand (Black)
--

1 2 3 4 5 6 7 8 9 10 11 12

I II III IV



## "Signals"

a key to speed  
and efficiency"

Signals, if properly located, make the finding of a particular card easy. The most important data concerning all the parts in each slide can be established without referring to each individual pocket. These signals have various meanings:

yellow



### Keep plenty in stock!

Parts in great demand, of which one should always keep a good stock; small parts which are ordered in large quantities as they are reasonably priced or parts with which one should on no account get into arrears, as they are easily imitated.



pastel pink



### Part no longer in standard production!

No increase in demand is to be expected.

green



### Customer back orders!

Deliver to customer immediately upon receipt.

orange



### Monthly order!

The quantity of parts to be ordered is calculated and entered on the card, and the order form is filled in. Once the order has been sent off this signal should be removed.

violet



### Special order!

(The same rules apply as for the monthly order.)

bright pink



### Warehouse back orders!

When making out your orders the outstanding quantity should be taken into consideration; remind consignor of delay!

light blue



### Over-stocked!

Place no further orders! Steps should be taken to promote the sale of this part.

black



### Dead stock!

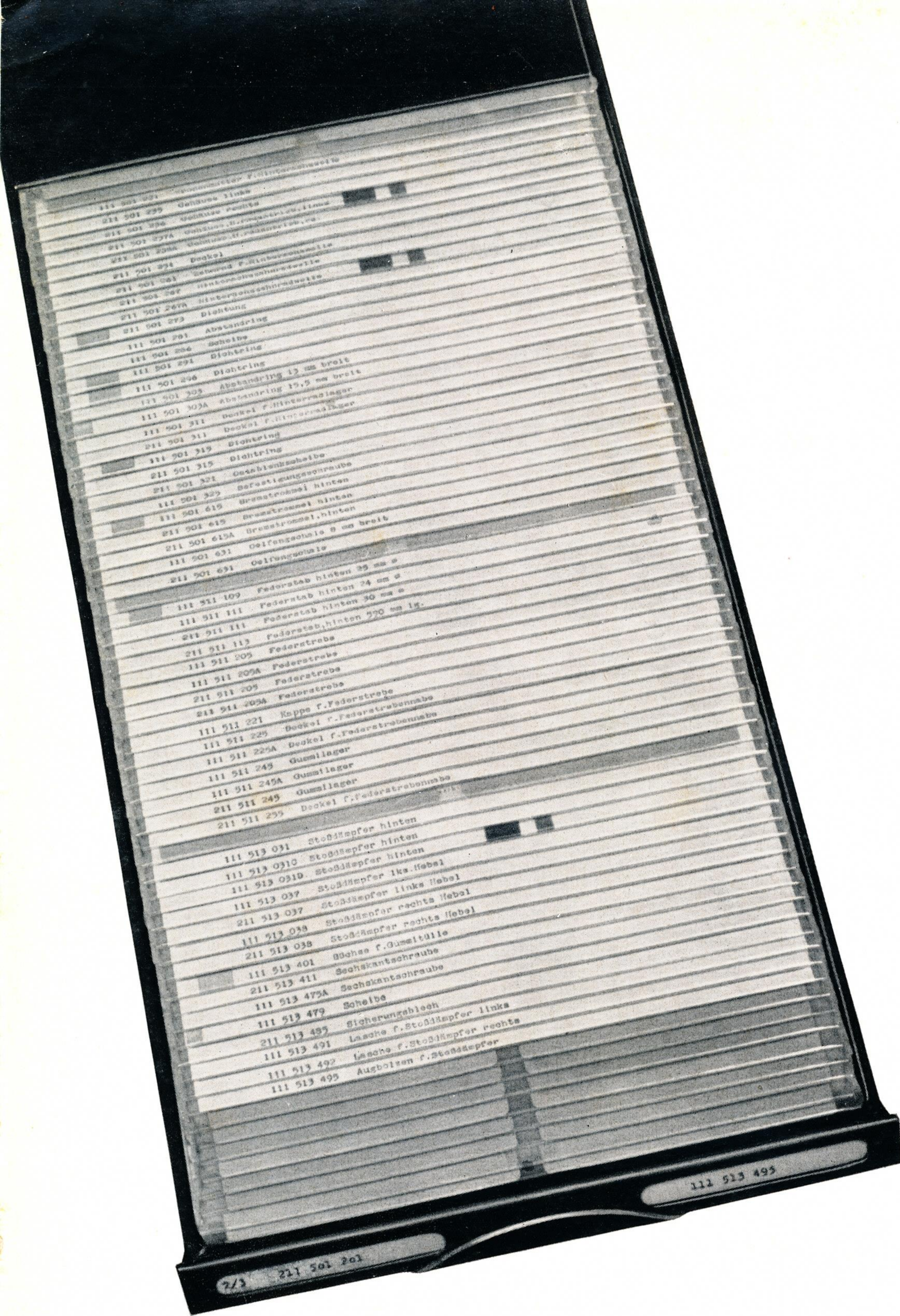
A sign of bad planning! Place no further orders. The same rules apply as for over-stocking.

brown spot



### Card is missing!





Apart from the brown spot all signals are valid both for the vertical and horizontal filing systems. In the case of the box file, coloured tabs are attached to the card, while in the cabinet system coloured celluloid strips are attached to the spaces marked on the master strip underneath the celluloid rim of the pocket.

On the master strip the space marked with the figures 1 to 12 is supplied for the attaching of signals. The twelve divisions represent the twelve months. As required, you can signal checks made, sales observations, data to be brought forward etc.

The boxes I-IV will help you with your inventory; here you signal the turnover of the spare part in question.

Good signalling is an essential for a well-run filing system.



For reasons of organization the Volkswagenwerk allows each of its agents a monthly consignment fob German seaport or German border respectively. Special orders, especially those for urgent delivery, must be restricted to a minimum as they involve additional expenses. Air freight charges, express delivery rates etc. will be charged to the agent concerned. With sound planning you should be able to restrict special orders to a few, unavoidable cases. To such "unavoidable cases" we would count, e. g., the ordering of an upholstery part, for it is unlikely that any Volkswagen agency would keep such a part in stock.

Difficulties in the execution of orders do not occur if you present your monthly order at the pre-arranged date.

Experience has shown that, for a European General Importer, the ideal stock is one which will last for three months. This does not demand too high an initial investment, but guarantees your customers adequate supplies. For distributors, dealers and workshops a two month' stock is considered sufficient, as the well-stocked central store-room of the General Importer is normally within easy reach and bottlenecks can be overcome at short notice. This, of course, provided that stocks are carefully checked and orders placed punctually. For countries abroad the minimum stock should be added the number of spare parts likely to be required while the order is being executed.

## How to plan

In the case of the General Importer the sales of the previous 3 months plus requirements during delivery time serve as a foundation for planning, while in the case of dealers, distributors, and workshops 2 months plus delivery time are considered sufficient.

1. Add the sales figure for the last 2 or 3 months, as the case may be, plus requirements during delivery time.
2. Subtract the stocks on hand and those parts ordered but still outstanding.
3. Add all customer back orders.
4. Order the resulting quantity, rounded off to the quantity stipulated in the column "packed (Qty)".

N. B. This rule is valid only for normal demand, i. e., if the part has been ordered in normal quantities during the months in question and has not been subject to seasonal fluctuations.

And now a few examples:

The examples are based on the 2 or 3 months stock respectively plus one month delivery time; the delivery time varies, of course, from country to country, therefore, when calculating requirements, the demand during the delivery months should be added to the 2 or 3 months minimum stock which must always be on hand.

## A – Normal demand.

### Head lamp 111 941 021 B, packed singly.

General Importer		
May	40 units	
June	45 units	
July	49 units	
August	46 units	180 units
— stock	20 units	
— outstanding orders	80 units	100 units
		80 units
+ arrears in deliveries to customer		30 units
quantity to be ordered		110 units

Distributor, Dealer, Workshop		
June	7 units	
July	9 units	
August	8 units	24 units
— stock	5 units	
— outstanding orders	10 units	15 units
		9 units
+ arrears in deliveries to customer		7 units
quantity to be ordered		16 units



## B - Abnormal demand caused by climatic conditions.

**Front hood lll 823 031, packed in quantities of 15 units in container G 808.**

General Importer			Distributor, Dealer, Workshop		
May	14 units		June	4 units	
June	18 units		July	6 units	
July	14 units		August	15 units	25 units
August	30 units (!)	76 units	— stock	2 units	
— stock	7 units		— outstanding		
— outstanding			orders	5 units	7 units
orders	30 units	37 units	calculated quantity		18 units
calculated quantity		39 units	quantity to be ordered		15 units
quantity to be ordered		45 units			

According to this table, therefore, the General Importer should order 39 and the dealer 18 front hoods. However, the wise planner orders only 30 or 15 bonnets respectively, as he has compared the August figure with the figure for the same month in the previous year, and this revealed that the sales for August had increased twofold over the previous year. Furthermore, he saw from the entry in the index card the quantity which is packed in container No. G 808, i. e. 15 units. He thought for a while and came to the conclusion that the increase in August sales was not to be attributed to normal demand but to the storms which had occurred in August 1956 and which, through falling branches, slates and bricks etc. had caused a large amount of damage to car bodies. You see, therefore, that good planning does not depend alone on the sales figure for the past months, that rule of thumb methods do not alone suffice, but that every single part should receive separate attention.

## C - Seasonal fluctuations in demand.

Just one example:

**Junction box, left, lll 255 101 A, packed singly.**

May	12 units	
June	14 units	
July	6 units	
August	15 units	47 units
— stock	5 units	
— outstanding orders	15 units	20 units
quantity to be ordered		27 units

Here the planner has quite correctly calculated for the 4 summer months, but he has forgotten something: to compare the sales figures for the previous year.

As winter approaches the vehicle owners have the heating systems overhauled and repaired. Therefore, in September there is an increase in the demand for junction boxes which reaches its maximum in November. The "wise" planner, for this reason, does not base his orders on the sales figures from May to August 1956, but takes, or should take, into consideration the decided increase beginning in September. And so he does not order 27, but 150 units, which represent two months' requirements, i. e. September/October. During the winter months the planner orders stocks for two months only and at the beginning of February reduces his orders to a supply sufficing for one single month, because he knows that this stock, which represents that for a single month in winter, will cover his needs for from 3 to 4 months during the warm season. In this way he adapts his stocks as quickly as possible to the actual demand.



Quantity used													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
1956	74	60	30	23	9	6	3	12	64	88	119	104	
1957	82	64	35	27	12	14	6	15	78	92	123	111	
19													

The "thoughtless" planner obviously orders 27 units. Very soon, however, he will notice that he has not sufficient supplies and so he is forced to indulge in a series of special orders which incur financial loss as a result of the additional freight charges. His "hibernation" over, the planner places another order in January 1957.

September	18 units	
October	92 units	
November	123 units	
December	111 units	344 units
— stock	29 units	
— outstanding orders	100 units	129 units
		215 units

His long sleep seems to have done him the world of good! When placing his order he does not seem to have had time to refer back to the trend during the corresponding months of the previous year; he promptly orders 215 junction boxes. If he had looked at previous figures he would have discovered that there is a fall in demand as from February, that fewer and fewer units are sold as the year progresses. Finally, the heat of summer arrives; who is going to put on the heater now? The result is obvious; 215 junction boxes represent a stock for 9 months. The planner has tied up a good deal of capital which he could very well use at the beginning of the holiday season for parts more susceptible to wear and tear.

The "wise" planner knows his parts!

He knows by heart all seasonal fluctuations and plans intelligently. In flat country he plans differently from in the mountains. While in the former engine trouble is more common, in the latter there are more damaged axles.

To plan well, therefore, you must bear in mind the following points:

- Demand during previous year.
- Increase in the number of vehicles to be maintained.
- Seasonal influences. (holiday time, festivals, exhibitions etc.)
- Weather (frost, ice).

You may say: Our spare parts store is still young, we have no figures for the previous year to refer to; what shall we do? In this case only mature reflection can help and, also, close cooperation with the planners of neighbouring concerns.



# The part is ordered

As soon as the order has been written out or the punched card marked, the order signal is at once removed. As it is unlikely that there will be any difficulties as regards the filling out of the order form we intend to say a few words about the punched card only.

Ordering by punched card is at the moment being carried out by Belgium, Denmark, Holland, Luxemburg, Norway, Austria, Sweden and Switzerland.

## The punched card

[illegible]

- |     |                                    |
|-----|------------------------------------|
| A   | entries to be made only by hand    |
| A a | part No.                           |
| A b | special descriptions (colour etc.) |
| A c | quantity                           |
| A d | for own use                        |
| B   | section to be punched              |
| C-E | sections for marking of part No.   |
| F   | sections for marking of quantity.  |



The Marking  
of punched cards: General

For marking "Electro-Graphic Ink" should be used. The width of the stroke should be at least 0.5 mm. Hold the pen in the direction of the stroke. One single stroke should be made in the appropriate oval space, covering the full length of the space. Do not continue your stroke outside the oval, and make *no written entries* outside section "A". Do not use blotting paper. The punched cards should not be bent or rolled or fastened together. Take care, also, that the card does not come into contact with oil.

The marking of the part number

Every figure from 0 to 9 has an oval space of its own, so that one figure is always represented by one stroke.

For every letter, on the other hand, *two* oval spaces must be marked. One space shows the letter group, the other shows the position of the letter in question within this group.

For example, if in letter group "BKS" you want to mark the "B" you must, in addition to marking the space "BKS", make your mark in the space "left" in the same column. In the case of "LKL" mark in column 1 the oval for letter group "CLT" and the oval "middle" in the same column, in column 2 mark letter group "BKS" and also the oval "middle" and in column 3 letter group "CLT" and the oval "middle" in the same column.

links	links	links								links	links				
mitte	mitte	mitte	Teile-Nr.							mitte	mitte				
1	2	3	4	5	6	7	8	9	10	11					
rechts	rechts	rechts	0	0	0	0	0	0	rechts	rechts					
AJ	AJ	AJ	1	1	1	1	1	1	AJ	AJ					
BKS	BKS	BKS	2	2	2	2	2	2	BKS	BKS					
CLT	CLT	CLT	3	3	3	3	3	3	CLT	CLT					
DMU	DMU	DMU	4	4	4	4	4	4	DMU	DMU					
ENV	ENV	ENV	5	5	5	5	5	5	ENV	ENV					
FOW	FOW	FOW	6	6	6	6	6	6	FOW	FOW					
GPX	GPX	GPX	7	7	7	7	7	7	GPX	GPX					
HQY	HQY	HQY	8	8	8	8	8	8	HQY	HQY					
IRZ	IRZ	IRZ	9	9	9	9	9	9	IRZ	IRZ					
Age		Kde.	H.Auftr.		RS	E.Preis		E.Preis		R Auftr.					
36	38	40	42	44	46	48	50	52	54	56	58	60	62	64	66

Menge					
0	0	0	0	0	0
1	1	1	1	1	1
2	2	2	2	2	2
3	3	3	3	3	3
4	4	4	4	4	4
5	5	5	5	5	5
6	6	6	6	6	6
7	7	7	7	7	7
8	8	8	8	8	8
9	9	9	9	9	9
Betrag		Betrag			
68	70	72	74	76	78 80

Marking quantity

Here you have columns 1 to 5 at your disposal. You mark:

- in column 5 – single units
- in column 4 – tens
- in column 3 – hundreds
- in column 2 – thousands
- in column 1 – tens of thousands

Make a stroke in each column for which you have no figure to enter, i. e., mark all spaces marked "0" which you do not require. For example: you want to order 14 units. You cross out the spaces for nought (0) in columns 1 to 3, mark space "1" in column 4 and space "4" in column 5.

The following pages give examples of all combinations of spare part numbers which are likely to occur. You will see from this what the marks are and where they are to be made.



How to mark

IBM DEUTSCHLAND Berlin Nr. 70.115  
1329

Nicht knicken!

113 301 239

Teile-Nr.

Besond. Kennzeichen

20

Menge

Ers. Teile-Karte

Bezeichnung ZGr. Gew.

0000000000000000  
1111111111111111  
2222222222222222  
3333333333333333  
4444444444444444  
5555555555555555  
6666666666666666  
7777777777777777  
8888888888888888  
9999999999999999

links links links

Teile-Nr.

links links

Menge

1 2 3 4 5 6 7 8 9 10 11

AJ AJ AJ 1 1 1 1 1 1 1 1 1

BKS BKS BKS 2 2 2 2 2 2 2 2 2 2 2

CLT CLT CLT 3 3 3 3 3 3 3 3 3 3 3

DMU DMU DMU 4 4 4 4 4 4 4 4 4 4 4

ENV ENV ENV 5 5 5 5 5 5 5 5 5 5 5

FOW FOW FOW 6 6 6 6 6 6 6 6 6 6 6

GPX GPX GPX 7 7 7 7 7 7 7 7 7 7 7

HQY HQY HQY 8 8 8 8 8 8 8 8 8 8 8

IRZ IRZ IRZ 9 9 9 9 9 9 9 9 9 9 9

Kde. H.Auftr. RS E.Preis E.Preis R Auftr. Betrag Betrag

IBM DEUTSCHLAND Berlin Nr. 70.115  
1329

Nicht knicken!

SP 37 B

Teile-Nr.

Besond. Kennzeichen

2

Menge

Ers. Teile-Karte

Bezeichnung ZGr. Gew.

0000000000000000  
1111111111111111  
2222222222222222  
3333333333333333  
4444444444444444  
5555555555555555  
6666666666666666  
7777777777777777  
8888888888888888  
9999999999999999

links links links

Teile-Nr.

links links

Menge

1 2 3 4 5 6 7 8 9 10 11

AJ AJ AJ 1 1 1 1 1 1 1 1 1

BKS BKS BKS 2 2 2 2 2 2 2 2 2 2 2

CLT CLT CLT 3 3 3 3 3 3 3 3 3 3 3

DMU DMU DMU 4 4 4 4 4 4 4 4 4 4 4

ENV ENV ENV 5 5 5 5 5 5 5 5 5 5 5

FOW FOW FOW 6 6 6 6 6 6 6 6 6 6 6

GPX GPX GPX 7 7 7 7 7 7 7 7 7 7 7

HQY HQY HQY 8 8 8 8 8 8 8 8 8 8 8

IRZ IRZ IRZ 9 9 9 9 9 9 9 9 9 9 9

Kde. H.Auftr. RS E.Preis E.Preis R Auftr. Betrag Betrag

IBM DEUTSCHLAND Berlin Nr. 70.115  
1329

Nicht knicken!

LKL 324.5

Teile-Nr.

Besond. Kennzeichen

11

Menge

Ers. Teile-Karte

Bezeichnung ZGr. Gew.

0000000000000000  
1111111111111111  
2222222222222222  
3333333333333333  
4444444444444444  
5555555555555555  
6666666666666666  
7777777777777777  
8888888888888888  
9999999999999999

links links links

Teile-Nr.

links links

Menge

1 2 3 4 5 6 7 8 9 10 11

AJ AJ AJ 1 1 1 1 1 1 1 1 1

BKS BKS BKS 2 2 2 2 2 2 2 2 2 2 2

CLT CLT CLT 3 3 3 3 3 3 3 3 3 3 3

DMU DMU DMU 4 4 4 4 4 4 4 4 4 4 4

ENV ENV ENV 5 5 5 5 5 5 5 5 5 5 5

FOW FOW FOW 6 6 6 6 6 6 6 6 6 6 6

GPX GPX GPX 7 7 7 7 7 7 7 7 7 7 7

HQY HQY HQY 8 8 8 8 8 8 8 8 8 8 8

IRZ IRZ IRZ 9 9 9 9 9 9 9 9 9 9 9

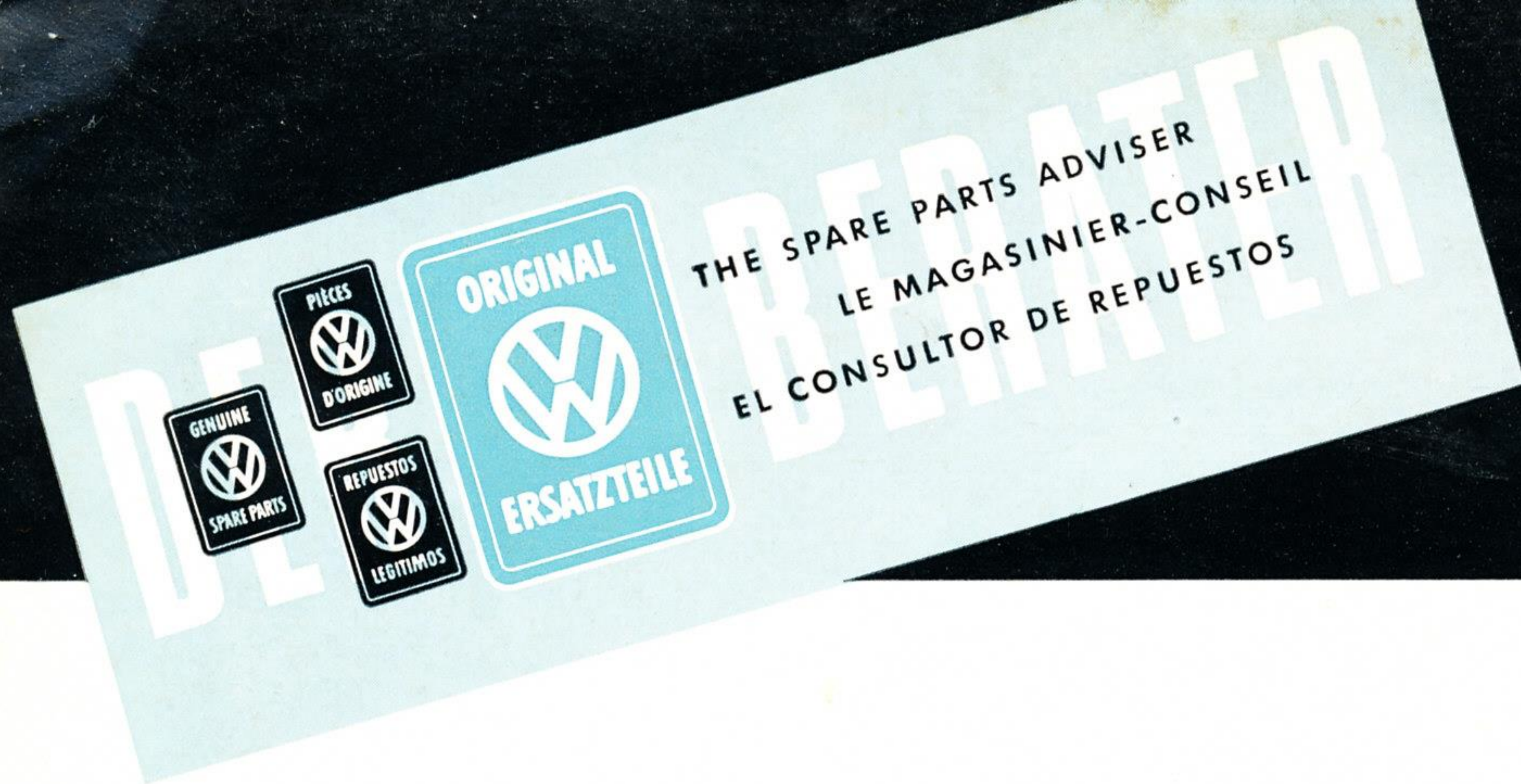
Kde. H.Auftr. RS E.Preis E.Preis R Auftr. Betrag Betrag



1329 IBM DEUTSCHLAND Berlin **Nr. 70.115**

23





**UNSERE LINIE  
OUR POLICY  
NOTRE BUT  
NUESTRA META**

## Display windows for spares and exchange parts -

A way of increasing profits.

Profits depend on Planning.

Before embarking on display window advertising as a means of increasing profits you must plan carefully; then you can get down to the actual work.

In this connection a few tips:

### 1. Contents

Every window should have just one theme! The text should preferably be restricted to one single statement. The whole should be designed to catch the eye of the passer-by, so that he stops to see what it is all about.

### 2. The Slogan

The shorter, the better; the more striking it is, the more likely it is to hit the mark. Slogans can have as their subject "quality" ("Genuine VW Spare Parts rigidly factory-inspected"), can deal with financial advantages ("Up to 60% saving with VW exchange parts") or can stress performance and economy ("Only genuine VW spare parts guarantee Volkswagen performance"). Never forget: the buyer who needs a certain article wants, above all, to buy the advantages which a given product claims for itself. Write slogans which appeal to his common sense and to his feelings. There is no reason, in certain cases, why dialect and idiom should not be used.

### 3. Hold the Customer's Interest

The attention of the customer has been drawn by a slogan; next his eyes should wander automatically to the parts on display. How to achieve this is described in our window suggestion No. 3. The interest of the customer can be kept alive by details containing price, saving, quality or, perhaps, by contrasting used and brand new parts.

### 4. Colour Scheme

This is a matter of taste. Colour tables and charts showing all possible combinations of colours are very useful and can help you to avoid artistic howlers. You can use different shades of the same colour (e. g. pale, medium, and dark blue), or you can use contrasting colours (blue and red, or yellow and blue). Be sure, however, that the window is brightly lit and that there is not "an overdose" of colour.

### 5. People like Lights

Be it window or show-case: plenty of light is essential as soon as darkness falls. Cover the source of light so that there is no dazzle (this applies both to flood lights and spot lights). Automatic switches can often produce very attractive lighting effects. Mixed lighting is better than artificial "daylight".

### 6. "Ring the Changes"

Change your decorations as often as possible. The passer-by who for a fortnight or so has seen the same window display no longer bothers to look. Uniformity is tiring. A regular change of decoration arouses his interest, increases his attention and his wish to buy: your customer is won over more quickly. Precisely when you change your window is immaterial, but think in good time of special events (exhibitions, conferences, weather etc.) which offer the opportunity of making a special window display.

These few hints are intended to help you to arrange your window in VW style. Perhaps they will help you with the planning and designing of further motifs of local or topical interest.





## "Genuine VW Spare Parts Rigidly Factory Inspected"

### Lay-out

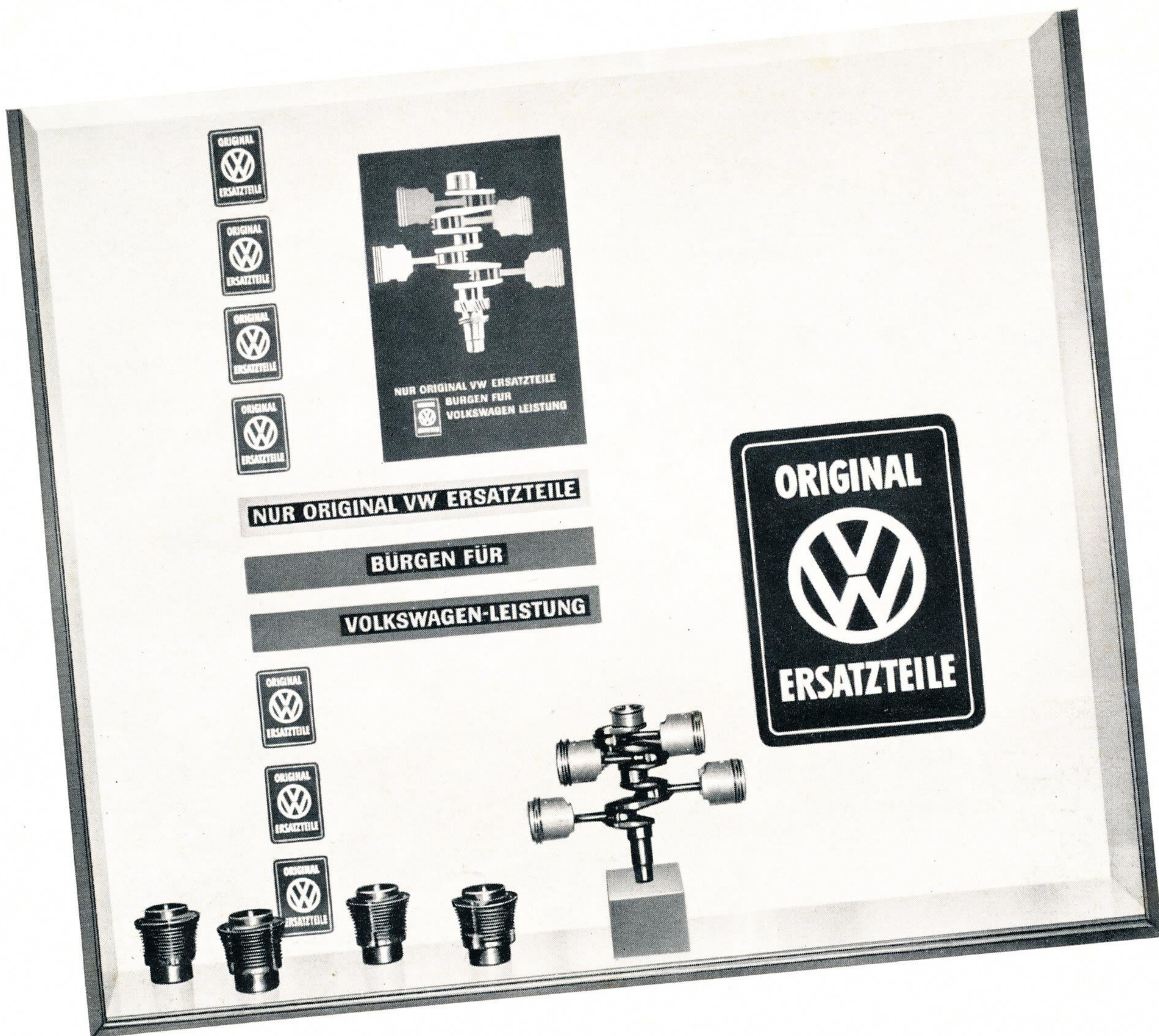
Rear and side panels of good quality wood; rear panel is covered with yellow paper or hardboard, the floor is covered with sheet glass.

Poster "Genuine VW Spare Parts Rigidly Factory Inspected", 80 × 120 cm, mounted on cardboard, hanging freely.

### Display Fixture No. 1

- |   |   |
|---|---|
| 1 crankshaft (displayed on fixture)                 | 8 shims for torsion arm link pin            |
| 5 camshafts with timing gear                        | 4 torsion arm link pin bushes               |
| 1 main drive shaft                                  | 1 bush for 2nd and 3rd gear on drive pinion |
| 1 torsion arm link for stub axle (steering knuckle) | 1 first gear on drive pinion                |
| 1 connecting rod                                    | 1 synchronizer stop ring for 2nd gear       |
| 1 valve   | 1 clutch gear for 2nd gear                  |
| 1 piston pin  | 3 retaining rings                           |
| 1 main bearing No. 1                                | 1 second gear on drive pinion               |
| 1 main bearing No. 3                                | 1 set of gears (2) for 2nd gear             |
| 1 main bearing No. 4                                | 1 ignition distributor drive gear           |
| 2 bearing shells for main bearing No. 2             | 1 crankshaft timing gear                    |
| 1 pushrod   | 2 connecting rod bearing shells             |
| 5 torsion arm link pins                             |   |





## "Only Genuine VW Spare Parts guarantee Volkswagen Performance"

### Lay-out

Rear panel covered with pale blue paper, floor with sheet of glass or wood,

poster "Only Genuine VW Spare Parts guarantee Volkswagen Performance", size 40 × 60 cm,

a "Genuine VW Spare Parts" sign, 40 × 60 cm,

seven "Genuine VW Spare Parts" stamps (glued or pinned to the rear panel).

The slogan "Only Genuine VW Spare Parts guarantee Volkswagen Performance" on coloured cardboard strips in yellow, red, and green (mount the cardboard on wooden blocks which stand out from the rear panel by approximately 5 cm).

### Parts on Display

one crankshaft with cylinder (on wooden base), four cylinders.



## Up to 60% Saving with VW Exchange Parts

### Lay-out

Rear panel in blue corrugated cardboard, side panels and floor with white corrugated cardboard.

Two hardboard strips bearing the slogan "Up to 60% Saving with VW Exchange Parts" (these strips should hang freely, the stuck-on letters standing out from a red or blue background). Poster VW exchange engine, 40×60 cm (either glued to the rear panel at eye height or hanging freely).

Two labels, bearing the inscription "used parts" and "re-worked parts".

A wooden box covered in black corrugated cardboard.

Three cables, green, red, and yellow, each bearing an arrow head.

Inscriptions: cylinder head DM 28,30  
a saving of 59,57%

oil cooler DM 15,20  
a saving of 50%

carburettor DM 37,50  
a saving of 50%

### Parts on Display

1 cylinder head used, 1 cylinder head re-worked

1 oil cooler used, 1 oil cooler re-worked

1 carburettor used, 1 carburettor re-worked.







*The warranty seal  
for "Genuine VW Spare Parts"*

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VOLKSWAGENWERK GMBH · WOLFSBURG