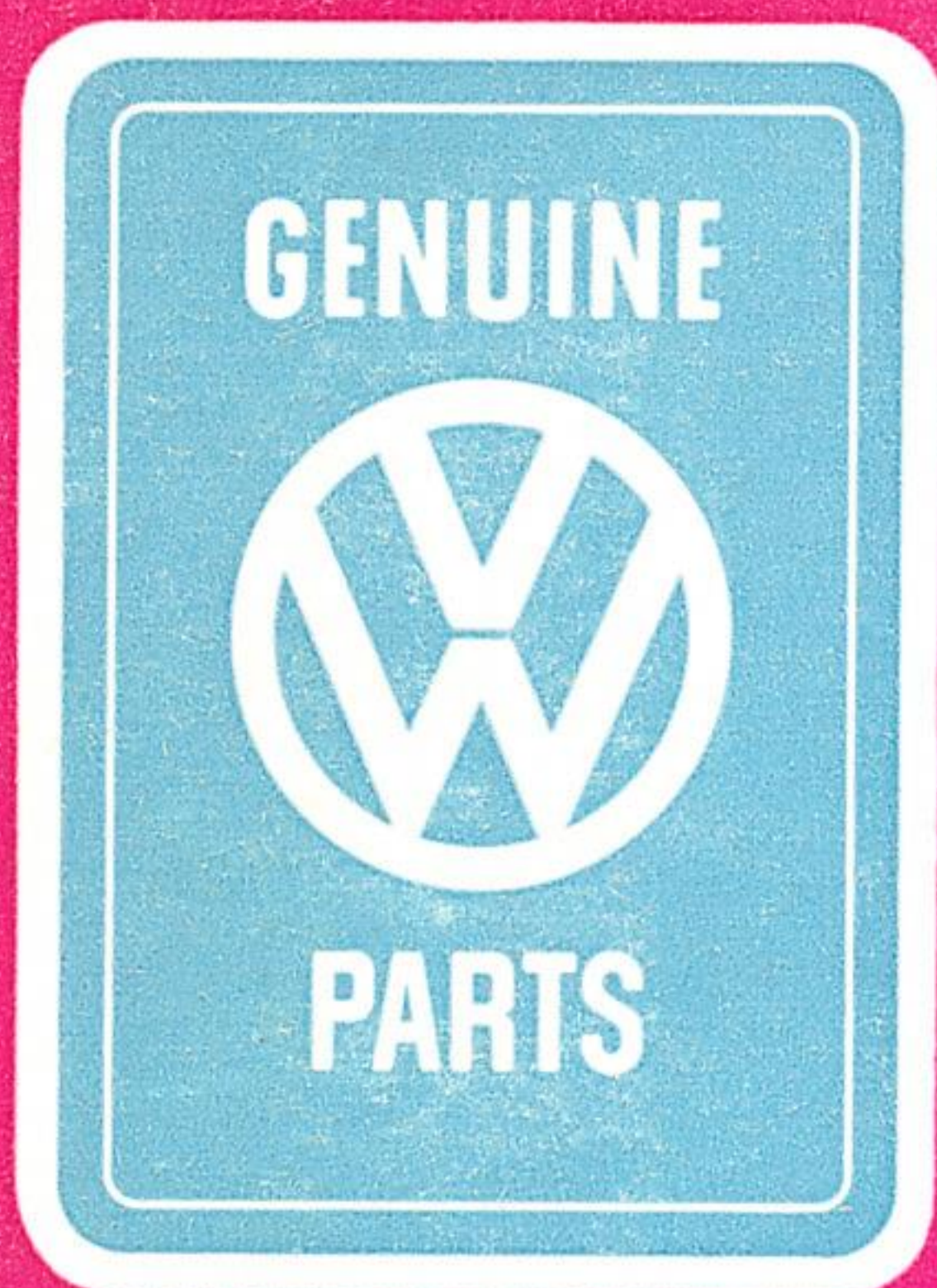
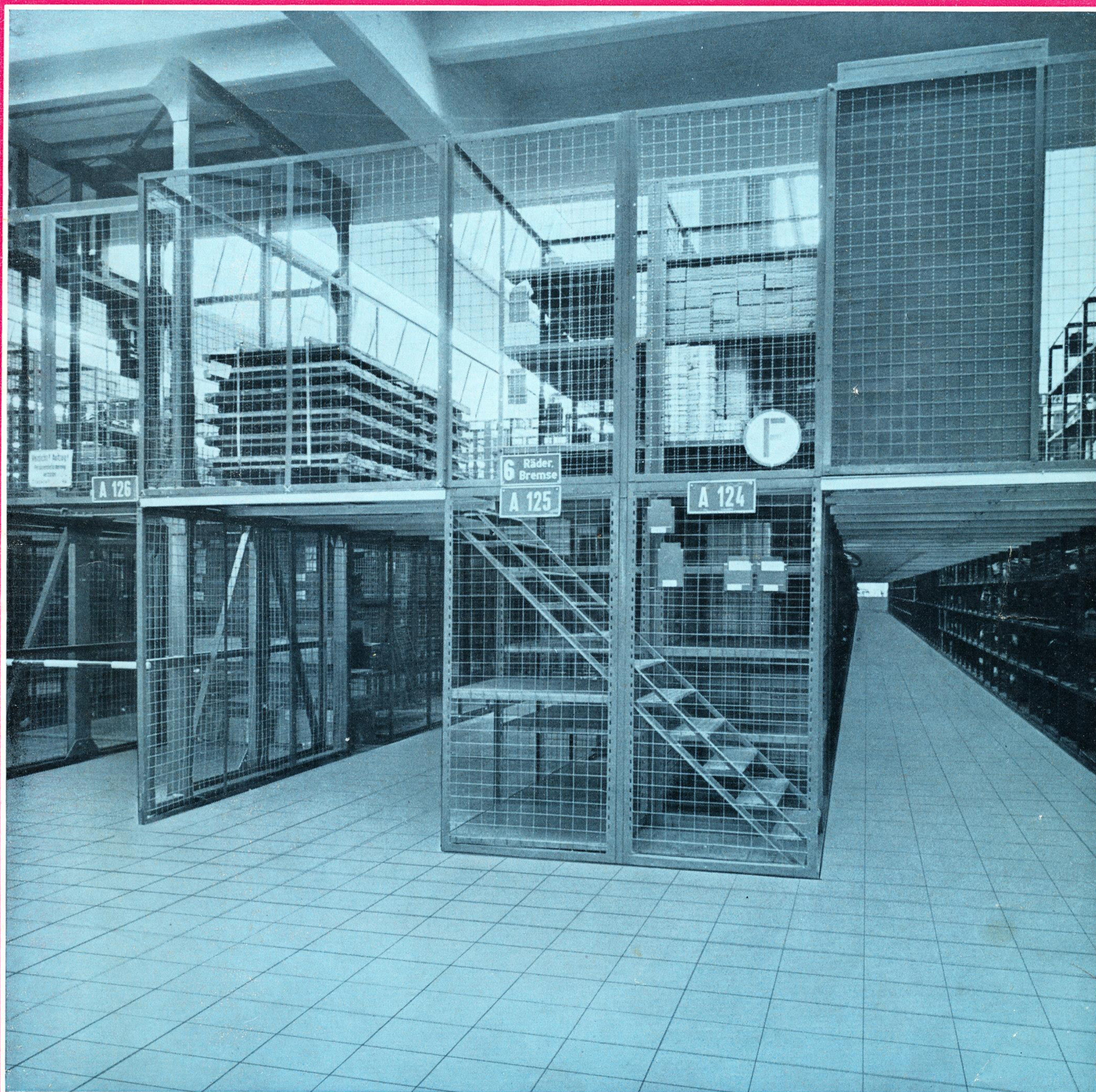


The Adviser



INFORMATION FOR THE VW PARTS SERVICE



25

APRIL 1962

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Autohaus Albert Stavenow KG.,
Goslar, Germany



April 1962 · No. 25

The Adviser

Information for the VW Parts Service.
Issued by the Parts Department of
Volkswagenwerk AG. May not be repro-
duced in whole or in part without
written consent of Volkswagenwerk.
Order No. 714 250 20.

Illustration: Stacked-up bin units in
Parts Department Wolfsburg.



Dear Reader

No doubt you will have noticed that the appearance of the VW Adviser has been changed. But not only the appearance – the contents too, have been changed. Maybe you will like this edition and even ask: "Why something new again?" We suggest you turn the pages for yourself.

This time we have drawn up a large selection of various themes which effect the complete parts business and shortened the technical section. This does not mean that in future we shall neglect the technical aspects. Quite the contrary. We shall supplement the technical section by interesting themes. You will certainly want to know when the next course for storemen is being held in Wolfsburg and how to explain the significance of Genuine VW Parts to the customer.

If you are a storemen or stock control clerk and should get the impression at first that many of the articles are written especially for the Parts Manager just do not skip these pages; they will give you useful tips and maybe one day you will be a Parts Manager yourself. In future we just don't wish to merely inform you of our knowledge: we attach great importance to reporting on your experience.

You have the closest contact with VW owners. You share their experience. Don't think you cannot write. We know you can! It is well worth while passing on your experience to all VW agents. We all have the same mutual aim, namely of providing all our customers with Genuine VW Parts. The VW Adviser will help to facilitate our work.

Anti-theft Devices

Flashing Indicators

These improvements are now compulsory in West Germany. But even without the help of such laws it is easy to sell the required GENUINE VW PARTS.

The laws covering the theme "Traffic Safety" differs so considerably from country to country that we cannot go into detail on this subject. We can merely give you a few hints on how to increase your turnover.

The number of vehicles stolen all over the world is steadily increasing from day to day. Most of these are usually found again but in most cases damaged and with empty fuel tanks. The most efficient protection against such unpleasant surprises is offered by the anti-theft devices shown in the table which can be service installed. The installation of the steering

lock and gearshift lock is quite simple. The latter is, furthermore suitable for self-installation and the necessary instructions are included with each installation kit.

Flashing indicators are already compulsory in many countries and thus there is no scope for conversion. In many cases, however traffickers are still permissible and it is worth your while to intensify your efforts of selling flashing indicator kits. Use the sales argument that flashing indicators increase the safety of the vehicle. In addition the argument that the flashing indicators make the old VW look like new is also very effective. Many VW owners are very interested in keeping their car up to date. Mention this to the customer and you will be able to increase your turnover.

Anti-theft Devices

111 016 051 A

Gearshift lock for Passenger Cars
up to Chassis No. 1-397 022
(with intermediate flange)

113 016 051

Gearshift lock for Passenger Cars
from Chassis No. 1-397 023

113 016 051 A

Gearshift lock with ignition/star-
ter switch for Passenger Cars
from Chassis No. 1-397 023 for
vehicles with tapered gearshift
levers

113 016 051 B

Gearshift lock with ignition/star-
ter switch for Saxomat

113 016 051 C

Gearshift lock with ignition/star-
ter switch for Passenger Cars
from Chassis No. 1-397 023 for
vehicles with tapered gearshift
levers

211 016 051

Gearshift lock for Transporter

SP 201 B

Steering ignition lock for Pas-
senger Cars (for RHD vehicles
from Chassis No. 1 600 440)

SP 201 C

Steering ignition lock
for Passenger Cars
from Chassis No. 1 600 440

211 905 851 B

Steering ignition lock for
Transporter

Flashing Indicators

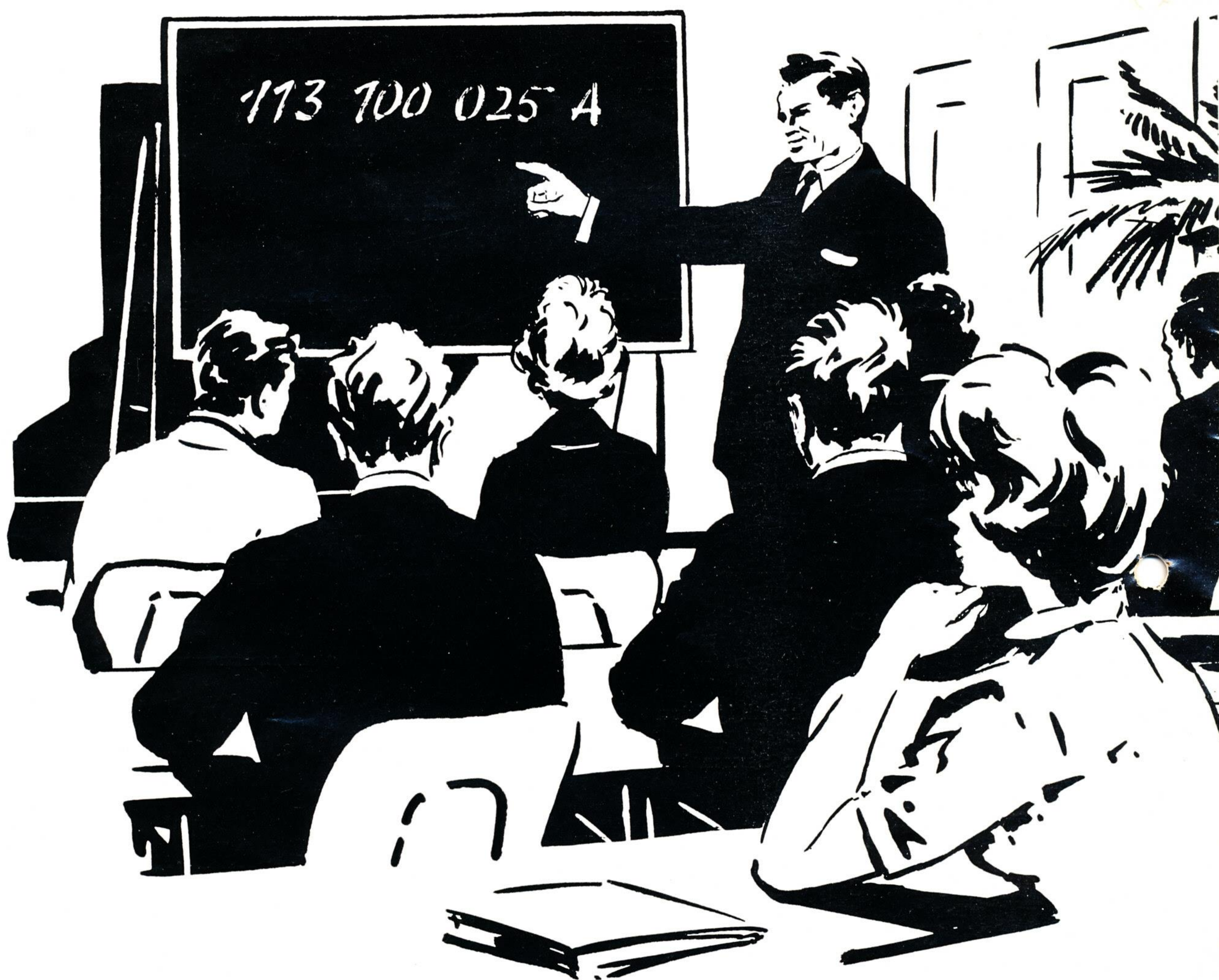
SP 77 C

Flashing indicators for
Passenger Cars

SP 79 B

Flashing indicators for
Transporter

Courses for Members of the VW Parts Organisation



Who does not want to get on in life and earn more money? Everybody can. Of course it is essential that he improves his knowledge and does not stand still in his development.

More than five million Volkswagens have to be serviced all over the world. The parts service needs skilled and trained personnel. The Parts Department of the Volkswagenwerk offers the complete personnel of the parts service the possibility of becoming parts specialists. Basic courses and parts managers courses are held in the school in the Parts Department in Wolfsburg. The advantages of these courses should prompt you to discuss with your boss the possibilities of attending a course. He will readily listen to your request and permit you to attend the next course.

The basic course deals with such themes as store equipment, stock control, parts sales, advertising, inventory operations and the VW

Exchange Service. This course includes talks on the development and origin of the factory as well as the VW Parts Service.

It is essential for participants to have attended the basic course before taking part at parts managers' courses. The circle of participants is limited to stores managers as well as their assistants. Other members of VW parts organization requiring promotion can also attend. During these courses particular importance is attached to such themes as dealing with customers and personnel. Talks are also given on rationalization in the store, order procedure and store planning. Tours of the factories in Wolfsburg and Hannover as well as visits to the stores of other VW dealers give the participants a clear picture of the factory and the VW parts service.

Letters from the Parts Promotion will inform you of the dates when courses commence.



Text on side panels of van:
Parts Service School

The following courses will be held in 1962:

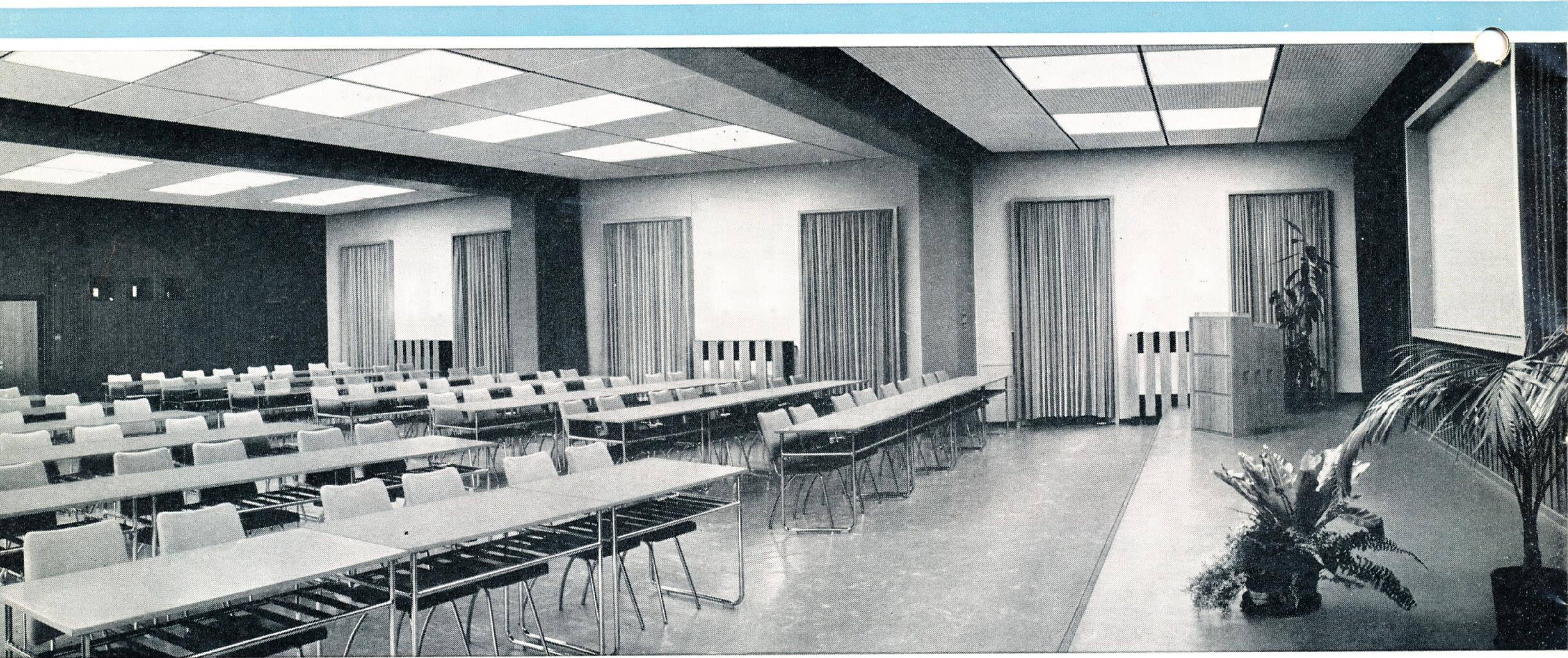
<i>Basic course</i>	June	4th — 8th, 1962	Norway
<i>Parts manager courses</i>	August	27th — 31st, 1962	Belgium
	October	8th — 12th, 1962	The Netherlands
	October	29th — Nov. 2nd, 1962	Denmark
<i>Basic courses held elsewhere</i>	June	25th — 29th, 1962	Copenhagen
	October	15th — 19th, 1962	Salzburg
	October	22nd — 26th, 1962	Salzburg

If you wish to attend a course, let your General Importer know in good time. Experience has shown that the best results can be attained if not more than 20 persons attend the basic course and a maximum of 15 the parts manager courses.

Courses will be held in a few European coun-

tries to save you the trouble of making long journeys in certain cases. These are merely basic courses. A van especially equipped for this purpose will be used.

Courses of this kind were already held this year in Salzburg, Austria and Amersfoort in the Netherlands.



Do you know
why
there are
"Packed
Quantities"?



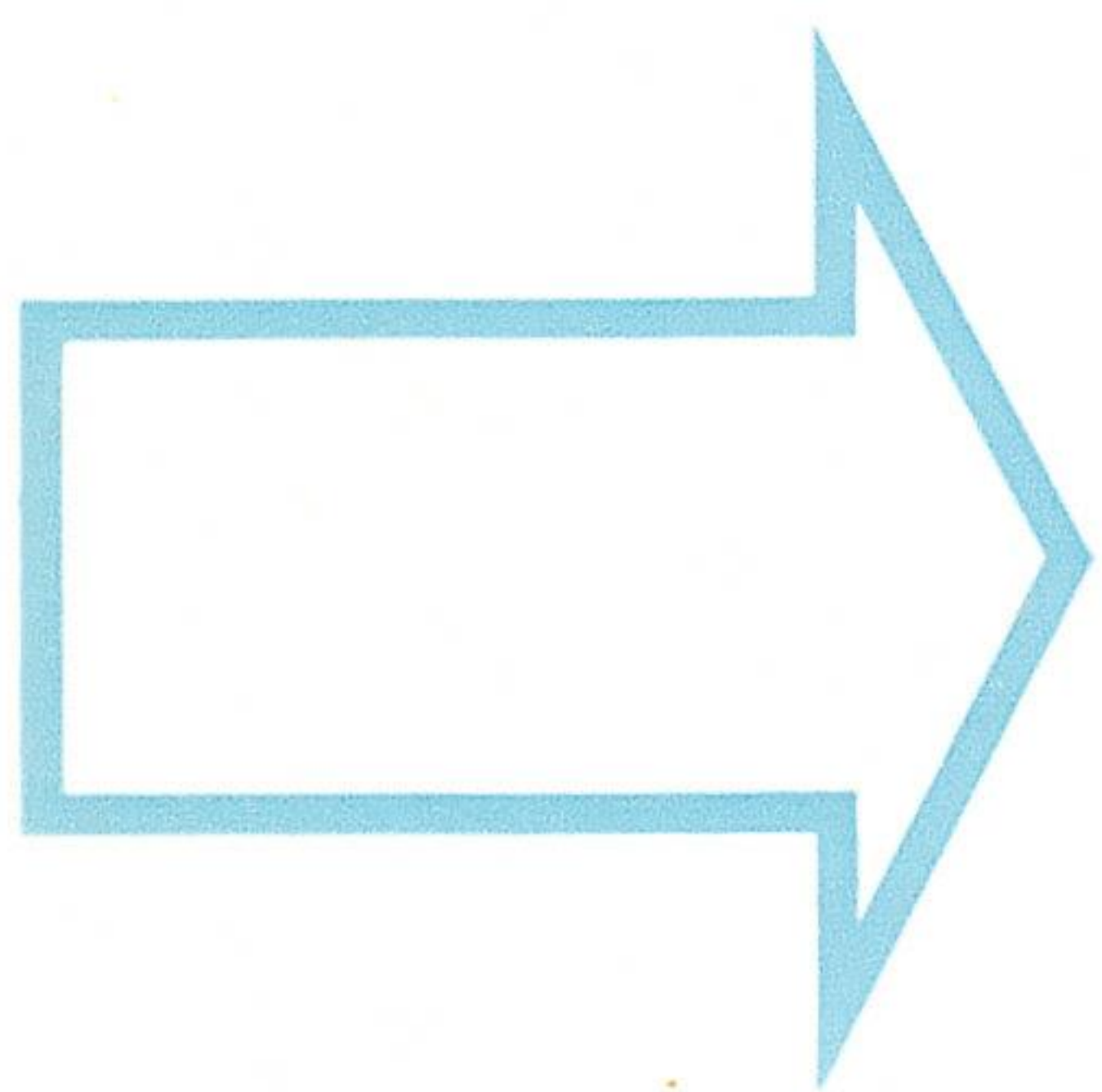
Maybe you will now laugh at this question, but we regret that it is necessary to mention the subject of packed quantities again.

No doubt you remember that we all want to simplify our work. You want to receive your orders quickly and we want to help you as far as possible. But to do so we require your co-operation. We have to work with packed quantities which ensure that parts do not have to be unpacked before being shipped to you. If you adhere to these quantities when placing your orders the work in our store will be considerably facilitated and your order can be shipped with a minimum of delay. You can well imagine the delays if each individual package had to be opened and the contents counted separately just because you did not adhere to these packed quantities. These parts would then have to be re-packed — an operation which would entail much additional work at our end. It is quite obvious that all this would cost money and time.

Please co-operate with us. There is not much

additional work attached to entering the packed quantities which are given in your Packing List in your stock control cards. You will be informed of alterations to the Packing List. It is essential to enter this information on your stock cards at once and not to wait months before doing so. This means some extra work, but it will facilitate matters in the store for you. You can well imagine what the situation would be like if you were to receive the individual parts in small bags. It would be difficult to bin the parts. You could not place the bags on top of each other. You would have no means of checking your stock; it would be very hard to count the parts and last but not least we would have to charge extra for the packing.

It is, no doubt, now quite clear that packed quantities are a must. This is why we shall make alterations to quantities ordered which do not correspond to the packed quantities. We don't like having to do this but we have no other option. Do both yourselves and us a favour and always order in packed quantities.



A new form

We are always endeavouring to introduce aids which will facilitate your work and for this reason we have just drawn up a combined form **"Parts Order — Parts Invoice"** for medium sized and small establishments. We have tried out this form in various dealer areas and the reaction has been positive.

Many establishments have permitted parts orders to be submitted in various ways by their dealer organisation and fleet owners. As a result, the invoices were drawn up on a special form. This meant that the part number, description and quantity had to be written again. You will admit yourself that this entailed much additional work.

We have, therefore, arranged this form so that the invoice is drawn up beside the order on the same form. The left-hand portion of the form as far as the vertical blue line is filled in by the consignee, and the right-hand portion by the distributor. The complete set consists of 6 pages: page 1 for the stock control, page 2 for the customer, page 3 for the accounting department, page 4 as perforated slip, packing slip (page 5) and page 6 for the consignee. Carbon paper is inserted between all the pages.

The set of forms is stamped on receipt in the parts store and passed on to the stock control immediately where the parts are allocated. If the quantity ordered is on stock, the column "supplied" is merely ticked off. If, however, a part has to be back-ordered, the quantity available is entered in and the amount not available is entered in the column "back-ordered". The unit price is also entered in by the stock control clerk and the discount group

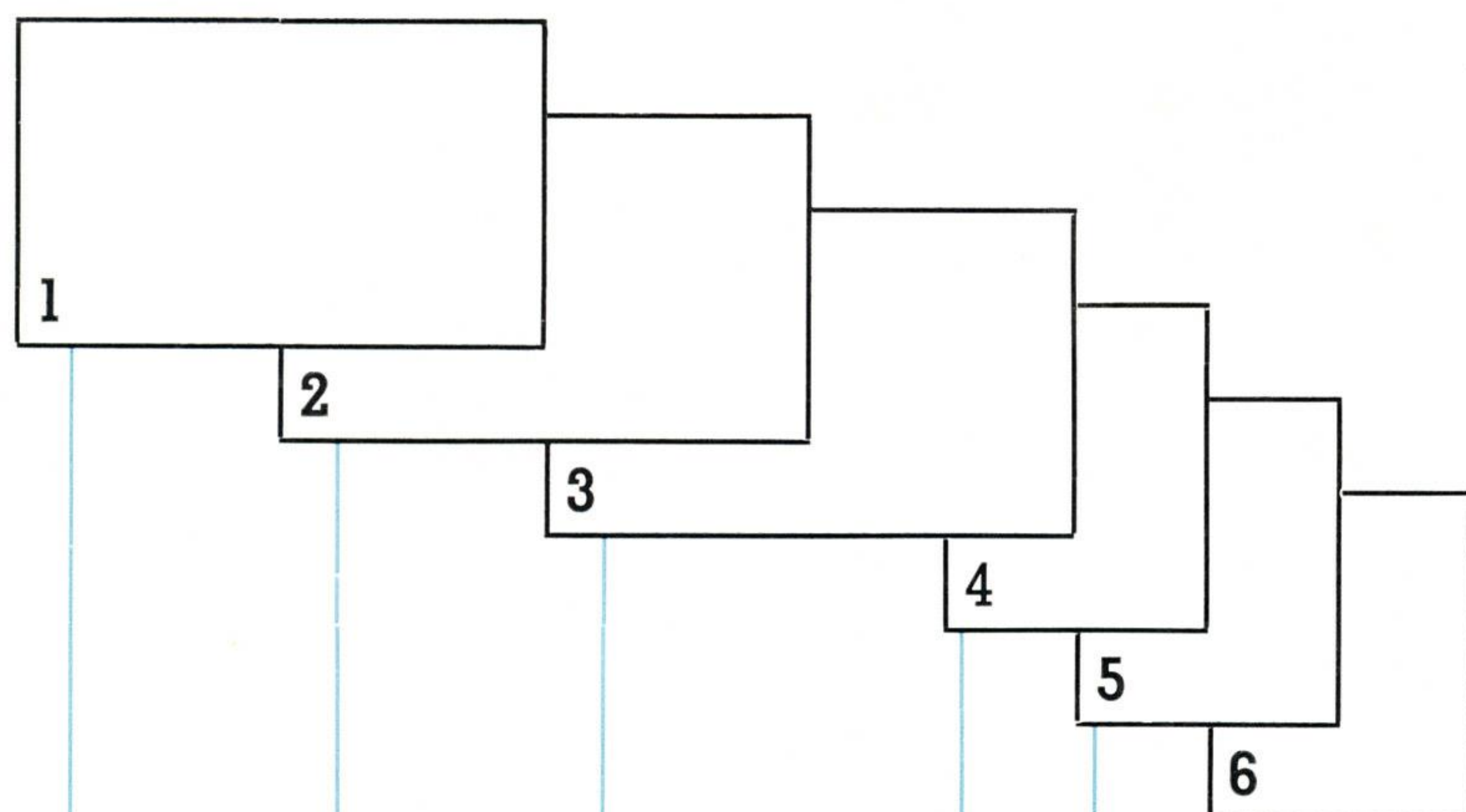
ticked off in the appropriate heading. It is good practice to enter in the unit price on the top position of the heading so that the invoicing machine can print the figures in the lower portion. Since the carbon paper does not cover the heading "unit price" the stock control clerk's writing does not come through on the copies. When using an invoicing machine make sure that carbon paper of the appropriate size is inserted. It is advisable to check the prices with the machine.

The invoicing machine prints the individual prices in the discount group headings and works out the totals which are then entered in on the first set of forms of the order "calculation of the complete order".

The first page of each set remains in the stock control and the other pages of the order are split up. Pages 2 and 3 are forwarded to the Accounting Department for invoicing. Page 2 is returned by separate post to the consignee. Page 3 remains in the Accounting Department. Page 4 in the meantime, has been used as perforated slip, and the 5th page is used as packing slip after the order (invoice) copy has once again been compared with the packing slip and amended accordingly.

We know, of course, that new systems entail a certain amount of trouble, but we would ask you to use this form once on a trial basis. You will realize that its use will reduce your work considerably and you will be in a position to draw up your invoices immediately. It will also simplify your filing system.

On request we shall only be too pleased to give you the name of the manufacturer of these forms.



CONSIGNEE

Fill in parts order.

Page 6 is retained by consignee as copy.

DISTRIBUTOR

Stock control

Allocate order.

Accounting Department

Draw up invoice.

Store

Split up page 4 into perforated slips, and compare shipment with page 5.

Shipping

Include page 5 as packing slip with the shipment.

CONSIGNEE

Compare packing slip with original copy.

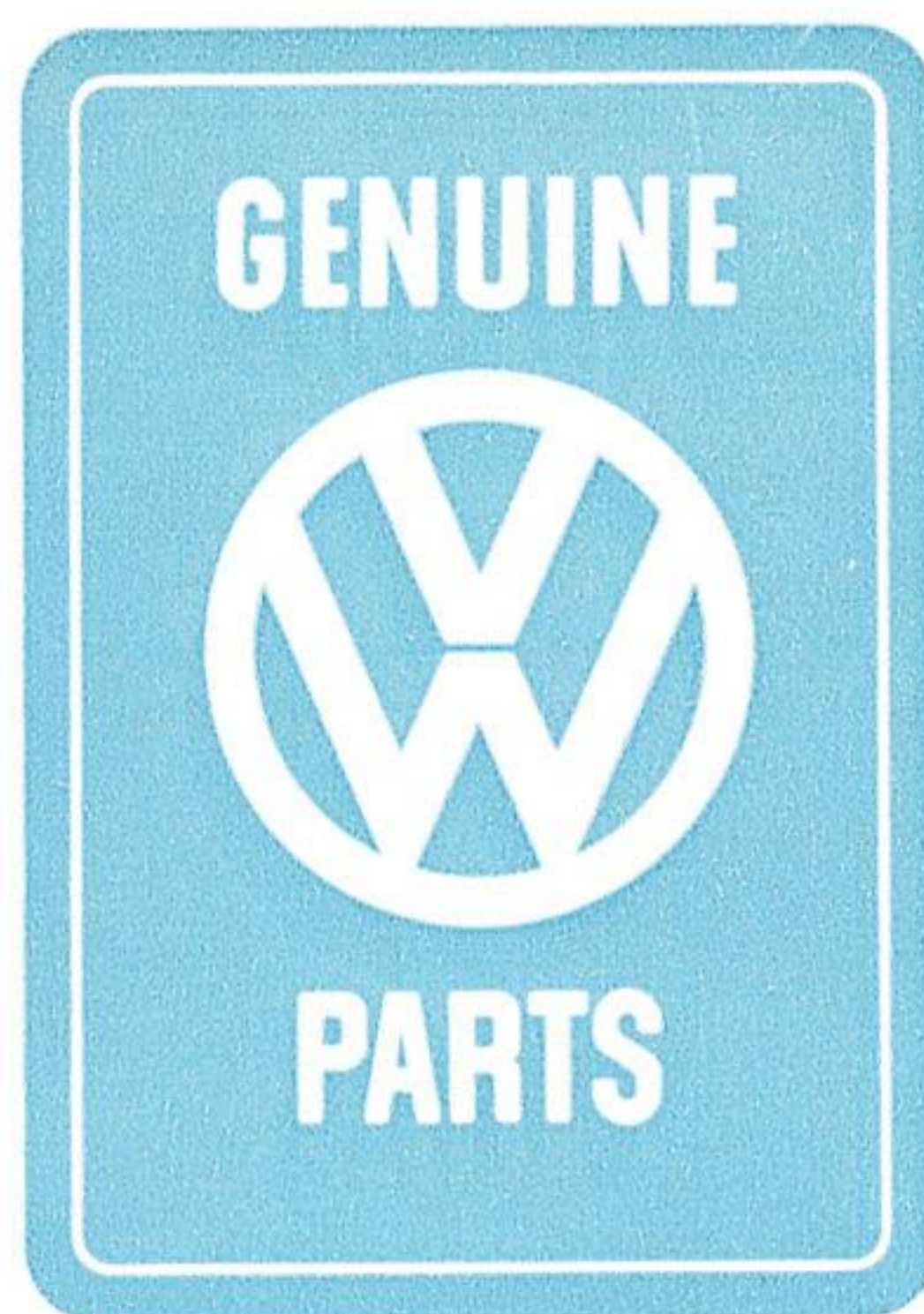
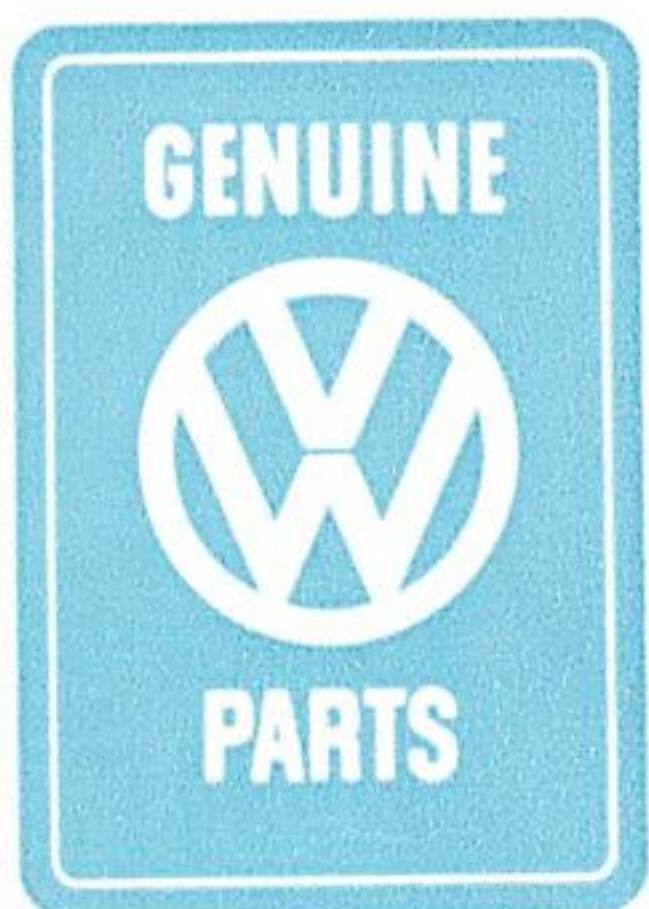
Check shipment received.

Remit the invoiced amount.

[illegible][illegible][illegible][illegible]

We submit this page order subject to terms of contract.				
Date		Signature		
Method of despatch				
Picker	Checker	Packer	Despatched by	

12		
We submit this page order subject to terms of contract.		
_____ Date		_____ Signature
Method of despatch		



are the organic parts for the Volkswagen

Strictly speaking this comparison is not quite true because parts are very rarely organic but it helps to illustrate that each individual Genuine VW Part is designed to meet all demands made on it in the Volkswagen — just as in the case of every part for the new car production. All parts have been designed to fulfil a definite purpose. Genuine VW Parts are quasi tailor-made for the Volkswagen.

Each Genuine VW Part is manufactured from the most suitable material, precision machinery is employed and all parts are checked continuously throughout the production.

In the same manner, parts manufactured by sub-contractors are also subjected to the same rigid tests in the Volkswagenwerk. Parts not designed by Volkswagenwerk are carefully tested and selected by our technical staff before they are introduced as Genuine VW Parts. Thus parts supplied by sub-contractors have to be manufactured from the most suitable materials and according to Volkswagen standards.

That is the great advantage: all Genuine VW Parts are subjected to the same rigid inspections in Volkswagenwerk as are all new parts. Only after the parts have survived numerous tests are they used for the new car production or supplied as Genuine VW Parts.

All parts which are not manufactured to standard in the factory are scrapped immediately and all parts supplied by sub-contractors which do not comply with the factory's requirements are returned to the sub-contractors. Here we say "it is better to scrap a ton of material than to have one dissatisfied VW owner".

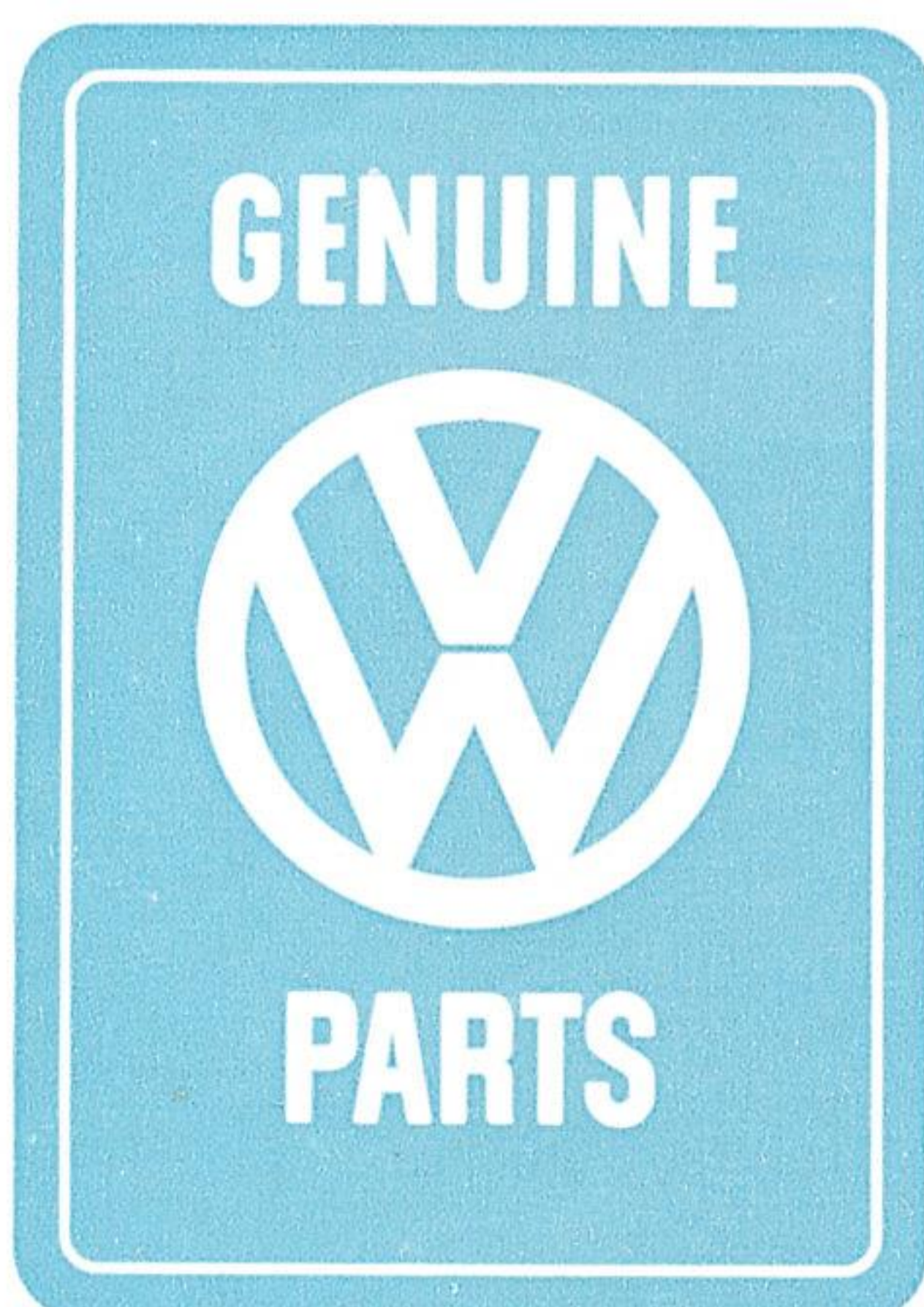
You will understand that it is our aim to ensure that not a single Volkswagen is off the road at any time, and, moreover, we wish to give the customer the best value for his money in the form of parts. It is a well-known fact that in the event of complaints, the customer usually contacts the VW dealer in question or the Volkswagenwerk. It is also true that the customer does not complain about a defective part but rather he puts the blame on the vehicle itself. Defective parts damage the manufacturer's reputation. For this reason we must make sure that high quality parts are always supplied. Since Genuine VW Parts are completely reliable, Volkswagenwerk backs them by a guarantee.

Each part given in the Spare Parts List is included in the delivery programme of Volkswagenwerk and is, therefore, a Genuine VW Part. We cannot repeat too often that not only is it subjected to various rigid tests during production, but it also undergoes a very severe final inspection before it becomes a Genuine VW Part. The wording Genuine VW Parts signifies.

- ❶ that the part has been specially designed and proven for the Volkswagen
- ❷ that the part complies with Volkswagenwerk's requirements as regards material, workmanship and quality
- ❸ that the part is subjected to very rigid inspections in the factory and thus is completely reliable
- ❹ that the part can be supplied immediately by every VW workshop
- ❺ that the part helps to retain the vehicle's value considerably
- ❻ that the Volkswagenwerk guarantees the part for six months or 10,000 km (6,000 miles)

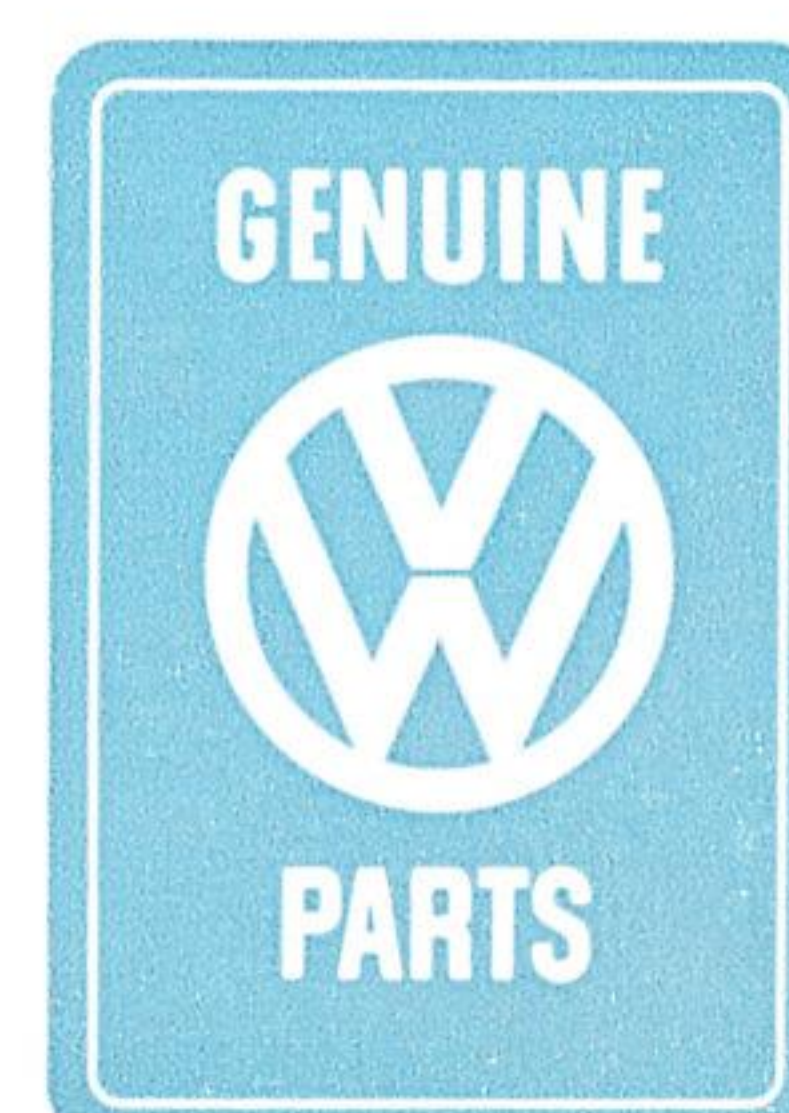
Genuine VW Parts are recognized by the 

which is marked on the part itself and on the packing



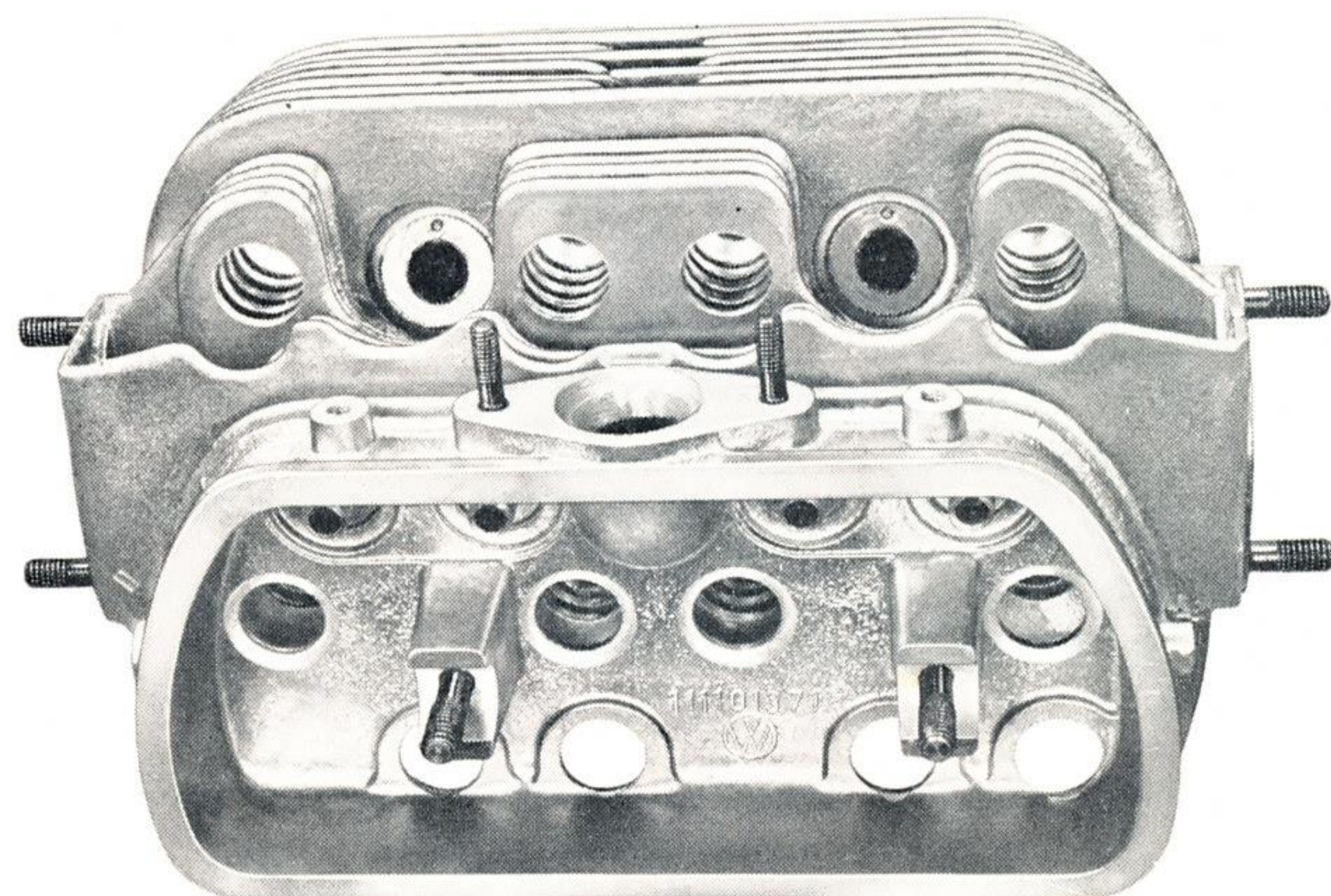
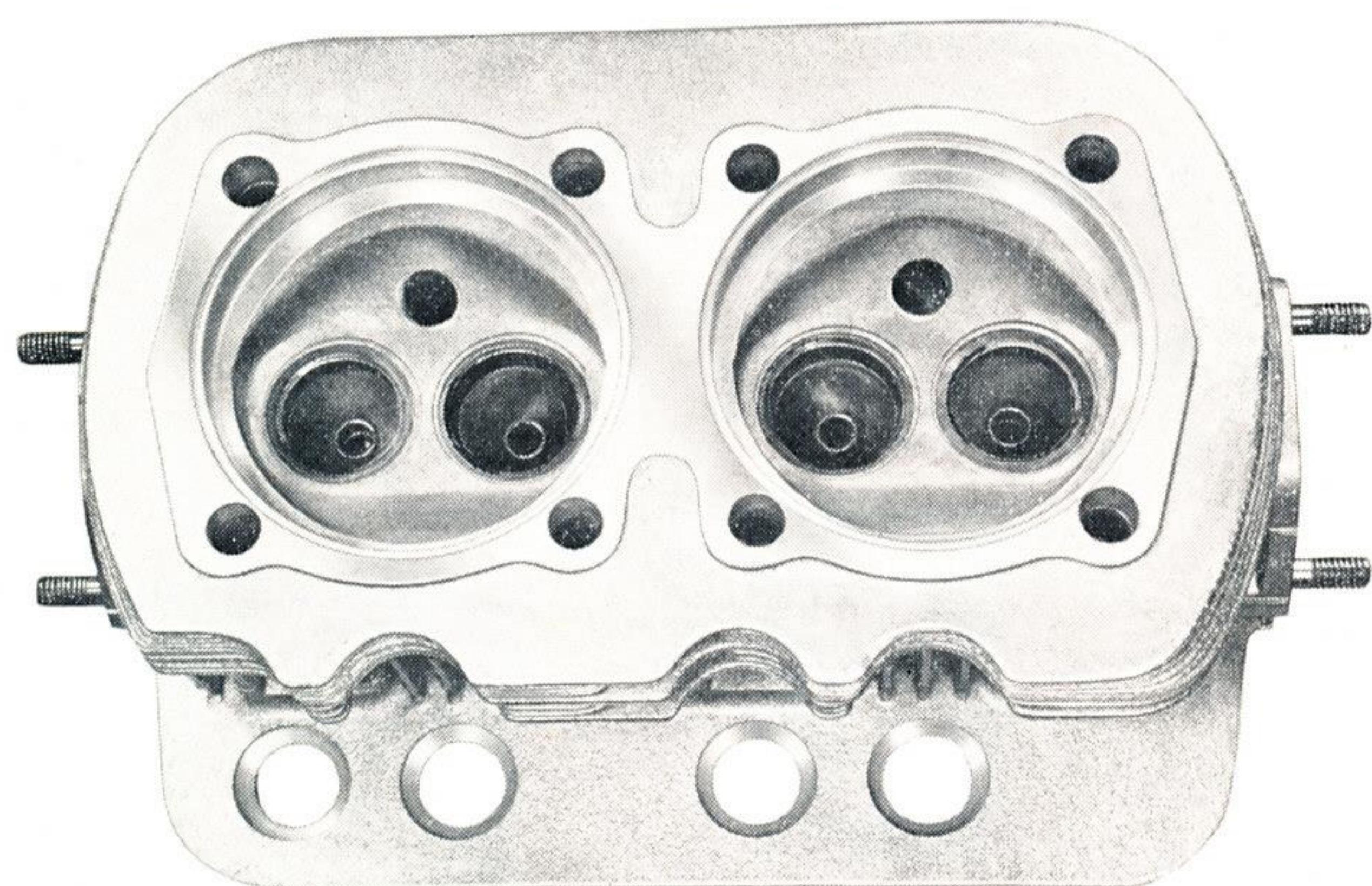
GENUINE VW PARTS

are the organic parts for the
Volkswagen

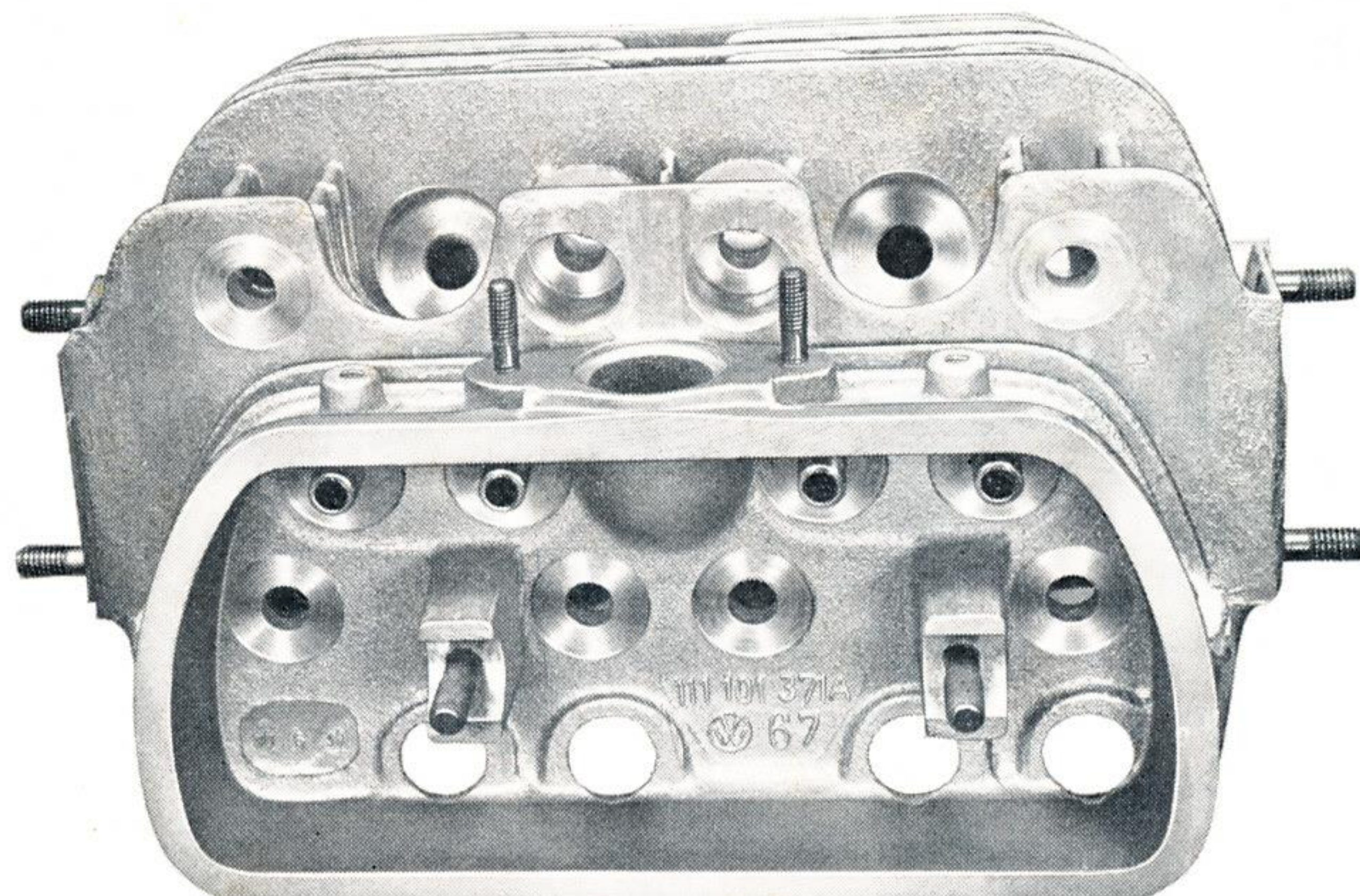
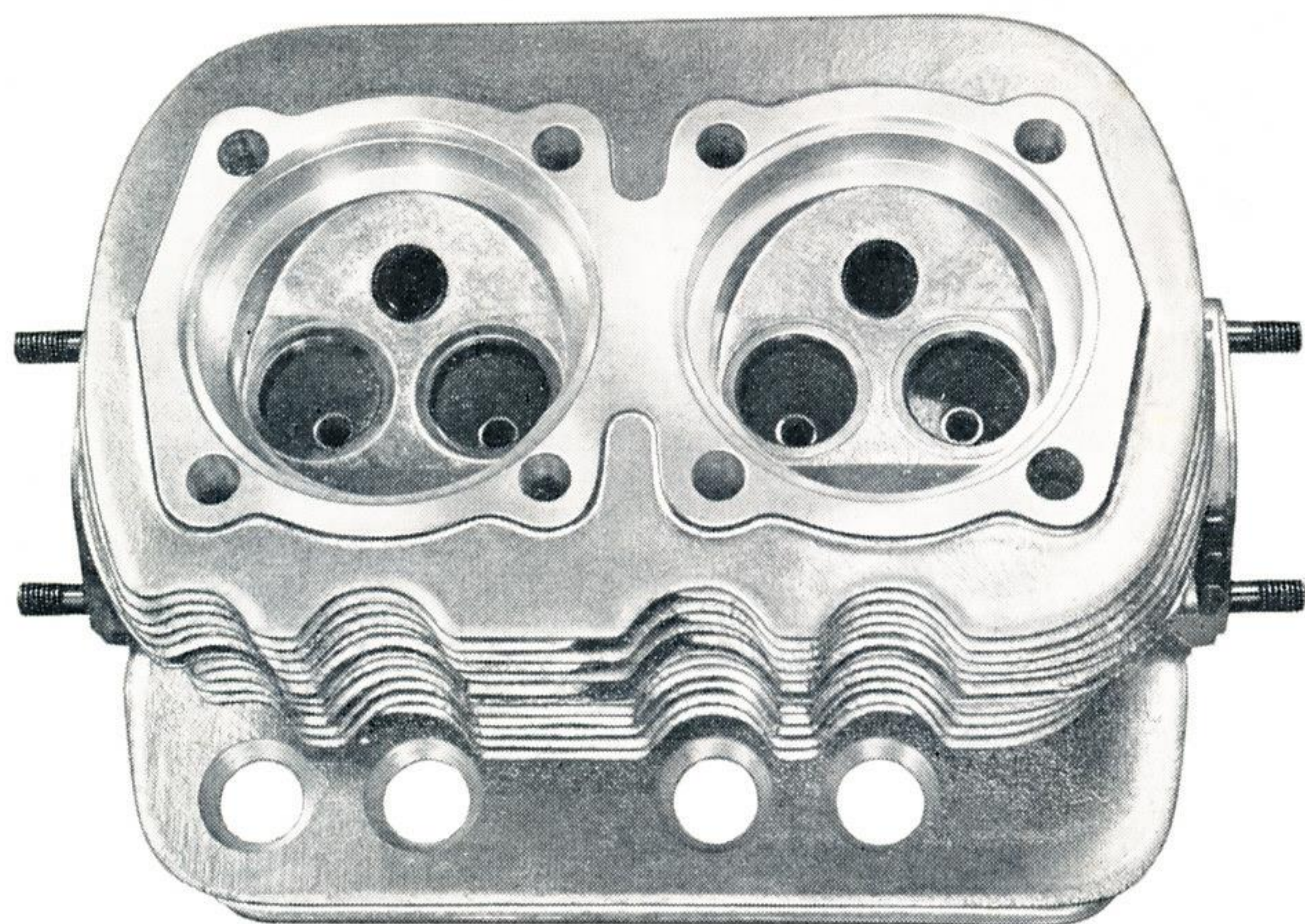


Cylinder Heads and their distinguishing features

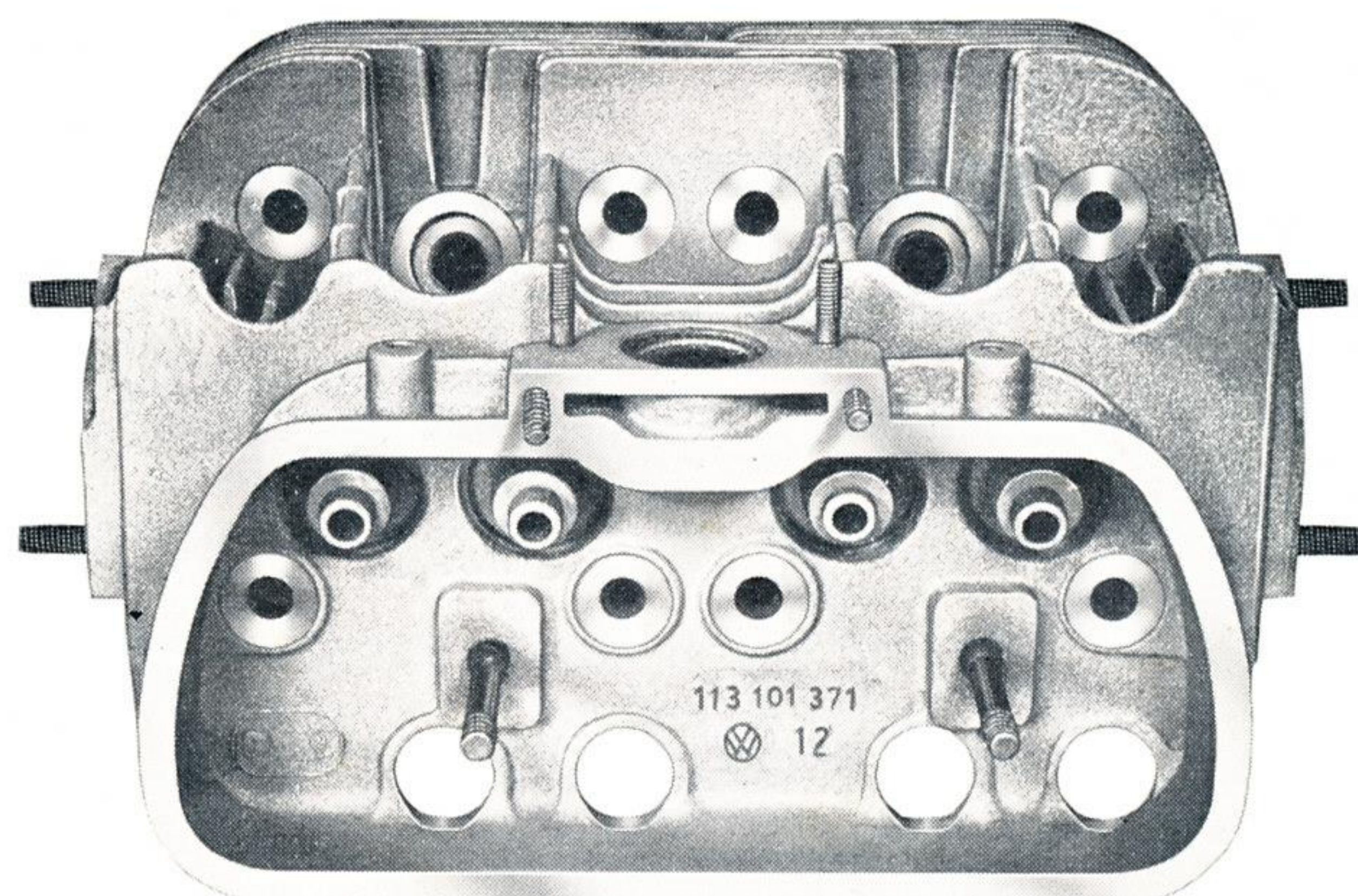
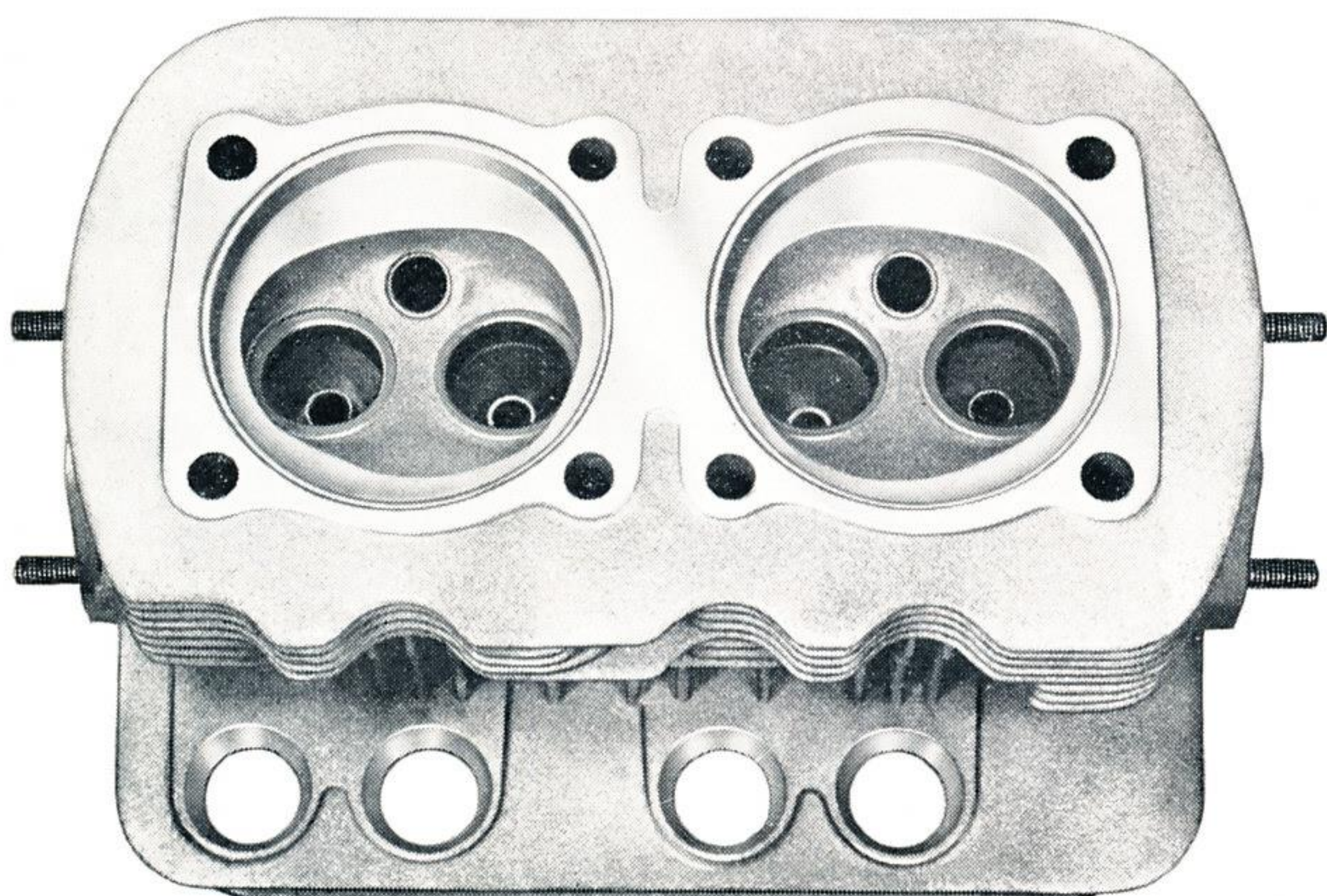
Part No.	Suitable for	Introduced		Until	Casting No.	Remarks
		from Engine No.	up to Engine No.			
111 101 351	25 b.h.p. engine 30 (SAE) b.h.p. Type 1	start of prod.	1-695 281	up to Dec. 53	111 101 371	
	Type 2	start of prod.	20-695 355	up to Dec. 53		
111 101 351 A	30 b.h.p. engine 36 (SAE) b.h.p. Type 1, De Luxe	1-695 282	3 912 903	Jan. 54 up to July 60	111 101 371 A	
	Type 1, Standard	1-695 282		Jan. 54		
	Type 2	20-695 356	3 399 999	Jan. 54 up to April 59		
113 101 351 A	30 b.h.p. engine 36 (SAE) b.h.p. Type 2	3 400 000	3 580 000	May 59 up to June 60	113 101 371	For technical reasons the design of the cylinder head was altered for the Parts Service after it was no longer used in series production. It is similar to the new version 113 101 351 B. The studs of the cylinder head ventilation have been discontinued. The rocker shaft studs are now extended further into the cylinder head. The casting number of the modified cylinder head version is 113 101 371. When replacing an old cylinder head by the modified version, the rocker shaft bearing support must be replaced by the version 113 109 427.
113 101 351 B	34 b.h.p. engine 40 (SAE) b.h.p. Type 1, De Luxe Type 2	5 000 001 5 000 001		Aug. 60 July 60	113 101 371 A	The rocker shaft bearing support of version B was altered from 113 109 429 to 113 109 427. Moreover this cylinder head is not provided with studs for the cylinder head ventilation and the rocker shaft studs are extended further into the cylinder head.



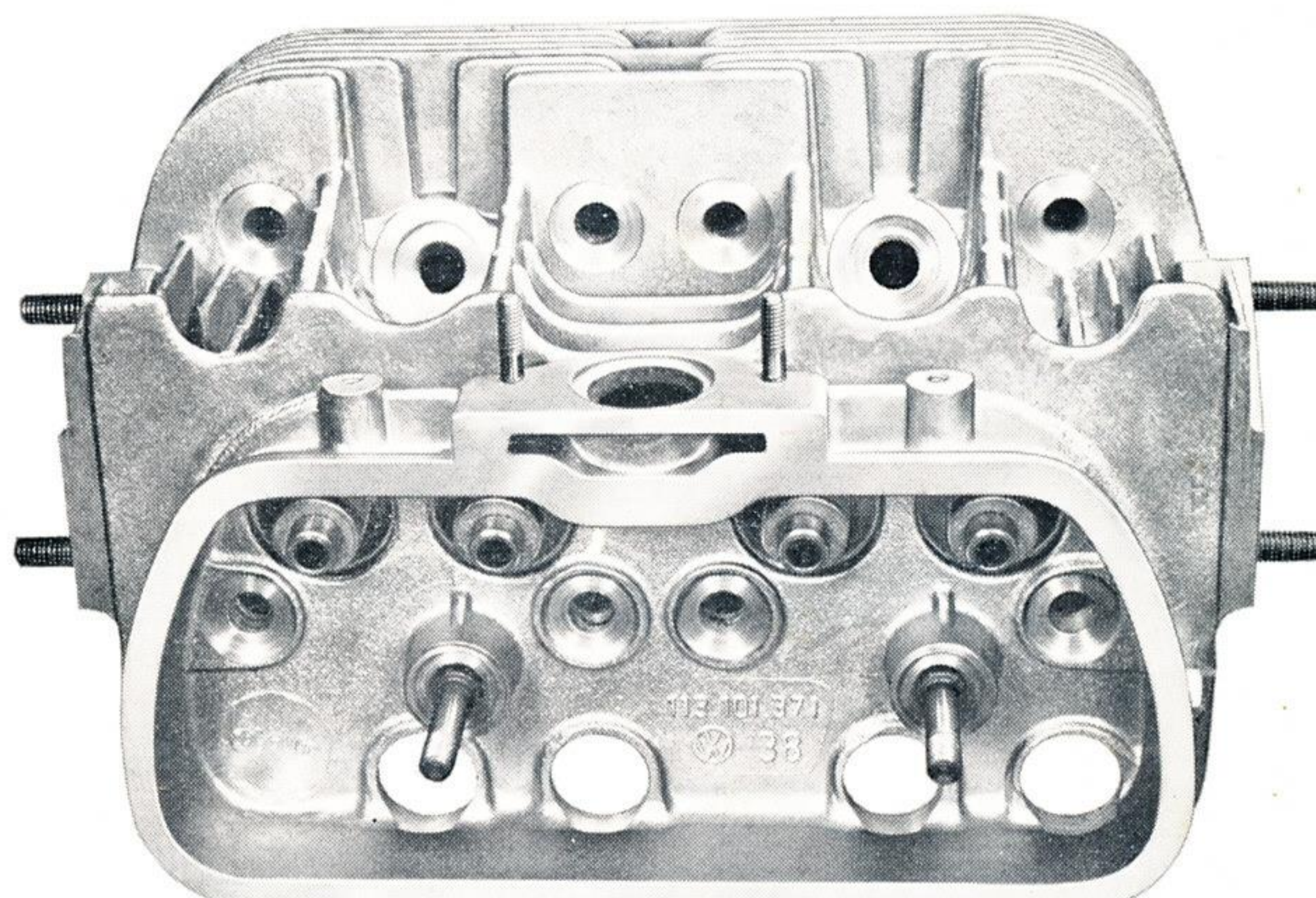
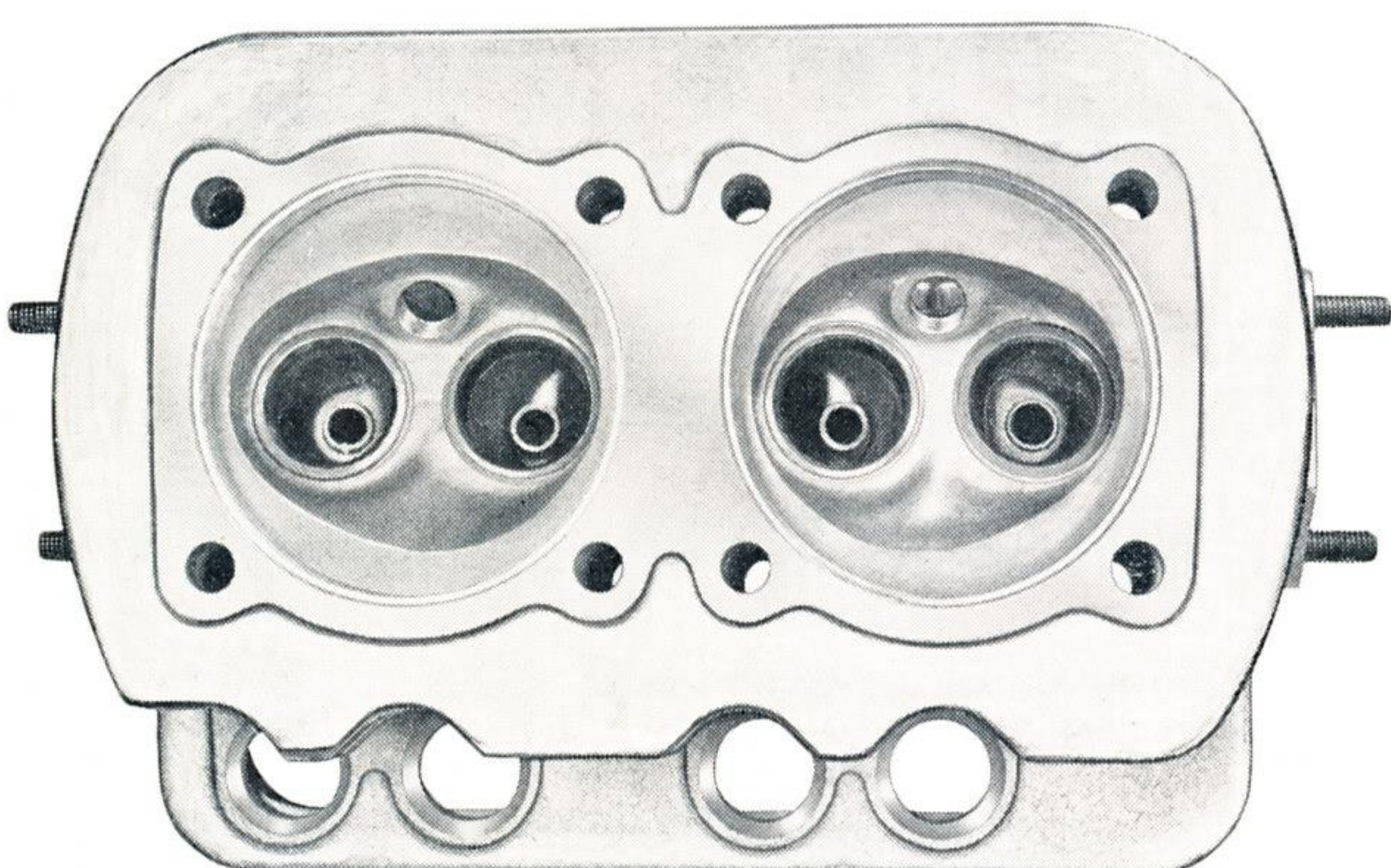
111 101 351



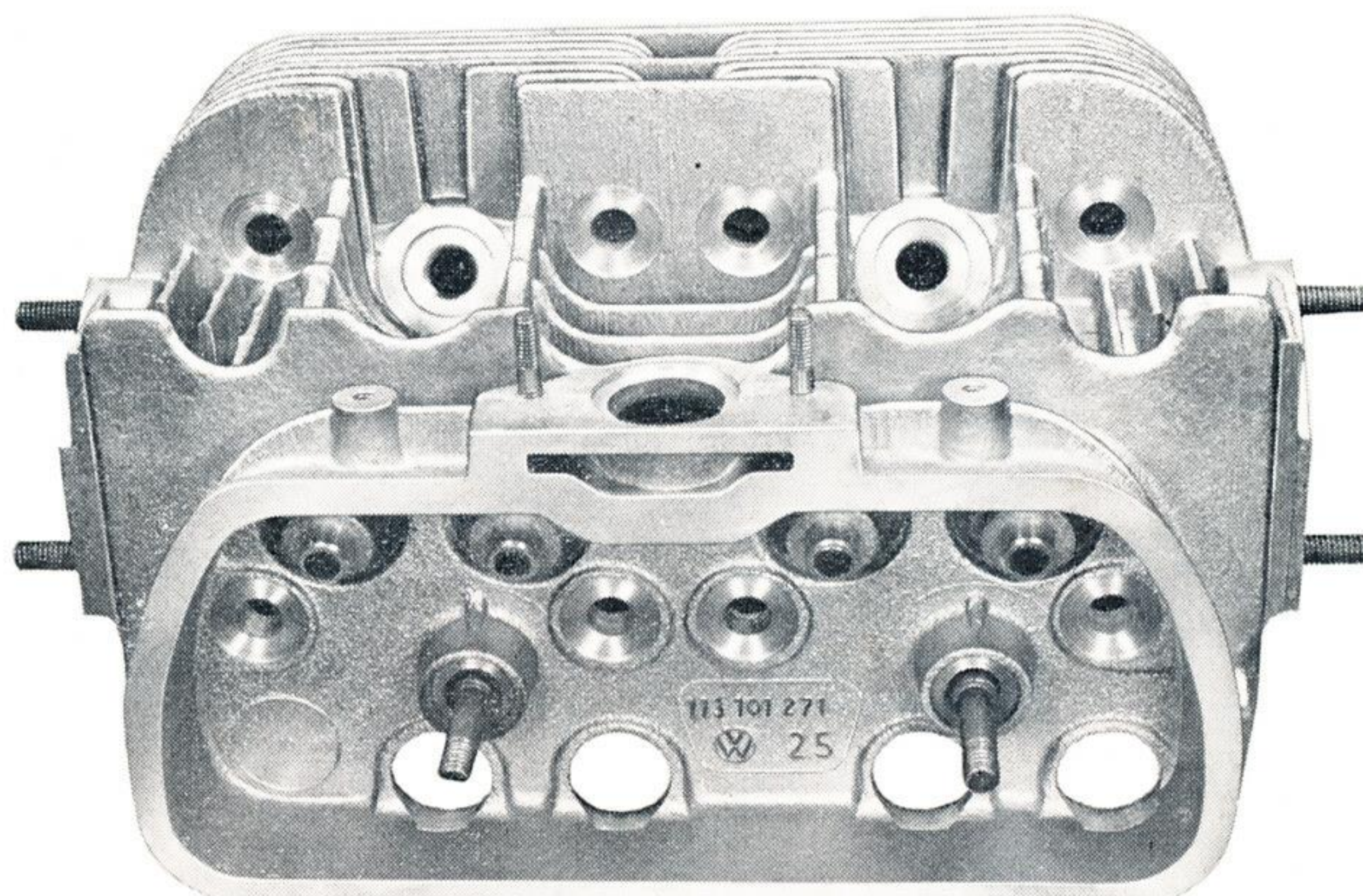
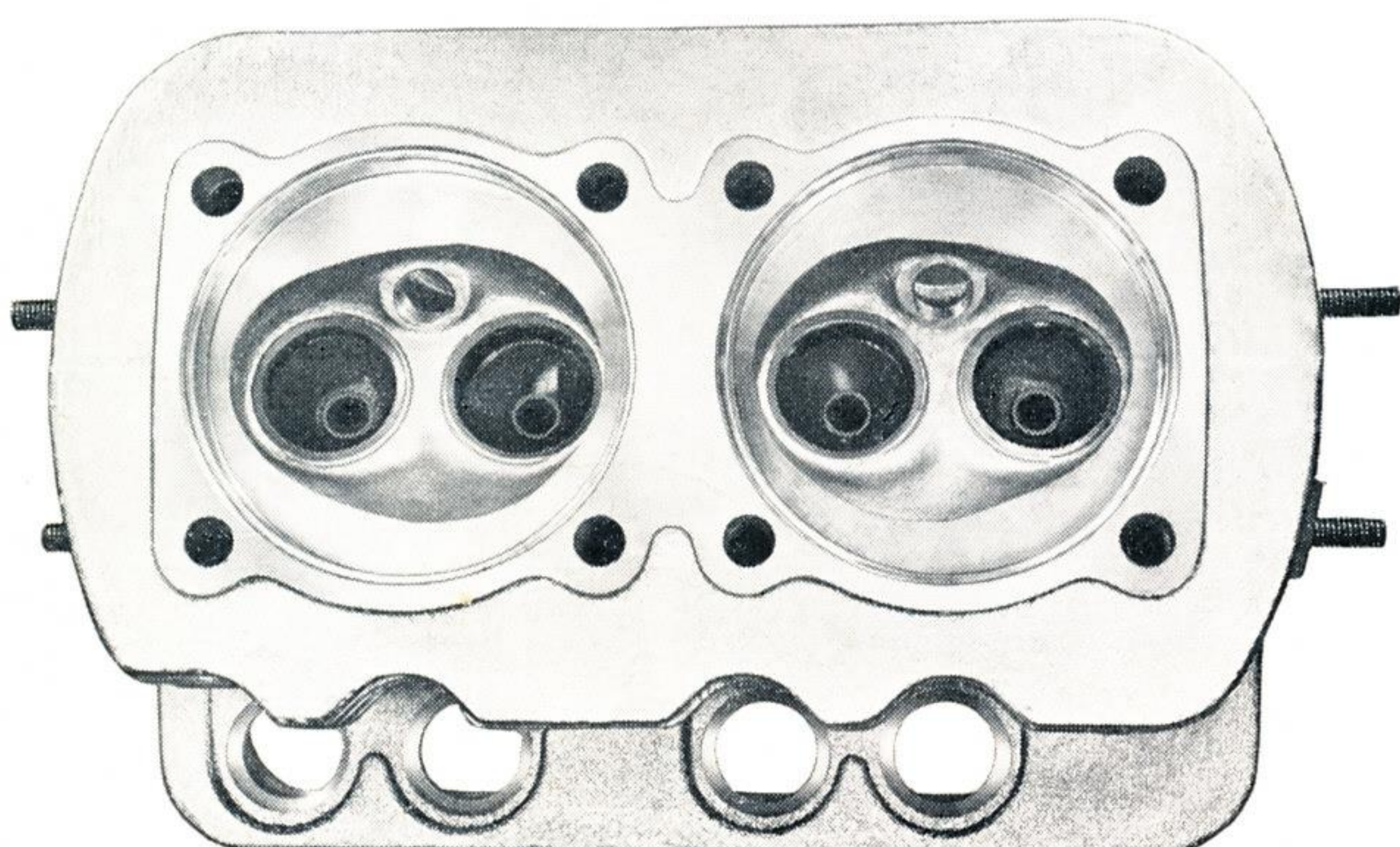
111 101 351 A



113 101 351 A — old version —



113 101 351 A — new version —



113 101 351 B

Lettering on Parts Vans

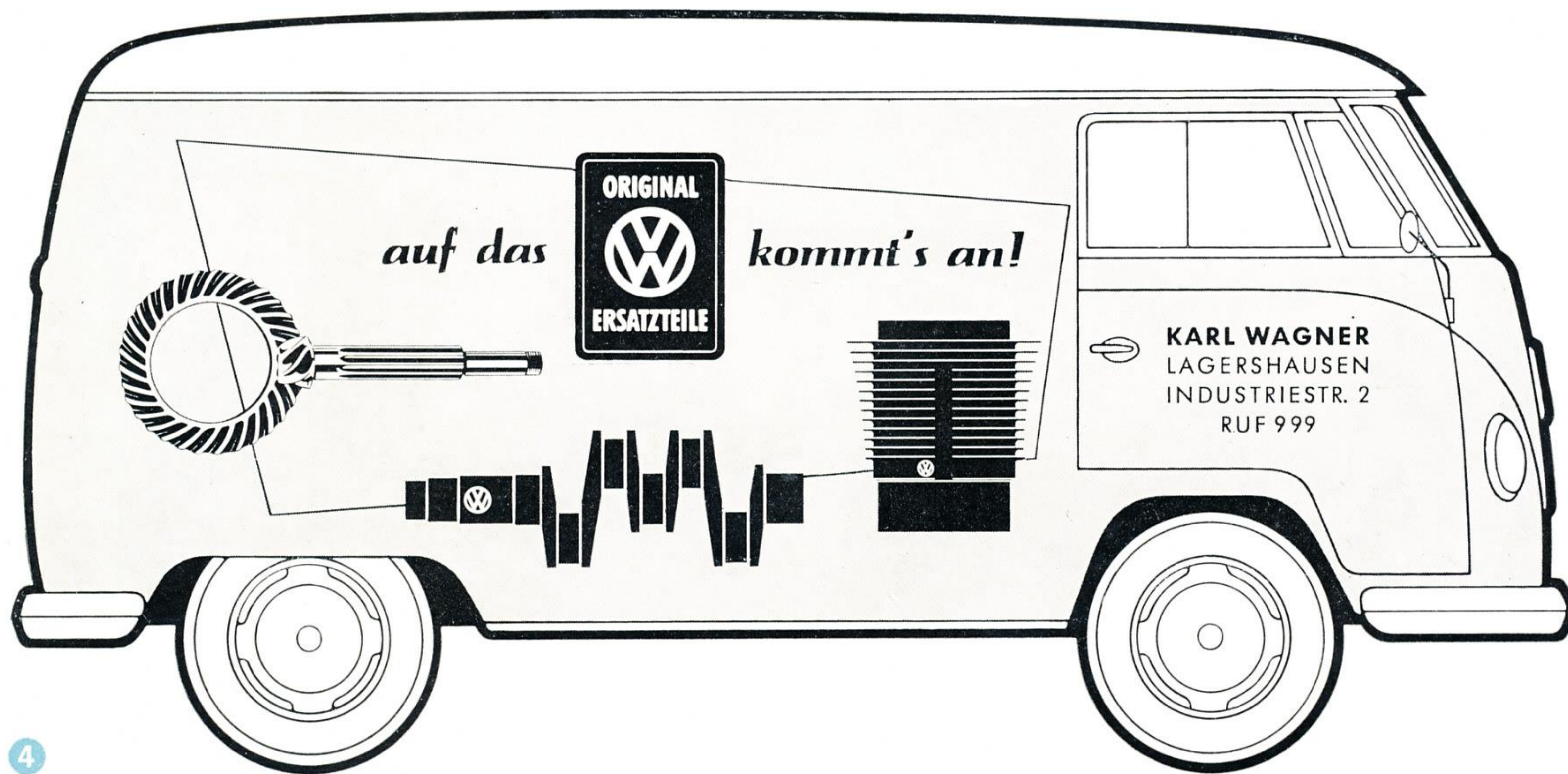
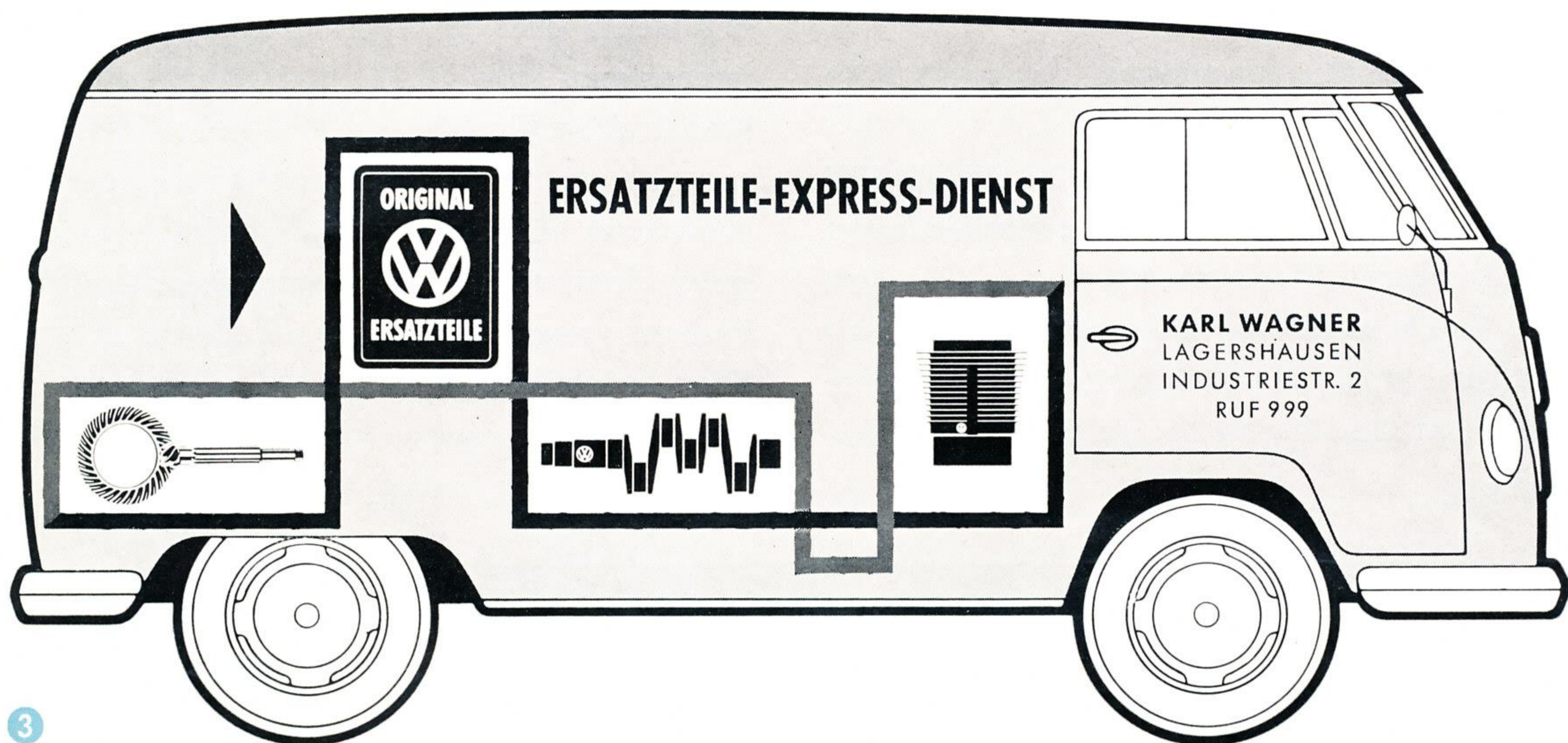
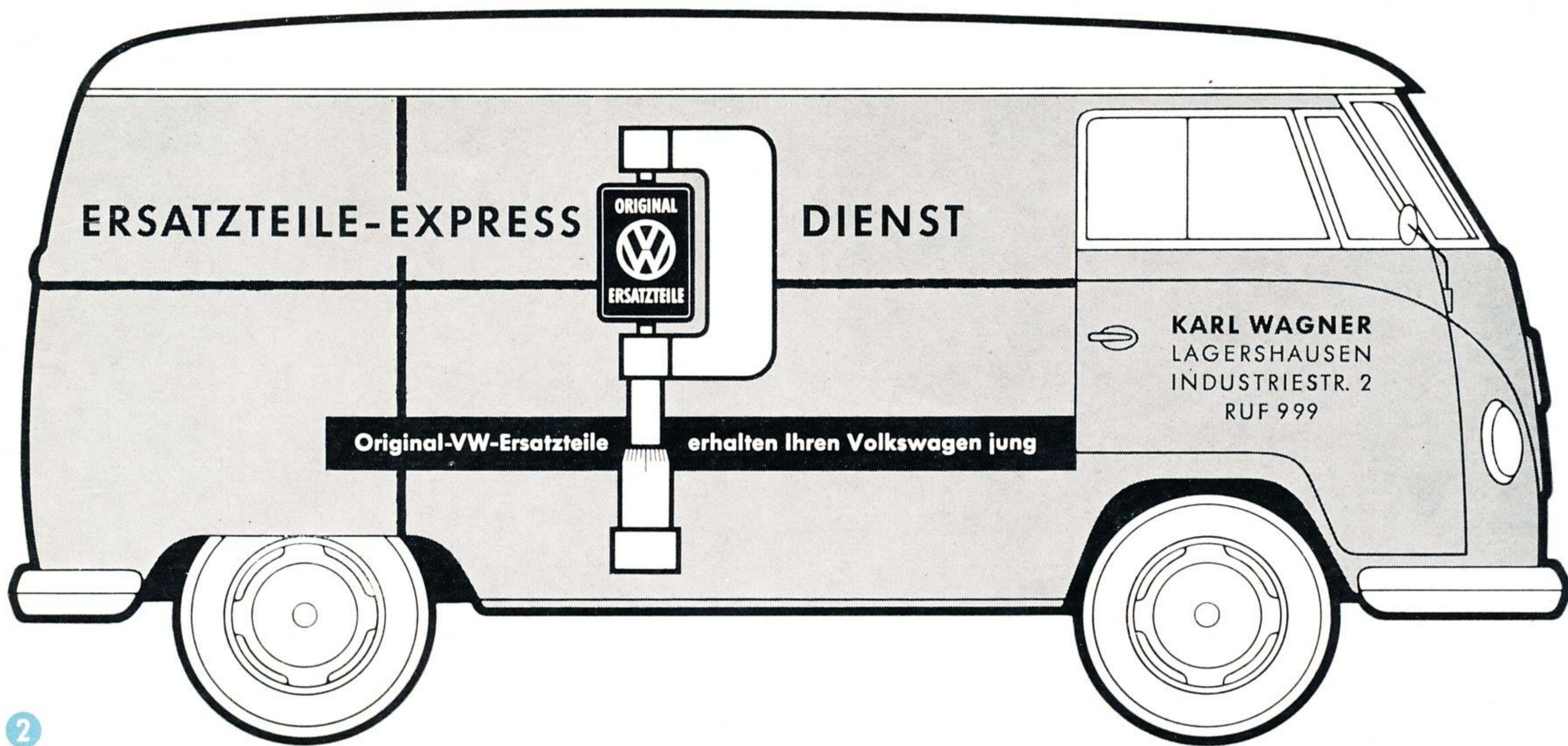
Scarcely any distributor or dealer establishment can be without a parts van, which is a part of the VW Parts Service. This van in particular which can be seen on every road should be used for advertising purposes. Its side panels are very suitable and offer ample opportunity. We have drawn up 4 examples which can be adapted to suit your requirements. Do not think for a moment that it is not necessary to use your van for advertising. Remember that the more striking the advertising on the van the more effective it will be.

Text on side panels of vans:

1 and 2 Parts Express Service
Genuine VW Parts
keep your vehicle running

3 Parts Express Service
4 It's the VW that counts





SHOWCASE

Advertising for GENUINE VW PARTS

Showcases and display windows are sales aids which can be used effectively in all branches of commerce and especially in trade. Three-dimensional advertising enables products of all kinds to be sold easily. The same applies to GENUINE VW PARTS and all that this concept stands for.

In both of the examples illustrated, which will be discussed in detail later, there are two advertising themes or slogans which are employed in a three-dimensional, plastic display as follows:

"It's the VW that counts!"

"Used, but just as good as new"

As indicated on the posters, GENUINE VW PARTS guarantee high quality materials, exact machining, and precision engineering. Thereby, they enable repairs to be carried out economically, and provide for 100% safety in operation, as well as maintaining the value of the Volks-

wagen. That is the reason why "It's the VW that counts!" For this reason, only GENUINE VW PARTS can bear the VW trade mark.

This also applies to the second showcase: only through GENUINE VW PARTS can a VW be "used but just as good as new".

These are examples of how you can "sell ideas". They develop into advertising arguments which can surely be of aid to you. You can convert GENUINE VW PARTS into cash. Our photographs show you how attractive arguments can be when presented in three dimensions.

As has already been suggested, individual parts as well as groups of parts can be displayed in showcases and display windows as a spur to sales, along with slogans and sales arguments. Perhaps you yourself have already done something in this field, if so, please write to us and send us illustrations so that we can make them





available to the rest of the VW organisation throughout the entire world. We shall deal further with this topic in subsequent editions of the Adviser.

And now concerning the arranging and designing of both showcases illustrated:

Showcase 1 is centered around the motto "It's the VW that counts". Enlarged photographs are placed in the background and sides of the showcase, on which parts are shown which picture the "VW in the circle" sign. You can easily have such pictures of parts made from your stock on hand. You can have the necessary posters made by a draftsman in your own establishment or have them printed according to your instructions by a printing establishment. You can purchase the decorative lettering in any bookshop. Of course it is all to the good when you can have the posters in colour as shown by our illustrations. A simple method is to draw a foil of coloured material over the enlarged photographs. In any case, the use of colour combinations makes showcases and display windows much more attractive.

Showcase number 2 employs the posters and lettering of number 1 and in addition there is a slogan which appeals especially to owners of older Volkswagens:

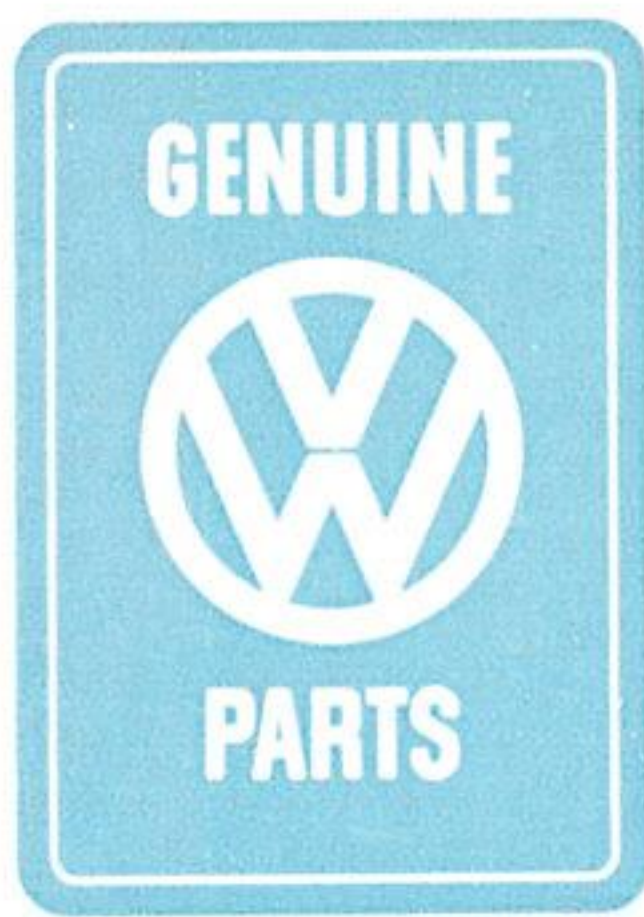
"Used but just as good as new — through GENUINE VW PARTS."

This slogan is supported by pictures of the various Volkswagens which have been mounted on freely-suspended glass panes. These illustrations are also covered with coloured foil. These show that the Volkswagen has been changed inside as well as out, but that these changes do not result in a depreciation of the older models, since through GENUINE VW PARTS, the oldest Volkswagen can remain in first-rate operating condition. Finally, the VW agency not only stocks GENUINE VW PARTS for the current series, but also for the older models dating back to 1948. The background of the showcase reveals a street scene which offers the observer a favourable impression of the Volkswagen's reliability.

These two showcase samples are not to serve as "clichée", but should rather serve as an incentive for your advertising whereby the space itself is not so important as the shape, form, and manner of the presentation.

As was previously stated, you can have the necessary pictures and text prepared. The costs are not too high. It does not have to be a showcase in every case. You can present these ideas in display windows or on the walls of showrooms.

Don't fail to meet this challenge. Talk it over with your advertising manager — you'll discover that it pays off to advertise GENUINE VW PARTS



Our Policy



MODERN BUILDING

IN AN OLD-STYLE TOWN

Our distributor

AUTOHAUS ALBERT STAVENOW KG

is situated in Goslar – famous for the Kaiserpfalz and the old-style architecture.

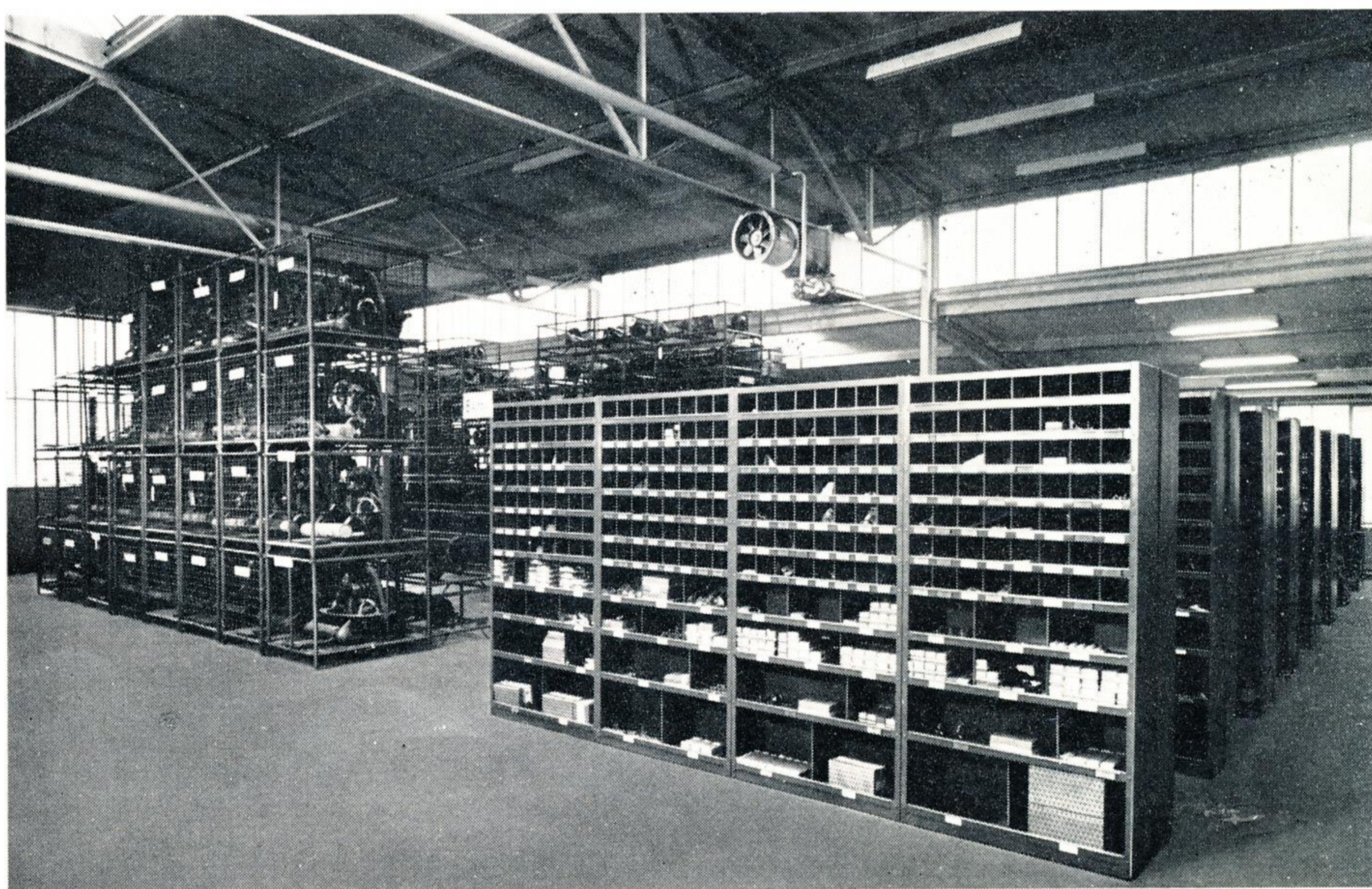
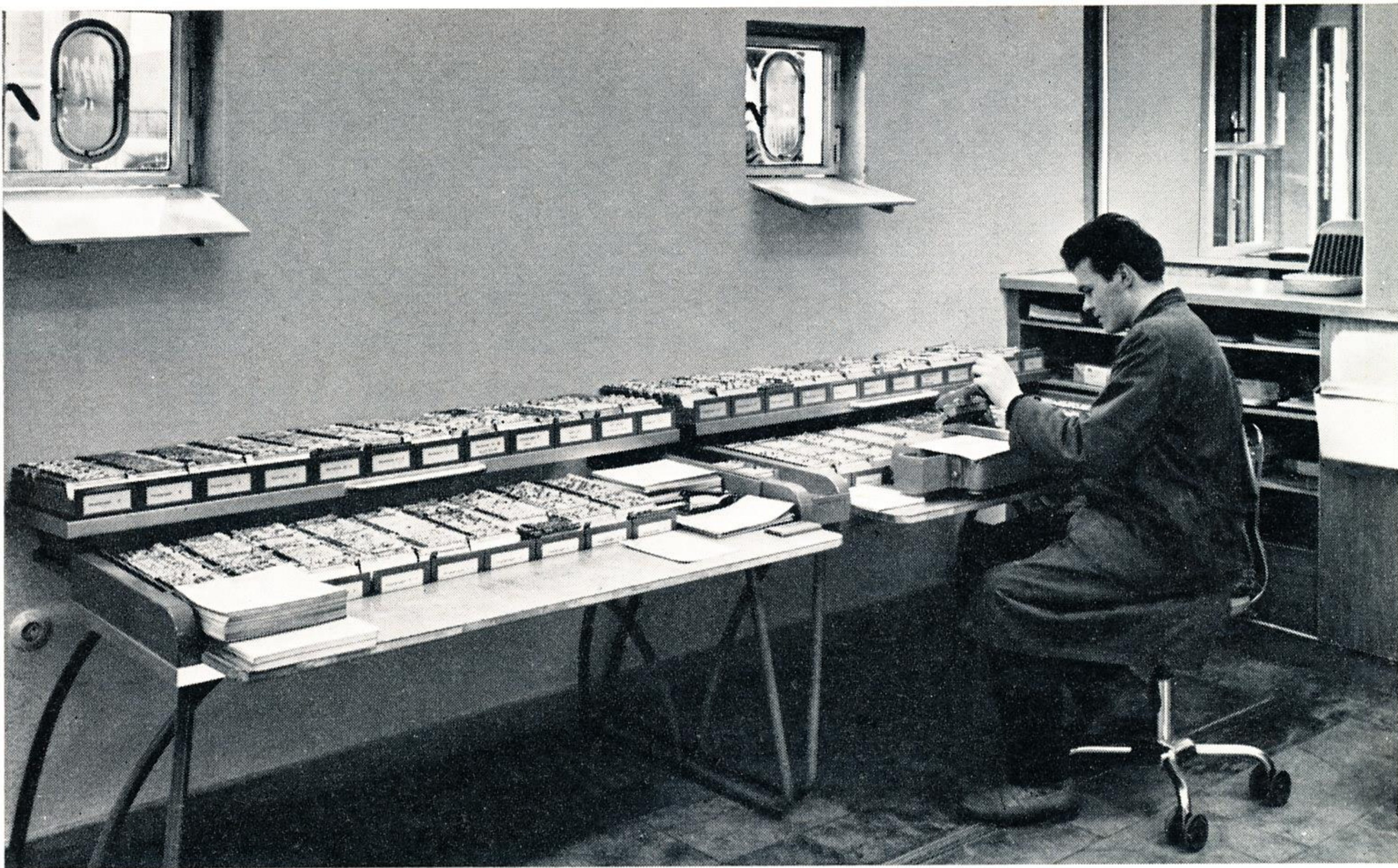
The administration building of this firm was erected last year on the main road which runs from Goslar to Bad Harzburg.

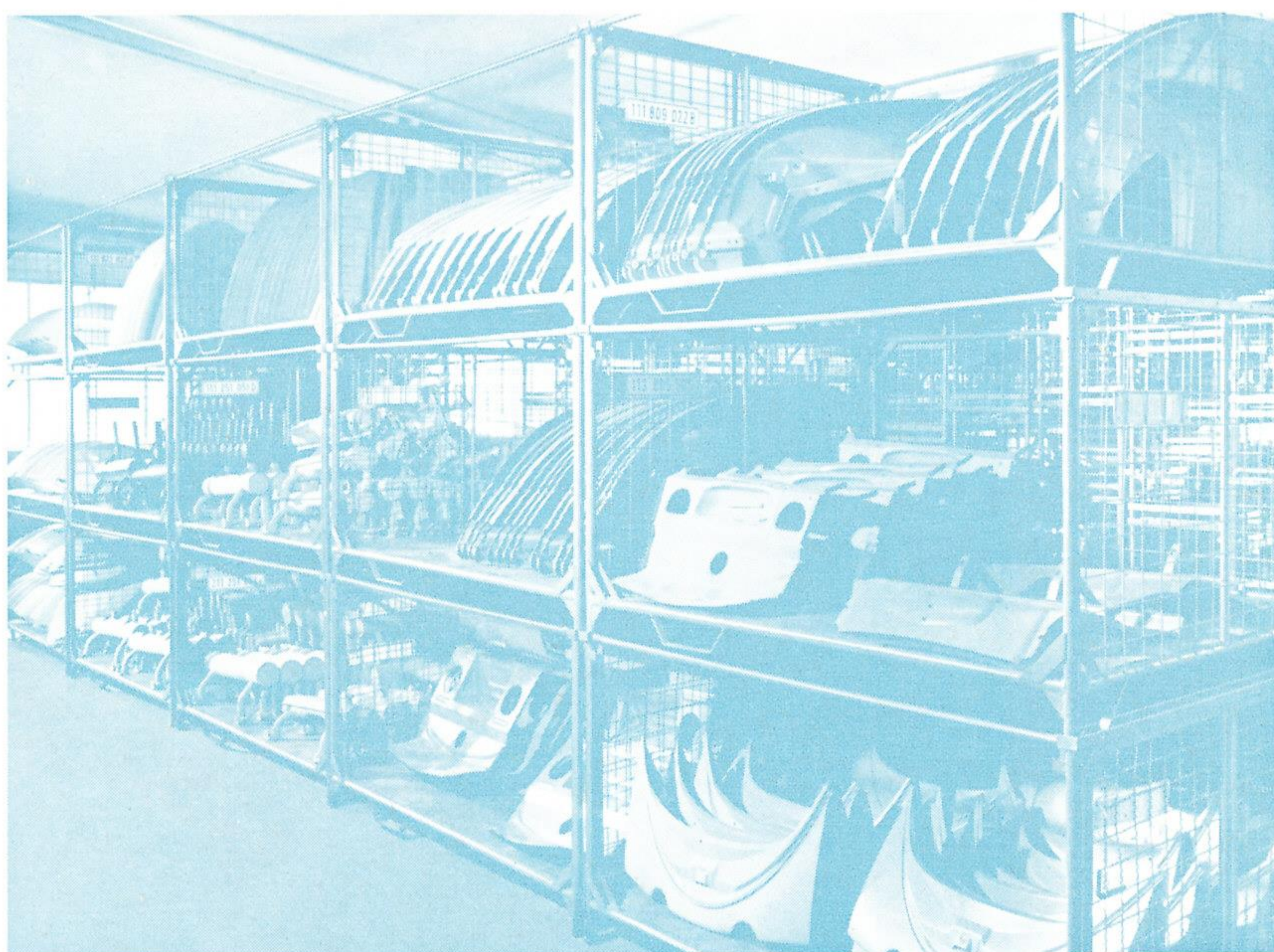
3,230 sq. ft. were allocated to the Parts Service. This area is directly adjoining the parts store and serves principally as salesroom and office for the parts manager and stock control staff. The ADREMA*) which was successfully introduced in 1959 is also located here.

The parts store covers an area of 6,880 sq. ft. It is of particular interest to note that the total area of this establishment is more than 11,840 sq. ft. which allows for ample extension possibilities in the years to come. 7,000 items are stored in more than 100 bin units, 26 steel screen bin units and 280 containers. Six clerks and two apprentices provide reliable parts service for the 3,000 Volkswagen in our distributor's area.

*) in certain countries ADRAS

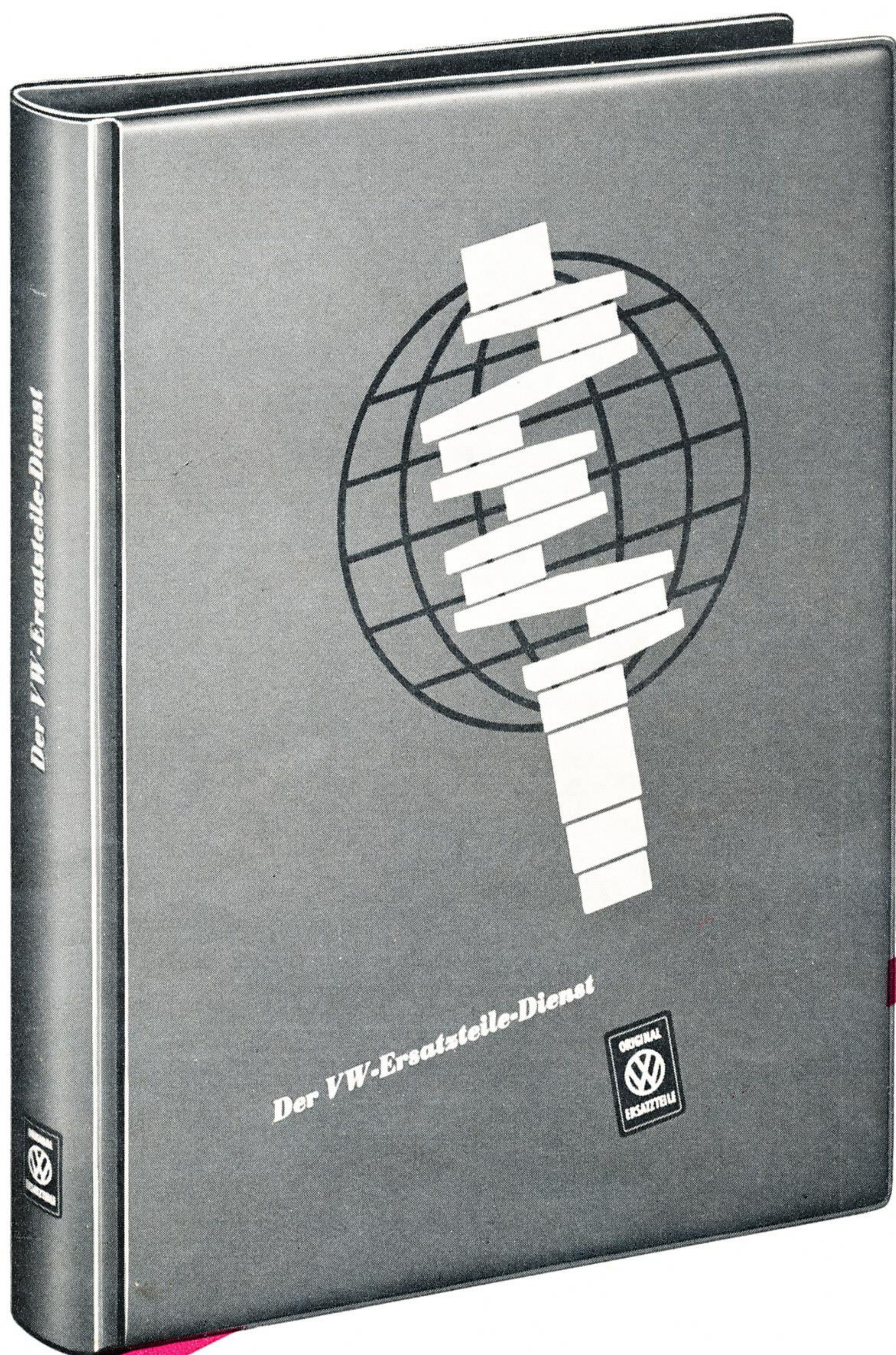






**AUTOHAUS
ALBERT STAVENOW KG
GOSLAR**





This book is not a detective story.

It is, in fact a necessary reference book which should be made available to every member of the VW Parts Service.

It has just been printed in English under the title "The VW Parts Service".

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