



### Who's on First?

Remember the old routine those two wonderful comedians, Abbott and Costello, made famous not too many years ago? It truly has become a show business classic. So confusing and so comical that it surely must have brought hearty laughs to millions of people.

In some respects it reminds me of the routine many people see in the service departments of some average automobile dealerships. Following a new used car purchase, when the customer returns for after-sale service, he invariably winds up wondering who's on first?

Service that was promised to be done has long since been forgotten. Minor problems, and sometimes even major problems, just can't be corrected. There are always continuous delays in getting your car serviced. Et cetera. Whatever service you receive never seems to be right and continually must be done over, time and time again.

It certainly is a very confusing routine, but instead of being comical, it's disgusting.

We here at Vel's Ford in Torrance feel that our fine Service Department is capable of offering you something considerably better than a "Who's On First?" routine. May I explain why?

There is an old saying to the effect that 'business goes where it is invited, and stays where it is well treated'. We have strong indications that our service customers are being very well treated.

Up until about four months ago we had only one new car service department located at 1420 Cabrillo Avenue, downtown Torrance. Frankly, we had long since outgrown the area afforded us in that shop. Our service business through the years had increased to such an extent due to repeat customers and new business from new car sales that we found it necessary to. Consequently, we added another Service Center in our new building at 1600 Cabrillo Avenue, corner of Gramercy, downtown Torrance. Now, in just 4 short months, our service business has tripled over our previous high water marks.

Why? Well, there are a number of good reasons. First, we have the finest service facilities available for your car. Two large conveniently located service centers and body shops in downtown Torrance completely outfitted with modern, up to date equipment to help as service your car properly.

Secondly, we have sufficient space. We are now capable of handling over 40 automobiles undergoing various stages of service at one time. This obviously means there is always a place for your car, no matter how large or how small your service problem may be, even if you have not had time to call for appointment.

The third and certainly most important factor in our increasingly successful service business are the people that work here. Equipment and space will



HEART FUND BUSINESSMEN . . . Raymond Howard, Lucky Charm Manufacturing Co.; Ronald Cooney, Air Reduction; Bernard Le Baron, General Telephone Co., and Thamos Stark, Air Reduction, 545 W. 182nd St., lead Torrance businessmen Feb. 12, in the drive to conquer

heart and blood vessel diseases, through support of heart research. Figures compiled by the American Heart Association show that heart disease strikes most readily those from 45 to 65 years of age.

accomplish absolutely nothing unless guided and used properly.

Our Service Managers, Clarence Maples and Roy Geiser, are Specialists in their field with over fifty years combined experience serving the public's transportation needs. They are sincerely courteous and honestly interested in your car problems. You will be pleasantly surprised to discover how quickly, conveniently, and economically they can help you solve those problems.

Our Ford Trained Mechanics are Specialists, too. These men in our shop have accumulated over 350 years in servicing Ford Products exclusively. They know your Ford Automobile like the palms of their hands, and can give it that special kid glove care so important to its proper performance.

Equipment. Space. People. These are the three main reasons why we proudly recommend Vel's Ford Service Department. There are many dozens of families that buy new or used cars each year at our dealership simply because they have learned through the years to appreciate our extraordinary after-sale service as a valuable "extra" at no extra cost.

At this particular moment you might not be in the market for another car. Perhaps your present car is in fine condition, too. But, should you encounter service problems, I hope you will remember this cordial invitation to come in and get acquainted with our people and our service. I sincerely believe you will find the type of treatment you receive very much to your liking. Then, you will have a far better understanding of why so many folks come to Vel's Ford not only for the finest in a new or used car, but also for the finest in dependable after-sale service.

The latch-key is out. You're always welcome at Vel's Ford in Torrance. Many thanks for your consideration.

Very truly yours,  
VEL MILETICH,  
President  
Vel's Ford Sales Co.  
1420-1600 Cabrillo Avenue  
Hiway 101 @ Hawthorne Blvd.  
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