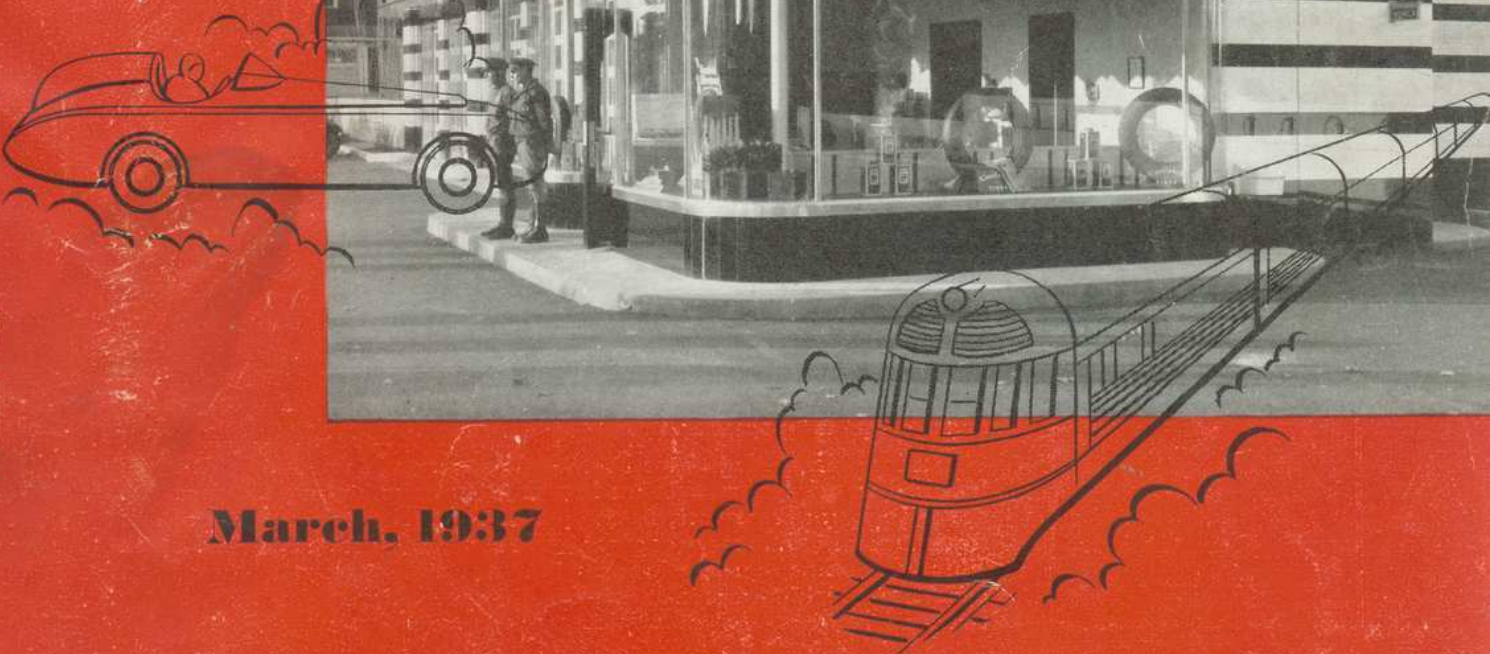


# The Super Service Station

THE MERCHANDISING MAGAZINE FOR ONE STOP STATIONS

**The Trend Is Toward  
Modernization**



**March, 1937**



# The Super Service Station

Roger B. Stafford, *Managing Editor*

Vol. 16

MARCH, 1937

No. 3

## Contents-

IT PAYS TO MODERNIZE . . . . .	13
THE MODERN SUPER STATION . . . . .	14
MODERN CAR DEALER SUPERS . . . . .	18
MODERN FROM CURB TO REAR WALL . . . . .	20
EQUIPMENT MUST BE MODERN . . . . .	22
SUPER SERVICE DOUBLES CAR SALES . . . . .	24
HERE'S THE PROOF . . . . .	25
BUSINESS AS USUAL . . . . .	26
CATERING TO THE CURIOUS . . . . .	27
LEGISLATIVE GRIST . . . . .	28
GOOD HOUSEKEEPING . . . . .	34
\$18,000 DEPRESSION VENTURE CLICKS . . . . .	38
SELLING THE COMPLETE LINE . . . . .	44
AS THE EDITORS SEE IT . . . . .	46
SURVEY GOVERNS EXPANSION . . . . .	48
MAN AT THE PUMP . . . . .	52



Published Monthly by The Irving-Cloud Publishing Co., Tribune Tower, Chicago. Branch Offices: 1713 Graybar Bldg., New York; 802 Leader Bldg., Cleveland. Address all correspondence to Chicago office. H. S. Irving, *President*; Kenneth Cloud, *Vice-President*; A. R. Harris, *Advertising Manager*; Louis Scheuerle, *Eastern Manager*; Roy W. Brown, *Chicago Manager*. Members Controlled Circulation Audit. Registered U. S. Pat. Off. Copyright The Irving-Cloud Publishing Co., 1937.



## Spring Check-up

CARS will begin to drop their winter raiment next month. The great spring market for check-up service will open. To help you make the most of this spring opportunity, The SUPER SERVICE STATION will devote its April issue to these check-up features:

- Lubrication
- Engine and clutch
- Battery and electrical system
- Ignition
- Carburetion
- General tune-up
- Automatic clutch
- Lights and horn
- Cooling system
- Exhaust system
- First aid service
- Brakes, wheels and tires

Watch for it and the merchandising posters being mailed to independent dealer readers.



# The Super Service Station



Published Monthly, at Chicago, by The Irving-Cloud Publishing Company

Roger B. Stafford, *Managing Editor*

## IT Pays TO MODERNIZE

**T**HE super service station operator can learn a lesson from those in many other lines of business, who in the last few years, and particularly in this year of 1937, have realized that to enjoy a profitable business they must adjust their establishments and facilities to the tempo of **TO-DAY**.

The facilities of the roaring 20's no longer seem fit for the developing business of this year. Many businesses which have been engulfed in the doldrums of the past depression, are awakening to the fact that new ideas and new facilities must be adopted if they again are to sail over the high seas of success. They are flying new sails and have put new spirit into their crews.

One of the important lessons the super station operator can learn, comes from the railroads. For years the railroads were asleep to the growing importance of motor vehicles — passenger cars and trucks. With their high mileage rates, relatively slow schedules, and hot, dirty trains, the private passenger car and then the bus came into the picture to take from the railroads millions of passenger fares yearly.

The truck, with its overnight door-to-door service within radii of 300 to 400 miles, took the packaged and perishable goods, short-haul business from the railroads, and even cut into the long-haul business for many kinds of commodities where

a time factor was involved between shipping and receiving dates.

The airlines took a considerable portion of the cream of passenger traffic with the speed their sky liners afforded.

But in the last three years the railroad giant has begun to awaken. The stream-line train drawn by gas-electric, oil-electric, electric and even steam locomotives began to cut down the time of transportation. Coaches and sleepers were air-conditioned to remove dirt and end stuffiness, and aircooled to make them comfortable in summer.

Last summer eastern railroads followed the lead of western roads and reduced the mileage rates for passengers. Traffic began to flow back to the railroads and in 1936 many roads, at lower mileage rates, obtained greater passenger revenue than they had obtained in many years.

Look about you and see where people are doing their shopping. The greatest increase in business since the depression is being enjoyed by those stores which have installed modern-style fronts, replaced old fixtures with new, and called in lighting engineers to improve merchandise display.

Have you tried to sell a house that was built back in the pre-depression boom? If you haven't, then you may not know how strong modern ideas have gripped the buying public. Today a house must be insulated and air-conditioned to be readily salable.

You may not need a streamline, air-conditioned, air-cooled building for your station, but you do need one that will attract attention, and impress favorably the motoring public as a good place to do business. A well-designed, attractive station is a good advertisement. A well-equipped station

imparts that confidence to customers and prospective customers that is necessary to make your business profitable.

This argument does not imply that you must scrap your existing station and its equipment. You should, however, make it look up to date and capable of delivering the service expected of it.

Never before have so many building materials of attractive texture and coloring been available to the operator who wishes to build a new station or put a new (Please turn to page 26)

### The Building of the Month



That's what Architectural Forum for February calls this station that faces General Electric's "university of light," Nela Park, East Cleveland, O. The station is owned by Columbia Refining Co., Cleveland, and is operated by Ed Bossman, a dealer.

Right — Glass station of Sterling Oil Co. at Wheeling, W. Va.

Below — Porcelain station of Kitchens Tire Service, Erie, Pa.

Opposite page, top — Porcelain Texaco station in Rochester, N. Y.

Opposite page, bottom — Porcelain station of Pennsylvania Refining Co. at Erie, Pa.



# THE Modern





# SUPER STATION

**S**UPER service stations fall into two general classifications. One is the chain station, such as put up by integrated oil companies or large oil jobbers, with a limited amount of services and merchandise to offer motorists.

The other classification is the independent operator whose offerings vary from a few services in addition to gasoline, oil and lubrication, and a limited line of merchandise, to those great establishments which provide complete automobile maintenance, even to rebuilding cars.

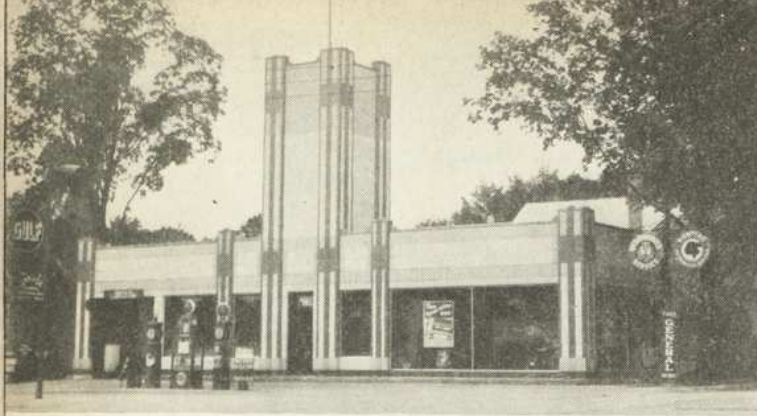
The chain station has lent itself to standard design but the independent station, almost always, must be designed for the particular services and merchandising activities of the owner, and to fit the lot owned or leased by the builder.

The chain builders may use several sizes of stations because of expected differences in services demanded and differing volume of

trade in different communities. Frequently the stations are so designed that they may be enlarged to meet changing service requirements or expansion programs of the operators to whom the stations are leased.

Nearly all stations now have facilities for changing tires, repairing tubes, charging batteries, cleaning spark plugs and other quick services. Space is also provided in most of them for the display and sale of tires, batteries,





Above—Glass, tile and porcelain used in Tower Auto Service, Detroit. Left, top to bottom — Steuben Sales super of terra cotta tile in Angola, Ind.; Bregder & Orchard porcelain station, Chicago; tile with glass corner in the Moser Oil Co. station in Bluffton, Ind.; glass brick used by Direct Service Oil Co., Minneapolis.

and a line of those accessories that have ready demand.

Many of the independent stations now have facilities for servicing brakes, aligning wheels, straightening axles, adjusting lights, washing and waxing, vulcanizing, and carburetor, electrical service, and other services. Others are prepared to retread tires, make exhaust systems gas tight, and to perform general repair work and painting.

When super service reaches such a diversity ample space and adequate tools must be had. In building, the independent operator should keep in mind the scope to which he wishes to expand his business as service demands change and trade increases and adopt a flexible design.

However, there are three fundamentals which will apply to all stations, because all stations must be:

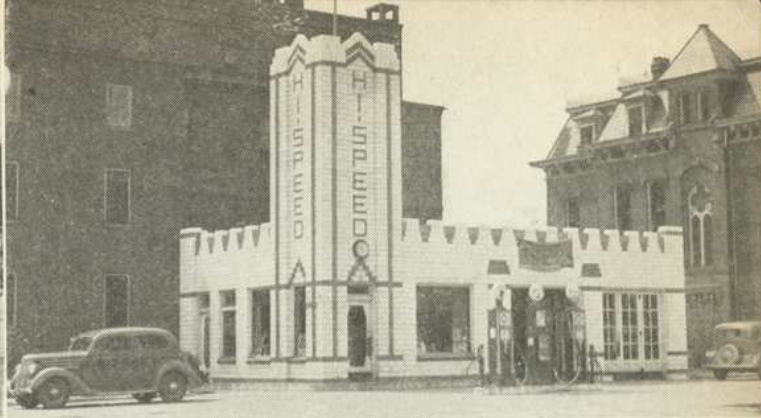
1. Attractive.
2. Accessible.
3. Efficient.

Under the first fundamental the station must be such as to gain favorable attention from passing motorists. Sometimes color will do the trick. Neatness is a factor, and at night lighting must make the station stand out from its surroundings. A station may make such a favorable impression by its night lighting that trade will be drawn to it by day because of that impression. Color, neatness and some feature of design must be utilized in developing the attention getting factor in the daytime.

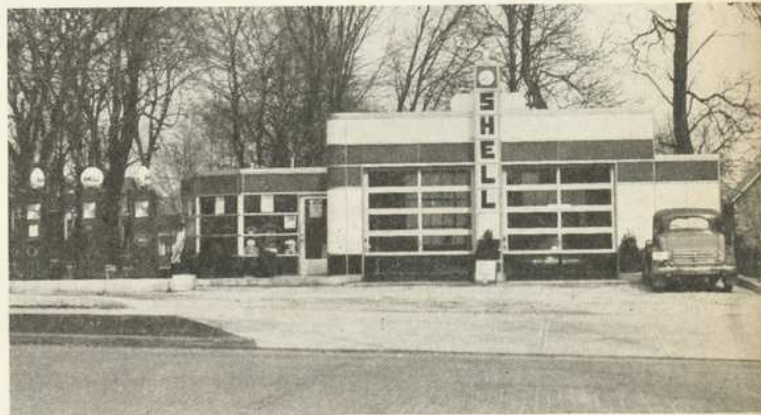
Well placed and well illuminated signs help to get many motorists to stop, particularly those which are brand conscious. The independent should place the signs of his suppliers so they will catch the eye.

Unless the station is easily accessible, even the best designs, the greatest neatness, and the most brilliant illumination will go for naught.

Under accessibility comes the location of the station. In communities where traffic is not so congested, it matters little about which side of the street a station fronts.



Above—Porcelain station of Monroe Service, Lansing, Mich. Right, top to bottom—Hickok Oil Corp. glazed tile station in Ravenna, O. Harris Bros. porcelain station in Ravenna. Ernie's Super Service station of tapestry brick in Kent, O. Stucco station of Macklen Service, Lansing, Mich. Glenn's porcelain station in Cleveland, O.



Opinions differ as to the side of a heavily traveled street on which a station should be built. Some chain operators prefer to have stations on the side of morning traffic. A majority, however, prefer to be on the side of afternoon traffic.

Traffic lights have important bearings on locations. There was a time when chain builders desired sites on the far corner of the side of the street with the heavier flow of traffic whether the heavier flow came in the morning or afternoon. This was because the far corner provided greater visibility for the whole station property. But with the increasing number of traffic lights the near corner came more into favor because it was observed cars would be driven into a station so situated because the lights tended to cause drivers to slow down. When a driver received the green light he would step on the gas and forget that he might be getting low until he was stopped by another light. Thus the station on the far corner suffered.



Because it is easy for cars to get in and out on the same street the middle of the block site has won favor among many builders if they can obtain ample frontage at not too great a price, and the site is not hemmed in by buildings which obscure signs placed on standards at the property line.



The corner lot, however, often provides additional entrances to service departments, especially for stations which offer a wide diversity of services which require considerable space.

The site should have enough driveway space to permit the placing of pump island and outdoor servicing equipment, such as air towers, without interfering with the movement of cars in and out of the lubrication and other departments.



Under the third classification come facilities for efficient service, display and sales. Service departments from the pump island to the back of the station must be well equipped, handy and of adequate size.

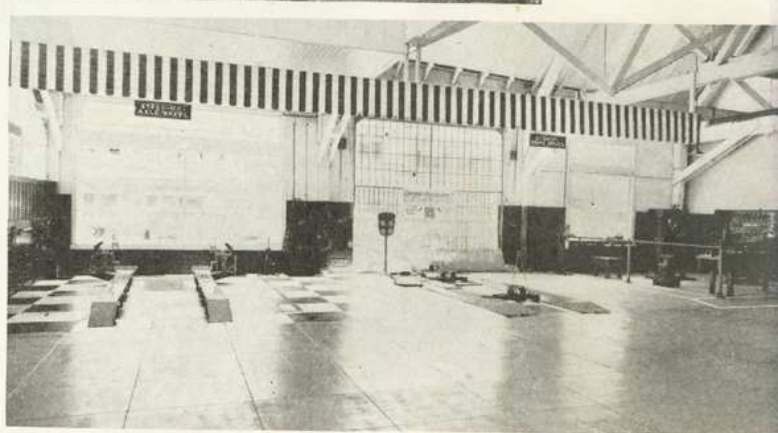
The pumps are the sentinels of every station. It is at the pumps that the contacts are made which

(Please turn to page 30)



Above—Gleamingly bright is this super station of Garden City Chevrolet Co. in San Jose, Calif.

Right—A valance gives color to the Garden City company's brake, axle and wheel department.



Above—Atop this super station of Porter Square Chevrolet Co., North Cambridge, Mass., is space for used car display or parking.



Above—Howe's Garage super at Claremont, N. H.

Left—Howe's has plenty of means to lift the car.

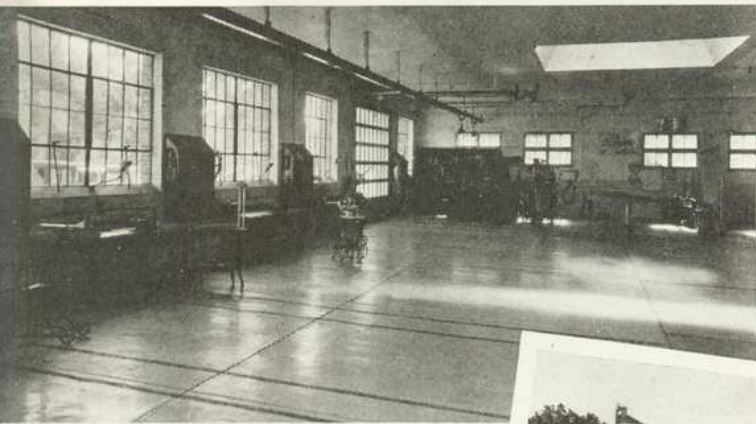


# Modern Dealer



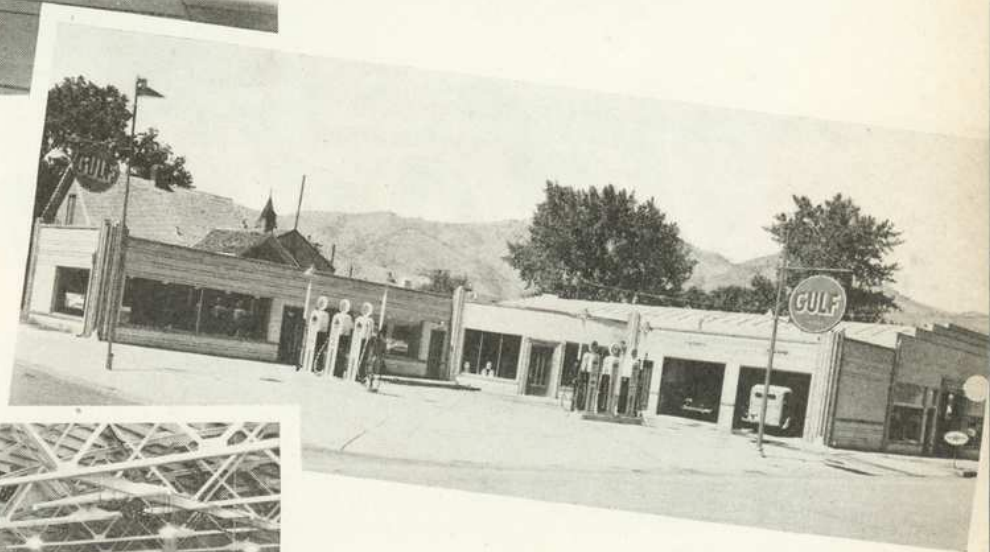


Above—Fronting the main street of Longmont, Colo., is this striking new super of Rankin Chevrolet Co.



Left—From headlight tester on left to wash rack on right, Rankin's super station is well equipped.

# Car Stations



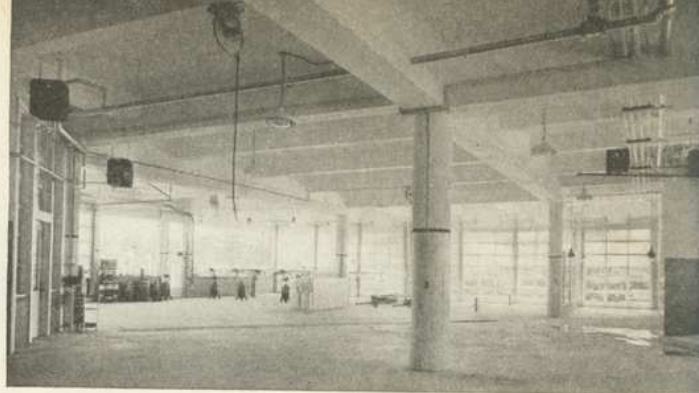
Above—Few stations can have better accessibility than the Ashton station in Golden, Colo. Note absence of curbs, even at the corner.



Right — Lee Rogers modernizes at Monroe, La.

Above — The finely equipped service departments.





**D**ETROIT is boasting one of the country's finest modernistic super service stations. It is that of Ned's Auto Supply Co. on Grand River boulevard.

The station is built of steel, concrete, porcelain enamel plate and glass. It has 33,000 square feet of space on two floors.

More than half the exterior walls on the sides that face the boulevard and a cross street is of

**Building, Display Facilities,  
Lighting, Equipment, Tools  
and Merchandise, Designed  
to Meet Today's Demands**

# Modern **F R O M**

glass. The remainder of the walls is of blue and cream porcelain sheet.

On the ground floor are a large salesroom and service quarters. The second floor contains the offices, and storage space for tires, accessories, bicycles, household appliances and other items which are sold at the station.

The station presents a brilliant spectacle at night with its brightly lighted second floor display windows which extend across the entire boulevard front. Across the cornice of this side are large block letters outlined with neon tubes.

Along the side street ventilating sash are used together with Venetian blinds. This is the office wing of the station.

There are seven entrances to the service department from the side street, one through the boulevard front and another into a driveway that parallels the boulevard. It is possible to drive a car through the station from the front service

court to the rear driveway without interfering with any of the cars receiving lubrication, brake or laundry service at the side street entrances, and without maneuvering back and forth.

There are three entrances into the salesroom: one from the boulevard, one from the front service court and a third inside the station. Tires are kept on racks at one side of the room and packaged items on shelves along another side. Glass forms the remaining walls of the room, including one curved stretch facing the service court.

Small goods are displayed on tables with glass partitions. Beneath the tops of the tables is additional display and storage space. Under one of the larger tables are canned oils.

Both home and car radios are sold. Among the household appliances are refrigerators, washing machines, and electric heaters.

There are seven computer pumps on two islands. Four of

these pumps have display cabinets. Water is delivered direct from hose at the island. Air is available at a stand on the building apron outside and from several overhead reels installed at needed spots inside the station.

The station does not depend upon the brilliancy of the window lights and signs for outdoor lighting. There are two column lights with mushroom reflectors on each pump island. Additional illumination is provided by floodlights.

In the salesroom an acoustic ceiling is used and asphalt tile flooring. Lights are recessed in the ceiling with opaque diffusing glass set flush with the ceiling.

In the service departments dome lamps with opaque glass diffusers are suspended from the ceiling. At the wash rack are angle reflectors also suspended from the ceiling.

A unit heating system is used so that heat can be turned on where needed in any part of the building.



Photos by courtesy of the Austin Co.

# CURB TO REAR WALL

