

Friendly service — key to success

SEVEN years ago Alfred Donovan and Bill East took over a service station in High-road, Seven Kings. Today the business is booming—so much so that the owners have entered the motor car agency field with a new showroom and workshop costing £21,000.

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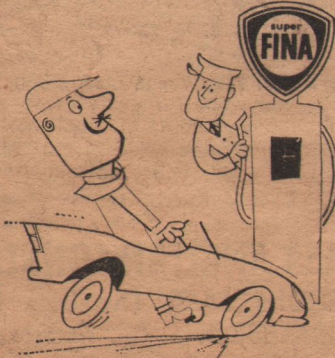
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"SINCE we took over we have never looked back," says genial Alf, a former civil servant. His partner Bill, who has been connected with the motor business for many years, agrees.

Some of their achievements are impressive. So is the new showroom and workshop.

● Since they opened for business seven years ago they have never shut. A round-the-clock service has been in operation every day, including Christmas Day, New Year's Day and Good Friday. To provide this service they employ a staff of 23.

● When Bill and Alf took over, petrol sales at the station amounted to 1,000 gallons a week. They have boosted this to about 10,000 gallons a week.

● Their opening of a Triumph car agency provides the public with the chance of seeing all the popular makes of vehicle without having to go further than the High-road. "Now that we have Triumphs in the showrooms the public has a sort of miniature motor show in the High-road," says Alf.

● The new showroom has a floorspace of 3,700 square feet—and the plate glass windows which measure 12 feet by 10 feet, are among the biggest in Essex.

● The up-to-date workshop in the new building contains a special sub-floor where major repairs can be carried out in the minimum time.

THEIR SECRET

All very impressive. But what is the secret of their success?

The customers have the answer. They are always assured of good prompt service and a friendly welcome when they call in at East and Donovan.

Bill and Alf are always available on the forecourt with motoring tips and friendly advice. Or if you're just calling in to fill up they're on hand to share a joke or chat about current affairs.

Imagine the dilemma facing the two men when they arrived at their service station for the first time. Petrol sales were low and the fuel brand, Fina, was new to this area.

All paid tribute to the Fina company, for without its help the plan to open the showroom would never have reached fruition. "The fact that we have reached such a high sale of their petrol induced them to help us with our new project," he said.

The partners also paid tribute to their customers who have supported them through difficult periods. "The new showroom and workshop will provide a consolidation of our present service and is, in a way, repayment to our customers for their patronage," says Alf.

EXCITEMENT

Being proprietors of a busy garage can have its exciting moments. East and Donovan's was mentioned in all the national papers and on television when a baby was abandoned in one of its washrooms.

And then there was the time,

when plans having been finalised for the new development, the council put a purchasing order on the land where the new showroom was to go up. It was rescinded—but not before Alf and Bill had had many sleepless nights.

Now everything is complete. Shiny new cars are behind the plate glass windows and work is moving quickly in the workshop.

Bill and Alf have achieved a great deal in a relatively short time.

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EAST & DONOVAN

We now have a Triumph dealership. Here's why.

We have recently decided to sell Triumph cars. Four factors, of importance to every motorist, have affected this decision.

1. Every Triumph car has been designed with today's traffic in mind. (The Herald can park in spaces only 36in. longer than its own length.)
2. Every Triumph car offers you something out of the ordinary. The Herald has a 25ft. turning circle. The 12/50 a skylight roof. The Vitesse a 6-cylinder engine. The

Triumph 2000—limousine luxury without limousine bulk.

3. Every Triumph car is put together with infinite care. (One in every ten production men is an inspector at Standard-Triumph.)
4. Every Triumph car is a sheer pleasure to drive!

Come along to our showroom and take a test drive. We will be very happy to show you our new family!

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