



**Sell  
What They  
Buy**



The successful  
merchant of today  
keeps up-to-date  
and sells what  
people are buying.

Years ago, groceries were sold  
in stores like this —



—today they are sold in stores like this.

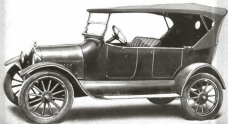


This is the way drugs used to be sold—

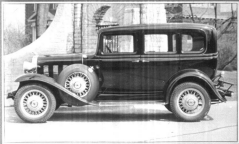


— here's the way they're sold today.





Ten years ago we built a car like this  
to get the business.



This is the kind of car we have to  
build now to get the business.





GAS - OIL - WATER

ATLA

OPEN  
BUSINESS

Gas and oil  
used to be sold at places like this —



— today places like this are getting the business.

People will go where  
they can get what they  
want —

Conveniently  
Promptly  
Courteously  
At the right price.



Like the old-time grocery or drug store,  
service stations without proper equipment  
lose their business —



— to places equipped like this.

Chevrolet Dealers  
all over the country  
are realizing this,  
and are equipping  
their shops to give  
Chevrolet owners  
what they want,  
in order to keep  
their business.



Thousands of repair orders checked show that Chevrolet owners are buying the following quick maintenance service—

Lubrication .....	31. %
Brake and Front End Service .....	25.5
Oil Changes .....	10.2
Car Washing.....	9.1
Tappet Adjustment.....	8.2
Service Calls .....	5.1
Valve Grinding.....	3.9
All Other Service.....	7.

This is percentage of repair  
orders written.



Many Chevrolet Dealers  
are equipped to handle  
quick maintenance  
service.

Here are  
some  
of their  
set-ups on



**Brake Service—**

92-car contract



Lake City, Minn.

HAUSTING RETURNING SYSTEM

1500-car contract



New Haven, Conn.



400-car contract

St. Petersburg,  
Fla.



400-car contract

Long Island,  
N.Y.

550-car contract



Brooklyn,  
N.Y.

East St. Louis,  
Ill.



552-car contract

Here is one of the many letters from Chevrolet Dealers who are set-up and getting the Brake Service business.



In one month 19% of all repair orders written were for brake jobs. 156 jobs totaled \$1,340 or an average of \$8.59 per repair order written.

\$790 buys complete  
Brake Service  
equipment.

\$198 down — balance,  
twelve monthly  
payments of \$49 each.

The profit from two  
jobs per day, for one  
year, more than pays  
for this equipment.

Here are some of the  
Chevrolet Dealers who are  
giving  
their  
customers  
what they  
want in

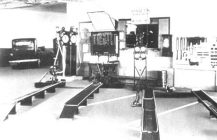


**Front Axle and  
Wheel Service—**



200-car contract

SAFARI TRUCK  
SAFARI TRUCK



Santa Barbara, Calif.

STEERING, WHEELS AND AXLE

700-car contract



Chicago, Ill.



St. Louis, Mo.



Baltimore, Md.

1100-car contract



600-car contract

Detroit, Mich.

Flint, Mich.



500-car contract

This letter is typical of what many Dealers say about their Front Axle and Wheel Service departments.



Our records show that we performed 22 front Axle Caster and Camber jobs at an average of 37.62 labor per job.

\$405 buys complete  
Front Axle and Wheel  
Service equipment.

\$100 down – balance,  
twelve monthly  
payments of \$26 each.

The profit from one  
job per day, for one year,  
pays for the equipment.

Chevrolet owners  
come in regularly for  
lubrication. Here are some  
of the  
Dealers  
who are  
equipped  
for



**Lubrication Service—**

100-car contract



Marshfield, Mo.



1500-car contract

A black and white photograph of a large industrial garage. Two vintage cars are elevated on hydraulic lifts. The car on the left is a dark sedan with a spare tire mounted on the side. The car on the right is a smaller, boxier model. The garage has a high ceiling with a complex steel truss structure. A sign is visible on the wall in the background. The floor is concrete, and there are various pieces of equipment and a door on the right side.

New Haven, Conn.

50-car contract



Hallidaysburg, Pa.

50-car contract



Herkimer, N.Y.

500-car contract



St. Louis, Mo.



1100-car contract

Baltimore,  
Md.

Flint, Mich.



500-car contract



600-car contract

Buffalo,  
N.Y.



850-car contract

Washington,  
D.C.

Letters like this one, show the money-making possibilities with the right kind of equipment.



one of 147 repair orders, 243 in-  
cluded complete lubrication.

7% each of these lubrication jobs  
at an average of .45¢ worth  
of additional labor and parts.

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\$296 buys complete  
lubrication equipment.

\$74 down—balance,  
twelve monthly payments  
of \$19 each.

The profit from one job  
per day, for one year, pays  
for this equipment.

Car owners want  
"While you wait" service.

Many  
of our  
Dealers  
are  
equipped  
for quick



**Car-Washing Service—**

130-car contract



Glen Ellyn, Ill.



700-car contract



Little Rock, Ark.



400-car contract

Hyattsville,  
Mo.

New Haven,  
Conn.



1500-car contract

700-car contract



Chicago, Ill.

700-car contract



St. Louis, Mo.

700-car contract



Baltimore, Md.

Dealers everywhere are making  
money from Car-Washing Service.

  
BROADWAY MOTOR SALES CO.

Our washing equipment is very profitable to us, averaging approximately \$100.00 monthly. In addition to the profit from car washing, we sell an average of \$4.02 additional labor and parts.

\$196 buys complete  
Car-Washing equipment.

\$50 down — balance,  
twelve monthly payments  
of \$12.50 each.

The profit from one job  
per day, for one year,  
pays for this equipment.

Here are a few of the  
many Chevrolet Dealers  
who are  
profiting by  
giving their  
customers  
what they  
want in



**Body Service —**

100-car contract

A black and white photograph of a vintage car, possibly a 1930s model, parked in a garage. The car is positioned in the center of the frame, facing slightly to the right. The garage has a concrete floor with white parking lines. In the background, there are workbenches and various tools. The lighting is bright, coming from large windows on the left side of the frame.

Marshfield, Ore.

**425-car contract**



**Newport, Ky.**





120-car contract

Maryville,  
Tenn.

Brookfield,  
Mo.



150-car contract

300-car contract



Xenia, O.

325-car contract



Woodstock, O.

352-car contract



East St. Louis, Ill.

1500-car contract



New Haven, Conn.

Enthusiastic letters, such as this, have been received from hundreds of Dealers who know that Body Service means additional profits.



It has become an established fact that volume of mechanical work has decreased considerably, due to the improved construction of the product, and because of the increased number of cars operating today, the volume of body and fender work has increased in greater proportion.

\$315 buys complete  
Body Service equipment.

\$80 down—balance,  
twelve monthly  
payments of \$20 each.

The profit from one job  
per day, for one year,  
pays for this equipment.

Here are some of the  
Dealers who  
are getting  
additional  
business from

**Duco  
Service —**



200-car contract



Storm Lake, Iowa

476-car contract



Minneapolis, Minn.

**325-car contract**



**Jonesville, Wis.**

**350-car contract**



**Fort Dodge, Iowa**

**400-car contract**



**Knoxville, Tenn.**



Here is one of the letters from Chevrolet Dealers who are making money out of Duco Service.



Our Duco Department has been very profitable and has enabled us to prepare our used cars for quick sale and as a result we hardly ever have a used car on hand over 60 days.

\$32.50 buys the necessary  
Duco equipment.

\$10 down – balance,  
twelve monthly  
payments of \$2 each.

The profit from Duco  
work will pay for this  
equipment in one month.

Chevrolet owners can  
get genuine  
Chevrolet  
glass from  
these Dealers  
who are  
equipped  
to handle



**Glass Replacement—**



Dallas, Tex.

GLASS



Houston, Tex.



Beaumont, Tex.

Here is a typical letter showing that  
Glass Replacement Service is  
profitable.



Since we have put forth some organized  
effort towards the replacement of glass,  
we have found it to be very profitable.



\$35 buys complete Glass Replacement equipment.

\$10 down – balance,  
twelve monthly  
payments of \$2 each.

The profit from two jobs  
per month, for one year,  
pays for this equipment.



Battery Service and  
battery profits  
are going  
to Dealers  
who are  
equipped  
for



Battery Service —

200-car contract

Santa Barbara, Calif.



1000-car contract



Baltimore, Md.

160-car contract



Atlantic, Iowa

180-car contract



Farmville, Va.

325-car contract



Woonsocket, R.I.

700-car contract



Chicago, Ill.

700-car contract



Little Rock, Ark.

1,500-car contract



New Haven, Conn.

800-car contract



Norfolk, Va.

This letter is representative of the many received from Dealers who are enthusiastic about their Battery Service department.



During the six months which have followed since we opened the new Battery Department our battery sales and service have more than doubled.

\$194 buys complete Battery Service equipment.

\$50 down—balance, twelve monthly payments of \$12 each.

The profit on the sale of five batteries per month, plus the additional Battery Service you will get, more than pays for this equipment in one year.

Here are a few of  
the many  
Dealers  
who are  
completely  
equipped  
for



**Radiator Service—**



400-car contract

St. Petersburg, Fla.

100-car contract



Richmond, Va.

500-car  
contract



Flint, Mich.

615-car  
contract



Albany, N.Y.

600-car  
contract



Norfolk, Va.

This letter, like hundreds of similar letters received from Dealers everywhere, show the profits that can be made from Radiator Service.

W. J. BENTLEY, JR.,  
RADIATOR SERVICE




The investment that we made in the necessary equipment and tools for the repairing of radiators has been more than justified, as the revenue alone from the actual repairing of radiators has not only reimbursed us for the outlay, but has and is continuing to bring many dollars into us that we would otherwise not get.

\$87 buys complete Radiator Service equipment.

\$20 down—balance, twelve monthly payments of \$5 each.

The profit from Radiator Service more than pays for this equipment in one year.



Every car owner must  
buy gasoline.

With modern equipment  
Chevrolet Dealers  
all over the country  
are keeping in touch  
with Chevrolet owners,  
and making a profit  
besides.



Cortland, N.Y.



Tampa, Fla.





St. Petersburg, Fla.



Everywhere, people are  
alike.

They buy where they get  
prompt, courteous service,  
at the right price.

Equip your shop  
to give complete  
service and increase  
your contacts with  
Chevrolet owners.

Increased contacts  
mean more new- and  
used-car sales—more  
parts, accessories,  
and labor sales.

Set up to sell  
what they buy—  
—and keep them  
coming back to you.



Watch for  
the Next  
Film!



# The End of the Picture

Copyright 1932, Chevrolet Motor Co.



Jam Handy Picture Service  
6227 Broadway, Chicago, Ill.

To Rewind, start at this end, Dull side out,  
keeping fingers off the film.