



Get  
the Whole  
Dollar

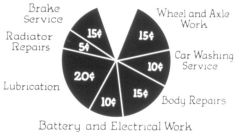


At a recent meeting,  
Chevrolet dealers saw  
a sound  
picture  
entitled —



This picture showed  
that the average  
Chevrolet owner spends  
only **10¢** of every  
service dollar for  
chassis repairs.

The rest of this service dollar is usually spent like this —





**Some Chevrolet dealers get far more than 10¢  
of the owner's service dollar —**



THE ST. ... ARD MOTOR CO.

— and some get less.

Many Chevrolet  
owners do not  
spend their entire  
service dollar with  
the Chevrolet  
dealer.



At super-service stations —



Where do  
they spend it



Some of it with the car washing "experts"—

# FENDER BUMPING AND BODY REPAIR

ROUND THE CLOCK

WE NEVER CLOSE



Some goes to the Body and Fender  
repair men —



Battery and electric shops get part of it —

# RADIATORS

REPAIRED & REBUILT

MAGNET RADIATOR WORKS


RADIATORS BLOWN OUT



Radiator repair shops get some of it —



—and some Chevrolet owners spend part of the service dollar at their neighborhood garage.



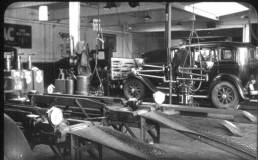
These "specialists"  
attract as high as  
90¢ of nearly every  
Chevrolet  
service  
dollar.

**Why?**





**Their locations are convenient for  
the Chevrolet owner.**



**They have the necessary tools and  
equipment to perform the services  
the owner wants.**

Here are some  
more reasons why  
Chevrolet owners  
spend their  
service dollar  
somewhere else.


Here are some  
more reasons why  
Chevrolet owners  
spend their  
service dollar  
somewhere else.

**Here!** *a different*  
**GREASING SERVICE**

6 SUNERO Greases Used  
Schooled Attendants

ALL CARS  
**\$1.00**  
*Including Spring Spray*

These service "specialists"  
*advertise.*



**They treat the Chevrolet owner  
courteously.**



They sell him additional service that he needs.



**Everywhere —**

**— competitive service stations  
are attracting a big share  
of the Chevrolet  
owner's service  
dollar.**





**These competitive service stations  
operate in big cities —**



—and in small towns as well.

This profitable  
service business  
is created by you  
when you sell  
the car!

The only way  
you can get  
it is to go  
after it!



You invest time and money in every Chevrolet owner who buys a new car from you.



**You invest money in your salesman's time.**



**You invest your money in Parts and Tools.**




**You invest the time of your service manager—**



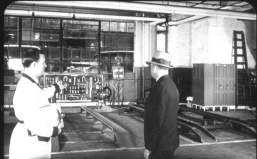


— and the time of your mechanics.



You should  
protect the  
investment  
you have  
already made.

Go after  
your Chevrolet  
owners and  
bring their  
service dollars  
to your shop.



— how well you sell your  
service —



—how courteously you  
treat them—



—how well you do the  
work—



—and whether or not your service prices are in line with competition!

Complete,  
courteous service—  
well advertised—  
will protect  
your investment.



Aggressive Chevrolet  
dealers are going  
after the whole  
service dollar.

They are getting their full share  
of —

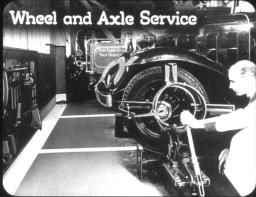


Lubrication.

# Brake Service



# Wheel and Axle Service



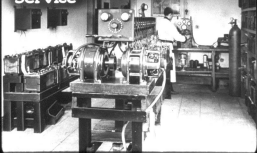


**Glass Replacement and Body Service**

# Car Washing



# Battery and Electrical Service



# Radiator Service





You will get the  
whole service  
dollar in your  
community—  
when you do  
the following—

*First, check your  
local service  
competition!*

*Second, compare  
what they have  
with what you  
have to offer!*

*Third, enlist the help of your zone service manager in rearranging your service station!*

*Fourth, equip your  
service station  
to put it on a  
competitive basis!*

*Fifth, advertise  
and sell your  
service  
aggressively!*

*Sixth, personally  
supervise your  
service and  
keep it in line  
with competition!*

Do this

**now**

and—





Get  
the Whole  
Dollar®



# The End of the Picture

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Jam Handy Picture Service  
6227 Broadway, Chicago, Ill.

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