Get the Whole Dollar
At a recent meeting, Chevrolet dealers saw a sound picture entitled —

The Whole Dollar
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—

- Brake Service: $15
- Radiator Repairs: $5
- Lubrication: $20
- Body Repairs: $10
- Car Washing Service: $15
- Wheel and Axle Work: $10
- Battery and Electrical Work: $15
Some Chevrolet dealers get far more than 10¢ of the owner’s service dollar —
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"—
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 Spots

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.
Wheel and Axle Service
Battery and Electrical 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
Copyright 1933 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.