

WEATHER

Early shower of announcement sales to be followed by four hot months of truck selling — best weather yet for truck business, during 1962 Demonstration Program!

THE BIG WHEEL

REPORTER



CHEVROLET

VOL. 2, NO. 1

SEPTEMBER, 1961

CHEVROLET REGISTRATIONS LEAD

Chevrolet 145,763
2nd Place Truck 139,363
Chevrolet Lead 6,400

Official total U.S. registrations for trucks of all weight classes through June 30, 1961, compiled by R. L. Polk & Co., Detroit.

Ready to spur truck sales in '62! "ROAD TRY THE VALUE BUY" TRUCK DEMONSTRATION PROGRAM STARTS OCT. 1!

NEW TRUCK ANNOUNCEMENT SELLING SPARKED BY COORDINATED PROMOTIONAL AND ADVERTISING ACTIVITIES

Detroit, Michigan, Sept. 1961 — Chevrolet dealer's 1962 truck selling efforts will receive some of the most vigorous and forceful advertising and promotional support ever put behind a new truck announcement. Scheduled for release just prior to the new truck announcement, a massive campaign utilizing virtually all available national media will be launched to provide strong support for dealers in telling the new 1962 truck sales story to buyers. Full-color single and double page ads will appear in all major national magazines. Spectacular television commercials will be included on important network shows sponsored by Chevrolet. Radio announcements are scheduled in all key market areas. More than 2 million truck owners and users will receive a giant 8-page full-color presentation of the 1962 models and model improvements via direct mail. A special 12-page announcement insert and other ads have been scheduled for major vocational and trade publications read regularly by hundreds of thousands of truck prospects. Publicity releases containing news-worthy information on model improvements will be sent to newspapers and magazines throughout the country. And dealers themselves will receive special promotional materials and suggestions on how best to coordinate their sales efforts with the national announcement program. And there's much more.

Traveling shows and exhibits, produced by the Chevrolet Sales Promotion Department, will again be available to dealers on a continuing basis. Ten regional shows—27 truckloads of special automobile and truck exhibits, containing diesel engine cutaways and a special truck film, will tour the regions. And, during each local show, dealers may participate by setting up their own displays and furnishing sales personnel. Chevy's famous Cinesphere, 2 Airospheres



Big 8-page direct mail magazine will announce the '62 Chevrolet truck line to more than 2 million truck owners.



Full schedule of national and vocational ads will appear in virtually all major magazines.

and a Chevyland exhibit will also be on tour in local sales areas. In addition, turntable-truck cutaways, air brake displays, engine cutaways, portable power steering displays, etc., will be available to dealers who request them for special truck shows of their own.

Summing up, with this kind of national sales support geared for maximum penetration in local market areas, the 1962 truck announcement program will give Chevrolet dealers an excellent opportunity to boost income through increased truck sales in '62!

New High Torque power, new Diesels, new styling highlight '62 product improvements

Detroit, Michigan, Sept. 1961 — Reports have been confirmed that big changes are in store for Chevrolet's 1962 truck line. Most significant of these new product improvements is an expanded engine lineup in every weight class to better meet the needs of a greater number of truck operators. New for heavyweights is the High Torque 409 V8, now Chevy's biggest gas engine. Offering exceptionally high torque (390 ft.-lbs.) at comparatively low engine rpm's, the High Torque 409 V8 brings new load-moving efficiency and economy to the heavy-duty line. For middleweights, another completely new High Torque engine — the 327 V8 — will offer new payload performance for '62. In light-duty trucks, Chevy's big High Torque 261 six will be available for the first time. Formerly offered only for medium-duty models, the High Torque 261 six is expected to boost earning power on light-duty runs where maximum loads and exceptionally rugged operating conditions are the order of the day. And another first for Chevrolet in '62 will be the availability of diesel power for medium- and heavy-duty models. The new Chevy-GM 4-53 Diesel will be offered on Series 60 and 60-H trucks (available Sept. 18). Diesel power for Series E80 LCF models and U80 tilt models stems from the new 6V53 engine, available Nov. 20. These engines offer the same design that has set new standards in the diesel power industry, with compact proportions, lightweight toughness and high performance combined to the highest degree.

And all that's new for '62 is not only under the hood. For example, practical new truck styling, with a newly designed hood that slopes neatly down at front and sides, provides for maximum up-front visibility . . . eliminates blind spots for greater safety and efficiency.

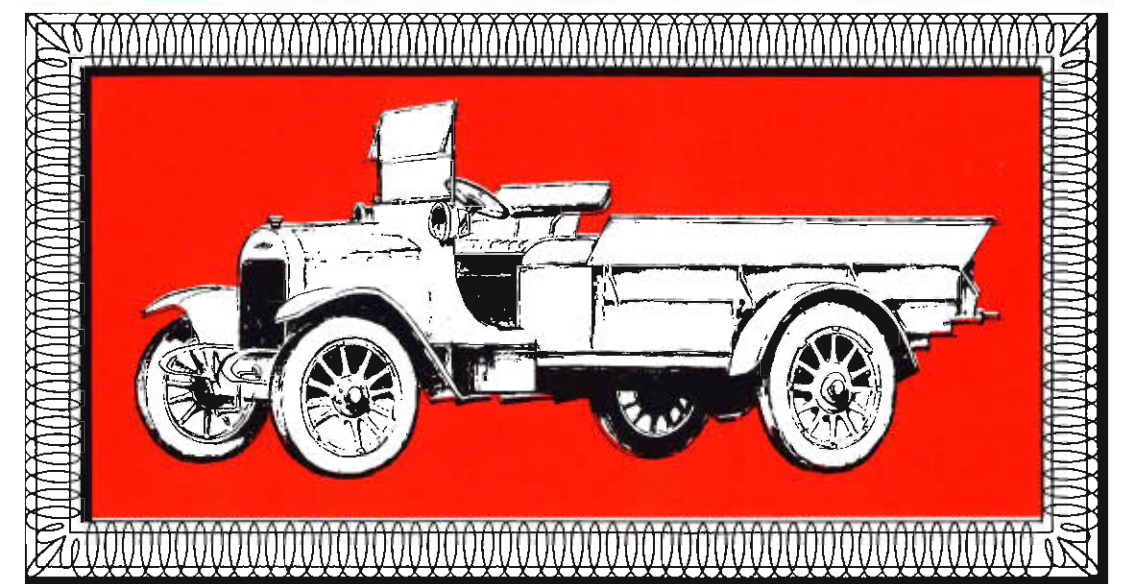
Detroit, Michigan, September 1961 — The 1962 truck-selling year is scheduled to get off to the fastest start yet, spurred by the new product improvements, strong advertising in all media and a hard-hitting nationwide truck demonstration program. The program, featuring the theme "Road Try the Value Buy", offers dealers even more of the sales-building benefits which stemmed from last year's "Test the Best" drive (a program that was cited by the National Dealer Planning Committee, by special resolution, for its effectiveness in building truck business).

The new '62 program gives dealers an unsurpassed opportunity to stage a hard-hitting, grass-roots promotion that will put more prospects behind the wheel of a Chevrolet truck — register more Chevrolet truck sales and profits — than ever before. Scheduled to run for four months, October through January, the program provides dealers with a 1962 Chevrolet pickup or Corvan equipped with handsome side panel decals . . . a decal on the glove compartment door which lists the five most demonstrable features . . . plus a complete promotional kit to be used in getting prospects in the driver's seat for demonstration rides. (Additional side panel decals are available for use on other truck models—middleweight, heavy-weight, etc.)

It is pointed out that, using the success of last year's promotion as a criterion, this new program merits full backing by all dealers. It is squarely based on the one best way to sell Chevy trucks — demonstration. Last year, scores of reports from dealers throughout the nation pointed up highly profitable sales results, credited directly to the 1961 demonstration program. Significantly, those dealers who participated fully in all aspects of the drive profited most. *It is an established fact, based on dealer experience, that continuous use of the demo truck, consistent prospect contacting, full utilization of the local newspaper ads, radio spots, salesman's direct mail pieces and window paint suggestions included in the program kit will yield extra earnings from truck sales now.*

In every respect, the 1962 "Road Try the Value Buy" promotion promises to be the most successful program of its kind to date. It is designed throughout to emphasize the outstanding demonstrable advantages of '62 Chevrolet trucks — High Torque power, Easy-View styling, tough, tight build, easy-going comfort, and profit-protecting ride.

Here, ready for action on October 1, is a sound, well-planned avenue to many extra truck sales in '62 — an answer to new highs in earnings — for Chevrolet dealers everywhere.



ANTIQUE CHEVY TRUCK MODEL—AN ATTRACTIVE TROPHY FOR SALESMEN

Detroit, Michigan — This bronzed replica of the first Chevrolet truck was specially designed for the 1962 Chevrolet Truck Demonstration Program. Handsome 5½" long models like the one shown here will be awarded to salesmen for participation in the Program.

NEW CHEVROLET DIESELS ENTER RICH 2-AND 2½-TON TRUCK MARKET

Chevy-GM Series 53 engines come proved by years of rugged on-the-job use

For 1962, Chevrolet teams with General Motors Diesel to pioneer a new line of diesel-powered trucks. While diesel power has long been recognized as particularly desirable for truck operation, the size, weight and limited operating range of available diesel engines have restricted its application until recently to the largest heavy-duty units. Only in the past few years have reductions in size and weight, and increases in operating speed and flexibility, reached a point such that the diesel's exceptional economy, reliability and ruggedness have become fully available to medium-duty truck operators.

Foremost in the field of advanced diesel design are GM's 53 series engines, powering Chevrolet's new 60 and 80 diesel models. Both in-line 4-cylinder and V-6 designs are based on GM's 53-cubic-inch cylinder, and embody the same basic principles—two-stroke cycle, unit fuel injection and Roots-blower scavenging—that for many years have highlighted GM Diesel's leadership in ultra-efficient power production. Since the 53 series

engines first appeared on the market three years ago, many have been installed as re-power conversions, and they've lived up to GM's reputation in a big way. Reports tell of fuel mileage more than doubled, of operating costs cut in half and then some, and of tighter schedules on tough runs with unprecedented durability—results that can mean real money to every trucker with a tough job to do.

Now, with these new models, Chevrolet dealers can offer a proved performing package, factory-engineered and built right and ready to roll with no conversion costs to pay. And, with this advanced power plant teamed with the years-ahead chassis design that's virtually revolutionized big-truck operation, dealers will be selling from a position of unparalleled product superiority. Because of premium-quality materials and manufacturing standards, the initial price is substantially higher, but to the trucker who works his trucks hard, and stands to gain most from dieselization, the extra cost can be easily



offset by the potential savings in a year's operation. Whether his job entails high mileages, difficult runs, heavy loads or excessive idling time, chances are he can save a lot with diesel. Hard-pressed operators everywhere have piled up plenty of proof on that score, in volumes of on-the-job reports that will be available to Chevrolet dealers to back up their selling effort.



CORVAN QUALITY SHINES AT CANDYMAKER CONVENTION

Boston, Mass. — Here, at their national convention, territory managers of the W. F. Schrafft & Sons Corp. see how Corvan offers good looks and efficiency tailored to trim costs. The specially painted Corvan, displayed in hotel lobby, was viewed by about 1,500 people. Chevrolet sales personnel were on hand to discuss features and provide literature to the many interested conventioners.



RYAN-McARTHUR MOTORS DELIVER AN EVEN DOZEN—Down in Hattiesburg, Mississippi, Jerome Ryan, of Ryan-McArthur Motors, has concentrated on fleet truck sales. And his efforts were handsomely rewarded recently when he delivered a full dozen 1961 Chevrolet 2-ton trucks to the West Brothers Motor Express, Inc. West Brothers operate a large fleet consisting of 450 pieces of equipment and, according to Mr. Ryan, when further equipment replacements are called for, Ryan-McArthur Motors will be one of the first dealerships asked to submit bids . . . further evidence that fleet prospecting pays off over the long run!

AD COUPON RETURNS PROVIDE DEALERS WITH HOT TRUCK PROSPECTS

Detroit, Michigan—Recently, various Chevrolet advertisements have contained coupons, by which readers have requested further information about Chevrolet trucks. Readers who take the time to mail in such coupons are more than casually interested—they're usually hot truck prospects! So Chevrolet provides the inquiries with very special treatment. First, every inquirer receives a letter and truck literature specifically directed to his interests, as indicated on the coupon. The inquiry is sent to the Zone Truck Manager who forwards it to the dealership in whose area the inquirer is located. At this point, quick follow-up by dealership personnel—efficient, persistent prospect contacting—will yield truck business for the dealer. It is

most important that the prospect be contacted promptly, as soon after the inquiry as possible. Of equal importance is the necessity for continuous follow-up where the initial call does not result in an order.

It's a well-established fact that inquiries lead to sales—either directly or indirectly. One manufacturer traced his coupon inquiries and found that they yielded ten times as many sales as other forms of inquiry. But in some instances, repeated follow-up after the inquiry was necessary to complete the sale.

Coupon inquiries represent good truck prospects so be sure to follow-up on any that come your way.

CHEVY DEALER PROMOTES BIGGER BIG-TRUCK POTENTIAL WITH SPECTACULAR H-D TRUCK SHOW!

A special Heavy-Duty Truck Show brought between 450 and 500 people to a Sycamore, Illinois, Chevrolet dealer's showroom; it resulted in two sales and 25 very excellent new-truck prospects.

Sidney R. Katz, owner of State Street Motors, Inc., reports that 50 trucks plus a variety of special equipment were on display during the four-day heavy-duty truck show. This included 15 customers' trucks that were borrowed for the occasion. The owners of these trucks were also on hand at the dealership to talk with prospects about the performance of their vehicles and to answer any questions about dealer service, truck durability, etc.

Letters offering special equipment manufacturers an opportunity to set up a display at the show were sent out well in advance by Mr. Katz. Ten companies accepted. Many of the firms who were unable to participate sent pictures, brochures and other illustrative material relating to their product line. They also asked to be notified about any of the dealership's future shows. All were enthusiastic about the H-D Truck Show.

To stimulate interest and promote the show, State Street Motors ran local newspaper ads that offered demonstration drives and described the vehicles and equipment on display. To supplement this, 30-second radio spots were presented over the four days on the Sycamore radio station, 200 posters announcing the show were tacked up at truck stops and the airport which is across the road from the

dealership, direct mail was sent to truck prospects in the area.

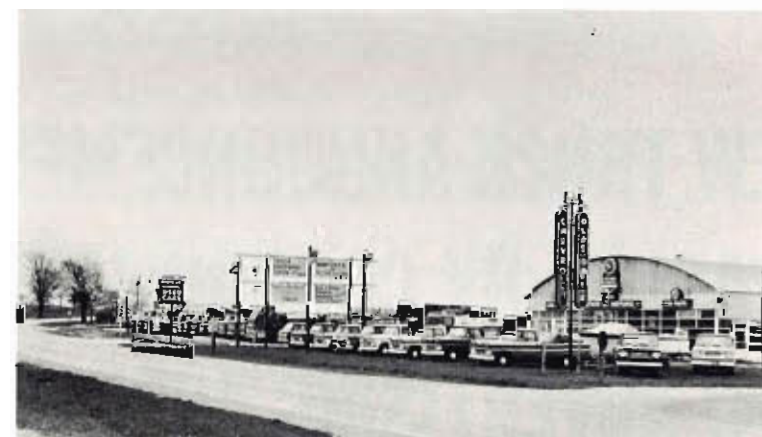
At the showroom, customer name tags were given to everyone who attended. Dealership, Chevrolet and supplier personnel also wore identifying name tags. Coffee and donuts were served.

The highlight of the show, according to Mr. Katz, was the demonstration ride. People were often lined up for a drive in the demos. Mr. Katz had planned a route which included all kinds of roads and driving conditions—giving the Chevrolet trucks an opportunity to show off their qualities and advantages. Katz estimates that between 65 and 75 demonstrations were given during the four days.

"Mr. Howard Orvis, Chicago Zone truck manager, and Mr. H. Horn, representing the Chevrolet Service Department, gave excellent cooperation and contributed much to the success of the show," reports Mr. Katz.

Mr. Katz was very pleased with the way his salesmen sold the dealership as a quality place to do business. Because of the fine job they did, many automobile prospects were obtained.

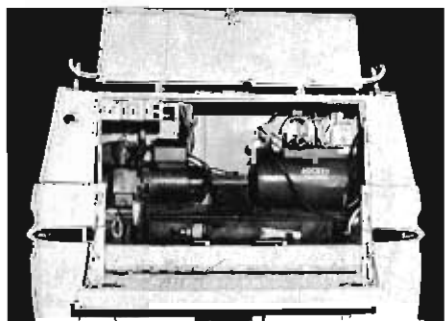
More than satisfied with the results of their first Heavy-Duty Truck Show, State Street Motors is planning another H-D show after the 1962 truck introduction. Mr. Katz hopes to have even more trucks and displays at his next exhibit—which will lead to more prospects and sales!



SPECIALLY RIGGED RAMPSIDE REPAIRS TRACTOR TIRES

A Corvair 95 Rampside that's been turned into a "tire store on wheels" has paid off handsomely in profits and convenience for the O.K. Tire Store of Central City, Nebraska.

Since the vehicle is often used for hauling heavy farm tires, the loading ease offered by the side ramp was the most important reason for buying a Rampside, reports Robert Christiancy, store manager. For farm tire service jobs, the vehicle is equipped with a 110-120-volt 60-cycle generator, air compressor and inner tube plate and buffer.



Extensive Ride Research Program Produces New Custom Seat Comfort!

G.M. Proving Ground, Milford, Mich.—Chevy truck owners may brag about how their smooth-riding trucks soften up the biggest bumps, but Chevrolet ride engineers are not content to rest on their laurels. Instead, they keep on researching new ways to make truck driving softer—to enable Chevrolet trucks to do more work in a day.

One vital area of study is the cushioning of seats to soak up shock better—and to keep doing it longer. Two big improvements stemming from this research will be provided in the 1962 custom seats: a new polyfoam deep cushion, and flat springs on which the cushion will float.

Oscillograph studies of on-the-road shock curves reveal that the polyfoam cushion and the flat springs react differently to bumps—and that the difference in their reaction times tends to cancel out much of the shock, to smooth the ride significantly.

Dynamic lab tests of the polyfoam cushion show a permanent set of 5/16" after the cushion has been subjected to 350,000 foot-pounds of work.

This contrasts with other seat cushions that set over an inch under the same punishment. To the trucker this means that the seat won't sag and will continue to give soft-yet-firm support far longer.



HERE'S A BATCH OF TIPS FOR YOUR IDEA FILE

They're perforated for easy routing and filing. Use 'em in meetings . . . post 'em on your bulletin board . . . route 'em to key personnel.

Here are proven ideas that are making money, saving time or keeping customers for other dealers right now!

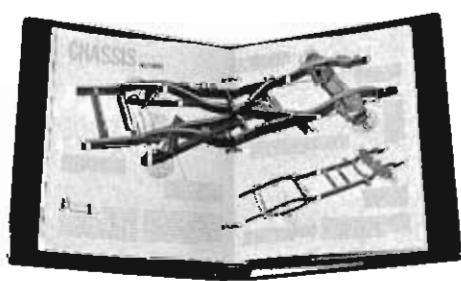
TIPS HAVE BEEN RECEIVED FROM THESE ZONES:

- BOSTON
- CHICAGO
- DENVER
- HARRISBURG
- KANSAS CITY
- MEMPHIS
- NEW ORLEANS
- OAKLAND
- OMAHA
- WICHITA
- PORTLAND, ORE.
- MILWAUKEE

How about some of your tips?

FLEET PROSPECTS TO RECEIVE 1962 TRUCK CATALOG ALBUM

For 1962 over 15,000 quantity truck buyers, fleet executives and purchasing agents are slated to receive a handsomely bound set of catalogs covering the entire 1962 Chevrolet truck line. Thus the full breadth and diversity of Chevrolet's new lineup will be brought to the attention of a select group of the most influential people in trucking. Bound together in a rich leather-grain ring binder, they make an impressive and memorable ready-reference handbook, one likely to be kept prominently at hand and used frequently by purchasing decision-makers. Additional copies are being prepared to provide one for each Chevrolet dealership, furnishing full sales album coverage of all models available, whether or not they are normally stocked or merchandised. Salesmen should find it an effective sales tool, on the floor and on calls as well.



VETERINARIANS' OFFICES ON WHEELS STRESS CHEVY PICKUP UTILITY!

Haakon County, South Dakota—Call a veterinarian in South Dakota, and he's apt to roll up with a load of medical apparatus and supplies to rival most clinics. Sprawling range lands and far-flung clientele make it necessary for veterinarians to go on calls "loaded for bear"—ready to administer to virtually any animal medication need that could arise.

With typical American ingenuity, these practical

animal doctors have adapted their Chevy light-duty chassis-cabs to do the total job, with special facilities that include: a refrigerator for storage of drugs that must be kept cool, a sink with hot and cold running water that's supplied from a 225-gallon tank, heated and temperature-controlled drug cases and drawers, voluminous equipment and storage cabinets, a unique electrical system that uses battery current on the

road—110-volt household current when it's available—a two-way radio, a Positraction rear axle.

Rugged build and smooth ride make Chevrolet trucks the natural choice for this highly specialized hauling job. These range-riding vets take their delicate, life-saving cargoes over some really rough country terrain . . . with smoothness only Chevy trucks with Independent Front Suspension can provide!



Shown left—Dr. J. H. Wenig, a Philip, S.D., veterinarian, loading his specially equipped Chevy mobile clinic to go on another far-reaching tour of ranches.

Shown above—Two Mitchell, S.D., veterinarians, Dr. R. D. Zachary and Dr. Walter Vann, with their Chevrolet trucks. These doctors average 100 miles everyday.

Dealer loaner trucks yield good public relations return!

Promotion Tip No. 1

Chevrolet dealers are building business and good will by lending Chevrolet trucks —

to county agricultural office...

The Grant County Agriculture Office has had a new Chevrolet truck every year for the past 10 years, thanks to Hauth Chevrolet-Buick of Lancaster, Wisconsin. By lending this vehicle to the county extension office, the Chevrolet dealer is making a real contribution to agricultural progress in the area — and making many new friends at the same time!



future farmers...

Providing a new Chevrolet truck for use by the Frontier Chapter of the Future Farmers of America has proved to be a successful approach to good public relations for the Tyrrell Chevrolet Co.

Shown presenting the truck to Gary Denney and Clark Allen (center), president and faculty advisor of the chapter, are William A. Tyrrell and Gale Tyrrell, Cheyenne, Wyoming, Chevrolet dealers.



and retail stores

Yingling Chevrolet of Wichita, Kansas, recently lent a Corvair Rampside pickup and a C6303 equipped with bed and body to a local Sears, Roebuck store for an outdoor "Truck Load" sale. Even though the dealer wasn't able to actively solicit business at the Sears store, signs on the trucks identified Yingling Chevrolet as the dealer who furnished the vehicles and proved to be good publicity for the Wichita dealer.



Dealer camper advertising appeals to sportsmen prospects!

Advertising Tip No. 1

NORTH TO ALASKA . . .
in a 1961 CHEVROLET

Reba Ralph and Elton Billings of Covington and Walker Shoaf of Memphis (brother of Paul Shoaf of Covington) left Sunday morning at 4 a.m. for Circle, Alaska. Traveling in a new 1961 Chevrolet truck with a special built bed for living quarters they plan to make the 5385 mile trip over the Alcan Highway to the banks of the Yukon River in 12 to 15 days. Their destination in Circle is the farthest point north a vehicle may travel. Mr. Ralph made the same trip two years ago in a 1959 Chevrolet. The trouble-free, excellent performance of that truck made his decision to again purchase a Chevrolet for this trip.

During the "North to Alaska" vacation, the 1961 Chevrolet's rugged, independent front torsion bar suspension and Precision Bull Motor and Body will encounter:

- 2000 Miles of Gravel Highway (one way)
- 25 Miles of Long Graded Highway Which Will Have to be Pulled in Low Gear
- And Many Other Grueling Hazards of Driving Hour After Hour Over United States Highways and the Alcan Highway to Alaska.

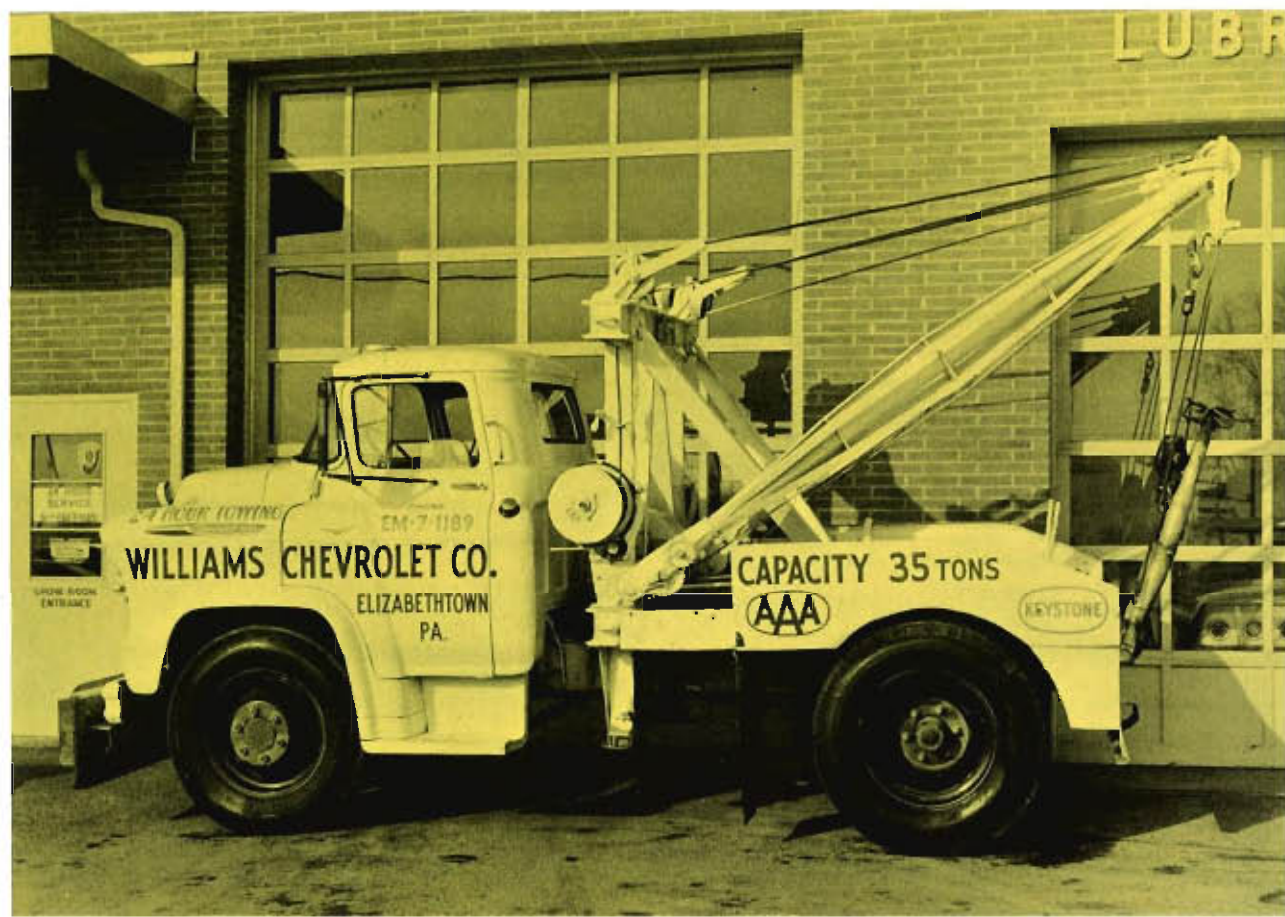
(Mr. Ralph commented that during his last trip over this same route his Chevrolet never had any water added to the radiator.)

WALKER CHEVROLET CO.
Covington, Tenn.
GR 6-9781
Highway 51 South

Walker Chevrolet Co. of Covington, Tennessee, is taking advantage of the increasing interest in outdoor vacations and camping trips to stimulate sales of Chevrolet trucks. A recent testimonial-type ad tells about a local couple that purchased a '61 Chevrolet truck equipped with a camper body that they plan to drive and live in for the entire trip to Alaska — some 5,400 miles. Details of this rugged run make an excellent sales story and will interest anyone who uses a truck for business or pleasure!

Dealer builds big-enough wrecker for increased service business!

Promotion Tip No. 2



A wrecker that's big enough to handle any job which might come along has proved to be a profitable investment for Williams Chevrolet Co., Elizabethtown, Pennsylvania. By taking a Chevrolet Model 7203 and adding to it a Holmes 35-ton capacity wrecker on the rear of the chassis, an air compressor, electric brake lock,

radio and air hose connections, a towing sling for passenger cars, numerous chains, and other special equipment, this dealer has a wrecker which will handle virtually any job it goes out on. It's a sure answer to increased service business — not to mention new truck and car business which may result from service calls.

Advertising that increases dealership traffic, builds more sales!

Advertising Tip No. 2

Use these ad designs and headlines in your own advertising. Fit them right into your newspaper ads. Your newspaper can easily reproduce them directly from this page.

TEST DRIVE THE COST CUTTER!



1962 CHEVROLET JOBMASER TRUCK

COME IN AND SEE ALL THAT'S NEW FOR '62!

CHEVROLET JOBMASER TRUCKS



NOW'S THE TIME FOR TRUCK WINTERIZING...



Come in Today

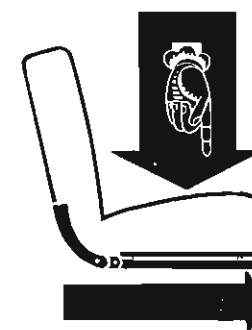


COME IN TODAY!
the choice has never been better!

We proudly display this sign...



it's your assurance of factory-approved parts and service!



PUT YOURSELF IN THE DRIVER'S SEAT... AND SIZE UP THE SAVINGS!

'62 CHEVROLET JOBMASER TRUCKS

Dealers and Special Equipment Distributors
Advertise Cooperatively—stretch advertising dollars!

Advertising
Tip No. 3

Dealers promote summer camper shows
—sell dual-purpose utility

Promotion
Tip No. 3

Short Wheel Base **TRUCKS** Long Wheel Base

14 NEW '61 2-TONS For Immediate Delivery

Your Choice Of Boxes-Hoists
FEATURING TRADEWIND BOXES AND ST. PAUL HOISTS
Your Local And Southwest Manufacturers And Suppliers



USED TRUCKS
COMING IN EVERY DAY

We Can Show You A Selection Now!

Some Still In The Hands Of Customers — See Them In Operation

We Are Stocked To Meet Your Needs!

We Appreciate Your Business And We Hope You Appreciate Us Stocking For Your Needs

UNLOAD YOUR TRUCK IN SECONDS

We Are Going To Sell!! NEW USED TRUCKS

See Us Before You Buy

The Greatest Chevrolet Truck In History
BROADDUS CHEVROLET-BUICK

Phone LI 4-4361 Hugoton, Kansas

Broaddus Chevrolet-Buick is getting more for its truck advertising dollar by cooperative advertising with special equipment suppliers and manufacturers. Not only has this Hugoton, Kansas, Chevy truck dealer cut the cost of his ads, but he's appealing to many prospects who have specific truck needs which call for special equipment.

Appealing to the specialized needs of truck buyers in the Woodland, California, area, Midland Chevrolet Co. has found it profitable to advertise cooperatively with the Wesco Truck & Trailer Sales Co., distributors of special truck equipment. By offering the "right combination" of truck and trailer that will do the job best, Midland Chevrolet is doing a big job—selling Chevy trucks!

B. E. "Buster" Giovannetti Says . . .

Teamwork Gets The Job Done—Faster, Cheaper, Better!



MIDLAND CHEVROLET CO.

WESCO TRUCK & TRAILER SALES

CHEVROLET RAMPSIDE CORVAIR 95



New and exclusive with Chevrolet. The only Pick up built with a loading ramp built in the body and offers No lift loading and unloading. The Rampside Pickup can be demonstrated at Jackson Chevrolet Co. and will be on display with its exclusive Traville Campside Camper at the Fun Show May 6th and 7th.

IT'S EASY TO TRADE AT JACKSON'S
10th & Main LI. 4-8162



Jackson Chevrolet's "Summer Fun Show."

Chevrolet dealers have found that local "summer shows" are a profitable place to display campers; because they attract many prospects who enjoy outdoor recreation. The Denver area dealers' "Work and Play Chevrolets" show, the "Summer Fun Show" staged by Jackson Chevrolet, Pueblo, Colo-

rado, and the Sports Show conducted by Ted Barnes Chevrolet, Chillicothe, Missouri, are typical. Check into the scheduled shows in your area—then reserve space to display a unit . . . or, if possible, arrange a show of your own. Just see how many good prospects you'll meet!



Ted Barnes Chevrolet's Sport Show.



Denver area Chevrolet dealers' "Work and Play Chevrolets" show.

Advertising
Tip No. 4

Advertising
Tip No. 5

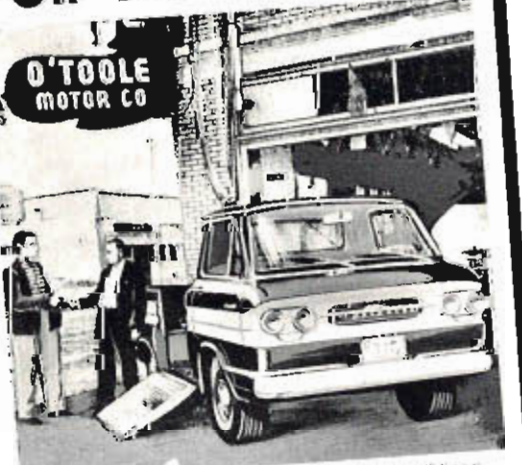
Dealer testimonial
advertising points up
"QT" theme!

Dealer letter-ad
announces opening
of truck sales
department!

Night service promotion results
in increased business!

Promotion
Tip No. 4

On The Q. T. . . .



O'TOOLE MOTOR CO.

"Q.T. means Quality Trucks in me," says Claude Wilcox, well known Philomath resident, as he shows taking delivery of his new 1961 Chevrolet Rampside Pickup from Hal Collins of O'Toole Motor Co. You can't beat Chevrolet quality trucks . . .

Plus the **BEST DEAL IN THE VALLEY**

Plus **IMMEDIATE DELIVERY**

O'Toole Motor Co.

CHEVROLET CORVAIR GM USED CARS OLDSMOBILE FLY 3-6461
2nd & Van Buren

G. K. CHEVROLET, Inc.
340 Burlington Avenue
Downers Grove, Illinois

ATTENTION TRUCK OWNERS!!

G. K. CHEVROLET IS PLEASED TO ANNOUNCE THE OPENING OF A TRUCK SALES DEPARTMENT IN ORDER TO MEET THE INCREASING DEMAND AND REQUIREMENTS OF THE TRUCK USERS IN THIS AREA.

Due to the larger volume of Chevrolet Assemblies we have sold in 1961, we have not always been able to give our fullest attention to the needs of the truck buyer. However, we have remedied this with the addition of an experienced Truck Sales Representative, Mr. Don Eubank, who will be glad to discuss your every truck need and problem and serve you as all merit.

WE HAVE A TRUCK FOR EVERY JOB . . . ALSO A FACTORY TRAINED SERVICE DEPARTMENT TO MAINTAIN IT!

Come in or call us. We welcome the opportunity to serve you.

Yours very truly,
Richard E. Eubank
G. K. CHEVROLET, Inc.
340 Burlington Avenue
Downers Grove, Ill.

PL 6-220
8-2200

TRUCKERS
Keep 'em Rolling with
NIGHT SERVICE

says TONY JOHNSON, SERV. MGR.

RED WHITE CHEVROLET
8303 W. COLFAX

Service Dept. open until Midnight
Monday through Friday to service
any truck from 1/2-Ton to 5 Tons!

GENUINE CHEVROLET PARTS
GM-TRAINED MECHANICS
FAST, EFFICIENT SERVICE
ALL WORK GUARANTEED

Don't tie up your truck for service during valuable business hours. Let us service them at night and "keep 'em Rolling!"

Yes, COMPLETE SERVICE

BODY • PAINT • ELECTRICAL • BRAKES • TUNE UP
ALIGNMENT • ALL TYPES OF TRUCKS AND PASSENGER CARS

Day Towing Service . . . Call BE. 7-1311
Night Towing Service . . . Call SU. 9-2595

LOOK FOR THIS SIGN

8303 WEST COLFAX AVE.
RE. 7-1211



A "Q.T." (Quality Trucks) theme is being used by O'Toole Motor Co., Corvallis, Ore., in its current advertising. The ad shown here pictures a local resident taking delivery of a new Chevy truck. The copy also promises the best deal plus immediate delivery. The "Q.T." theme is getting results for this dealer . . . maybe you can profit by its use, too!

A letter to truck owners announcing the opening of a truck sales and service department headed by an experienced truck specialist has been sent out by G.K. Chevrolet, Inc., Downers Grove, Illinois. The letter explains that with the addition of this new department, the dealer will be able to handle all the truck needs of his customers. Here's a low-cost way to tell your customers about a new service that's designed for their benefit and convenience.

Red White Chevrolet Co., Lakewood, Colo., has found that offering night service to truckers is a good way to "make friends and influence prospects"! Many owners can't be without their trucks during day-

time business hours so would really appreciate a dealer that services trucks after hours. Here's an opportunity to attract many new service customers and to lay the groundwork for future sales.