



A Blast from the Past



HI EVERYONE! I'M JOE. JOE COOL. Mr. Cool to you. Although I don't normally dress like this (I'd be so busy signing autographs that I'd never get any work done), I dug deep into my closet just for you. But enough about me and the downfalls of my being so good looking ... If you think my powder-blue polyester suit brings back memories, wait till you see what's up next! Are you ready to go back in time 30 years?



The year is 1973. I remember Nixon saying, "I am not a crook." *The Sting* was just released, we left Vietnam, the Eagles were the No. 1 rock group and I opened my body shop. Can you dig it?



Check out my radical filing system.



My way cool customer lounge. Nothing's too good for my customers.

Foreign cars were foreign to me.



Here's my office. Cool, huh?

Joe's BODY SHOP
 FOREIGN AND DOMESTIC CARS SPECIALIST
 COMPLETE PAINT

INSURANCE CLAIM SPECIALIST
 EXPERT PAINT MATCHING

NAME: LUCY SCHULTZ DATE: 8/73
 ADDRESS: _____ PHONE: _____
 POLICY NO: _____
 PHONE: _____

INSURED BY: _____
 ADDRESS: _____
 MAKE: 1970 FORD FALCON MODEL: _____
 YEAR: _____

DESCRIPTION OF LABOR AND PARTS	LABOR HOURS	PARTS COST	TOTAL
FIX CAR		100.00	
PAINT CAR		100.00	
TOTALS			<u>200.00</u>

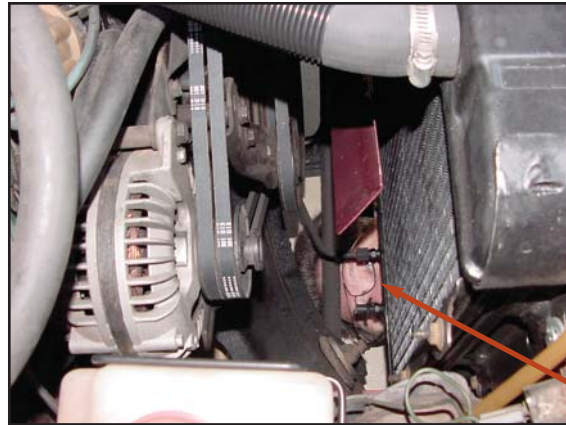
THE REPAIRS HAVE BEEN COMPLETED. I AUTHORIZE THE COMPANY TO MAKE PAYMENT OF \$ _____ TO THIS REPAIR SHOP ON MY BEHALF.
 INSURED'S SIGNATURE: _____
 WE AGREE TO COMPLETE THE ABOVE REPAIRS FOR OF THIS AMOUNT THE ABOVE NAMED INSURED IS TO PAY _____ BALANCE _____

THIS ESTIMATE EXPIRES 90 DAYS FROM DATE _____

MANUEL'S BODY SHOP

Who needed P-times? This estimate said all it needed to say.

My payment policy ...



Hint

Can you find my brother, Jed Cool, hiding inside the engine compartment? He wanted to open a discotech, but I convinced him to become a collision tech instead. He thanks me now.



Here's the latest in frame equipment. Bring on those big hits!



Hey Jed! Put it in reverse and hit the gas!

Check out my high-tech dent puller.



I loved the mobility of my welder.



Jed's smiling because his disco ball just arrived.

Check out the welding rod.



I can now charge for color sanding.



A little rust won't hurt the airflow, will it?



One picture is worth a thousand words, man.

No smoking, OK?



Rule: Make sure everyone in the shop has read the paper before masking.



No \$29.95 paint jobs at Joe's. We're a first-rate joint.



Things sure have changed, haven't they? We should be proud of what we've accomplished over the past three decades. The industry has become much more professional, and we – as repairers – have become much more educated. The one thing that *hasn't* changed is that my brother Jed still listens to the Bee Gees. 🐝



** The part of Joe Cool is being played by Toby Chess – who's actually much cooler than Joe Cool, but was willing to play the part anyway.*