

RETAIL



SERVICE

SALES
PONTIAC
SERVICE

NEWS

Volume 1, Number IV

Pontiac, Michigan

April, 1932

DRAW THEM IN
for Service
IN APRIL

ALL MAKES OF CARS

» FEBRUARY PLAQUE WINNERS «



W. L. FRIZZELL
L. E. McKee Mtr. Co., Dealer
Cannon City, Col.
102 cars in territory
453 customer labor hours sold
4.45 hours sold per car
in territory



ALTON C. DOWLING
West Concord Motor Inc.
Dealer
Concord, Mass.
125 cars in territory
484 customer labor hours sold
3.87 hours sold per car
in territory



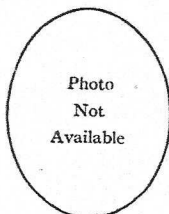
EDWARD VAN HOOK
Oradell Automotive Serv. Inc.
Dealer
Oradell, N. J.
107 cars in territory
319 customer labor hours sold
2.98 hours sold per car
in territory



*GEO. W. MCCARDELL
Higgins Sales & Serv., Dealer
Ferndale, Mich.
207 cars in territory
568 customer labor hours sold
2.74 hours sold per car
in territory



GUY N. CRAIG
Crim Motor Co., Dealer
Tyler, Texas
123 cars in territory
292 customer labor hours sold
2.37 hours sold per car
in territory



JOHN TAYLOR
Whiteside Motor Co., Dealer
Corvallis, Oregon
134 cars in territory
310 customer labor hours sold
2.31 hours sold per car
in territory



*FULLER MOUSER
Clelland & Mouser, Dealer
London, Ohio
114 cars in territory
242 customer labor hours sold
2.13 hours sold per car
in territory



EDW. M. WENDLAND
Wendland Motor Co., Dealer
Rhinelander, Wis.
175 cars in territory
339 customer labor hours sold
1.93 hours sold per car
in territory



W. A. EVANS
Evans Reader Motor Co. Inc.
Dealer
Hot Springs, Ark.
124 cars in territory
232 customer labor hours sold
1.87 hours sold per car
in territory



ALFRED REYNOLDS
Ackley Motor Co., Dealer
Ottumwa, Iowa
103 cars in territory
417 customer labor hours sold
1.85 hours sold per car
in territory



*ROSCOE MOUNT
Carl Bass, Dealer
Bedford, Ind.
148 cars in territory
274 customer labor hours sold
1.84 hours sold per car
in territory



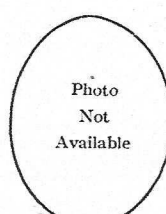
E. D. THORNTON
Evans Mtr. Car Co., Dealer
Wellsboro, Pa.
170 cars in territory
291 customer labor hours sold
1.71 hours sold per car
in territory



*J. R. MEYERS
Salyers Motor Co., Dealer
Fort Scott, Kansas
87 cars in territory
143 customer labor hours sold
1.64 hours sold per car
in territory



GEORGE GREVE
Warner Motor Co., Dealer
Annapolis, Md.
137 cars in territory
203 customer labor hours sold
1.48 hours sold per car
in territory



JULIUS MROTEK
Gardner Motor Co., Dealer
Ashland, Wisc.
99 cars in territory
103 customer labor hours sold
1.04 hours sold per car
in territory

*Star names also won the plaque in January

... MEN OF

Here are sixteen men of action. Each one has demonstrated at least once, some twice, that they are real PRODUCERS—LEADERS—MONEY-MAKERS for their dealers.

High commendation is due each one, but more especially those whose pictures appear here for the second time. These sixteen men have demonstrated what can be done. They did not sit and wait for things to break—they made their own "breaks." HOW?

1. By systematic inspection for appearance sales on all



H. R. RUMPF
Dulaney Miller Auto Co.
Dealer
Wheeling, West Virginia
352 cars in territory
335 customer labor hours sold
.953 hours sold per car
in territory

ACTION ...

cars coming into the shop.

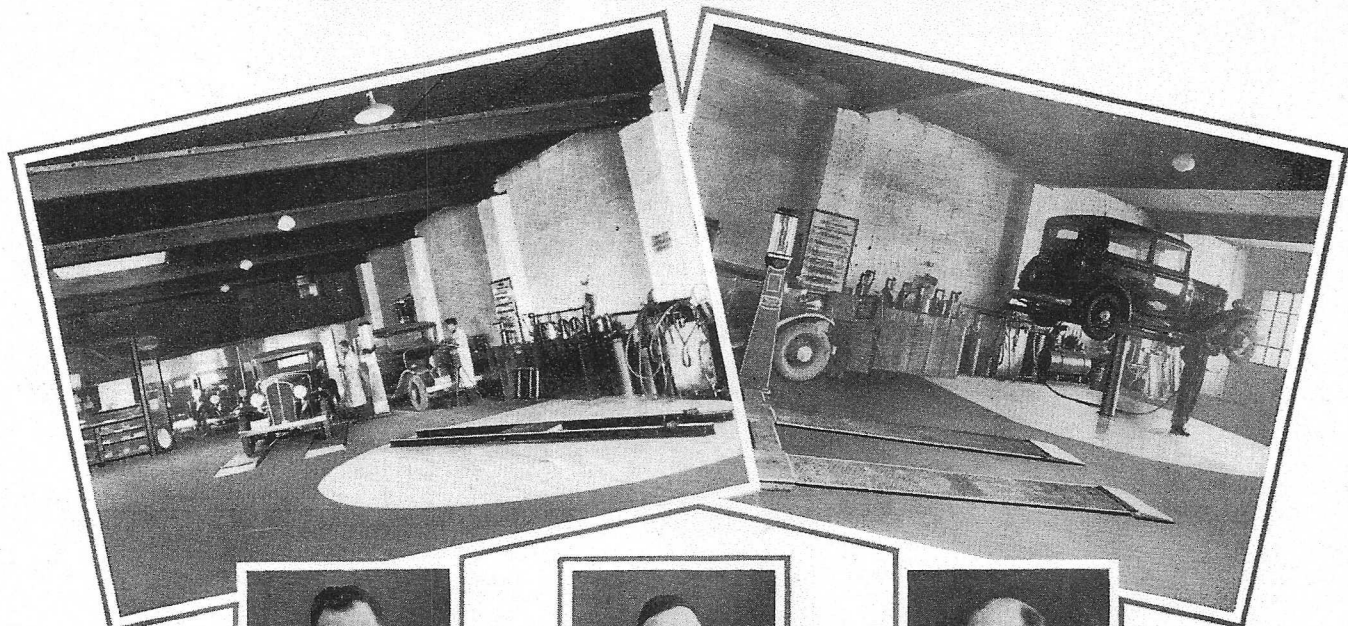
2. Convincing the owner that his car needed the additional repairs disclosed by the inspection, and asking him to buy. In addition, these men spent a portion of their time making owner contacts in person and by telephone.

Many runners-up in January have replaced the leaders in February—but no winner's position is secure in this contest.

Winners! Don't rest on your oars or someone will replace you.

WHAT OUR DEALERS ARE DOING

DUNLOP OAKLAND CO., BAY CITY, MICH.



H. MOSS
Service Manager



LEE DUNLOP, Dealer
Dunlop Oakland Co.,
Bay City, Mich.



WM. DUNLOP

Here is a dealer who has increased his Customer Labor Sales every month this year—and over the corresponding months last year.

“People in Bay City must get good service fast and with jobs ready when promised,” say the Dunlop Brothers. “In order to do this and make sure of getting the most out of both the home town and tourist trade we decided to have the best and most complete service station in town and we have it. We do all kinds of service at any time of the day or night and as a result have as regular customers many traveling men who leave their cars with us for washing, lubrication and all

kinds of repair work at night or over week-ends.”

In spite of business conditions the Dunlop Bros. and their Service Manager, Mr. Horace Moss, have increased their service business each month this year.

To be doubly sure that they have the right parts on hand at the right time, they have installed a six-unit balanced parts stock system, and properly use the Monthly Parts Order and Inventory Control Pad.

Complete one stop service, with aggressive selling assures them of parts and service profits.

» » DRAW THEM IN FOR WITH THIS PR



DIRECT SELLING

There never was a greater opportunity to fill up shops with service work. Many successful dealers have proved that conditions are what they make them. Instead of accepting an economic condition they have put extra effort behind service to "bring them in," realizing that even in boom times, owners no longer just happen to come into the Service Department.

Our service market is represented in EVERY automobile on the street today—regardless of the

make or age of the car. People everywhere have delayed spending money on their cars. As a result, mechanical, appearance and maintenance repairs have been neglected.

Walk down any street and look over the parked cars—fenders, headlamps, body hardware, finish, tops, etc., all need considerable appearance service work. The problem then is—how to get them in—and here is our plan.

SERVICE DURING APRIL « «

PRACTICAL PLAN



HOW TO OPERATE THIS SIMPLE, PRACTICAL PLAN

1. Have your Service Manager inspect and tag every make of car needing appearance repairs, on parking lots and city streets. Tag ten or more cars every day. Oakland Motor Car Company's entire field service personnel is devoting the entire month of April to help service men to this job. Look for appearance items such as—wash jobs, Duco work, fender bumping, top deck waterproofing, broken or missing hardware, broken glass, spare tire repairs, missing bumper parts, IN FACT ANYTHING THAT NEEDS REPAIRING OR REPLACING.

2. Decide which one item is most needed.
3. Quote a price on this one item and be sure

that the price is low enough to attract the owner to your Service Station. Bear in mind that this is a buyers' market and your price must be in line with competitors.

4. Give the "Draw Them In" tag a valuable personal touch by signing your full name.

5. Place the card under the windshield wiper blade so that the writing on the tag can be seen by the owner through the windshield glass.

The success of the entire plan depends on your ability to make these new customers, REGULAR CUSTOMERS.

Give them fair prices, good work, courteous treatment and clinch this future business.

\$SERVICE PROFITS\$

"CHARGE IT" CASH!

70% of Charge Accounts originate in the Shop. 20% are never collected.

Here is what happens

A service job sells for \$25.00. Your net profit on the job is \$5.00.

IF

Customer pays cash—You make \$5.00 cash profit and INCREASE your capital.

Customer charges—You make \$5.00 book profit and TIE UP \$20.00 of your capital, which costs you money.

Customer fails to pay—You lose \$5.00 plus \$20.00 of your capital.

IN ORDER TO MAKE UP THIS LOSS

You will have to sell \$125 additional service business to make up this one BAD DEBT LOSS or secure five—\$5.00 profit jobs.

We urge you to AVOID

THIS HAZARD and put your Shop on a CASH BASIS

Except to those customers who have paid their bills when they said they would. These customers are PREFERRED ACCOUNTS.

**HAVE YOUR CUSTOMERS PATRONIZE
YOUR BUSINESS BECAUSE YOU GIVE
SERVICE NOT BECAUSE YOU GIVE CREDIT.**

The "Credit and Collection" booklet mailed to you last year will outline a complete plan to be used. If you have mislaid it—write your Zone Office for a copy.

LUBRICATION DEPARTMENT SIGN THAT BUILDS CONFIDENCE

Many of our dealers are using this type lubrication sign to build customer confidence.

Have one made, it will help you increase your lubrication business.

INSTRUCTIONS TO EMPLOYEES

1. Wipe off all lubrication fittings.
2. Lubricate all high pressure fittings. Wipe off excess grease.
3. Oil all brake rods and clevis pins.
4. Lubricate propeller shaft spline slip joint and check universal joints.
5. Check level of transmission oil. On cars equipped with Free Wheeling, add oil to transmission only.
6. Check level of differential oil.
7. Lubricate fittings under hood. Includes: Steering gear—fan and water pump, starter pedal shaft and throttle connections—distributor—clutch release bearing—fuel pump push rod—generator and starting motor—pedal shaft.
8. Check level of engine oil.
9. Oil hood fasteners and hinges.
10. Oil door hinges, latches and striker plate. Wipe off excess oil.
11. Wipe off steering wheel and brush out floor mat.
12. Check air pressure in tires.

PONTIAC-6

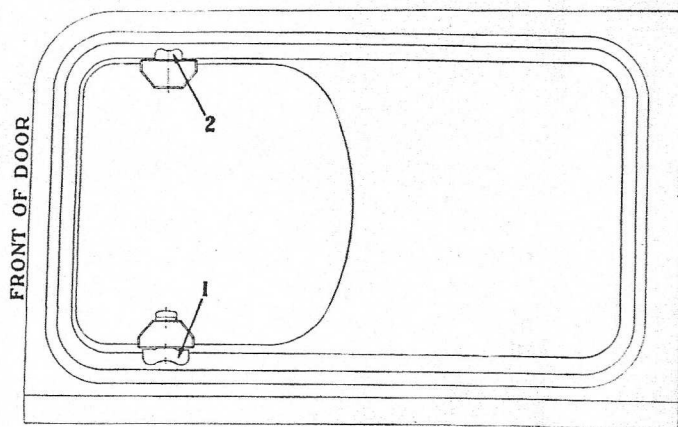
○ COLOR No. 2070 ○

TRIM No. W

COLOR COMBINATION NUMBERS AND TRIM LETTERS

In order to facilitate ordering of trim and Duco for use on 1932 cars, a trim and color combination number plate is mounted on the body sill at the right front body hinge pillar. This plate gives the color combination number in the same manner that a similar plate did on 1931 cars. In addition, a space has been provided for the trim combination letter to indicate the type of trim used. In ordering trim for bodies, always specify the job number and trim letter, and whenever possible attach to your order a small sample of the material. This will greatly assist in filling the order promptly.

INSTRUCTIONS FOR INSTALLING WINDOW WINGS

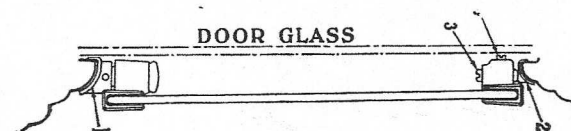


First place the lower reveal pad (1) on lower reveal allowing $\frac{1}{8}$ " clearance between the glass and the front of window opening or door glass guide.

Next locate the upper reveal pad (2) maintaining the $\frac{1}{8}$ " clearance, then turn the adjusting screw (3) firmly into place by means of an ordinary screw driver. This screw must be turned up tight in order to firmly clamp the wing inside the reveals. Failure to do this will result in the wing dropping off and breaking in service.

With sufficient pressure applied to hold the wing firmly in the door, turn the set screw (4) into one of the slots provided in the adjusting screw (3).

After approximately 500 miles, the facing on both the reveal pads will have conformed to the reveals and it will be necessary then to take up the adjusting screw (3) farther to hold the wing tightly in the door.



SELL ACCESSORIES IN APRIL!

No. 1. Equip one or more cars on your floor with a full line of accessories.

No. 2. Display accessories openly in your service department.

Chief Topics

GENERAL MOTORS NATIONAL EXHIBITS

Beginning April 2nd and ending April 9th, General Motors will open the most complete exhibit of its kind ever staged. Simultaneously, in 55 cities, a comprehensive display of all General Motors products will be thrown open to the public.

Forty-six models of General Motors cars, all recently introduced, will feature the exhibit. Included will be a representative number of Pontiac V-8's and Pontiac Sixes. Fisher will have an exhibit of its Guild work among the boys of America in which 145,000 boys participated last year.

The displays will provide an opportunity for every motor car enthusiast to view outstanding examples of the progress made during the last year.

Although motor cars will form the principal feature of the exhibit, there will be other interesting General Motors products. General Motors, for example, has carried its principles of time and labor saving, increased convenience, comfort and happiness into the building of products for the home. As a result, the exhibit will include Frigidaire electric refrigeration, Delco electric fans, and Delco vacuum cleaners, together with water systems and electric lighting plants for farm homes. In addition, there will be a display of AC products, such as spark plugs, reflex lamps, oil filters and Remo chemical injectors.

These products will be shown in an unusual setting designed by leading display artists of America. And while they are being viewed, the visitor will have the pleasure of listening to famous orchestras.

Every Pontiac service man should take an active part in the National Exhibits by talking to all of his service customers and friends and urging them to attend this interesting and educational display of General Motors products.

CHECKING TRANSMISSION ALIGNMENT

Some question has arisen regarding the proper use of the Clutch Housing Indicating Arbor (HMJ-175) and attachments. The major purpose of this tool is to check transmission alignment in correcting cases of high speed slip-out. In section 12, page 12, of the 1932 Supplement to the Service Shop Manual, you are told that the rear face of the clutch bell housing must be square with the center line of the crankshaft to within .005" on a $3\frac{5}{8}$ " radius. As shown in Fig. 1. This radius applies only to 1931 Oakland V-8 models.

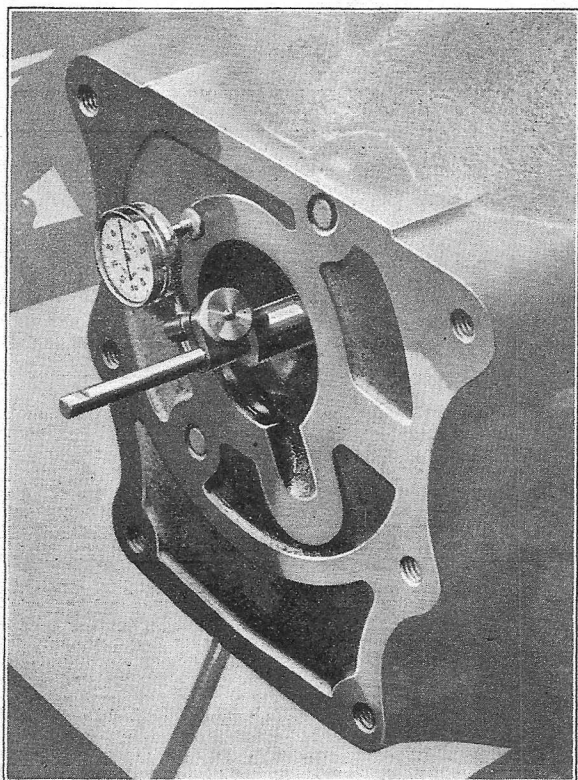


FIG. 1.

It is our desire at this time to give you a radius which will apply to any model in case difficulty of this nature is encountered. Therefore, if the rear face of the clutch bell housing is held square to within .003" TOTAL INDICATOR READING ON A 2" RADIUS no difficulty should be experienced with high speed slip-out. You may, therefore, disregard the $3\frac{5}{8}$ " radius previously recommended.

The clutch housing pilot hole must be concentric with the center line of the crankshaft to within .005" total indicator reading.

NEW WINDSHIELD FREE WHEELING STICKER

HOW TO USE FREE WHEELING

The free wheeling control must be used the same as a gear shift lever.

To Free Wheel

With the car in forward motion, DEPRESS CLUTCH PEDAL and push control knob in to limit of travel. In this position advantage can be taken of free wheeling and gears changed to any forward speed without depressing clutch pedal by simply lifting the foot from the accelerator. NEVER SHIFT INTO REVERSE WITH CAR IN MOTION OR WITHOUT DEPRESSING CLUTCH PEDAL.

To Lock Out Free Wheeling—Car in Motion

Speed up engine until it is pulling car. DEPRESS CLUTCH PEDAL, and pull control knob to LIMIT OF TRAVEL in out position.

To Lock Out Free Wheeling—Car Parked

Operate free wheeling control the same as you do gear shift lever when car is in motion.

To Shift Gears with Free Wheeling Locked Out

In this position shifting of gears is accomplished the same as in former models without free wheeling. DO NOT TRY TO SHIFT GEARS WITHOUT DEPRESSING CLUTCH PEDAL.

OAKLAND MOTOR CAR COMPANY

FRONT WHEEL REMOVAL

As a means of encouraging more efficient shop methods, we are passing along the following suggestion for removing the front wheels of an automobile after the car has been jacked up:

1. Remove the hub cap.
2. Remove and discard the cotter key.
3. Remove the spindle nut and place it inside the hub cap.
4. Replace the hub cap on the hub.
5. Grasp the hub cap with the right hand, the top of the tire with the left hand and lift off the wheel. It will be found the hub cap makes a very convenient handle with which to lift the wheel.

The foregoing procedure keeps the hub sealed and prevents bearings being placed on the garage floor or the car running board to leave grease rings and pick up abrasives.