

The PARTS and SERVICE POINTER



BUICK



OLDS



PONTIAC



Although this is a busy world, it is not too busy to pause for a few minutes to send all B-O-P Service and Parts men a message of Christmas cheer.

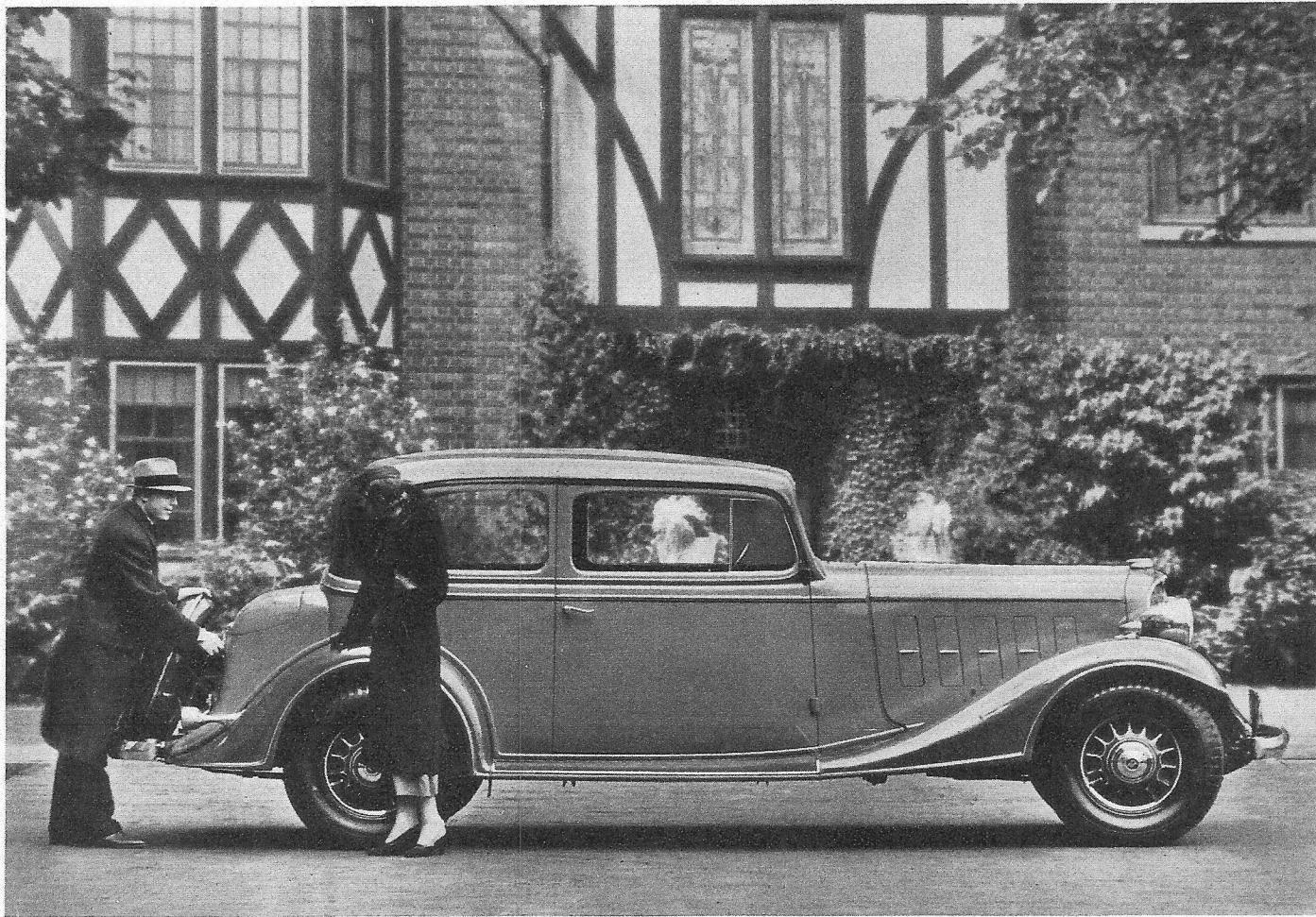
So here goes business for a moment—a moment for thinking of you who have "hit the line" pretty hard this past year. Here's my hand, a real warm hand-clasp, and a hearty wish for a big, full measure of Christmas joy.

Here's another shake for wishing you a heaping measure of good luck and good fortune, for the New Year to come, and the many years which I trust will follow.

And here's "How" from the entire Parts and Service Organization of B-O-P—here's good luck again from them for the coming year, and a big hope that you will be busy Saturday night, the 24th, with the same job many of us will have: trimming the Christmas tree for the kids—and—ourselves.

Most sincerely,

General Parts and Service Manager

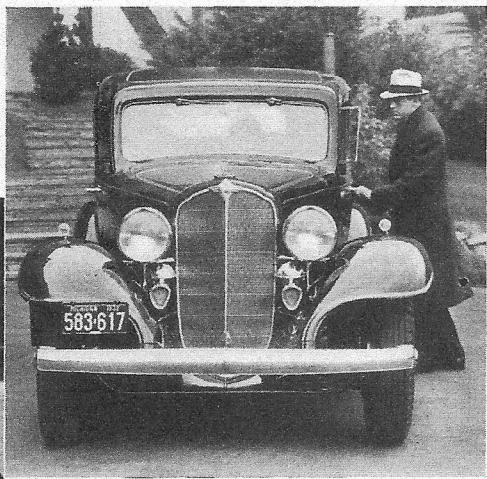
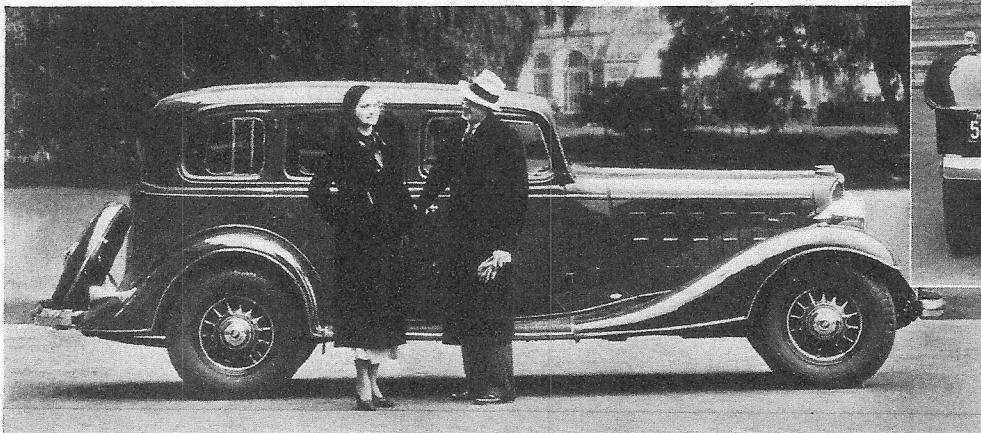


HAVE YOU SEEN THE NEW BUICK?

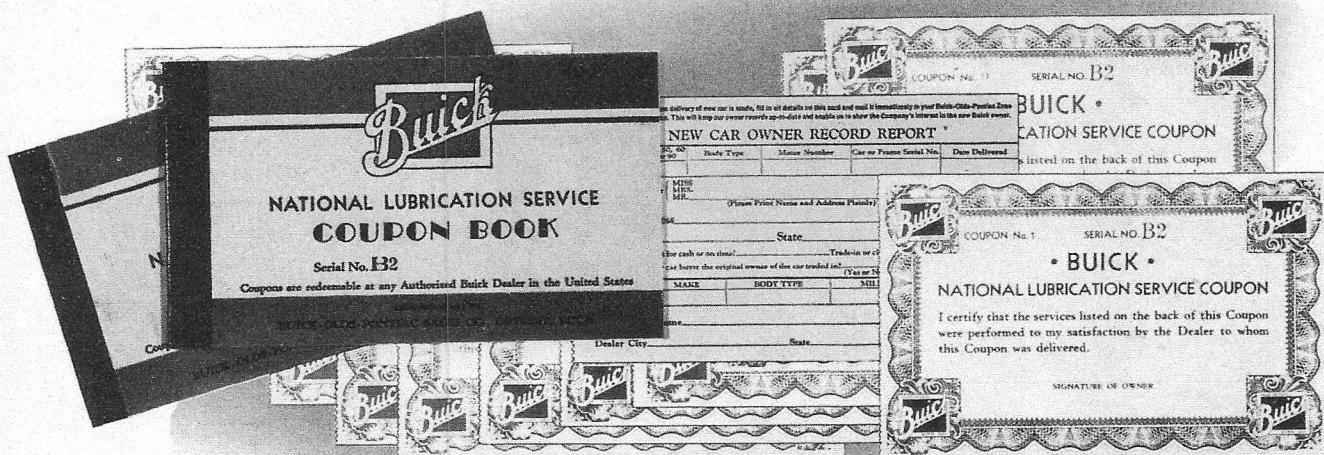
FIRST of the 1933 General Motors cars to be announced, the new Buick gives us our first glimpse of remarkable strides made in engineering and body design. It reveals the advanced thinking of Buick and Fisher Body engineers, who have captured the modern spirit of streamline design and translated it into the smoothly flowing body lines you see pictured on this page. All wheelbases have been lengthened: the new Fisher No-draft ventilation is a feature: mechanical details have been improved and strengthened. Safety glass is standard in the windshield

and window ventilators on all closed models, all-round in Series 80 and 90, and available all-round in Series 50 and 60 at extra cost. All in all, Buick for 1933 gives more and better miles, and again maintains its position as the leader in the fine car field.

It's the finest Buick ever built. A beautiful car—have you seen it?



Viewed from any angle, the 1933 Buicks present that smart, modern, ultra-distinguished appearance which is so in keeping with their hidden values. Construction? Performance? Dependability? Why, it's a Buick!



ANNOUNCING the NATIONAL LUBRICATION SERVICE Plan

NEWS! Real news! Big news! News of the latest development in service work—news that the B-O-P dealer and his whole organization, large or small, will read with interest and mounting enthusiasm.

For here is something different—something totally unlike anything that's gone before—and B-O-P makes history by introducing it to the motoring public and to its dealers throughout the United States.

Motoring with new freedom added—a car sale with the lubrication included—that's the National Lubrication Service Plan, announced first for the 1933 Buick, and to be available for both Oldsmobile and Pontiac with the introduction of their 1933 models!

Daring in its conception, startling in its effect, amazingly simple in its working, this new plan neatly fills that long-felt need for the continuance of pleasant relations between the car buyer and the dealer. It is designed to help establish the dealer in the mind of the car buyer as the logical source of the various items he must have to keep his car operating as it should. It will help the new owner over that period when he is getting acquainted with his purchase. It will encourage him to come to the dealer for advice and help if these should be required—it will make for good-will and cordial business contacts with mutual benefits to both.

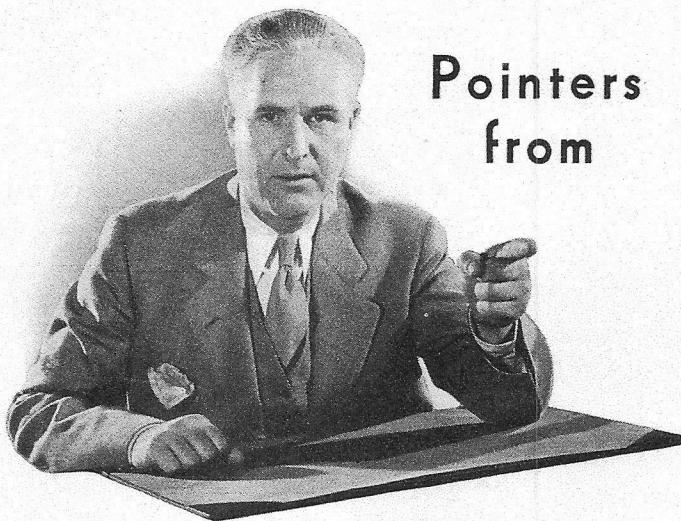
It does this so naturally, so easily, that it is difficult to understand why it was never done before. Possibly the answer is that it grew logically out of the increasing emphasis placed on lubrication, maintenance and courtesy

services, and out of the realization that the widespread service organizations of the dealers selling Buick, Oldsmobile and Pontiac cars were ready to handle a practical plan of this magnitude and importance.

Here is how it operates—when the car is delivered to the customer, a National Lubrication Service Coupon Book is delivered with it. The Coupon Book is safeguarded by the dealer's and the owner's signatures. It is not transferable and will not be replaced if lost by the owner. It holds twelve coupons, each of which, when signed by the owner and presented by him or any member of his family, is good for one lubrication, as defined on the back of the coupon, at any authorized dealership for his make of car in the whole United States.

What a vista of driving comfort and convenience this opens up! What a stimulus it gives to new car sales, and to service work as well! Think of it—all the lubrication work on all the 1933 B-O-P cars assured to the dealer organization which sells them. Owners coming in regularly, time after time, for those small attentions which are so easily handled but which are so necessary to the smooth operation of the car. Opportunities—twelve of them at least—for building owner good-will and for forging those bonds which will bind him to the dealer, which will keep him coming back, for maintenance work, for tires, gas and oil, and eventually for the purpose of buying his new car in 1934, 1935 or 1936.

(Continued on Page 10)



Pointers
from

Old Man Pointer

YOU CAN WRITE the story of any successful man very briefly—he knew what to do, he knew how to do it, and HE DID IT.

NO OPTICIAN on earth can correct short-sightedness in business. The cure must come from within.

CLEANLINESS is next to godliness—and it's next to impossible to run a really good service business without it.

STRIVE ALWAYS to recognize your weaknesses, for this is the first step toward correcting them.

LASTING SUCCESS comes to a business in proportion to its sincere effort to satisfy and please its customers.

MERCHANDISING is in the mind, salesmanship is in the heart—both of them should be in the will.

CONSIDER the postage stamp—it takes its licking, but it sticks until it gets where it is going.

YOU CAN MELT lead on the kitchen stove, but it takes a hot fire to make good steel. Many a strong back-bone is being forged in this depression.

\$ERVICE PROFITS\$

PROFITS COME EASIER WHEN LOCATIONS ARE RIGHT

IF "man is the product of his environment" then in a very real sense service profits are the product of location and surroundings. This simply means that where everything else is equal, the neatest service station, having the most convenient location, has by far the best chance of achieving a satisfactory profit position.

Obvious, you may say, and not very profound. To which the reply is that, profound or not, this important fact seems to be generally neglected or not understood. Possibly the reason is that common failing of human nature, that universal tendency to grow into a rut and to become accustomed to daily surroundings.

It is not a case of the other fellow's field being greener than our own. It is, instead, a matter of coldly considering location and surroundings from a materialistic, matter-of-fact and business-like point of view. Whether you like it or not, the time has passed when the average automobile owner will take the trouble to drive into a back alley to locate someone to do his service work. He demands—and his actions show this clearly—that his motor car be serviced in a place that is convenient for him to reach.

It is common knowledge that, in big cities, buildings on one side of some streets command higher rentals than those on the other side. These higher rentals are paid for only one reason—the locations are worth more. More people pass—more business is done—on that side of the street: and shrewd business men are perfectly willing to pay a premium to conduct their business transactions where people prefer to trade.

This does not mean that every Service Department ought to pull up stakes and flock to the best locations on main streets everywhere. No. There is a balance between receipts and expenditures: between what is possible to take in and practical to pay out, and every sound business planner has in mind the beneficial possibilities of suitable locations.

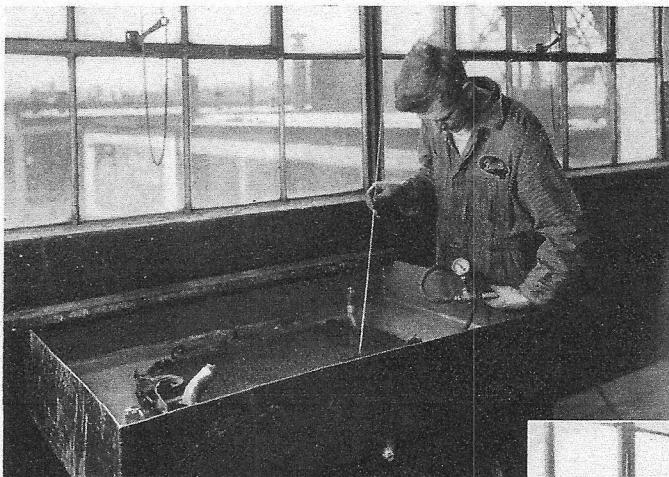
There is, however, this to be said. In times like these, when leases are expiring and new realty arrangements can conveniently and economically be made, the advantages of a change in location should be carefully weighed. Every man who is charged with serving car owners and servicing their cars should ask himself one question, and then try to answer it honestly—"Is my location the best I can afford?"

Are you listening?

BUILDING COMPLETE SERVICE

NOWADAYS radiators don't leak as often, as much, or as badly as they did years ago. They are better built and mounted more solidly, and vibration doesn't get the chance it once had to strain them and spring them. As a result, a business which once was the exclusive property of the radiator specialist has been thrown open to the average automobile repair station. The added volume which radiator work can bring to the Service Department of the B-O-P dealership is consequently a thing to be carefully examined. A shop organized to take care of average radiator work properly can make it pay.

There are, of course, ways and ways to handle radiator work. Every radiator man has his pet tricks and solutions. It is not possible to describe many of them, nor is it necessary, since this branch of service work is fundamentally quite simple, though it requires care and skill to turn out good, satisfactory repair work.



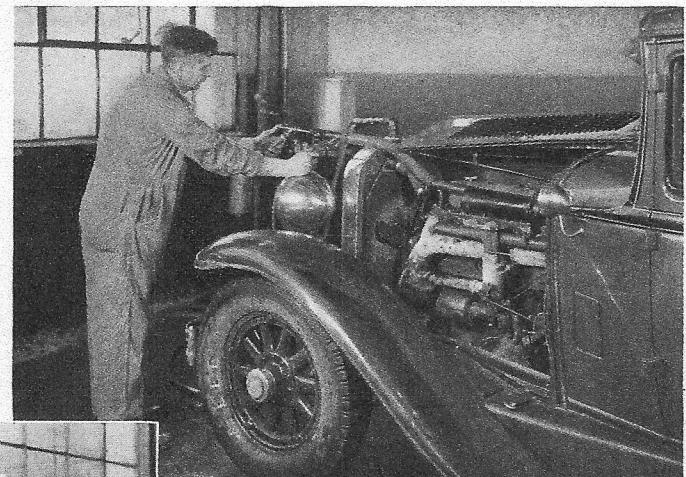
Locating leaks by using air at low pressure on radiator which is immersed in a tank of water.

Modern high-efficiency motors are engineered with a lot of care paid to the cooling system. Refinements such as thermostats, automatically controlled shutters, and oil temperature regulators all fall within the province of the radiator man. He can prove a good producer in the average shop if his services are actively merchandised. There is money to be made in merely cleaning out cooling systems—and getting the customer to look at the muck which issues forth when the drain-cock is opened, goes a long way

RADIATOR WORK

toward selling a cleaning job! A reverse flush is the first and simplest way to clean out a radiator. It serves for the large majority of sound, whole radiators. The apparatus required is familiar, and it can be purchased or made up by the handy mechanic out of hose and pipe fittings. It is simply a mixer for water and compressed air, with taps controlling both, provided with a hose to couple it to the cooling system. Circulation is secured in a direction the opposite from normal, and all ordinary sludge and dirt is dislodged by the action of the air churning the water around in the passages.

Sometimes a useful preliminary to the reverse flush is a draining and refill of the cooling system with a warm cleaning solution, usually an alkali such as sal soda, circulating this by running the engine for a couple of minutes. This solution is then drained off, clean water is circulated in the same way, and the reverse flush completes



Showing the simple apparatus required for reverse-flushing the cooling system—a thoroughly efficient method.



Soldering by using a welding rod to conduct the heat where it is needed, preventing the opening of present soldered joints.

the job: that is, unless these operations show up some leaks which need to be soldered.

There's a knack to soldering radiators, but it is an easy one to acquire. That old stand-by, the oxy-acetylene torch, comes in handy once more. Good work can be done with a number 2 tip, but the smaller flames are preferred. Use very little oxygen—have the flame soft and not hissing. You've got to solder the leak and not unsolder anything else! Sometimes

(Continued on Page 10)

B-O-P PARTS AND MEET IN DETROIT TO



ABOVE is a glimpse of one of the corners of the Banquet Hall, showing some of the signs, banners and exhibits which made it so attractive as a meeting place. Among the exhibits were lubricating guns, tanks and display boards, uniforms for service personnel, B-O-P owner follow-up systems, and A C products, including the new spark plug cleaner.



FROM ALL OVER the country they converged on Detroit during the week of November 14th—Zone Parts and Service Managers and Regional Parts and Service Managers—where they met with Home Office executives in three days of constructive planning for the coming year.

The Banquet Hall of the Hotel Statler was arranged with exhibits, banners and signs. Thus the sessions were held amid surroundings which indicated the advances made in service merchandising and which pointed the way to increased service volume and profits in 1933.

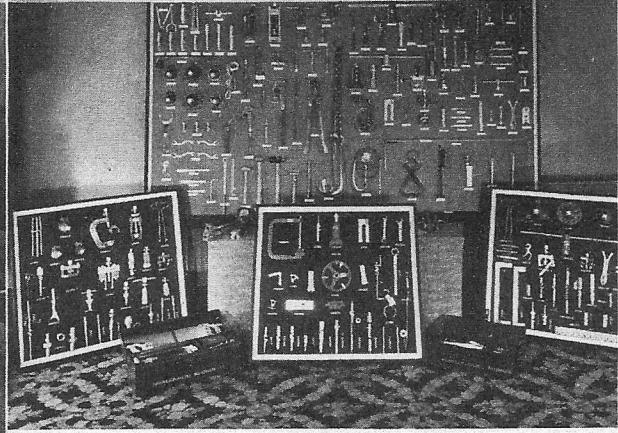
In this atmosphere of merchandising and selling

Left—ONE OF THE high spots of the Convention was this full-stage merchandising display which presented in colorful fashion the selling tools which are available to help build efficient service departments. It included a set-up of available accessories which aroused the admiration of all who saw it.

SERVICE MANAGERS PLAN FOR NEW YEAR



**A BALANCED PARTS STOCK P
for EVERY 80% DEALER IN 19**



WELL LAID OUT tool boards are always interesting, and the four shown above received considerable attention. The banner over them doesn't refer to the tool boards, but to another desirable activity in which some useful developments have recently been made. Kits of hand-tools for wood and metal work were also shown.

there were displayed the old, time-tried methods of building up service business, and in addition, there were glimpses of what 1933 will provide. Among these were new accessories, the latest type of waiting room for service customers, and the preliminary models of the B-O-P motor-car radio, soon to be announced.

In view of the enthusiasm, energy and cooperation shown at this Convention, it is expected that 1933 will demonstrate once again the profit possibilities of service work in B-O-P dealerships throughout the United States.

Right—IN THE HOTEL STATLER there was erected this modern style waiting room, built of pipe with striped canvas panels and canopy, and furnished with wicker settee, chairs and a table on which was set a radio. Flanking it were accessory displays, including the latest type of Self Seller, fitted with parts and accessories.



AMONG OUR DEALERS



WALKER OLDSMOBILE COMPANY—Jackson, Michigan

ORGANIZED as recently as 1928, the Walker Oldsmobile Company of Jackson, Michigan, has nevertheless built up an enviable service business under the able management of Don Weatherbee, who has acted as Service Manager ever since the company was formed. Under his guidance

the Service Department has established a reputation for honesty, courtesy, good work and cleanliness.

Not a little of the credit must be given to "The Walker Messenger" which is a clever little publication issued, as the title page says, "every now and then." It is produced on

the mimeograph, and it is made interesting by hand-drawn headlines and illustrations. The contents include hints to motorists, service specials, a letter from Mr. N. P. Walker beginning "Dear Customer," and, every now and then, some excellent humor.

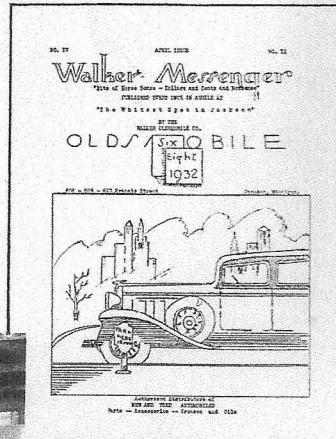
In July of this year the Pontiac franchise was taken on: as a result, labor, parts and accessory sales took a jump and are still increasing. All in all, the Walker Oldsmobile Company furnishes a good example of the way in which sincere service can be made to pay.



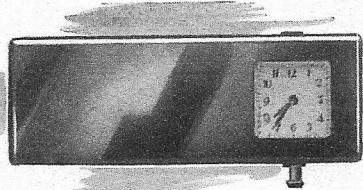
Above, Mr. Nathan P. Walker, proprietor of the Walker Oldsmobile Company, and a man who is thoroughly sold on the value of a good Service Department.



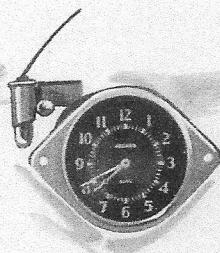
Above, the service floor of the Walker Oldsmobile Company.



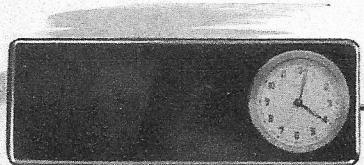
Above, a reproduction of the front cover of an issue of "The Walker Messenger," the four-page direct-mail effort which does so much to promote owner good-will.



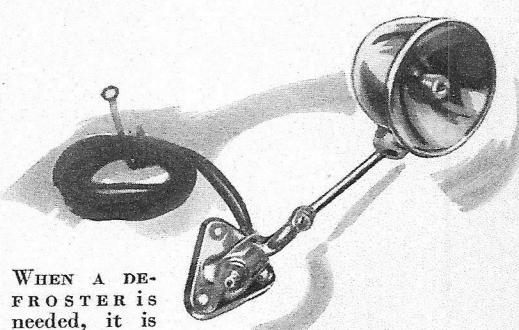
AN INNOVATION in mirror watches, with a 30-hour movement, pull-wind. It's a pleasure to wind—just pull down on the soft rubber knob several times. The mirror is the popular grey non-glare type. The list price is remarkably low—\$3.80, Group No. 9.772, Part No. 980361.



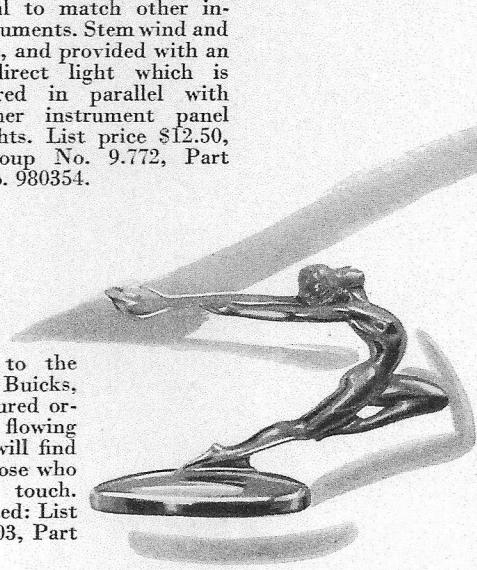
DASH WATCH, with accurate, durable eight-day jeweled movement and dial to match other instruments. Stem wind and set, and provided with an indirect light which is wired in parallel with other instrument panel lights. List price \$12.50, Group No. 9.772, Part No. 980354.



A MIRROR WATCH de luxe, with stem-wind and set jeweled eight-day movement, ornamental pierced hands, engraved bezel and easily read figures. Mirror is the popular grey, non-glare type, highly silvered and polished. List price \$12.50, Group No. 9.772, Part No. 980355.



WHEN A DEFROSTER is needed, it is needed badly—this neat, efficient, good-looking device repays its cost in one good sleet storm. The B-O-P defroster is a de luxe model, including silk cord, clearly marked on-off switch and a protecting fuse. List \$3.25, Group No. 9.779, Part No. 980359.



ADDING DISTINCTION to the front end of the new Buicks, this beautifully sculptured ornamental figure, with flowing wind-blown drapery, will find a ready sale among those who want the exclusive touch. Brilliantly chrome-plated: List \$6.50—Group No. 1.203, Part No. 980356.

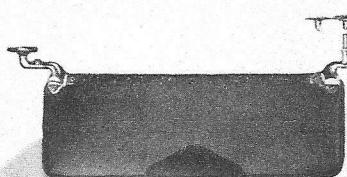


THERE'S ALWAYS a demand for a good-looking gear-shift ball. The one illustrated is imitation onyx, with a depth and translucency that must be seen to be appreciated. Packed ten to a box, and the list price is only 50¢ each—Group No. 4.009, Part No. 980357.

NEW 1933 BUICK ACCESSORIES

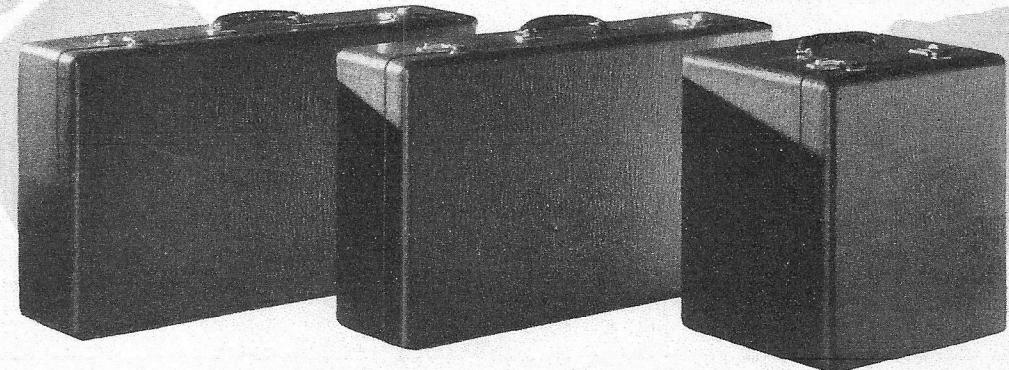
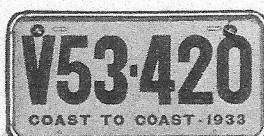
ILLUSTRATED on this page are a few of the brand new, profit-bristling accessories which are available for the 1933 Buicks. In addition, there are, or soon will be, others—among them an unusually complete line of specially designed trunks and a superior radio, for which the new Buicks have the antenna already installed.

These are quality accessories, you will observe: yet the prices are strictly competitive and in line with the present trend. Furthermore, since many items formerly listed as accessories are now standard equipment on the cars, it will be easier to sell these new and appealing extra accessories. There are big profits in these items.



THE CONVENIENTLY ADJUSTABLE inside sun visor matches the standard equipment visor in size and color. It is readily shifted from the position over the windshield to a position over the front door.

LICENSE PLATE HOLDERS, fully chrome-plated, add that finishing touch of harmony which the new Buick deserves. They list for only \$2.25 the pair, Group No. 9.777, Part No. 980358.



THERE'S AN unusually complete assortment of trunks and luggage sets for the 1933 Buicks. Typical of them all is the three-piece luggage set shown at the right, light in weight, sturdily built and lined with green moire. List price for the set is \$24.50, Group No. 9.990, Part No. 980362.

The National Lubrication Service Plan

(Continued from Page 3)

There is the purpose of the National Lubrication Service Plan in a nutshell. It is to keep the car buyer satisfied with his purchase. It tells him that the entire B-O-P organization is vitally interested in seeing that he gets from his car the full measure of dependable, enjoyable transportation which was built into it in the factory, with the least amount of inconvenience to himself.

Each coupon in the book represents to him just that much interest in his individual needs, just that much of transferred responsibility, and of personal gratification that his car is receiving specialized attention from those best qualified, by instinct and training, to give it.

That coupon, when it is signed and delivered as authorization for work to be done, represents an obligation on the dealer, and to everyone in his organization, to see to it that the big purpose of the National Lubrication Service Plan is carried out in every detail.

We speak of it as an obligation. In reality it is an opportunity—the greatest opportunity for the development of service business in the authorized dealership which has ever been made available.

Building Complete Service

(Continued from Page 5)

the heat can be led to the exact spot where it is required by a piece of welding rod properly held. Of course, all the usual soldering rules apply, and either plain or acid-core solder can be used.

But first, the leaks must be located. To do this accurately, the same scheme as used for inner-tube repairs is useful. Provide a tank of water, say three feet by four feet by one foot deep, preferably copper-lined, but the whole thing can be made of galvanized iron if first cost is an object. It should be set on legs to bring it to approximately waist height. An air hose should hang conveniently near, with a low-pressure gauge outside the valve, and with the supply to the radiator running through a rubber hose to fit the overflow pipe. Rubber plugs to close the other openings are also needed.

With the radiator submerged, and openings all plugged, admit air gently to about three pounds pressure. This will show large leaks. Gradually increase to between six and ten pounds, which will indicate all leaks which need attention, by bubbling of course. Mark the spots so that they can be found either with plugs or by punching them open with a sharp tool resembling an ice-pick. When all have been marked, drain out the radiator, outside and in, and it is ready for the soldering process.

The inexperienced mechanic, incidentally, will do well to practice on discarded heaters and radiators at first! Remember, there's a knack in it!

Here's PROOF!

EVER SINCE the first announcement in the POINTER of the B-O-P Course in Service Selling, we have followed with interest the response of ambitious service men to the opportunity given them.

Enrollments have been pouring in—this is a testimonial to the confidence and faith placed in us by service personnel. At the same time, nothing takes the place of individual, personal testimony, and we therefore take pleasure in reproducing the comment of one student of the course. Remember, he had studied just the first book when this was written on November 16th. The italics are ours:

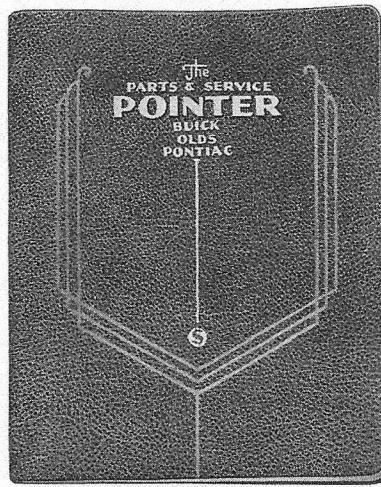
"After studying the Course I followed it as best I could, to watch results as the customers drove in and I got the orders from them. I followed them up and I truly think they liked it. On the first five orders I gained: No. 1, \$3.30 extra; No. 2, \$4.00 extra; No. 3, \$1.10 extra; No. 4, about \$20.00 extra; No. 5, \$3.00 extra; extra total for the first five orders, \$31.40. Now I am sure that I would not have secured this extra if I did not take your help."

Convincing, isn't it? By the way, there's an enrollment blank inserted in this issue of the POINTER. 'Nuf sed!

POINTER Index and Binders

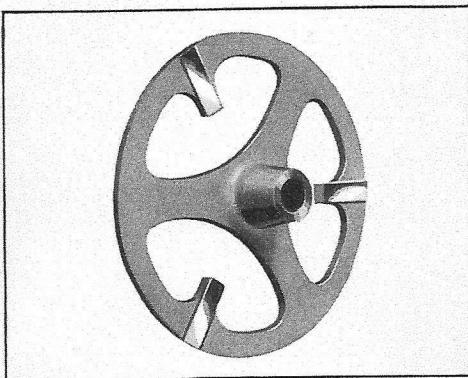
WITH THIS ISSUE of the POINTER, Volume 1 is completed and the January, 1933 number will begin Volume 2. For convenience of filing and reference, an index of the 1932 contents is included with this issue.

Many POINTER readers do not know that special binders may be obtained for the magazine as illustrated herewith:



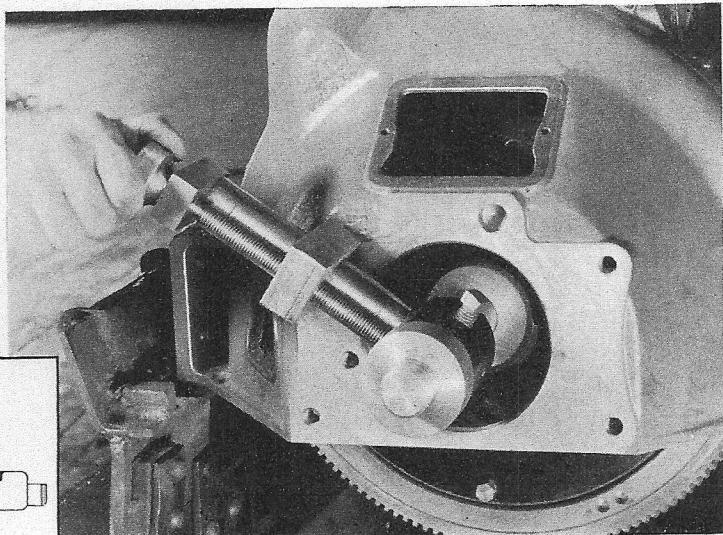
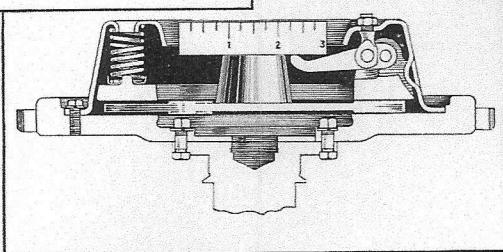
Binder for POINTERS

These are neatly constructed of durable artificial leather embossed and stamped in gold, and sell for the low price of fifty cents each. They should be ordered direct from Reynolds and Reynolds Company of Dayton, Ohio. They accommodate an entire year's issue of POINTERS, and will be found handy and easy to use.



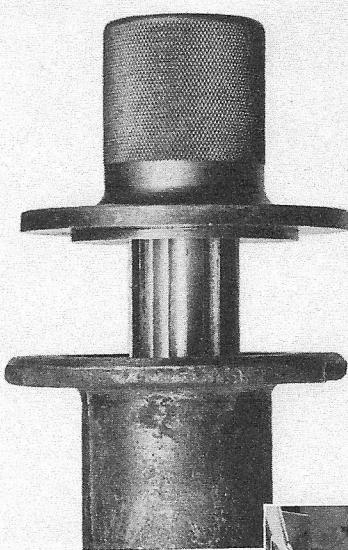
BELOW, the sketch shows how gauge plate J-285-B is used to adjust clutch fingers with 3" scale. A straight-edge for this purpose, J-288, lists for only 55c.

ABOVE, clutch finger adjusting gauge J-285-B listing at \$1.50 is substituted for the driven plate in making quick and accurate clutch finger adjustments.

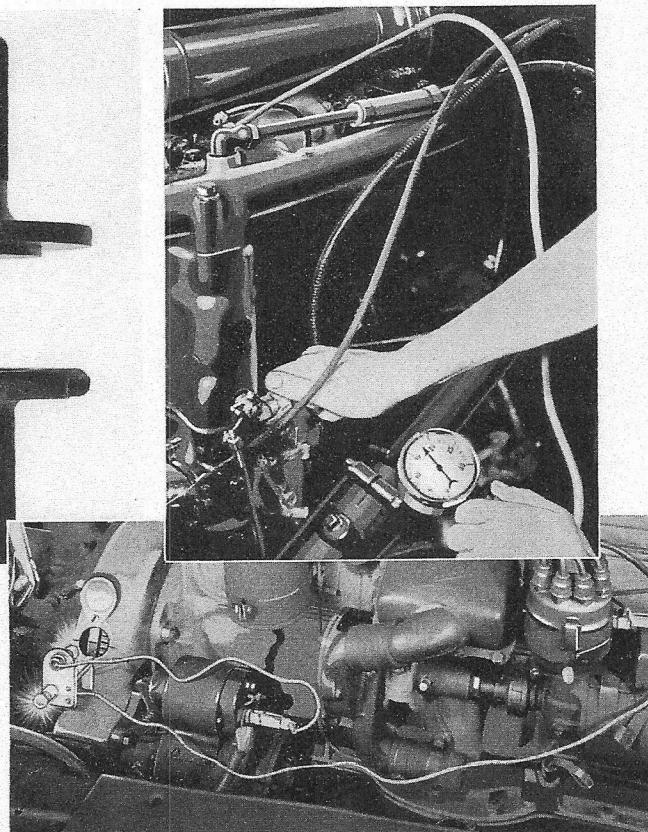


ABOVE is shown the clutch housing facing tool, J-523 which lists at \$21.50, used to insure alignment between the clutch housing and transmission case. It faces the clutch housing true with the crank-shaft. The large knurled nut on the end of the spindle adjusts the feed and helps to lock the tool block in place. The feed is by hand, from the pilot hole outward, by the feed nut at the end of the cutter block.

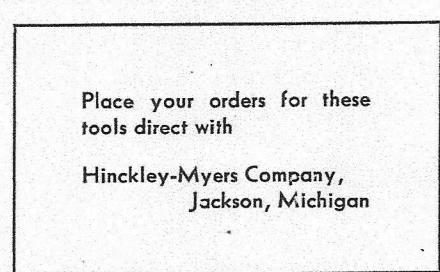
New Essential TOOLS for Servicing The 1933 BUICKS Save Time and Money



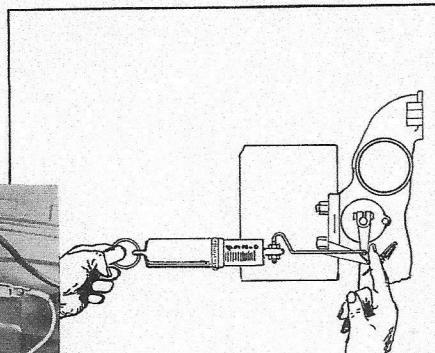
ABOVE is shown the drive shaft and torque tube equalizing gauge, J-541 for models 50 and 60, J-542 for models 80 and 90, list \$2.25 each.



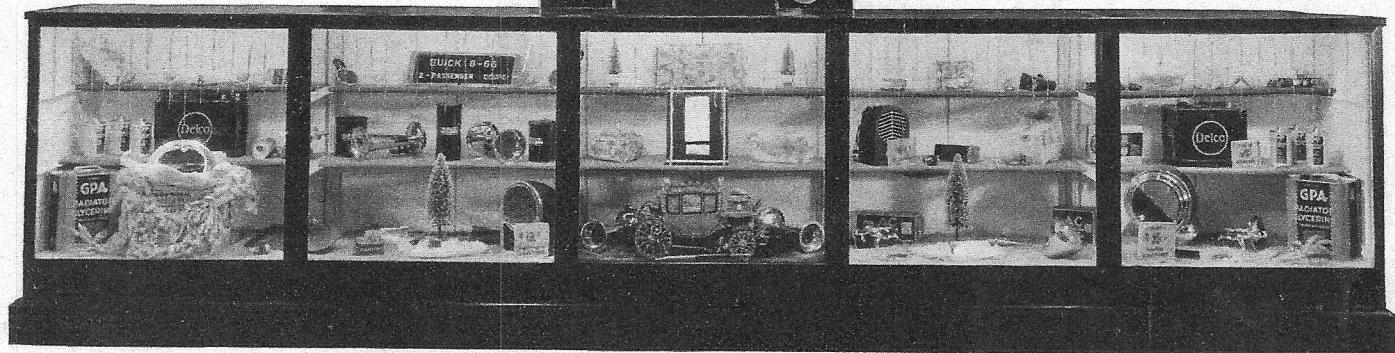
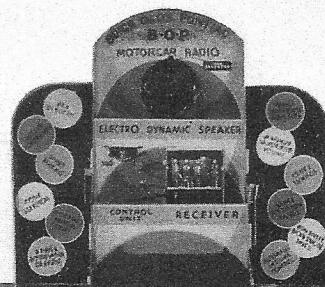
AT RIGHT, the ignition-checking test light, HM-494, listing at \$1.00, used as shown to illuminate the flywheel markings and to indicate when distributor points break contact.



AT LEFT, the engine-checking vacuum gauge HMJ-89 listing at \$2.25, when connected to the engine at the windshield wiper connection in the intake manifold, accurately indicates the vacuum, in inches of mercury, existing in the engine when running at idle speed. It helps to diagnose improper valve action, poor carburetion, ignition trouble or gasket leaks.



THE automatic heat control adjustment is conveniently made with the J-543 test lever, list 45c, and spring scale J-544, list \$3.25, as shown in sketch above.



THE PHOTOGRAPH above gives only a faint idea of the beauty of this Christmas accessory display. It would be a strong-willed car-owner who could walk near it without buying something! The holiday spirit is effectively carried out, by means of gay package wrappings, miniature Christmas trees, cotton, artificial snow and tinsel. Here is an idea that every service department can use—it's not the size of the show-case that matters, it's the cleverness with which it is trimmed that counts.

Who is thinking about ACCESSORY SALES?

THIS IS THE TIME of year when the holiday spirit starts to grip us all. We think of buying things—Christmas lists are made up, and the problem of "what to get for whom" looms large in our minds. That's all right—Christmas is coming—but why think of buying, only? Why not think of selling, too?

The few weeks before Christmas are the closest approach to a buyer's market that 1932 will bring. And, of course, accessories make much-appreciated Christmas gifts to anyone who owns a car. The reasoning is clear—set up

displays of the accessories you have in stock. Plan to sell them before the Christmas season is over.

Put aggressive effort behind them—show everyone who comes in for service what fine Christmas gifts accessories are. Send letters to everyone on your owner follow-up list, and for displays, take your pick of the suggestions on this page. Make a resolution to clear your stocks of 1932 accessories in December. Clean up for the new year—and make that count double for accessory stocks!



IT LOOKS AS IF even St. Nick were sold on one of these mirror watches. This simple counter display shows the merchandise, gives the selling message and adds incentive to buy. It's handled with a light touch that makes it attractive. Your local sign painter can copy this one, at small cost for such an attractive display.



A CHRISTMAS GIFT for the whole family—a heater for the car! Sell them attractively wrapped, and attach an individual letter or card conveying your good wishes, and informing the recipient that you'll make the installation at his convenience. That's better than a "gift order," although you can use that one, too!