

RETAIL

SERVICE SALES PONTIAC SERVICE NEWS

Volume I, Number I

Pontiac, Michigan

January 1, 1932

A NEW YEAR IS HERE

This New Publication is for You!

Mr. Dealer

to help you make more service profits and increase new car sales.

Mr. Service Manager

to help you sell more service and better manage your shop.

Mr. Mechanic

to help you make more money and assist you to a better job.

Mr. Parts Man

to help you sell more parts, accessories and control your inventory.

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"Retail Service News" like any other tool is only valuable to the extent to which it is put to work, therefore, make each issue available to every man in your service organization. We will supply as many copies as you need, for this purpose. Send your request to your Zone Office.

1932 to be a big year in Oakland-Pontiac Service



T. W. MOSS
Parts and Service Manager

Not just another year but a New Year in Service, and when I wish you a happy and successful New Year, I mean just that. During 1932 Service will prove to be a still greater factor than ever before in the success of Pontiac Dealers.

We know that you recognize the importance of Service, not only as one of the greatest direct means of profit making in your business, but also the means of securing more new car sales.

Our plans have been made to help you sell more service at a profit and keep your future business secure. I pledge you the full support of our entire Service personnel to make 1932 a successful and therefore a happy New Year.

A handwritten signature in cursive script, appearing to read 'T. W. Moss'.

Parts and Service Manager.

REWARD TO SERVICE MANAGERS

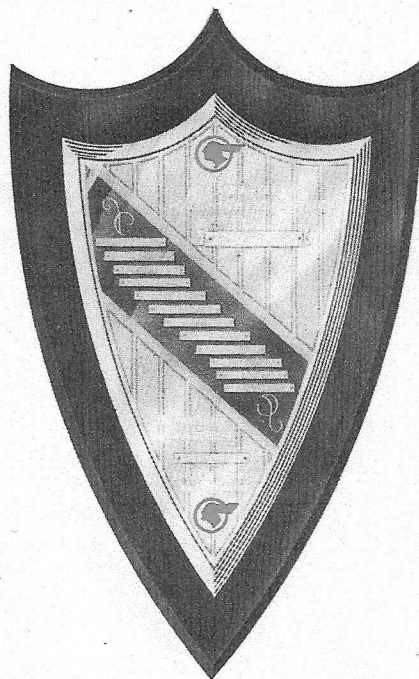
Here is news that should stir to action every Service Manager in the entire retail organization! To reward the dealer's Service Manager selling the highest number of Customer Labor hours each month per car operating in his territory, Oakland offers an attractive plaque to be competed for by dealers' Service Managers in each zone.

Rules for Reward

The Retail Service Manager who sells the highest number of customer labor hours per car operating in his territory for the month will be given a plaque the next month. The name of the dealer and the dealer's Service Manager winning will be engraved on the plaque.

At the end of the year the plaque will become the property of the Service Manager whose name is engraved thereon the most times.

The zone office will determine the winner each month from the dealers' financial statements submitted. A report showing the standing of each dealer in the zone and announcing the winning Service Manager will be mailed monthly from the zone office. Upon receipt of this report the dealer's Service Manager holding the plaque, if not the winner for that month, will immediately forward the plaque, insured parcel post, to the winning Service Manager.



Your dealer's monthly financial statement must be received in the zone office prior to the 15th of the month, or you will not be eligible to compete that month. Therefore, it is important that you turn in your daily cash sales, repair orders, etc., on schedule time as set up by your dealer.

In the event your dealer does not submit a monthly financial statement to the zone office it will then be necessary for you to use the Service Managers'

Guide Book and send your monthly sheets to the Zone Parts and Service Manager to determine your standing in the zone.

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Oakland-Pontiac Cars Operating In Your Territory

The number of cars used to determine the winner each month, will be based on the 1928-29-30-31 registrations as shown by the R. L. Polk Company's list. Get this list from your dealer.

TEN HOURS

Your minimum Customer Labor Sales goal should be 10 hours labor sales per 1928-29-30-31 Oakland-Pontiac cars operating in your territory.

Here is the reason why—

The average Oakland-Pontiac owner during the year will have at least the following work done on his car:—

	Number of Times	Hours
Lubrication	4	2
Wash	4	2
Tightened	1	2
Brakes Adjusted.....	2	2
Motor Tuned.....	2	2
Carbon and Valve.....	1	4
Minor Body Repairs.....	1	1

A Total of 15 Hours

Please note we did not include major repairs, wrecks, other makes of cars, or Oakland-Pontiac cars older than 1928, all of which offer opportunity for additional service volume.

It is reasonable to assume that you should get at least 2/3 of this work, or TEN HOURS CUSTOMER LABOR SALES, because:

1. In the majority of cases your organization originally sold the new or used car. It is reasonable to assume that they should come to you for service.
2. You are the authorized Pontiac dealer with a large investment in parts, tool equipment and a trained personnel to properly service these cars.

**PLAN NOW TO SELL
AT LEAST 10 HOURS CUSTOMER LABOR
SALES IN 1932**

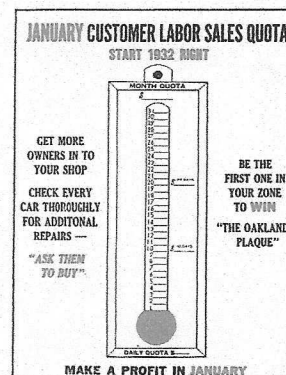
SELLING THE RIGHT AMOUNT OF SERVICE

It is the Service Manager's job to sell Oakland-Pontiac owners all the service needed—"Aside from that asked for." The Service Manager who finds out what the car needs—knows how to present it to the owner in a way that establishes the owner's confidence—then "Ask the Customer to buy"—will stand a better chance to win the plaque.

"Ask them to buy lubrication"—missing hub caps—missing body hardware—replace head-lamp bulbs—lens—worn floor mats—fan belts and accessories.

Remember, merely asking for the order will not get it; but your request, if backed up by good strong reasons why he should have the work done, will get additional business for you.

MAKE YOUR THERMOMETER BOIL



Mr. Dealer—it is to your interest to personally check, day by day, your progress in Customer Labor Sales, rather than wait until the end of the month to take the necessary action to stimulate your Labor Sales if such is needed.

All that is needed to operate this Quota Card is to have your Service Manager or bookkeeper daily total those customer repair orders that are closed and fill in the thermometer with red pencil on the card to a height that will indicate the accumulative Labor Sales. Do this each and every day until the end of the month and know the progress you are making in your shop.

HERE IS A TIP

Walk Around Every Customer's Car That Comes Into Your Shop—Find Additional Appearance Repairs—Explain To The Owners Why They Are Needed—Then "Ask Them to Buy"

HOW OAKLAND-PONTIAC SERVICE MEN CAN HELP SELL MORE NEW CARS

You can make and keep Pontiac owners more enthusiastic about these cars by better tune-up and better conditioning before delivery.

To keep owners enthusiastic, make sure every car sold is checked thoroughly at 500 and 1500 miles.

Service Managers should closely follow up every new car owner to find out if he has run 500 or 1500 miles. When he has, be sure you get him in for his free inspection. If you don't get them back for free inspections it will be hard to get them back as regular customers. Remember, the final test of good service is repeat business.

Tell Your Friends

Everyone does not get the opportunity to drive the new Pontiacs and prove to themselves that they surpass any other car in the low price class. So tell your friends about the new PONTIAC and see to it that they ride and drive them.

Keep a Permanent New Car Display in Your Service Station

Large dealers, with ample floor space in the service station, frequently display a new Pontiac car at the entrance. This enables owners, whether leaving or receiving their cars, to see the 1932 model.

The majority of these owners are driving old cars, ready to trade them in sooner or later, and no better way can be found to call their attention to the latest product of the Company than to let them actually see the new car at the time the old one needs repairs.

The New Pontiacs are the finest products ever produced by the Oakland Motor Car Co.

SELL SLOW-MOVING PARTS AND ACCESSORIES WITH THIS TYPE DISPLAY

**COSTS
VERY
LITTLE**



**EASY
TO
BUILD**

MONEY TIED UP IN DEAD STOCK IS FROZEN

Build one of these tables and stock it with your out of date or slow-moving parts and accessories, attractively labeled at reduced prices.

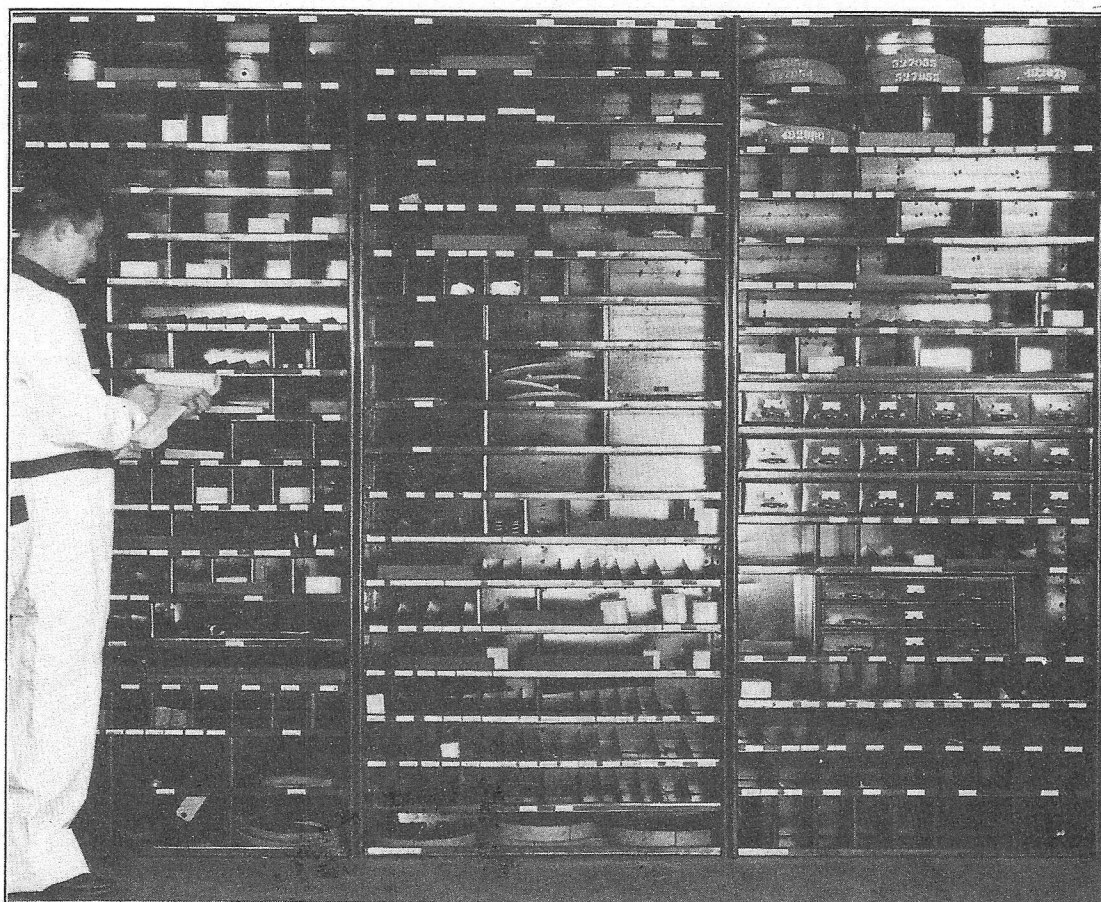
Locate it in your Service Department where customers will come in contact with it, and watch how your obsolete stock will move out.

DON'T DELAY—START THIS NOW!

A SURE WAY TO MAKE MORE PROFIT

Install THE BALANCED PARTS PLAN

Controls
Your
Inventory



Increases
Parts
Turnover

Three Unit System

HERE ARE THE BALANCED STOCK PLAN ADVANTAGES:

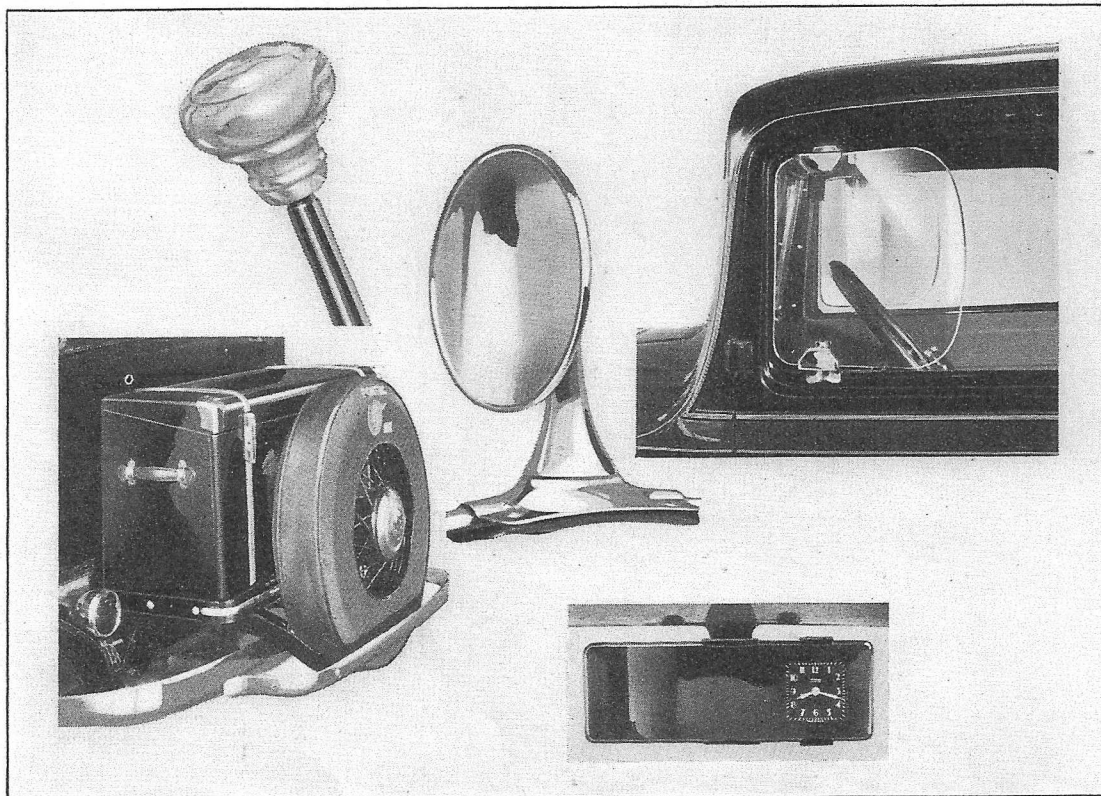
1. Groups parts in steel bins—in same order as monthly order pad.
To facilitate a monthly physical check of parts inventory.
2. Controls parts inventory—Through the use of the Monthly Order Pad as an Inventory Control.
3. Increases parts turnover.
At least 4 parts turnovers are possible because parts inventory is in direct relation to parts sales.
4. Eliminates obsolescence.
5. Provides for future expansion.

Dealers who already have adjustable steel bins can purchase at a very small cost the numerous dividers and shelves to conform with the Balance Parts Stock Plan.

THE 1932 BIN SYSTEMS ARE NOW AVAILABLE

SELL ACCESSORIES ON NEW CARS IN JANUARY THROUGH THE SELECT GROUP ACCESSORY PLAN

Each Accessory Group is Stocked at the Parts Depots in Unit Packages and May Be Ordered on the Monthly Order Pad by Group Equipment Number

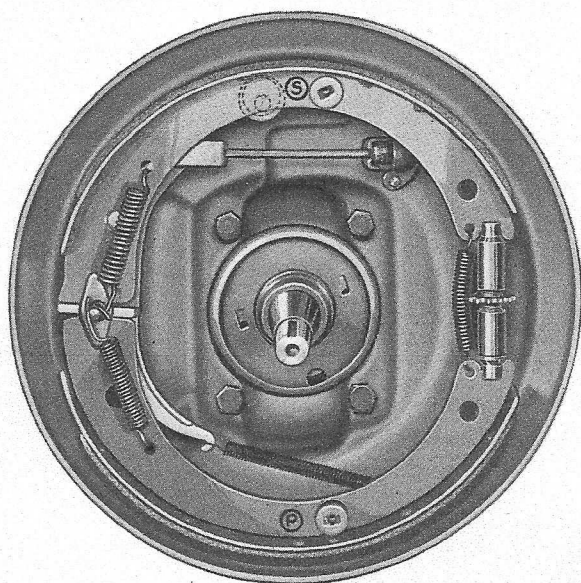


To Sell Accessories with New Cars We Suggest:

1. Select 2 or 3 Accessory Groups (See January Order Pad).
2. Order these groups by number from the Parts Depot.
3. Equip one showroom car with each group.
4. Show new car delivery price and Accessory Group price separately on price tag.
5. Display complete Accessory Equipment in Show Case or on table in showroom.
6. Pay new car salesmen a reasonable commission on individual or Group Accessories Sold.

MAKE A PROFIT ON ACCESSORIES IN JANUARY

NEW BENDIX BRAKES



Bendix Duo Servo mechanically operated four-wheel brakes are used on the 1932 Pontiac V-8 and Six. These brakes are widely known and easily adjusted.

Complete instructions for adjusting Bendix Brakes are being given in the new product mechanical schools now being held throughout the United States. Be sure to attend.

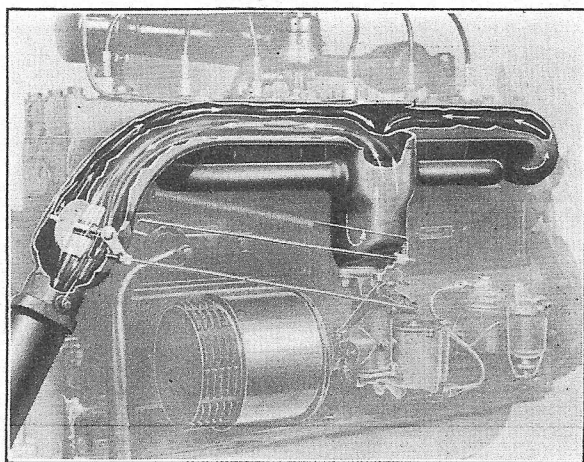
Brake charts, including complete instructions, will be off the press this month.

NEW EXHAUST MANIFOLD

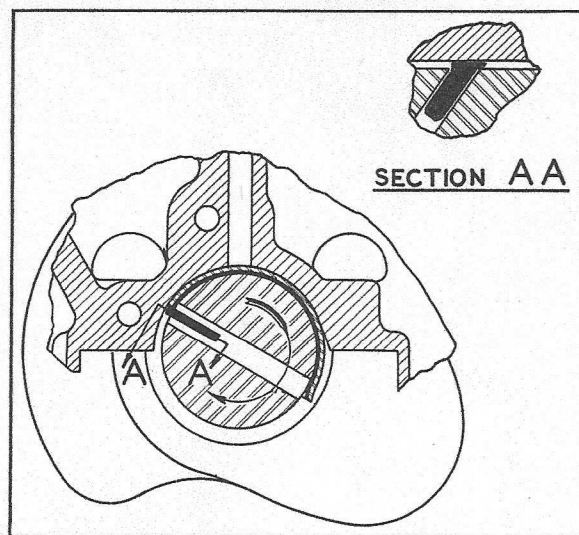
A new six port exhaust manifold is used on the 1932 Pontiac Six. The heat control valve in the manifold is automatically operated from the carburetor throttle. The "Off," "Medium" and "On" settings refer to the amount of heat supplied.

Adjustment of Manifold Heat Control Rod On Pontiac Six

The manifold heat control rod has an adjustable threaded end. In any case where it becomes necessary to remove either the carburetor or the manifold, the rod length should be checked. To do this, set the carburetor idling screw in the correct position and with the heat control valve lever against the stop in the forward position, with the control adjustment on the "On" position, adjust the length of the rod to accommodate these settings.



NEW STEEL BACK BABBITT MAIN BEARINGS



The new steel back babbitt main bearing introduces another easy service feature which will be appreciated by Oakland-Pontiac service men. In addition to the greater strength provided by the steel back—the bearing can be quickly changed without removing the crankshaft. A small tongue fitted into a groove in the cylinder block, holds the bearing securely in place and prevents any play. When necessary to replace the bearing, the upper half can be quickly rolled out by putting a small pin tool into the oil hole in the crankshaft and turning the shaft over by hand. The new bearings can be slipped in just the same way.

GENERAL SPECIFICATIONS

PONTIAC SIX

S.A.E. Horsepower.....	26.3
Brake Horsepower	65
Bore	3 $\frac{5}{16}$ "
Stroke	3 $\frac{7}{8}$ "
Displacement	200 cu. in.
Compression Ratio.....	5.1 to 1
Compression Pressure	115 lbs. per sq. inch
Firing Order.....	1-5-3-6-2-4
Water Pump Capacity (full)...	14 Quarts
Water Pump Capacity to Test Cock	11 Quarts
Fuel Capacity	15 Gallons
Wheel Base.....	114 Inches
Tire Size.....	18 x 5.25

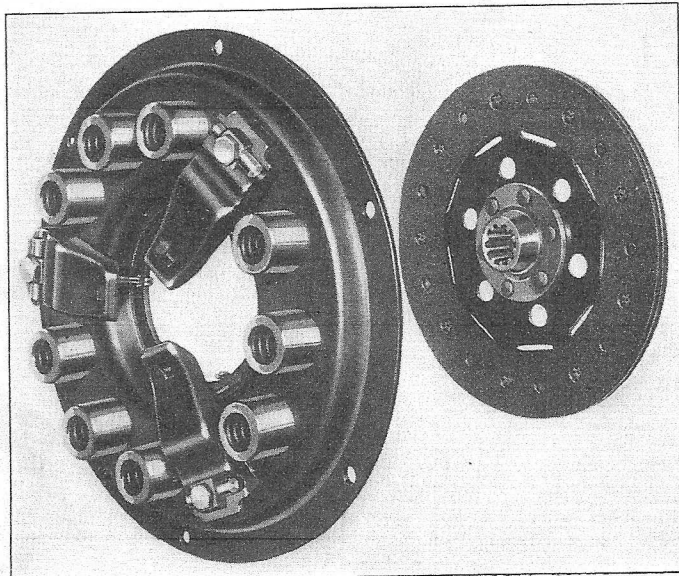
PONTIAC V-8

S.A.E. Horsepower.....	37.8
Brake Horsepower.....	85
Bore	3 $\frac{7}{16}$ "
Stroke	3 $\frac{3}{8}$ "
Displacement	251 cu. in.
Compression Ratio	5.2 to 1
Compression Pressure.....	117 lbs. per sq. inch
Firing Order	1-4-5-2-7-6-3-8
Water Pump Capacity (full)...	25 Quarts
Water Pump Capacity to Test Cock	23 $\frac{1}{2}$ Quarts
Fuel Capacity.....	20 Gallons
Wheel Base.....	117 Inches
Tire Size.....	17 x 6.00

NEW CLUTCH

The clutch used on the 1932 Pontiac Six and V-8 has larger clutch plates, nine clutch springs instead of six and adjustable clutch fingers. The new clutch plate sizes and increase in area are as follows:

	Pontiac 6	Pontiac V-8
Outside diameter facing.....	9 $\frac{5}{8}$ "	10 $\frac{3}{8}$ "
Inside diameter facing.....	6 $\frac{1}{8}$ "	6 $\frac{1}{4}$ "
Thickness	3 $\frac{1}{2}$ "	3 $\frac{1}{2}$ "
Area	43 Sq. In.	54 Sq. In.



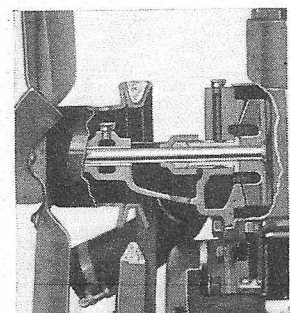
The nine springs give more uniform depression and pressure all around the surface of the pressure plates and therefore smoother engagement.

The adjustable fingers will be appreciated by all Oakland-Pontiac service men. This construction makes it possible to adjust the three fingers to exactly the same height so that all touch the surface of the throw-out bearing at the same time, eliminating any tendency toward ticking or rattle as the clutch pedal is depressed.

IMPROVED WATER PUMP

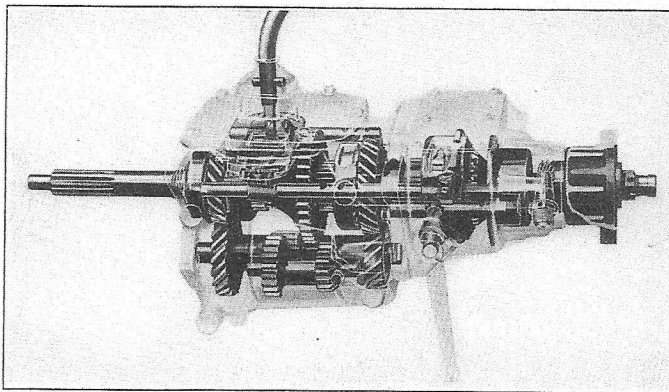
Built-in, centrifugal type. Thrust is relieved by vanes back of the impeller. New graphite bronze rear bushing replaces plain bronze. An oil pocket above this bushing holds 6 months' supply of lubricant.

The water pump circulates over 800 gallons of water per hour at a car speed of 25 miles per hour.



NEW SYNCRO-MESH TRANSMISSION

The syncro-mesh transmission used on the 1932 Pontiac Six and V-8 cars is an improved design, similar to that used on the 1931 0-8 but more compact and rigid with simpler flat spring construction instead of wires to engage the sliding sleeve which is the most important step in synchronizing operations. Except for this new spring, the operation of synchronizing high and second speeds is just the same as on the transmission used on the 1931 Oakland Eight cars.



New Syncro-Mesh Transmission

Built in with the transmission, is the new Pontiac free wheeling unit. This simple device, which is essentially an over-running clutch, permits the car to coast without being retarded by the compression of the motor. It also enables the driver to shift into low, intermediate or high gears without using the clutch, providing the car is moving faster than the motor is turning over.

The free wheeling unit may be locked in or out by the control on the instrument board.

The reverse shift rail is inter-connected with the free wheeling control so that shifting into reverse it locks out the free wheeling unit. This makes it possible to shift into reverse gear regardless of the position of the free wheeling

control. The Pontiac free wheeling unit incorporates a very simple construction. On the Pontiac Six there are seven rollers and on the V-8, eight rollers equally spaced and operating between a circular outside race and an inner cam member as shown in illustration on page 10. The unit is automatically lubricated from the transmission.

Gear shifting when the free wheeling control is pulled out, is done in the conventional manner.

When the free wheeling control is pushed in the gear shift is set so that it is not necessary to release the clutch when shifting from low to intermediate, from intermediate to low and from high to intermediate. It is only necessary to release the foot accelerator and move the gear shift lever into desired position.

When shifting from free wheeling to conventional gear, it is necessary to follow this simple procedure:

1. *Speed motor up until it is pulling car.*
2. *Disengage clutch.*
3. *Pull free wheeling control button all the way out.*
4. *Engage clutch.*

When you drive the 1932 Pontiac, notice how the synchronized high and second speeds give absolutely silent shifting at any speed while free wheeling. This cannot be accomplished on a car not equipped with syncro-mesh transmission.

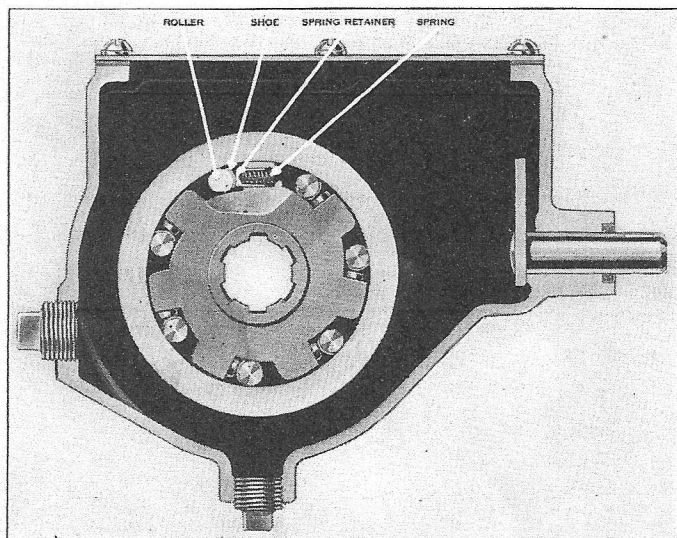
IMPORTANT:

Lubrication of Transmission and Free Wheeling Case

The gears run in a bath of oil, which should be inspected at frequent intervals. Twice a year (spring and fall) flush out the old oil and fill with new transmission oil which meets the SAE 160 specifications in summer and SAE 90 in winter. (Always drain and refill both the transmission and free wheeling cases).

HOW TO USE FREE WHEELING IN ORDINARY DRIVING AROUND TOWN

When a red light flashes a block ahead of you, merely coast up to it, perhaps it flashes green before you get there—then you simply step on the gas and go on again. If your car speed is too slow for high gear, just push the shifting lever into quiet second—then step on the gas, pick up your speed, shift back into high and go on.



Up Steep Hills

When driving up steep hills you can shift into second without clashing gears, without even touching the clutch if you wish, by merely easing off on the gas for a second.

Down Hill

When going down a steep hill it is desirable to lock out the free wheeling and use conventional drive, because it is safer to use the engine as a brake and of course it will save your brake lining. It is always advisable to lock the control so that free wheeling is inoperative *before* going on a down grade. This is done by first stepping on the gas until the engine is driving the car—then pull out the free wheeling knob and at the same time pressing down the clutch pedal.

Parking Car

When parking free wheeling Pontiacs always lock the control so that free

wheeling is inoperative. This will avoid difficulty of shifting into reverse gear that might arise from stiff grease in the transmission and free wheeling case.

Lubrication—Free Wheeling

Transmission and free wheeling lubricant must meet SAE 90 specifications in winter. This is very important, because congealed oil may render the rollers in free wheeling clutch inoperative.

NEW 30-DEGREE INTAKE VALVES

This gives a much faster opening of the valves and increases the efficiency, also permitting unrestricted vapor flow to the combustion chamber.

IMPORTANT:

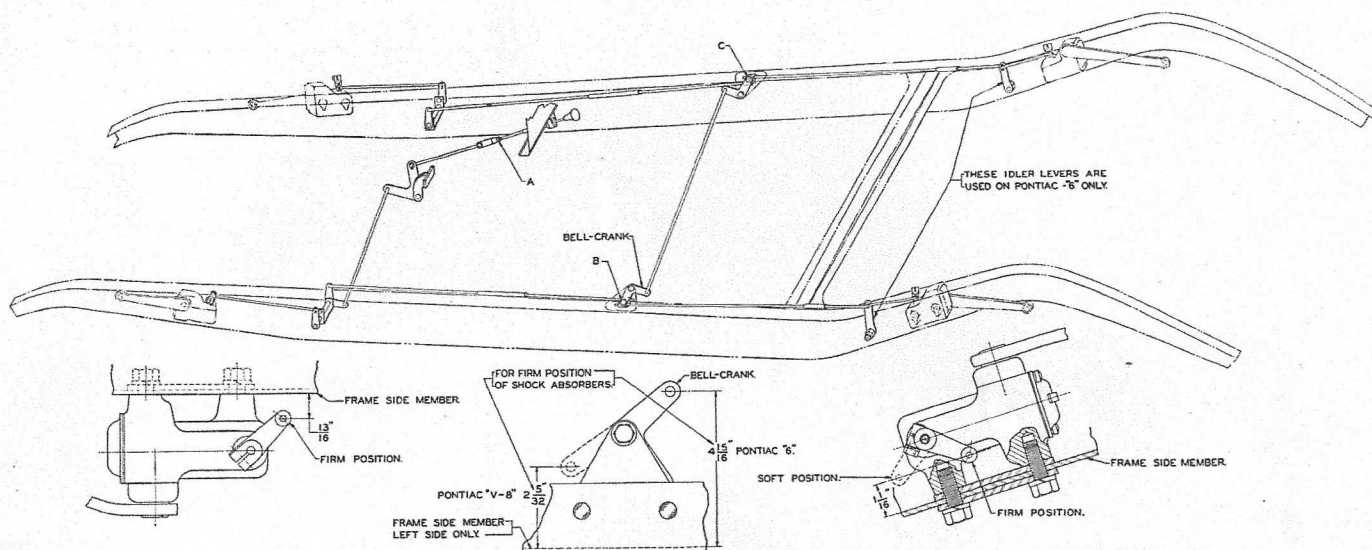
Be sure to readjust your valve refacing machine to 30 degrees when refacing intake valves. Exhaust valves should be faced to 45 degrees as in the past.

Also get 30 degree valve seat cutters for reseating intake valve seats on the cylinder block. These cutters in the proper sizes are furnished by all leading manufacturers of valve reseating tools.

NEW MODEL PARTS

The January Monthly Parts Order Pad contains all new model fast moving non-interchangeable parts which will be needed for service.

RIDE CONTROL



Adjustment of Shock Absorber Control Linkages

A glance at the illustration showing the layout of the control linkages brings out very clearly the method of adjustment. The controls should be equalized to insure uniform operation of all four shock absorbers. When the control knob on the dash is pushed entirely in, to the closed position, the stops on the shock absorber valve stems should be against the shoulder at the closed valve position. These stops will be found on the shock absorber valve stems just under the control lever. The control lever is at the closed valve position when it is at the back end of its swing towards the rear of the car.



In adjusting the shock absorber control linkages the following procedure should be observed:

1. Pull clevis pin at control rod under instrument panel. Point (A) on chart.
2. Press dash control knob entirely in to closed position, then pull out $\frac{3}{8}$ ".
3. Loosen clamp screws at points (B) and (C).
4. Set all valves against the stop in the closed valve or firm position.
5. Set the left bell-crank so that the distance from the cross shaft hole to the frame side member is $2\frac{5}{32}$ " on the Pontiac V-8 and $4\frac{1}{8}$ " on the Pontiac 6.

6. Tighten clamp screw at (B) first, then tighten (C).

7. Loosen lock nut at (A) and adjust clevis rod for length until the holes line up and the clevis pin slips in easily without binding. Tighten lock nut.

CAUTION:—Should there be a difference between the amount of swing in the shock absorber lever arms on the right side of the car as compared to the swing in the lever arms on the left side of the car, it is an indication that the distance between the *left bell-crank hole and the frame* is incorrect at the initial or closed position, and the setting should be re-checked as outlined in step 5 of the above procedure.

After making the above adjustments the shock absorber valve arms should be checked for full swing to see that the stop goes against the shoulder at either end of the arc. This is especially important at the firm or closed valve position. *The four shock absorber valves must close alike.*

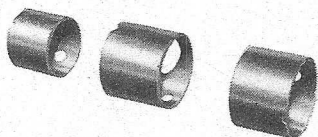
If, after being set at the closed valve position, the stop does not come within at least .010" of meeting the shoulder at the open valve position, it is an indication that the lever arm has shifted on the valve stem. Check by removing the control rod at the valve stem lever and measuring the distance from the lever hole to the frame with the valve set in the closed position. Because of the difficulty of checking the rear shock absorber lever arms in the closed position, these may be checked against the shoulder at the open position as indicated on the chart. This distance should be $1\frac{3}{8}$ " on the front shock absorbers and $1\frac{1}{8}$ " on the rear. (See illustration.) If these measurements vary, loosen the lever arm lock screw and adjust to the proper distance with the valve stop against the shoulder in the closed position. Then tighten the lock screw.

IMPROVED CAMSHAFT

The camshaft on the 1932 Pontiac Six has an entirely new cam which holds the intake



valves open 10 degrees longer and the exhaust valves open 8 degrees longer, making it possible to get more gasoline and air charge into the cylinders and cleaning out better on the exhaust stroke, giving more power. This new cam design also includes a quieting ramp which takes up tappet clearance smoothly and eliminates tappet noise.



3.25 New, interchangeable steel backed babbitt lined camshaft bushings are also used on the 1932 Pontiac Six.

NEW VALVE TAPPET CLEARANCE On the Pontiac Six

IMPORTANT:—This camshaft requires a new valve tappet clearance of .009 to .011. Be sure to call this change to the attention of everyone in your service department who adjusts valves. Tappet clearance on the 1932 Pontiac should be set with a clearance of .009 to .011 with the motor hot.

NEW TYPE SALESMANAGERS SERVICE SLIDE FILM ON THE SUBJECT OF SERVICE

As a part of the dealers salesmanagers film service, we are releasing in 1932, six films designed to aid dealers and service managers to increase parts, labor and new car sales.

When these releases have all been issued, every dealer will have a complete library of service films covering the entire range of parts and service problems.

It is our intention to release these films every two months, the first issue to be sent out March 1st, entitled "People Who Own Them." The film briefly covers the major subjects that will be treated in succeeding releases, and we believe will suggest to your organization the important relation service has to your entire personnel.

HELP WANTED

If you know of some time-saving method, some easier way of doing a job right, some simple tool you have made that would be interesting and helpful to other Oakland-Pontiac mechanics, we want you to send these ideas in to us so we can publish the best one each month. Write it your own way and include rough sketches. All we want is the idea.

Address your letter to—

Oakland Motor Car Co., Pontiac, Mich.
Editor, RETAIL SERVICE NEWS.

ATTEND THE MECHANICAL SCHOOLS

BE SURE TO ATTEND THE MECHANICAL SCHOOLS COVERING THE NEW PRODUCTS. INSTRUCTORS WILL FULLY EXPLAIN THE USE AND NECESSITY OF THE NEW TOOLS AS WELL AS COMPLETE MECHANICAL INFORMATION.