

The PARTS *and* SERVICE POINTER



BUICK



OLDS



PONTIAC

NO. 1

MAY 1, 1932

VOL. 1

Geared *for* Action

With the Parts and Service Divisions of three well known and long established organizations now combined, we bring to Buick, Olds and Pontiac Dealers and their organizations, a consolidation of mature service and parts knowledge and merchandising experience.

The personnel of these three organizations, intermeshed, driving towards a common objective—to assist you to improve your business and to increase your profits—is now GEARED FOR ACTION.

Therefore, it is my belief that you may look confidently to the future, knowing that a more accurate application of known and successful Service, Parts and Accessory

practices, together with effective Merchandising principles, will be sincerely and considerably extended to your organization.

However, let me frankly say that the goal of more profitable business will only be realized through a conscientious consideration and application of your own endeavors to the programs and plans we shall work industriously to offer you.

So let's shove our business in high—let's keep her in high, always, so that together, we may all go ahead successfully.

A. H. BARTSCH
General Parts and Service Mngr.



LET'S ... GO!

SELL more

Bring them in by—

1 Personal contact

Here is a plan that has been getting wonderful results for dealers in Oklahoma and Texas.

1. Make a list of every owner who has not been in for 90 days.
2. Get every man in your Service Department calling on these owners by giving each one 10 to 15 names to see during the month. It is a good plan to hold him responsible for these names and have him report on the results of each interview. Mechanics generally have the confidence of the public. They are able to check an owner's car and advise him of needed work. Have them quote prices where possible. Make everybody in your Service Department a salesman.

2 Telephone solicitation

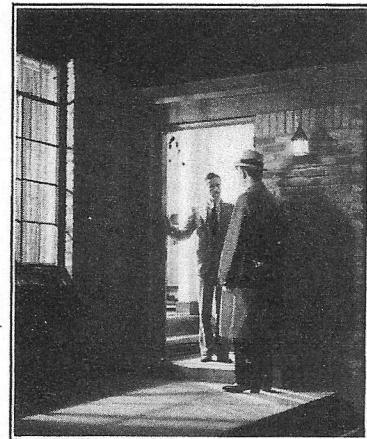
Double your quota of telephone calls every day this month. Now is the time to sell owners on getting their car ready for Summer driving. Winter lubricants in the transmission and rear axle need changing. Get them in now!—by quoting attractive prices for flushing and refilling.

More owners are at home and at leisure from six to eight o'clock in the evening. Make your telephone calls at this time. They will reach more owners and more will come in.

3 Used car appraisals

Used car appraisals that do not result in a sale can be used to get service business. Turn the appraisal over to your Service Department. Make a personal contact and ask the owner to let you make the repairs that the appraisal sheet indicates are necessary. He is a good prospect for work because,

1. He is not satisfied with the condition of his car.
2. He has probably decided to fix it up and keep it.
3. If he is considering buying a new car, he certainly must have the money to repair his present car.



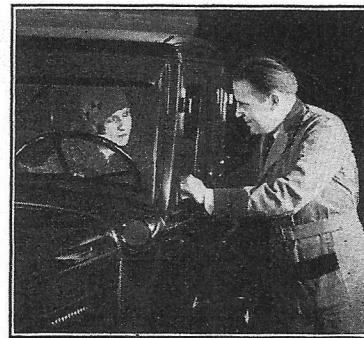
SERVICE in MAY

Sell them more by—

1 The right approach

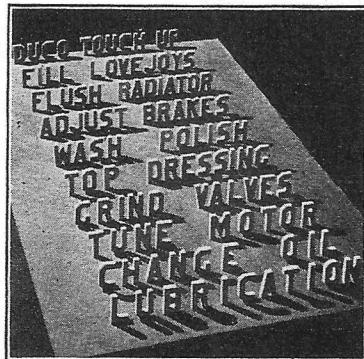
Know your customers and where possible greet them by their name. A friendly "Good morning, Mr. Brown" or "How do you do, Mrs. Smith" along with a cordial smile will make the service selling job easier. During the rush hours, make it a point to greet every customer as he drives in, and if a moment's delay is necessary, tell him that you'll be with him just as quickly as possible.

Always approach a customer with a repair order and pencil in hand and write up the customer's wants just as fast as he tells them to you. Where your experience tells you that the repair job the owner asks for will not correct the difficulty he is experiencing, be especially complete in your diagnosis, and clear in your explanation of the work that will be necessary. Let him tell you everything he wants before you start suggesting other items he needs. Always use careful diplomacy when suggesting additional work.



2 Pushing your fast sellers!

Make up a list of 10 fast selling maintenance operations and type them on a convenient sized card. Refer to it each time that you write a repair order. Every car that comes into your shop, needs one or more of these jobs and owners are having this type of work done somewhere. Inspect every car for the ones most needed and ask them to buy!

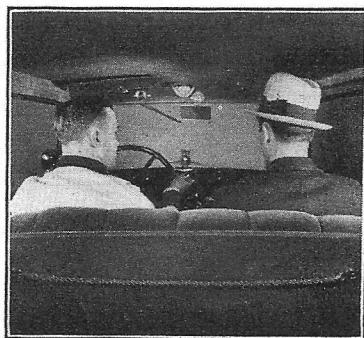


3 Road demonstrations

Why not a road demonstration to sell repair work? New car salesmen use a definite demonstration route to best show the fine quality of new or used cars they sell. Plan a special demonstration route to help you sell service.

Have the route get you out of heavy traffic as quickly as possible. Travel a rough road for squeaks, rattles and steering quality and include a hill to try out engine performance and diagnose noises that occur on a heavy pull.

Know the performance of your various models on the hill well enough that you can tell the owner the speed at which you should go over the top. Tell him why his car is not performing as it should. Select a strip of pavement on which to test brakes. Have the owner watch the tire imprint himself.



A COMPLETE DEMONSTRATION OF WHAT EACH CAR NEEDS WILL MAKE EACH REPAIR ORDER LARGER.

\$ERVICE PROFITS\$

Only full use of every hour that the shop is open will give you full Service Profits.

HERE'S WHAT ONE ADDITIONAL CUSTOMER LABOR HOUR FROM EACH MECHANIC EVERY DAY WOULD DO:

1 hr. @ \$1.75 for 26 days.....	\$45.50
Gross profit 60%.....	\$ 27.30
Parts sales 44% of labor sales.....	20.08
Gross profit 37½%.....	7.53
For the month.....	34.83
For the remaining 8 months of 1932	278.64

Multiply this figure by the number of mechanics you have and the figure is important to you. Five mechanics, each getting an extra hour's work every day, will provide \$1393.20 additional gross profit in 1932.

Here are four suggestions that will help you get more work out of the first and last hour of the day and help you spread the rush period—

1. Have someone on service floor to receive work at least $\frac{1}{2}$ hr. before mechanics come to work.
2. See that cars go to the shop as soon as repair orders are written.
3. Plan your used car conditioning so that work can be started in late afternoon, and continued early next morning.
4. Where there is work to be done on them have salesmen get their cars into the shop before the Sales meeting.

These suggestions will help you to handle extra customer labor during the shop rush period from nine to four.

Extra Work Provides Extra Gross Profit! Gross Profit from Extra Work is Practically All Net Profit—Providing You Collect for the Work in Cash.

MAKE YOUR INSURANCE PREMIUMS BRING YOU WRECK WORK

Your insurance business is very valuable to the company that gets it. Insurance companies in turn are a big purchaser of parts and labor in repairing wrecks. That business is extremely valuable to you. Place your insurance business with a company that is willing to give you a fair share of their wreck work.

Here's the way one dealer did it—

Dahl Motor Co., of Tulsa, Okla., had for years placed all their insurance with one company. Quoting from a letter describing this year's transaction, this dealer says: "I decided to step right out and deliberately sell our desirable business to a company which in turn would give us some automobile wreck business. To shorten the story, we closed a deal in writing with the company that writes the largest volume of automobile insurance in the state."

The agreement is, that out of consideration of the dealer placing all his insurance with one company, they will supply him with a good proportion of their wreck work.

WRECK WORK IS PROFITABLE WORK AND INSURANCE COMPANIES ALWAYS PAY CASH.

AN EXTRA PROFIT IDEA

Reline Brake Shoes on Non-Productive Time

When you sell a new set of brake shoes, keep the old ones and have the parts man or tool crib man reline the shoes with factory lining.

Using non-productive time in this way, you can afford to establish an exchange price on the shoes equal to the list price of the lining.

With this plan you use the flat rate price for replacing shoes instead of relining brakes. With such attractive prices, you can beat competitors' prices. By keeping a set relined ahead for each model, you can also give quicker service.

Price alone will not sell Lubrication Agreements!

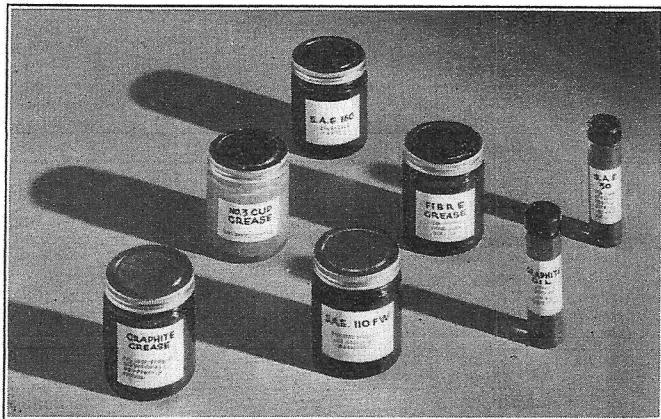
FIRST, sell the lubrication job itself.

NEXT—the organization.

And, then let the saving on the Agreement Contract be the point on which the sale is closed.

Here is a plan that has sold many lubrication agreements for dealers who have used it.

1. Make a display showing the correct lubricants. Put lubricants in jars with large lids so that you can take off the lids and show the owner the consistency of the right kind of lubricant.



2. Use a display of worn parts to show the results of improper lubrication. Mount on the same board a grease soaked brake shoe, a frozen clutch release bearing, worn universal joints, or any similar parts. Keep this display near the place where repair orders are written.
3. Introduce the owner to the Lubrication man and invite the owner to watch his car being lubricated, and have the lubrication man explain the work as he does the job.

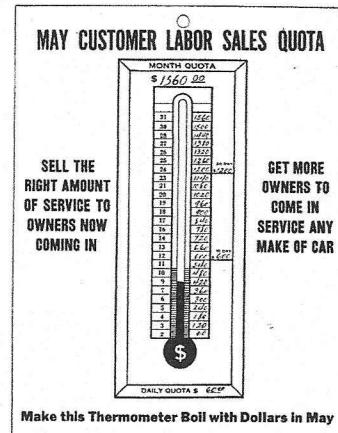
After you have shown him the value of proper lubrication, the extra saving on the lubrication agreement clinches the sale and you are assured of a regular customer.

A "TIME TABLE" FOR THE SERVICE DEPARTMENT

Service Managers, here is your opportunity to do an outstanding job every month. Never was there a greater opportunity to increase your customer labor sales than exists today. Nearly every car on the street needs some maintenance work or some repairs to preserve the finish—and our market today is every car on the street.

Are you getting your share? Are you keeping your shop working to capacity every day? Unless you measure each day's labor sales against a daily quota, you will find your total sales for the month less than you expected.

To help you do this, the Buick-Olds-Pontiac Sales Company will give you a customer labor sales quota card each month. It will be mailed from your Zone Office, with your month's quota and daily quota filled in.



Place the quota card where you will see it and post it each day. Simply total the customer labor sales on the repair orders completed during the day. Detail posting instructions are printed on the back of the May card.

When you fall below your quota for the day, make it up the next day—call more owners, dig up some profitable wreck jobs. Give complete chassis service and body service so that no jobs you can sell will be passed up.

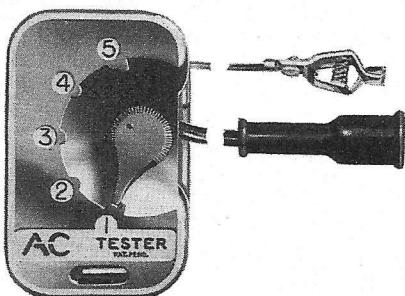
Make up your mind right now to go over your quota each day. Be satisfied with nothing less than shoving the red column through the top of the thermometer every month. Remember, the engineer runs his train on a schedule to arrive on time. The quota card is your schedule, each day a station along the line. Be on time at the end of the month.

TAKE ADVANTAGE OF AC'S NATIONAL SPARK PLUG CAMPAIGN IN MAY



Test every car that drives into your shop

The new AC tester is compact and very light in weight so that service men will find them convenient to take to the car. During the month of May, let's put the plug tester beside the repair orders and pick them up together when the customer drives in.



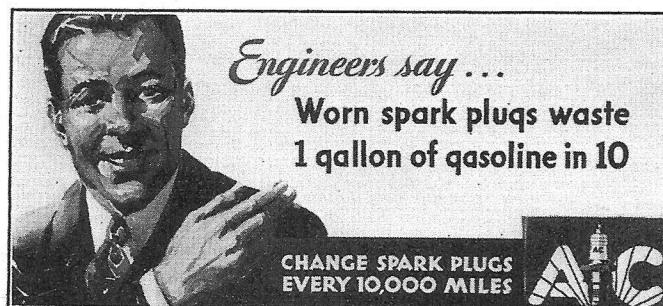
The AC Spark Plug Tester is an important new selling tool. It can be had at a very low price, in combination with 40, 50 or 100 AC Spark Plug purchases.

1. READ SPEEDOMETERS

The speedometer plan never fails. If you read the speedometer of every car that comes in for any kind of service, and recommend new AC's when you find old plugs that have gone 10,000 miles or more, you will make a lot of extra spark plug sales and extra profit.

Forceful advertising

5728 Bill Boards in May—the largest outdoor advertising campaign ever launched by any Accessory Manufacturer will help you sell AC spark plugs in May.

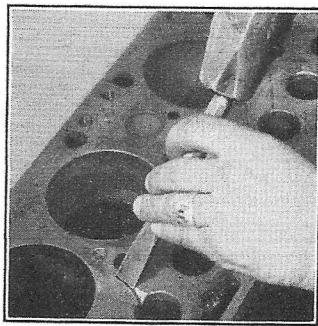


With the AC Spark Plug Tester you can show the customer the true condition of his plugs, whether they miss at high speed or full load or don't fire at all. Test the spark plugs on every car that comes in and you will sell lots of single plugs in addition to the full sets on cars with a mileage of 10,000 miles or over.

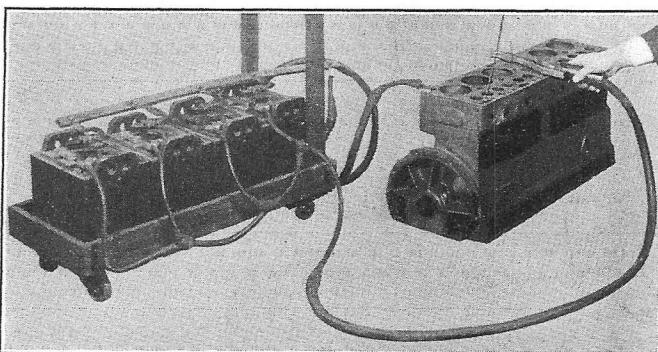
Complete the tie up with AC's National Campaign by arranging a special display in the Service Department and use the display material AC is sending direct to you.

Welding Cylinder Blocks

When reconditioning used cars and occasionally when repairing cars with considerable mileage, the service man is sometimes required to weld a cracked cylinder block. Acetylene welding has not been found satisfactory for this purpose because of the severe stress set up due to expansion and contraction. The following method of repair has been developed which will be of assistance in many cases. It is not recommended for major fractures, but only for such small cracks as are occasionally found radiating from valve seats. Proceed as follows:



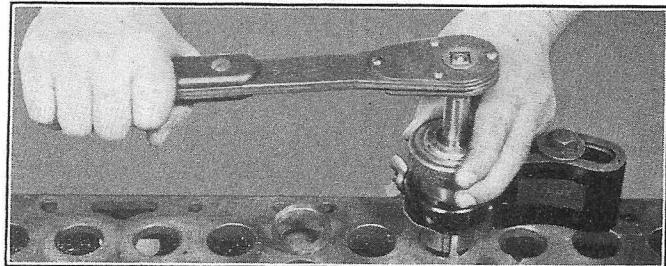
1. Chisel a groove in the block the entire length of the crack and extending about $\frac{1}{4}$ " beyond the end. This groove should be as deep as possible and should always be chipped toward the center of the crack. In this manner the crack will be partially peined shut which will materially assist in obtaining a better weld.



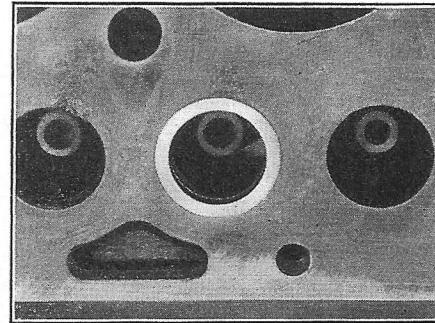
2. Connect four storage batteries in parallel using a heavy copper lead. Ground the negative terminal to the cylinder block. To the positive lead attach an electric welding handle which can be purchased from any jobber of electric welding supplies. Use $\frac{5}{8}$ " extremely flexible copper cable for grounding the batteries to the block and also for the lead from the batteries to the welding handle.
3. Using Oxweld 1H1 welding rod, inserted in the welding handle, gradually fuse the entire groove at the bottom. In doing this, the welding rod should not be held long in one point. A series of light touches will produce the best results. When the welding rod becomes too hot and starts to flow the rod should be turned over and the other end of the rod used.

After fusing the bottom of the groove start building up material in the groove still using light touches. A little experimenting will show how this should be done.

4. After the groove has been completely filled the weld should be tapped with the ball end of a ball pein hammer. This will knock off any scale that may have formed on the weld and will tend to give a smoother surface.



5. Smooth off top of weld with a large file using care not to file the block any more than is necessary, as this may cause leaking head gaskets. Any deep pits or crevices which may be seen in the weld after the filing has been completed should be filled in with the welding iron.



6. Install new valve seats in the cracked port. (Any good grade of cast iron valve seat ring will be found satisfactory.) Explicit instructions for the installation of these seats will accompany the tool used to put them in.

If the above procedure is carefully followed, it will result in a water tight and gas tight joint. It is strongly recommended, however, that the service man practice making such a weld on a scrapped block, thereby gaining the proper technique to insure a workmanlike job.



Buick-Olds-Pontiac Sales Com

Complete stocks of body parts, chassis parts, and accessories will be carried in 27 cities, providing quick efficient parts and accessory service to all Buick, Olds and Pontiac dealers.

FASTER SERVICE

LARGER ASSOR



any Expands Parts Distribution

These stocks will be combined in the various zone cities as rapidly as possible. Until differently advised, please continue to secure your parts and accessory requirements in exactly the same manner as you have been securing them in the past.

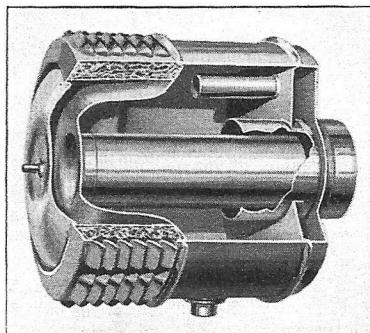
IENTS

GREATER DEALER PROFITS



Service Air Cleaners Every 2500 Miles

Every Service man realizes that premature wear, particularly on cylinder walls, pistons and rings, will result from improperly cleaned air entering the engine through the carburetor. The type of cleaner used on 1932 Buick models is very effective, but for maximum efficiency it should be serviced every 2500 miles. This cleaner depends upon the oiled surface of the gauze to collect dust in the air. If the gauze is allowed to become dry, the



"pull" on the carburetor jets and excessive gasoline consumption.

Our recommendation is that after every 2500 miles of operation, the cleaner be removed from the engine and the gauze thoroughly cleaned in gasoline. After the gauze has dried it should be dipped in engine oil to assure it retaining as much oil as possible. When replacing on carburetor, the inside of the thimble should be painted with a mixture of white lead and oil to prevent leaks.

Care should be taken when removing the cleaner that the drain pipe fitting on the cleaner is not disturbed. Two wrenches should be used, one on the fitting and one on the compression nut. When reinstalling, make sure that all joints are tight and that the attaching clamp is assembled with the clamp bolt on top.

We urge that every service station immediately start a drive for this business which will benefit both the owner and the station, the former in longer engine life and more satisfactory operation and the station in labor profit.

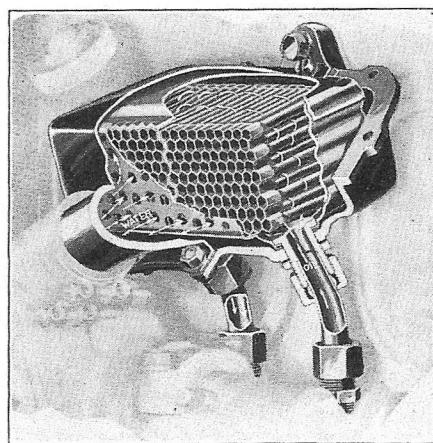
The operation number for this job is 3.402-2 and is priced at \$.80.

Oil Temperature Regulator Should be Cleaned

The Buick oil temperature regulator as used on the 1932 Buicks serves a dual purpose—First, on continued high speed driving, it acts as a cooler for the oil, to prevent a rise in temperature, to a point where its lubricating quality would be greatly reduced.

Second, it acts as an oil heater when engine is started cold, since the water temperature under control of the radiator shutter is raised more quickly than the temperature of the oil in the Sump.

In order that this oil temperature regulator may continue to function efficiently during the life of the car, it is necessary that the unit be cleaned at intervals not exceeding every twenty thousand miles.

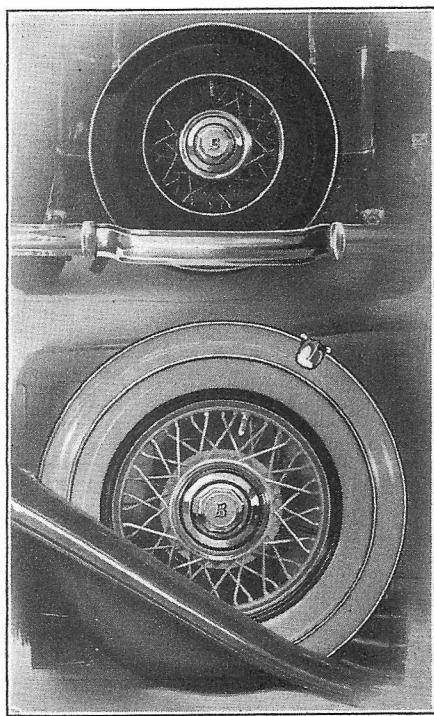


The cleaning operation is not a difficult one, and consists of removing the regulator from the engine, disassembling and thoroughly cleaning in Benzoil or Coal Tar Naphtha. Some special pipe connections are required to properly clean the interior of the core, but these are easily made from standard fittings.

Complete instructions are given in the Buick 1932 Specification and Adjustment Book.

Sell These Fast Moving Accessories Now!

Tire Covers



Metal tire covers mounted at the side or at the rear, add that dressed up appearance to the car that makes every owner want one. Metal tire covers are designed to match the car.

De Luxe Cloth Covers

Cloth covers now come in colors to match the car.

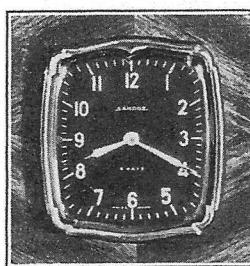
Bumper Connectors

Give full protection to the spare tire, wheel and tire cover. Owners will thank you for selling them this accessory, especially where metal tire covers are used at the rear.

Equip Every Car on the Showroom Floor with These Accessories

Every owner likes to have his car complete when he takes delivery. He can get these convenient accessories financed with the car. It is for this reason that 85 per cent of accessories are sold with the new car. Get your share! Equip cars on your showroom floor.

Buick Clock



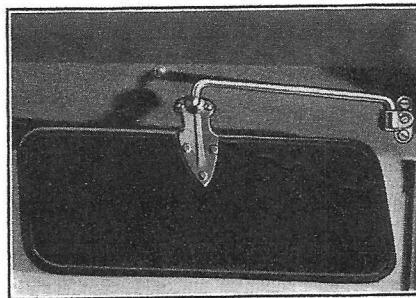
This clock harmonizes perfectly with the beautiful Buick instrument panel. The compartment door is already drilled for installation. Install clocks on your showroom cars and sell them with the car.

Be Sure Salesmen Know Prices

Did you ever ask the price of an article and have the salesman reply, "I will have to look it up"? Immediately you felt this article was not a popular or fast selling article. That is the car owner's reaction when the salesman does not know the price of an accessory.

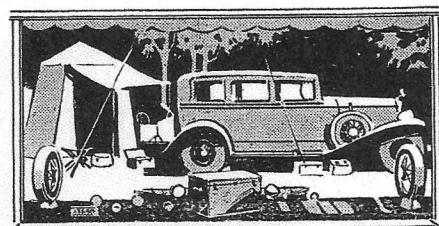
Devote a morning sales meeting to accessory selling. Make sure that your salesmen know the prices on all accessories and also a good sales talk on the comforts and conveniences each one offers the owner. Train your salesmen to sell accessories the same as you train them to sell new cars and you will be amply repaid for the effort.

Sun Visor for Right Side



These are so desirable that many dealers are selling one with each car. The front seat passenger will appreciate one as much as the driver. Thousands of these are also being sold to owners of former models. Order Part No. 4026407, group No. B-9203—specify color.

Build an Attractive Window Display Featuring Vacations

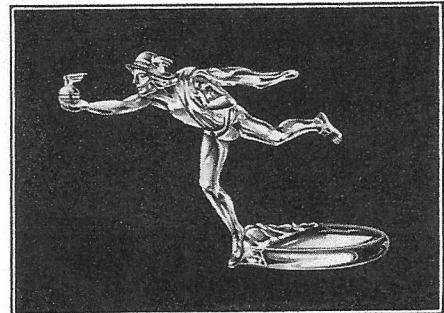


An attractive window display will sell accessories for you. Department stores have long recognized the sales stimulus of seasonal window displays. Now is the accessory buying season. Make everyone who comes into your showroom conscious of the accessories you have to sell by an interesting display.

Be Sure Accessories Are Displayed in the Parts and Service Department

Place attractive displays on your parts counter and near the place where repair orders are written up in the Service Department. Let the prospect handle the article. You have a much better chance of making a sale if a prospect has a Sports-lite in his hand, than if he were looking into a show case where there are a number of articles on display.

Ornamental Radiator Cap



Profit from the desire of many owners to make their car distinctive and different. The Buick radiator cap adds an artistic touch that will sell many of them if they are displayed where every prospective purchaser may see them.

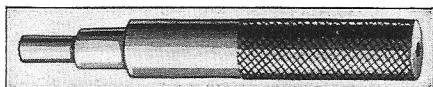


OLDSMOBILE

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New Tools for Servicing Oldsmobile Cars

Water Pump Rear Bearing Remover



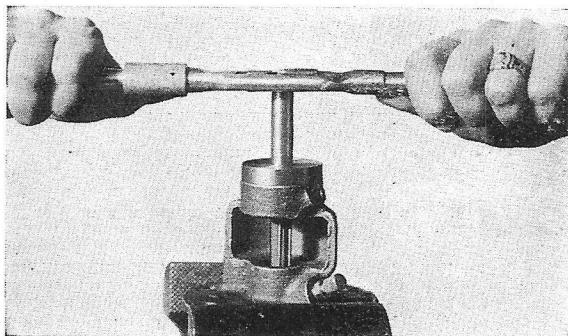
J-191

This tool is designed for removing and replacing the rear bearing of the F-32 and L-32 water pump. It not only pilots inside of bearing while it is driven into place, but also pilots through the recess for the front pump bearing, preventing the rear bearing from cramping while being driven into place.

F-32 L-32

\$1.80

Water Pump Rear Bearing Reamer and Pilot



J-190

J-190-1 Reamer only

J-190-2 Pilot only

\$1.90

.80

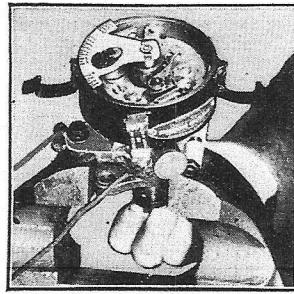
This combination tool is used for reaming rear water pump bushing to size after it has been driven into place by J-191. The pilot is a steel sleeve which fits into the bore of the front ball bearing for the water pump, so that rear bearing can be reamed in exact alignment with the front ball bearing.

F-32 L-32

\$2.70 complete

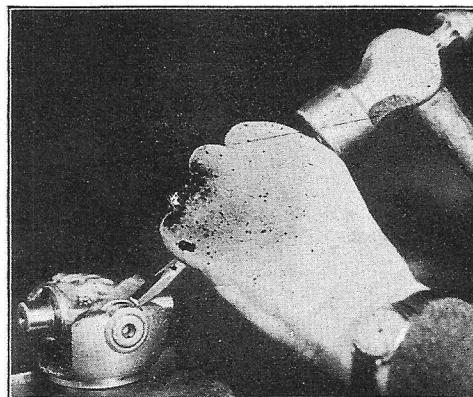
Synchronizing Tool—J-185

This tool enables the mechanic to quickly and accurately synchronize the distributor points on the 1932 Olds 8. L-32 \$25



Universal Joint Bushing

Lock Spring Remover



J-187

A specially designed chisel for removing the shaft lock spring from the bushing—both front and rear; it is made of high carbon steel, and designed so that the blade will grip the spring and enable the mechanic to insert a screw driver or suitable tool under the spring and pry it off its seat.

F-32 L-32

\$50

Flywheel Hand Stud Reamer



J-183

This tool is used for reaming the holes in the flywheel so that the flywheel can be attached to the crankshaft. Four of the six holes must be reamed to size after the flywheel has been put in place on the crankshaft flange.

F-28-32 V-29-30 L-32

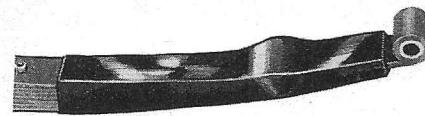
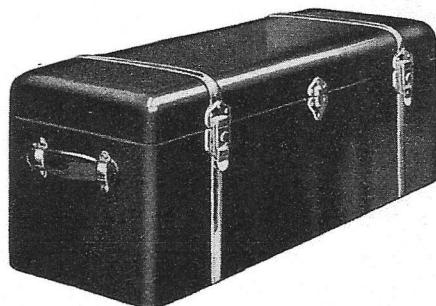
\$1.90

The above tools are a few of the most important tools listed in the 1932 supplement to the Tool and Equipment Manual which will be released in a few days. Orders for these tools should be sent direct to Hinckley-Myers Company, Jackson, Michigan.

Summer Time is Accessory Time

Trunks, Sun Visors, Radiator Grilles and Spring Covers make good Vacation Specials

SPRING COVERS



Sell increased riding comfort with spring covers.

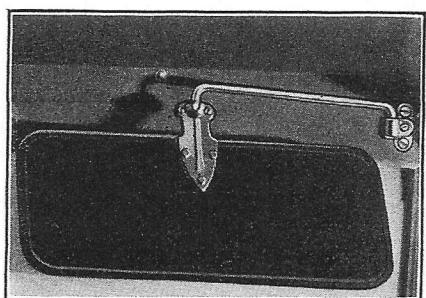


TRUNKS

Every owner is planning a Summer trip of some kind. Sell them that equipping their car with a trunk will make their trip more enjoyable. With a trunk there will be no baggage to take up room and cramp the passengers.

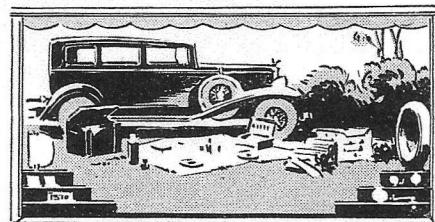
SUN VISOR

For the front seat passenger.



Sell one with every car.

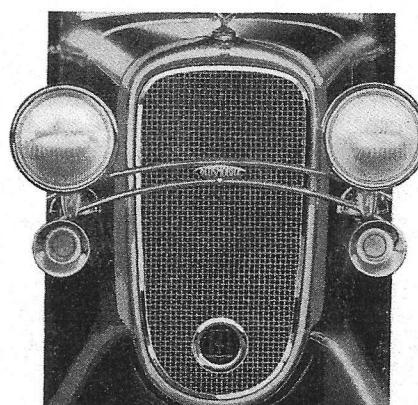
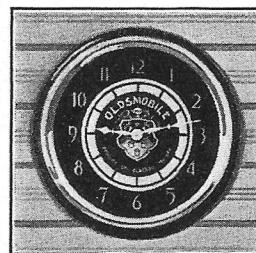
ARRANGE AN ATTRACTIVE WINDOW DISPLAY CARRYING OUT THE VACATION IDEA



You must make the purchaser aware that you have accessories to sell if you wish to sell them with the new car. A display featuring accessories as vacation conveniences will make many sales.

ELECTRIC CLOCK

Show a car equipped with attractive Olds electric clock. It harmonizes beautifully with the instrument board, keeps accurate time, is indirectly lighted, and requires no winding.



RADIATOR GRILLE

Appeals to those who want their car different. Display them and you will sell them.

DISPLAY SUMMER-TIME ACCESSORIES ON FLOOR CARS

Tie up your Accessory Display with the new car, by equipping cars on the showroom floor. Then the prospect will see how carefully engineered accessories add to the appearance and convenience of the new car.

Get your entire organization driving for accessories sales. Remember people who buy cars at this time of year will be buying accessories somewhere. You can sell them if you "ask them to buy."

BE SURE EVERY SERVICE MAN, PARTS MAN AND SALESMAN KNOWS THE PRICES OF THESE FAST MOVING ACCESSORIES.



PONTIAC

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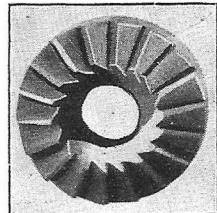
Pontiac Dealers and Service Managers!

The success of the June folder of the Customer Merchandising program depends on the special price you set for the vacation tune-up. In order for this folder to have real drawing power and bring owners into your shop, you must set a price that is a real bargain.

We believe it will pay you to cut the regular price 50% on this tune-up special.

A smashing bargain on this folder should make June your biggest month of the year. May we suggest that you check your order and if the price you originally set is not attractive, advise the R. L. Polk & Co., Howard Street, Detroit, of the bargain price you want to use.

If you cannot find a copy of your order and wish to be certain of an attractive bargain, advise them the per cent which you want cut off the regular price cut. This advice must reach R. L. Polk before May 20, for them to make the change.



Valve Seat Cutter

1-13/16-30°
HMJ-256

This 30° cutter is used on the Intake Valve seats of the 1932 Pontiac Six. This cutter will fit any standard number one Shank—Price \$2.25.

Order direct—

HINCKLEY-MYERS COMPANY,
JACKSON, MICHIGAN.

Flywheel Housings Serviced for P-6

Effective immediately, we are releasing a replacement flywheel housing for service on the Pontiac Six. In installing this housing, it is very essential that the alignment between the transmission and crankshaft be maintained. Instructions for aligning the clutch bell housing and flywheel housing will be found on Page 12—Section 12 of the 1932 Shop Manual.

The flywheel housing that has been released carries part number 549347, is used on Pontiac Six car Number 649001 and up and lists at \$7.00.

Plaque Winners

for March

BRUCE HEMBREE, H. M. Symons, Cheyenne, Wyo., sold 5.45 Customer Labor Hours per car.

C. GALLUP, Mansfield Motor Sales, Mansfield, Mass., sold 4.14 Customer Labor Hours per car.

EDWARD VANHOOK, Oradell Auto Service Co., Oradell, N. J., sold 3.55 Customer Labor Hours per car.

J. H. HENSON, Parker Davis Motor Co., Henderson, Tex., sold 2.78 Customer Labor Hours per car.

GEO. McCARDELL, Higgins Sales & Service, Ferndale, Mich., sold 2.71 Customer Labor Hours per car.

JULIUS MROTEK, Gardner Motor Co., Ashland, Wisc., sold 2.69 Customer Labor Hours per car.

J. R. MYERS, Salyers Motor Co., Fort Scott, Kans., sold 2.48 Customer Labor Hours per car.

LAWRENCE KLEPFOR, Centerville Motor Co., Centerville, Ia., sold 2.46 Customer Labor Hours per car.

JOSEPH RASMUSSEN, East Main Street Garage, Taylorville, Ill., sold 2.32 Customer Labor Hours per car.

A. W. BETCHER, Super Service Co., Cowanda, N. Y., sold 2.24 Customer Labor Hours per car.

ROSCOE MOUNT, Carl Bass, Bedford, Ind., sold 2.20 Customer Labor Hours per car.

FRANK SPOERL, Spoerl's Garage, Cumberland, Md., sold 1.75 Customer Labor Hours per car.

ROSS LINK, Campbell-Holmes Motor Co., Inc., Astoria, Ore., sold 1.5 Customer Labor Hours per car.

CLIFFORD TERRY, Ash Motor Sales, Upper Darby, Pa., sold 1.41 Customer Labor Hours per car.

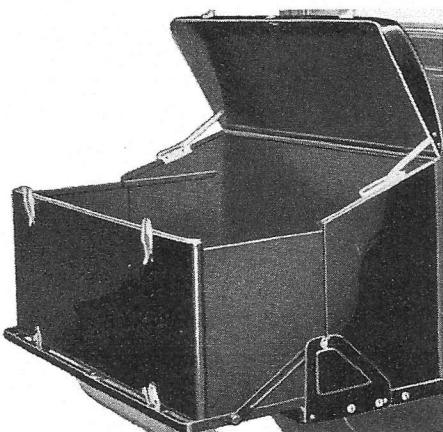
H. C. MARSHALL, Henry Hauserman Co., Lakewood, Ohio, sold 1.36 Customer Labor Hours per car.

I. L. GOETTLER, Swedenberg Motor Sales, Galesburg, Ill., sold 1.15 Customer Labor Hours per car.

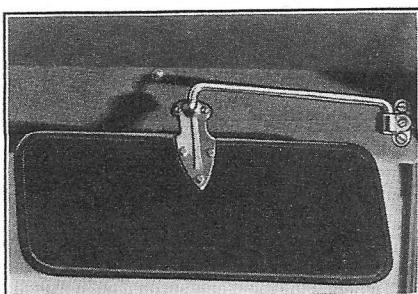
**CONGRATULATIONS TO EVERY
WINNER!**

Now is the time to *display* and sell these fast moving accessories!

EVERY VACATIONIST NEEDS A TRUNK



The Pontiac Extension Trunk will appeal to every old-fashioned camper who packs tents and full equipment. It also appeals to the city owner who likes to bring back fresh farm products on his Sunday jaunts.

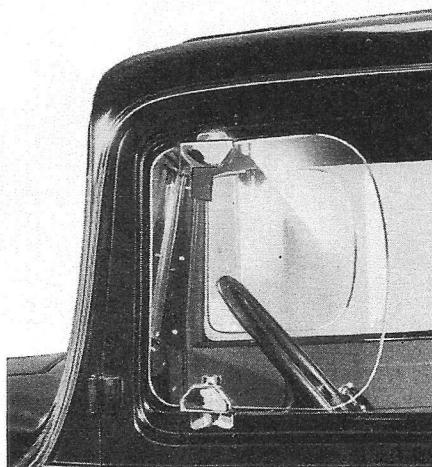


SUN VISORS HAVE A GENERAL APPEAL

They are inexpensive and quickly applied to any car. Make extra profit by selling one with every car.

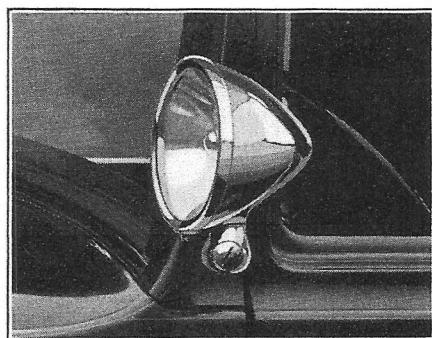
ORGANIZE AN ACCESSORY SELLING CONTEST

Get some fun into your Accessory Sales. It will bring you additional profits. Divide your salesmen and service men into two teams, with the losers buying the winners a dinner. Drive for accessory sales now!



WIND WINGS ARE IN SEASON

Hot Summer days and open windows make wind wings a convenience. They permit good ventilation without the discomfort of sitting in a strong wind. Tell owners of this new added comfort and you will sell wind wings.



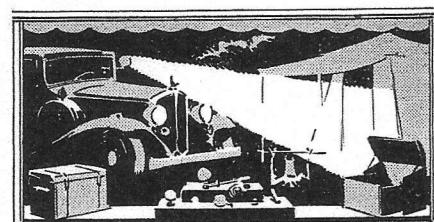
SPORT LIGHTS ARE A REQUISITE TO THE TOURIST

For traveling on strange roads and picking up road signs, the Sportlite saves many a mile on the wrong road. Many owners are putting one on each side for safety on foggy and rainy nights. Here is an opportunity for additional Sportlite sales.

Have every Service man carry a BULB KIT in his pocket



Every owner needs a reserve head light and tail light bulb. Start a bulb-kit selling campaign now. Have each man in your Service Department who meets your customers carry one in his pocket. It will remind him to "ask them to buy."



DISPLAY ACCESSORIES

Place your accessories where prospects can see them. It will develop idle curiosity into real buying interest. Stores everywhere are displaying their merchandise openly. It will increase your accessory sales.

Price them right—Display them properly and sell slow-moving accessories NOW!



Put 1931 Accessories on a BARGAIN COUNTER

If you have any 1931 accessories or slow moving items, now is the time to sell them. You will be money ahead to set attractive cut-prices that will move them quick, rather than carry them through to another inventory period and write them off.

Make up a bargain display in your

Service Department where every owner who comes in can see it. Use chain-store price tags—"Your choice for \$98." You put on used car selling campaigns to move over stocks; the same kind of selling effort will clean out your slow-moving accessories.

Have Your Retail Salesman Sell Accessories!

Retail Salesmen are contacting daily with owners and can sell them accessories. Select an accessory each day for the salesman to carry and give each man several to sell. Many dealers have salesmen do this regularly.

SEE THAT EVERY SERVICE MAN IS FAMILIAR WITH THE SPECIAL PRICES

Service Managers—Have every man in your Department know these special prices. From the porter to the mechanics every man can help sell accessories. Show them how! Encourage them to sell.

SELL ACCESSORIES TO OWNERS OF ANY MAKE OF CAR!

Most of the accessories you sell will fit any make of car. You come in contact with owners of other makes of cars every day. Many of them drive into your service station. They are prospects for accessories the same as your owners—and selling them now will help clean out your slow moving accessories. This is the best selling season for accessories. Double your efforts and turn your slow-moving accessories into cash.

The right accessory on the right used car will often move it

A new tire cover, a radiator grille, a mechanical clock or some inexpensive accessory may be the touch that will move a used car. Many dealers are moving surplus accessories at a profit on used cars. The used car pur-

chaser appreciates comfort, convenience and appearance as much as the new car purchaser. Now is the time during your active used car selling season to move those last year's accessories.