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The PARTS *and* SERVICE POINTER



BUICK



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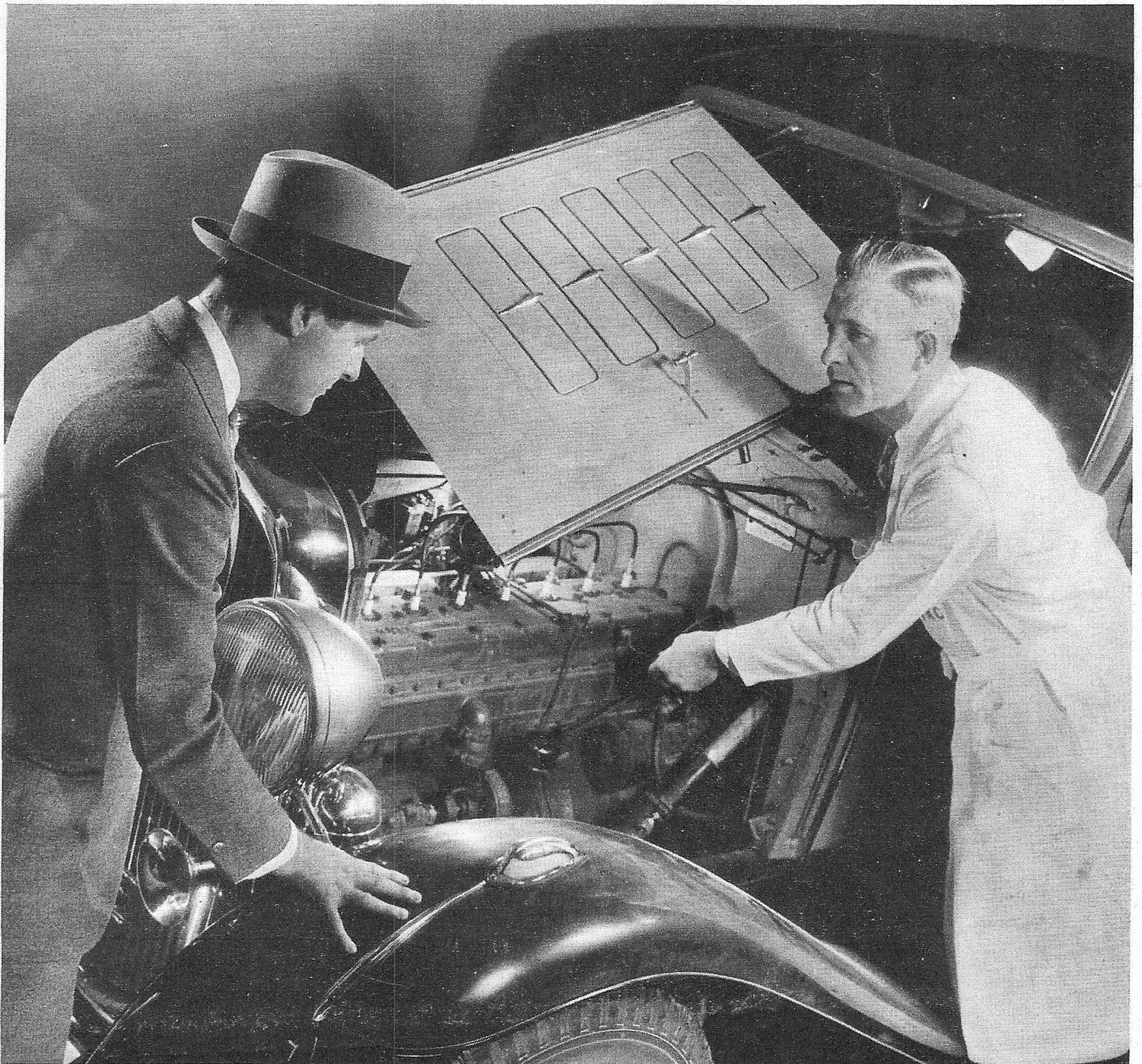


PONTIAC

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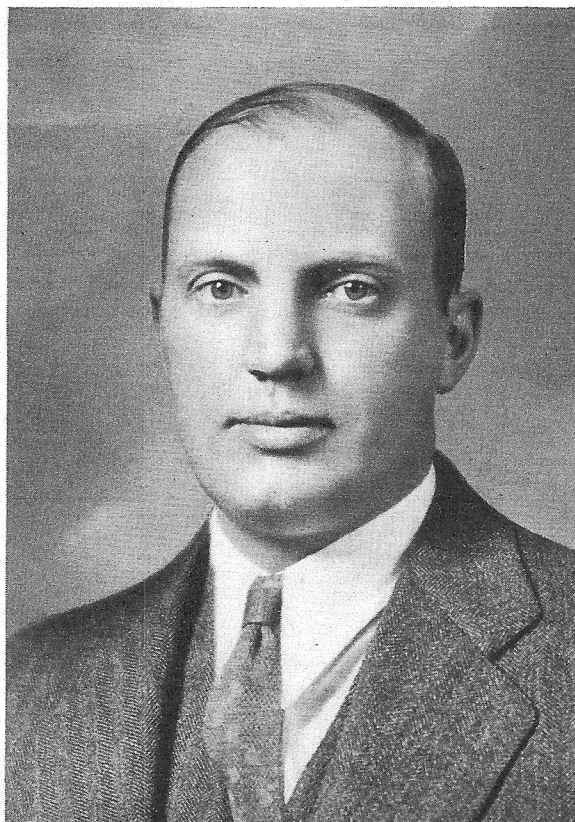
SEPTEMBER 1, 1932

VOL. 1



RAISE THE HOOD ON EVERY CAR THIS MONTH

Introducing



L. K. MARSHALL
Supervisor, Product Information Section
Formerly Service Technical Manager,
Oakland Motor Car Co.

EVERY successful business, whether large or small, has had to learn that beyond the need for immediate profit there is a greater, more insistent need for the good-will of the men and women whose purchases make the business possible.

The interests of the B-O-P dealers in building up such good-will and in maintaining and adding to the reputation of B-O-P cars, are identical with the interests of B-O-P.

This community of interest governs the varied activities of the Product Information Section. It assures that accurate, timely, and helpful information concerning every phase of servicing B-O-P cars reaches the dealer through

the written and printed word, and through traveling representatives. It assures the liberal interpretation of the Owner Service Policy on a fair and equitable business basis. This common interest, the controlling factor in policies adopted to safeguard the reputation of B-O-P cars, is also the guide to the handling of even the smallest adjustments and complaints.

Such conscious seeking to assure the car owner of satisfaction with his purchase, is the animating force in B-O-P service work. Experience has proved its soundness, and every B-O-P dealer participates in the benefits it confers.

L. K. MARSHALL

September is RAISE THE HOOD Month

WITH THE gradual reduction in importance of the major repair job as an active factor in the dealer's service volume, it becomes necessary to explore and develop other avenues leading to increased service sales.

One of the most fruitful fields of development is in selling your customers those items which they can see that they need, selling them "through the eye." You can find this type of service work by walking around the car and looking for it, by looking for it inside the car, and by RAISING THE HOOD and looking for it.

An Untouched Potential

September is RAISE THE HOOD month. Here is probably your greatest untouched potential for increasing your labor sales and parts business, through the added sales you can make on spark plugs, oil filter cartridges, Remo fluid, fan belts, rubber hose and clamps, spark plug cables, distributor rubber covers, ignition points, carburetor service, heater installations, motor washing, and, last but not

the car owner. Here are a few—you can originate others to suit yourself.

Tactful Approaches

"How is your oil? May I test it?" Howard Automobile Company, Los Angeles, Calif., find that it is a good plan to supply mechanics and attendants with a supply of filter paper, which is cheap and easily obtained, and better than blotting paper for the purpose. A drop of engine oil is allowed to fall on the filter paper from the checking rod, and a drop of new oil is placed beside it for comparison purposes. This test sometimes makes it possible to sell a replacement oil filter cartridge in addition to the oil change.

"Shall I check your supply of Remo fluid?" This is a good opening, particularly for owners of cars other than Olds, who may never have heard of the Remo injector. It can easily lead to the sale and installation of one of these useful devices.

"Have you had your plugs tested? I can do it for you

UNDER THE HOOD SALES

SELL MORE spark plugs fan belts rubber hose hose clamps ignition cables brushes ignition points gaskets oil filter cartridges distributor rubber covers carburetor service heater installations Remo injectors Remo fluid mufflers oil changing motor washing and painting batteries and charging valve grinds motor tune-ups **ADJUSTMENTS** on charging rates . . tappets . . cylinder heads . . manifolds . . oil pressure . . clutch pedals . . steering gears . . motor bolts . . windshield wipers . . timing chains . . horns . . **CLEANING** of crankcase ventilators . . air filters . . gas lines . . oil temperature regulators . . **OVERHAULS** of fuel pumps . . water pumps . . radiators.

least, oil changing. You will find that there are plenty of other items, too, once you work into the spirit of the thing.

Inserted in this issue of the POINTER is a streamer, to remind you to RAISE THAT HOOD. Tack it, paste it, or otherwise fasten it where you will see it every day—over your desk or bench, or on the wall. Let it bring to mind, every time you see it, this great untouched business potential.

Of course, you must have some reasonable excuse to offer when you RAISE THE HOOD, in order to avoid offending

without taking them out of the engine." This is a fine chance to RAISE THE HOOD. If you arrange your AC spark plug tester on a board as suggested in the August issue of the POINTER, you will get many customers to request the test, too.

Some others: "I'll be glad to check your carburetor setting, if you like." Car owners should like to hear you say, "Has your crankcase ventilator (or air cleaner) been cleaned out lately?"

(Continued on Page 12)



Pointers from

Old Man Pointer

YOU DON'T make any money from the cars that *pass* your station. They've got to *stop* to do you any good. Is your entrance attractive and convenient?

TURNOVER is worth considerably more than price concessions on the goods you stock. Put only that merchandise on your shelves for which there is a reasonable demand, or for which you intend to develop a demand.

SAFETY is one of the strongest points you can stress in your sales talks to customers. Everyone values his own skin, and the well-being of his family.

THE MAN that won't be licked can't be licked. Discouragement fades fast in the company of initiative and energy.

DON'T DESPISE the old cars. Remember they were new models once—and that they are fine subjects for increasing your labor sales. Courteous attention may make a new car buyer quicker than you think.

IT DOESN'T MATTER to the leader how many horses there are in the race—it's those in the pack that do the worrying.

THE OTHER DAY I saw a dirty and dilapidated service car hitching up to a car that had lost an argument with a truck, and I wondered which was the wreck. What an ad for the service station!

FORMERLY it was thought that good merchandisers were born, not made. That may be. But lately, tremendous advances have been made in manufacturing technique!

\$SERVICE PROFITS\$

IT'S AN OLD STORY, this one about customer labor sales. And yet no greater opportunity exists to expand service profits in every department than to develop, diplomatically, your customers' buying power.

Look at it this way: an owner drives in, like Casey Jones, with his order in his hand. He is in a buying mood. You don't have to ring doorbells, call him on the telephone, or break down his sales resistance. Everything is in your favor. So you take his order, and then you go to work on him.

You suggest all sorts of desirable things to go with the work he has ordered. You are logical, persuasive and persistent, and he finally buys, let us say, 25% more than he had originally intended.

That gives you confidence, you do the same with every customer that comes in, and on the average you do just as well. You get to like the idea, and you keep it up. Pretty soon it gets to be a habit.

Here's what actually happened—you increased your call-in business 25%, and it really wasn't difficult. With the same number of customers, you made more money—

Now then, what could you do if you had more customers? And immediately the wheels begin to go 'round inside your head and you begin to ask yourself questions—

"Why haven't I got more customers? I haven't even got all the customers I once had! So-and-so doesn't come in any more, or So-and-so . . . Say, maybe they would if I asked them to . . . they're sure to need something . . . I'll do it . . . hello operator . . . gimme Main 7586 . . ."

By this time your blood is up. Your brain is shooting out ideas like one of those Fourth-of-July sparklers. You want CUSTOMERS. Every car is a prospect, even if it's for only five gallons of gas. (Make it seven and a half!) All the stuff you've seen, and read, and heard about service work comes back to you, but do you stop to think about it? Not much! You go out and get busy!

You know more about the rest of the story than we do. Tell us—is it fiction or non-fiction?

TRY PUTTING a daily special, attractively priced, on your parts counter. Make it timely, talk it up, and then check to see that it moves.

OH, I'VE SAID IT so often—but a pair of gloves made dirty through failure to clean up, will spoil any woman's opinion of your service. Make sure your mechanics wipe the controls and steering wheel *clean*: woman-clean, not mechanic-clean.

Contacting Car Owners Systematically

with The B-O-P Owner Follow-Up System

NOTHING can be more valuable as a source of steady business to a Service Department than a simple, easily maintained, and efficient owner follow-up system. It presents a select, picked list of the car owners in the dealer's community who have already patronized him for service work, and who can be cultivated for repeat business.

The B-O-P system of owner follow-up fills the requirements, in our opinion, just a bit better than any hitherto available. In operation it is simplicity itself. It answers all the demands made of a follow-up system, and is flexible enough to fit any set of conditions.

Dealers are urged to give careful consideration to the insert describing this system in this issue of the POINTER.

A Field-Tested Idea

Whether you now run an owner follow-up system or not, you will be interested in the possibilities of an idea which has been thoroughly tested by a few dealers and found extremely effective.

Bluff City Buick Company, Memphis, Tenn., says, "Of the many helps given us lately, this is the best we have received. We were able to increase labor 15% and parts 20% during May by adopting this new feature."

Like most good ideas, this one is quite simple, thoroughly practical, and gets quick action. It is briefly this—

Have each mechanic write up possible additions to the repair order while he is working on the car. Have someone contact immediately with the owner to secure authorization for such additional work, so that the mechanic can go ahead with the work right after he finishes that originally authorized. Simple, isn't it?

Record the Results

Keep a record, for the benefit of each mechanic, showing the amount of the original repair order and the amount of extra work actually authorized by the owner as a consequence of this follow-up. The results will be surprising and gratifying.

Dealers who are now running an owner follow-up system will recognize in this suggestion an extension of the pink slip, or work memorandum, idea. It has the advantage of getting immediate results, and it gives information useful for future follow-up. It may also disclose some interesting pictures of shop operation.

Convincing Evidence

In a thorough test of the idea at the Buick Retail Store in Flint, Michigan, some very noteworthy results are being obtained. The extra work sold by mechanics as described above during the period June 15 to July 15 approximated \$3.50 per repair order contacted. In the period July 15 to August 15 the extra work secured approximated \$2.34 per repair order contacted. One mechanic sold extra work to the value of \$61.55 in one month; another, in the same month, turned in extra work to the tune of \$56.05.

That is what a follow-up system, energetically handled, can do for a service business. The POINTER will be glad to hear from dealers who use this idea for increasing volume, and will cheerfully publish a recapitulation of results achieved through employing it.

Mechanics are invariably interested in the possibilities of this method of follow-up when it is properly explained to them, because it assures them of more employment. The co-operation of the men who actually do the work is a valuable aid to any follow-up system, and should be actively enlisted.

Add to this an efficient follow-up operator, with a pleasant and convincing telephone manner, and your service follow-up will be established on a profitable basis for you, and will operate to the final satisfaction of your car-owners.

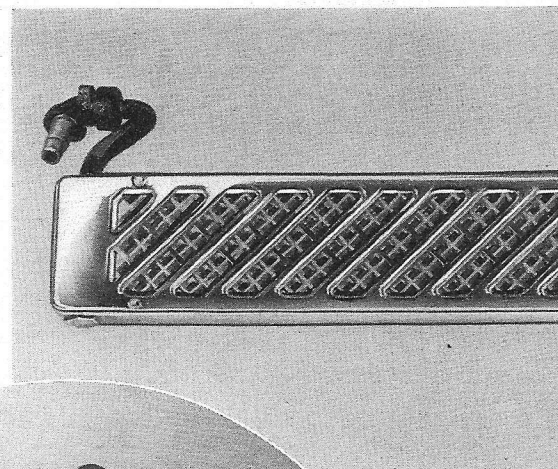
What's Wrong with This Picture?



(Answer will be found on Page 11 of this issue)

Announcing THE B-O-P

Look them over—these heaters now available from B-O-P warehouses. Every one of them is a product of General Motors. They are engineered and built for B-O-P cars, and the hot water heaters also fit all cars of comparable size. There are five different models to enable you to suit the heater to the taste and purse of the purchaser. Priced competitively, they offer an ample range of selection, both in price and heating capacity. You can sell them with the assurance that your customers are certain of receiving full value for the expenditures made. Furthermore, your net prices on the B-O-P line of heaters will be found to provide a very attractive profit on each heater sold.

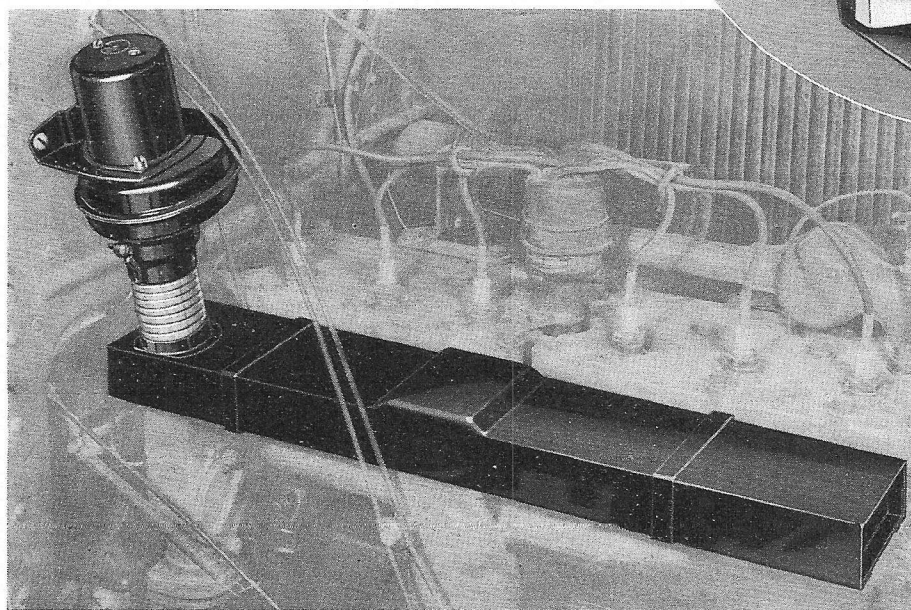


Hot He

Above is Compartment heater with the described the place of foot rest, and some chrome ornament. Many of them have been installed. They are proved. They are proved. They are proved.



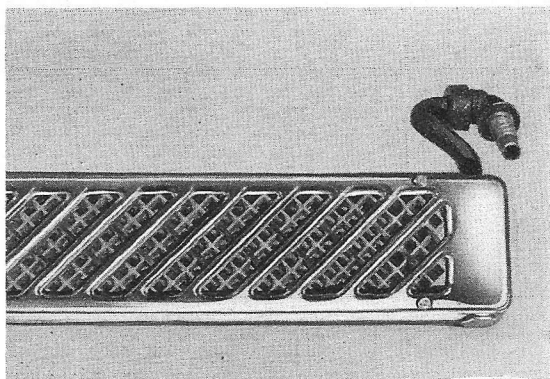
Above, in circle, is the B-O-P Standard hot water heater, with deflector—a thoroughly tested and proved accessory for installation on Pontiacs, Oldsmobiles, and all small and medium-sized cars. It will heat even larger cars, when winters are not unduly severe. An electrically driven fan circulates air over the heating element, whence it is deflected back into the car. This heater is compact and efficient, besides being easy to sell at its new low price of \$10.85 each.



At the left is shown the fan-driven hot air heater which was especially designed for, and which has given such satisfaction on six cylinder Pontiac cars in the past. A hole is provided on the dash of Pontiac cars for the installation of this heater. Fresh air is drawn from directly behind the fan on the engine, passed over the exhaust manifold which heats it, and it is then forced into the car interior by a high efficiency electrically driven blower. The price of this "Winter-proved" heater has been reduced to \$6.95, a wonderful value.

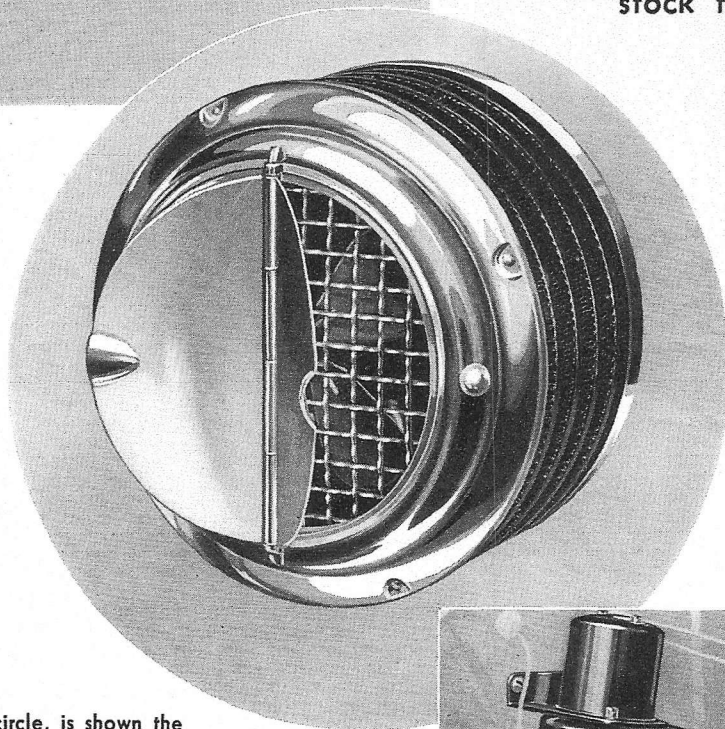
Hot Ai

LINE OF HEATERS



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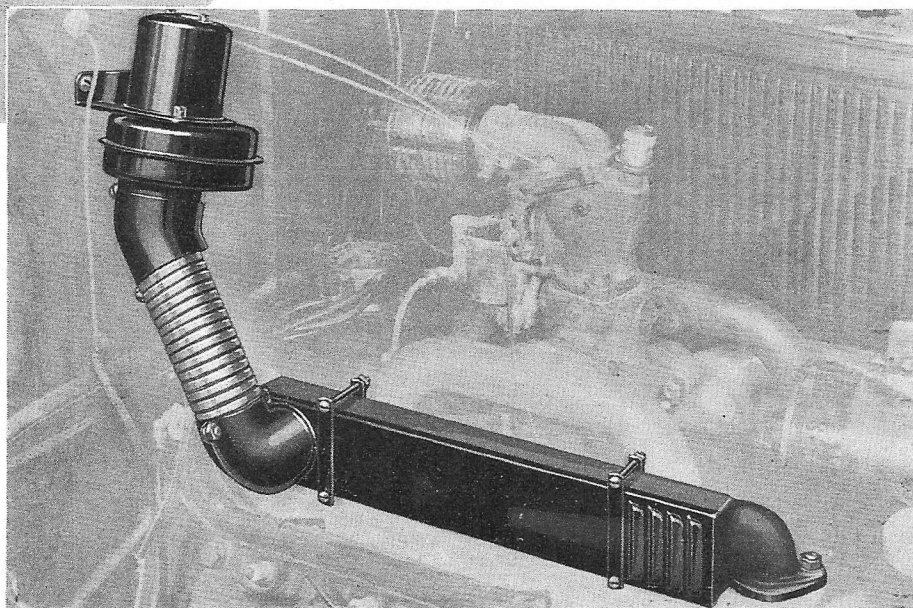


Above, in circle, is shown the DeLuxe hot water heater which has proved so successful on Buick. Air is drawn in around the circumference, heated, and forced out through the handsome chrome-plated grille. The direction of the heated air is controlled by two chrome-plated doors. This tested accessory is now available at a greatly reduced price—selling for only \$19.75. It will open a new field for its sale to people who have always wanted a heater of this high quality, but hesitated to buy because of the price.

heaters At the right is illustrated the "Winter-proved" hot air heater supplied exclusively for Pontiac Eight. It draws clean air, by means of an electrically driven blower, through the radiator and over the manifold where it is heated, then forces it to the interior of the car, thus assuring a constant supply of warm, clean air. Installation is easy, since a hole is provided on the dash for the installation of the heater. At the new low price of \$9.95 you should be able to interest many owners of Pontiac Eights.

Organize now to get your share of heater business—be ready for that first cold snap which brings on the heater selling season with a rush! This profitable accessory business won't wait for you—you've got to be prepared. Check up your past sales of heaters. Determine how many of each of the five models you will need to stock to take care of your customers' needs—

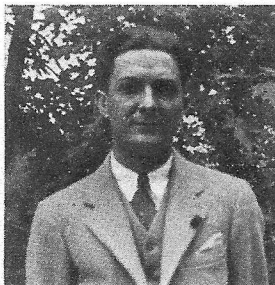
then order them, without delay. Lay your plans now to merchandise heaters, so that you can cash in, from the first hint of winter, on the desire of your car-owners for riding comfort in cold weather. Consult your service representative for dealers' net prices: then order through him, or direct from your zone parts warehouse.





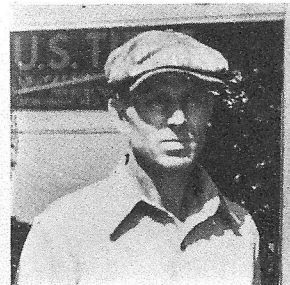
Above—E. C. Ice, of Henderson Ede Co., San Angelo, Texas, who was first in the contest with an average of 17.7 spark plugs sold per \$100 Customer Labor Sales.

Below—W. A. Goss, of Anthony Buick Co., Atlanta, Ga., whose organization averaged 12.4 spark plugs to lead the Atlanta Zone.



Above—J. I. Coffey, of Thomas Buick Co., Asheville, N. C., whose average of 13.7 plugs gave him second place.

Below—A. C. Huebner, of Bluff City Buick Co., Memphis, Tenn., had an average of 11 plugs in the contest.

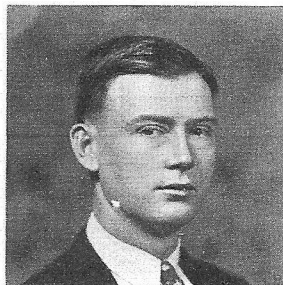


Above—C. T. Herrin, of Massey Buick Co., Ada, Okla., captured third place with an average of 13 spark plugs.

Below—Guy Craig, of Crim Motor Co., Tyler, Texas, whose average of 7.2 plugs won for him in the Dallas Zone.



Below—A close-up of the smiling countenance of old Spark Plug himself—as presented to the winning Service Managers in the "Pluggit Contest."



Southern Region "PLUGS" for added profits
 contest proves that service men
 can obtain additional business



THE MONTH of June was dedicated, by the seven zones in the Southern Region, to the practical demonstration of the important fact that additional service business can be obtained.

Service Managers were invited to compete with each other in developing this additional business—and a contest was arranged on the basis of the total number of spark plugs sold for every hundred dollars' worth of customer labor sales.

"Pluggit for More Business" was the slogan for the contest, and the results evidenced the plugging that was done. Not merely spark plugs, but other parts and acces-

sories as well felt the benefits of the increased merchandising effort put behind them.

Parts Managers were the scorekeepers in this contest. Each day they listed sales, through the shop, of spark plugs and other essentials. When the contest was over and the tabulations complete, the winning Service Manager in each zone was awarded the 1932 model of old Spark Plug, and the best dinner in town.

The winners are pictured above, with the exception of Mr. H. L. Cook, of the Orange Buick Company, Orlando, Fla., whose photograph is not available.

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Virginia Motor Sales, Indianapolis, Gets Results from Accessory Display

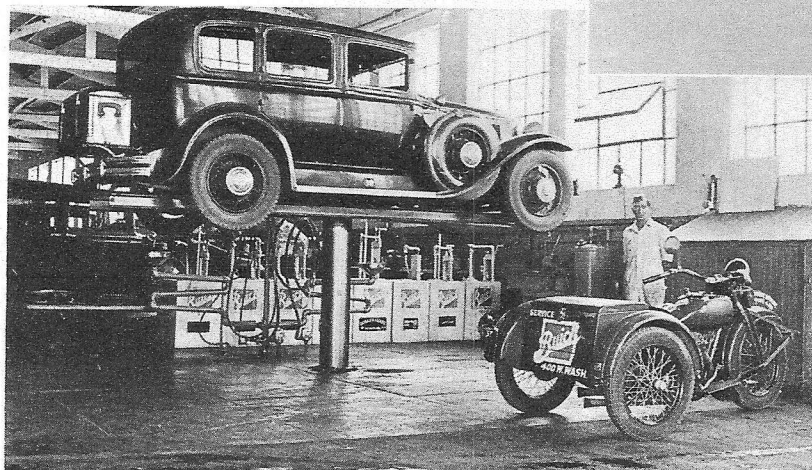
MR. WILLIAM C. MILLER, head of Virginia Motor Sales of Indianapolis, Ind., is a firm believer in the value of good display, as the photograph at the left will testify. Notice the large, attractively lettered price cards and the convenient arrangement of large and small accessories. This display sold \$128 worth of accessories in fourteen days and in addition secured for Mr. Miller a fine write-up in the *Indianapolis Star*, 8" double column in size, with two illustrations—showing how active merchandising capitalizes everything!



AMONG OUR DEALERS

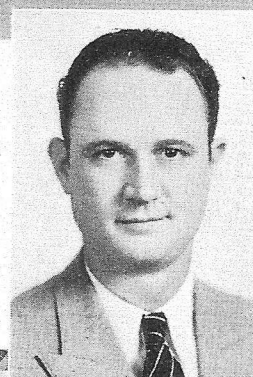
Phoenix Buick Company

Phoenix,
Arizona



Above, the premises of
Phoenix Buick, Inc.,
Phoenix, Arizona

At right, Hugh M. Craig,
Service Manager



Above, the lubrication department of Phoenix Buick, Inc.

A FINE ILLUSTRATION of the improvement possible in service business is provided by Phoenix Buick Company, Phoenix, Arizona—the name under which Mr. W. C. Quebedeaux operates. In 1932 his organization has increased its service volume on an average of \$800 to \$1,000 per month over the corresponding months of 1931.

This gratifying increase is attributed to two causes. The first is a service-minded attitude on the part of Mr. Quebedeaux, and the second is a definite merchandising attitude on the part of every member of the Service Department. The boys have something to sell, and they understand how to go about selling it.

About ten months ago, Hugh M. Craig, whose picture you see above, was made Service Manager. He immediately started to instill the sales idea into each man in his group of workers. Now any mechanic in the shop can be trusted to meet an owner, and to discuss his problems intelligently and with the proper sales viewpoint. When an owner drives in, he is subject to the subtle sort of sales suggestion that is so effective. The lubrication expert finds out if the car needs lubrication. The car washer tells about the high grade wash job he can give. That is during working hours—and the men make a special point of contacting owners outside of working hours. Here

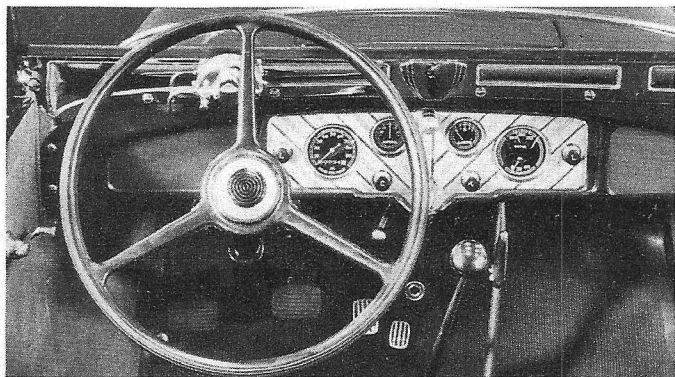


Above, the service floor of Phoenix Buick, Inc.

is real appreciation of the value of well-directed hustle after business, and the results certainly speak for themselves.

The motorcycle tow service is used to call for and deliver the customer's car when required, and it assures many repair jobs that could not otherwise be obtained. The balanced parts stock plan is used to fight the obsolescence bogey, and it returns the Parts Department a profit through the availability of the right parts. An excellent accessory business is secured by displaying the items on show-room cars; this is an added source of profit often overlooked.

Back of everything lies the whole-hearted sales attitude on the part of the entire organization which Mr. Craig has so successfully developed. No wonder the salesmen of new and used cars make a special talking point of their fine Service Department! It is a real asset to Phoenix Buick, Inc.



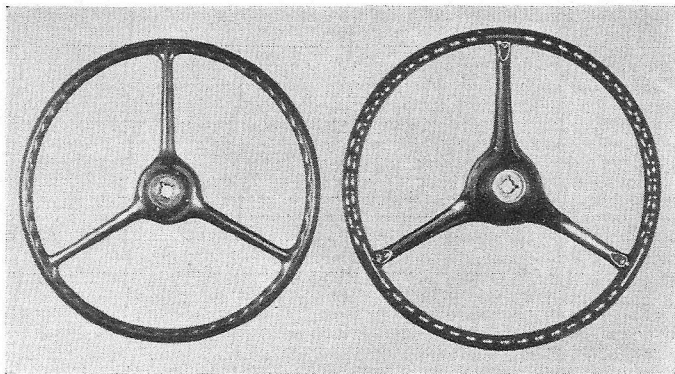
Driving compartment, showing position of steering wheel with road wheels straight forward.

Olds and Pontiac Proper Setting of Steering Wheel

ON ALL 1932 Olds and Pontiac cars, there is one correct position for the steering wheel when the car is traveling straight ahead. The same relative position applies to both cars, as shown by the photograph.

This position provides for clear vision of the instrument panel, and also permits a restful position while driving.

To obtain the proper setting of the steering wheel in relation to the straight ahead position of the wheels and still not disturb the right and left turning angles, additional



PONTIAC OLDS
Steering wheels showing keyways for adjustment.

keyways in the hub of the steering wheel are provided. Where correction is necessary remove the steering wheel and locate in correct position by use of proper keyway. CAUTION: Do not try to obtain the above by adjustment of the steering connections or pitman arm.

In removing steering wheels, use special tool H.M. 467 to prevent damage to steering gear or steering wheel.

Olds Free Wheeling

SERVICING of free-wheeling unit assemblies, 494290 and 494291 for F and L series 1932 Olds is being discontinued.

All parts for these assemblies are listed in the current Olds master parts book.

Inspection and Cleaning of Ball Bearings

Bearings removed from transmission and rear axle should always be cleaned and inspected before replacing. To clean, rotate them in clean gasoline until they are free from grease, oil and dirt. Repeat this process in several changes of gasoline, then lubricate with clean oil. Never attempt to blow out the races with air pressure.

After cleaning, inspect the bearings carefully for fractures, broken balls and damaged retainers. If the bearing remains rough after cleaning and oiling as above it should, of course, be discarded for a new one.

The single-row pinion and transmission bearings are built with from .008" to .011" end play between balls and races. This clearance is essential to proper operation, and while it permits the bearing to rattle when shaken in the hand, it should not cause the bearing to be discarded.

The differential side bearings are designed with this end play as high as .020" but this disappears when the bearing is properly adjusted by means of the differential bearing adjusting nut.

It will often be found that ball bearings which were very rough before cleaning will rotate smoothly after being cleaned and oiled as described above. The procedure is recommended whenever bearings are removed for any reason.

Buick Oil Changes

Service men are often asked why Buick recommends that oil changes be made only four times a year. The answer is, of course, the usually complete provision made by Buick to maintain the lubricating qualities of the oil used, by regulating its temperature, filtering sediment out of it, preventing dilution by crankcase ventilation, and by keeping the operating temperature of the engine at the proper point by means of thermostatically controlled radiator shutters.

The mileage driven is not a factor, provided that the oil supply is maintained at the "full" mark on the check rod, and that only the recommended grade of oil is used according to seasonal requirements.

The driver who does not travel many miles in a season ordinarily does not drive at high speeds, therefore the oil is not subjected to the high temperatures of fast driving.

On the other hand, the driver who rolls up more than 10,000 miles in the year usually "hits it up," which means that oil must be added more frequently to keep the level at the "full" mark. These constant additions automatically change the oil for the high speed driver, and it is not necessary for him to drain and refill his crankcase more than four times a year, to take care of seasonal changes.

Use the Proper Gasket

INSTANCES have been brought to our attention of damage caused to engines by the collection of small pieces of hardened plastic gasket materials in the oil lines, obstructing lubrication.

B-O-P furnishes suitable gaskets for all joints where a seal of this type is required, and does not approve of the use of plastic gasket preparations. It is very difficult to prevent such preparations from running down into the parts and hardening there. When this occurs, pieces of the hardened material are almost certain to find their way into the oil circulating system and cause trouble, the most serious being bearing failure and a thoroughly damaged engine.

Profits in Body Work

MR. T. W. BOYD, of West Concord Motors, West Concord, Mass., calls attention to a profitable service operation which should not be neglected. He says:

"The old standby of every service department, the valve job, is being matched these days by a body operation which runs into as much money, gives opportunity for less competition, promotes customer satisfaction and adds to dealer profits.

"We refer to body shimming and door alignment. Body shims which allow the body to ride free on the frame are subject to tremendous wear. When they are worn out the body settles to the frame, causing body squeaks, misalignment of doors, etc.

"Replacing these shims, which has become necessary in most every car two years old or older, makes a profitable service operation. Check up on these older model body jobs. They offer real profit possibilities."

Windshield Hints

A FREQUENT cause of complaints on water leaks around windshields lies in improper closing of the windshield, and neglecting to turn the regulator handle to the locking position. Service personnel should make it a point to instruct drivers tactfully as to the correct procedure in closing windshields tightly. From fully open, the regulator handle can be felt to turn through five notches to the locked position, which is the fifth notch, the fully closed position.

WHEN the windshield wiper arm oscillates but the rubber blade does not cleanly wipe the glass, the trouble may be either with the rubber, which may require replacement, or with the tension of the wiper arm. Bending the arm will not give the required increased tension. It is necessary to remove the cap or clip at the top of the wiper arm, at the point of attachment to the wiper-body shaft, and to

stretch the spring sufficiently to get the blade to contact with the glass closely enough for proper wiping. Sometimes a drop of oil on the spring will free it up and allow it to exert full tension without having to be stretched.

It is a good idea for service personnel to caution drivers against operating the wiper when the windshield is dirty. The grit grinds fine semi-circular lines on the glass, which not only annoy but tend to become hazardous when driving, especially at night, in the glare of on-coming headlamps.

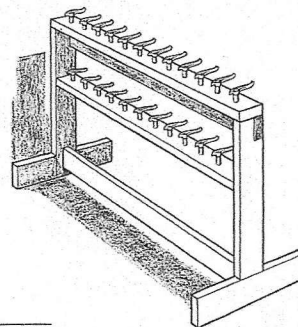
How to Adjust Sun Visors

It is surprising how few people know how to adjust the new type interior sun visors for maximum comfort and freedom from eye-strain. The usual method is to pull it straight downward and to incline it with the top nearest the header bar. This brings the cut-off near the eyes, and the slight jiggling motion as the car moves along can be very annoying.

The proper way is to incline the sun visor so that it is, in effect, the peak or visor of a cap. The bottom edge of it should be nearer the windshield than the top edge. Used in this way, there is a decided increase in visibility, and the visor can be adjusted closely without any jiggling to annoy the driver. Car owners will appreciate your calling attention to this point, and such a conversation may readily be converted into the sale of another sun-visor to be attached for the comfort of the front-seat passenger.

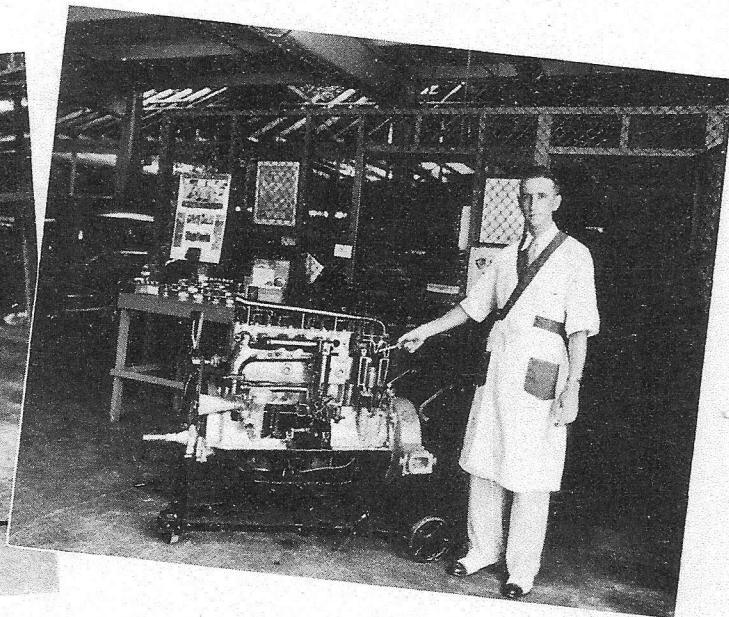
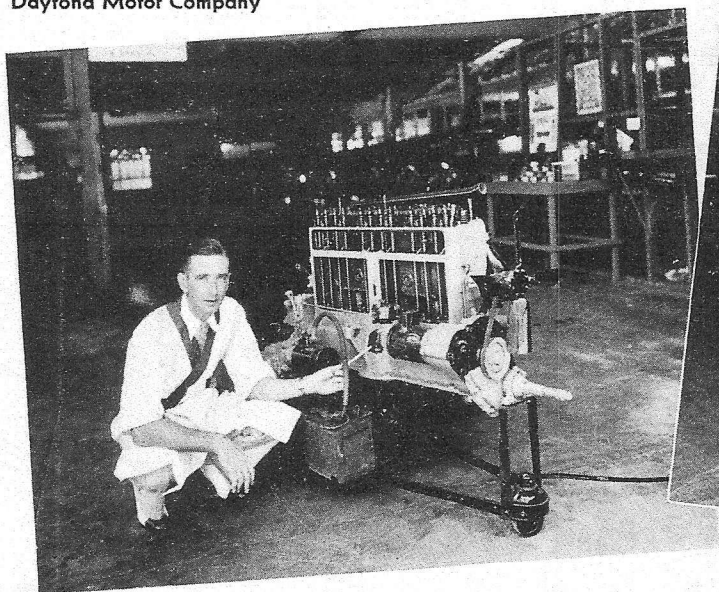
Rack for Door Handles

ASHE BROS. Motor Company, of Bellingham, Wash., have found that they sell enough door handles to justify building a special rack for them. The sketch shows their idea—a stand built of 1" x 3" lumber, with $\frac{3}{4}$ " holes bored 2" on centers. The handles are placed in these holes, each labeled with the part number, price, and models to which it applies. The stand can be made in a short time, and it helps to maintain a correct and convenient stock of handles. It can be placed in any unoccupied part of the stock-room, and makes a neat display.



ANSWER to "What's wrong with this picture?" Plenty! The Service Man is listening with a wooden rod for a carbon knock in an idling engine. He has neglected to sell a Remo Injector and he is driving business away by recommending a competitor when he should do everything possible to please the owner.

Two views of cut-away engine built by
Daytona Motor Company



Cut-Away Engine Built by Daytona Motor Company Assists in Selling Service Work

MR. J. S. LLOYD, JR., of the Daytona Motor Company, Daytona Beach, Florida, believes that no merchant can sell effectively without displaying his merchandise. If this is true then it is reasonable to assume that selling service, that intangible quantity, is particularly difficult, since labor items cannot be displayed. Confronted with this problem, Mr. Lloyd has found an excellent method of displaying the results of improper service, demonstrating the effects of neglect and abuse.

He says, "We confiscated an old motor from a wrecked car and cut out certain sections of the block, cylinder head, timing gear cover, transmission case, flywheel hous-

ing, and crankcase, exposing one of every working part in the motor. Most of the cutting was done with a hack saw or cold chisel. Two cuts on the block and cylinder head were made on a milling machine. All motor conditions such as carbon and sludge in the cooling system were left intact. After the engine had been mounted on a discarded oil drum dolly, it was painted, using gray, green, black, and red in contrasting outlines.

"The entire expense of this set-up did not exceed eighteen dollars and it has already paid for itself several times as a Silent Service Salesman."

September is RAISE THE HOOD Month

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One dealer cleverly suggests fan belt replacements in this manner, "Your fan belt is pretty frayed. I'd better put on the spare you have in the back seat, before this one breaks." This approach generally results in the sale, not of one fan belt, but of *two*, because very few drivers have a spare available.

Once you RAISE THE HOOD you can proceed methodically to gauge the probable requirements of the car-owner, and you can then bring them to his attention. Don't do it crudely; this type of selling requires a high grade of salesmanship. It is a good idea to have your men practice on each other—likewise to hold friendly meetings whereby good-natured criticism of methods employed can be brought out to the benefit of all.

Be on the alert for signs of weariness or boredom on the part of the customer; it is easy to oversell, or to lose the sale by talking too much. If this has happened, try to leave a favorable impression and a suggestion or two with the customer. He may come back if you do.

Just for example, "Thank you, Mr. Johnson. By the way, I wouldn't drive the car too hard with that thin oil. When you have time—tomorrow possibly—we ought to change your oil and put in a new oil filter cartridge. A five dollar bill will more than cover it, you know. Goodbye, and thanks again."

However, as you go along making a deliberate effort to increase sales by RAISING THE HOOD, you will find that the necessary words will come to you as you talk to car owners.

Make September a noteworthy month on your books. RAISE THE HOOD for increased volume and profits.