

The PARTS *and* SERVICE

POINTER



BUICK



OLDS

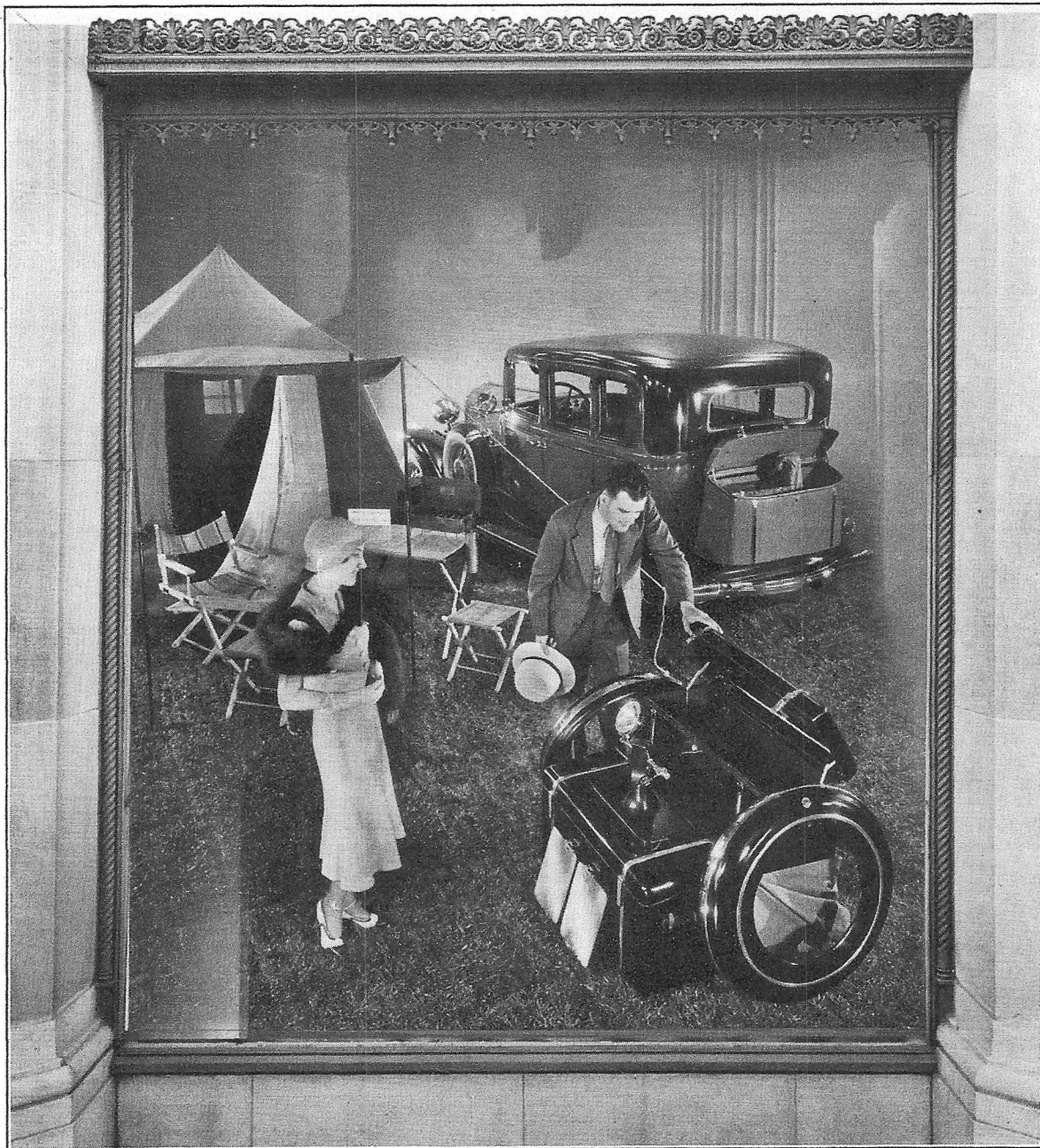


PONTIAC

NO. 3

JULY 1, 1932

VOL. 1



“Look at these accessories! I thought we could buy these only at an accessory store!”

Introducing



T. W. MOSS
 Parts and Service Merchandising Manager
 Formerly General Parts and Service Manager—
 Oakland Motor Car Co.

PRESENT conditions in the Parts, Accessory and Service business of B. O. P. Dealers and prospects for the future development of this business, do not warrant a pessimistic attitude.

Sales volume is admittedly lower than in some previous years; however, as a whole, the Service business has withstood the depression much better than most lines of industry. Automobiles are being driven farther and faster than ever before and there is in fact a tremendous amount of money being spent for maintenance. However, the unfortunate condition is that a relatively insufficient amount of money is being spent with B. O. P. Dealers.

There is now and undoubtedly will be a vast customer market which can be made to produce real parts and service profit for the Dealer who goes out after it aggressively and intelligently.

Times like these are a challenge to our ability—are a test of our merchandising "Know-How," but they cer-

tainly are not a barrier against a satisfactory volume and profit in Parts, Accessory and Service operation.

We believe that aggressive merchandising is the requirement most needed today and it shall be the purpose of this Department, through Field contacts and Central Office activities, to assist B. O. P. Dealers in every way possible to accomplish three things:

1. Sell the proper amount of service to present customers.
2. Attract more customers to B. O. P. shops through intelligent owner follow up, advertising, personal selling, etc.
3. Sell more accessories and parts.

Every Dealer appreciates the need and value of a successful Parts and Service Department. It is our sincere desire to be instrumental in helping all B. O. P. Dealers develop and maintain this highly profitable end of their business.

T. W. MOSS

40-40 CAMPAIGN EXTENDED 20 DAYS TO AUGUST FIRST!

This campaign has broken record after record
for bringing in service business to dealers!

HERE is a Service Manager who simply refuses to recognize an obstacle. Mr. Paul Wilson, Service Manager of the Indianapolis Buick Company was faced on June 1st with the job of moving his entire Service Department, 26 blocks across town. He had already prepared a letter announcing the new home of the Service Department, when the 40-40 Campaign material came in.



Mr. Paul Wilson

In spite of the big moving job, he ordered a mat of the 40-40 ad and made up the 40-40 Specials. He changed the letter to make it serve a double purpose and then went to a printer. For \$28.00 the printer agreed to make up the ad in the form of a hand bill and Mr. Wilson used it as an inclosure with the letter announcing the new location.

The printer happened to own a '28-47 Buick and when he brought back the proof of the ad a little selling job was done with the result that the printer left his Buick for an engine overhaul. Final tally resulted in a repair bill amounting to \$20.00 more than the printing bill!

With this taste of a good job well done, \$499.45 worth of extra business was "rung up" the first 5 days after the letters were mailed, as a result of the Campaign waged by Mr. Wilson.

The goal has been set at \$50.00 additional work every day for the balance of the campaign and judging by the start, they're bound to win.

IT CAN BE DONE

Here are some typical 10-day reports that show the business the 40-40 Campaign has brought into the dealers who recognized in it a real opportunity to go after and bring in business.

In Milwaukee, Wisconsin, 41 Buicks came in for complete engine overhauls in the first 10 days of the Campaign.

These Dealers took their "Coats Off" June first!

Hundreds of similar 10-day reports have come in from every State in the Union. These reports certainly prove there are owners in all parts of the country who want service work and will buy when presented with what they feel is the right proposition.

1st 10 Days	2nd 10 Days	3rd 10 Days	4th 10 Days	5th 10 Days	6th 10 Days	7th 10 Days	8th 10 Days	9th 10 Days	10th 10 Days
2	1	7	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1
2	1	1	1	1	1	1	1	1	1

Some typical 10 day reports

The time extension means that even if you haven't started on the 40-40 Campaign, there is still time.

Work up your special prices—Write your '26, '27 and '28 owners. Order an advertising mat immediately—by wire if necessary.

Get your coats off and make the most of the low prices on 40-40 parts.

\$SERVICE PROFITS\$

Suppose your parts bins were filled with dollar bills!

MONEY invested in Parts is just as valuable as money in the till—and it deserves the same protection.

The Parts business is a profitable business, but Parts Dollars may be lost through many channels.

1. *Lost Sales:* Many sales are lost by failure to display and aggressively sell parts. When a customer buys one part and you fail to sell him the related parts that he needs, you lose parts dollars. It's the additional sale that really counts. Parts Department overhead remains about the same, regardless of volume. Parts sales are about one-third gross profit; therefore every \$3.00 sale lost—means a *Parts Dollar gone*.
2. *Poor Turnover:* Each Parts Dollar in the bins should turn over at least three times a year. Three Parts Dollars idle for a year means another *Parts Dollar gone*.
3. *Unsalable Parts:* Parts not in stock cannot be sold; therefore, a good inventory is necessary. However, the danger lies in letting the inventory become unbalanced and carrying parts in stock after the demand for them has ceased. A Parts Dollar that cannot be sold is a *Parts Dollar lost*.

GUARD THE PARTS DOLLARS IN YOUR BINS

Keep the inventory in balance and avoid obsolescence by using the Monthly Parts Order Pad.

Carry a sufficient inventory to properly supply your Parts demand.

THEN—Obtain the proper turnover by aggressively developing the Parts business in your territory, both wholesale and retail, both in the shop and over the counter.



Pointers from . . .



OLD MAN POINTER

AN owner is a regular service customer only when he comes in for service at least once every sixty days. How many regular customers have you?

The Lubrication Agreement is the most effective tool ever devised for making regular customers out of occasional customers.

A good offense is the best defense in selling as well as in sport. A cordial smile is one of the most powerful selling weapons.

Owner follow-up is a valuable tool—but is not sufficient in itself to build up service volume. It must be backed up by good Service, fair prices and courteous treatment.

Finger prints and grease on the hood, steering wheel or upholstery will make the finest job displeasing to your customers.

When you have a unit disassembled and find a worn part that would be economical to replace, owners will appreciate your calling them for authority to replace it.

Selling service is ninety per cent suggestion. When suggesting additional work to be done, explain to the customer why it should be done, and then "ask him to buy."

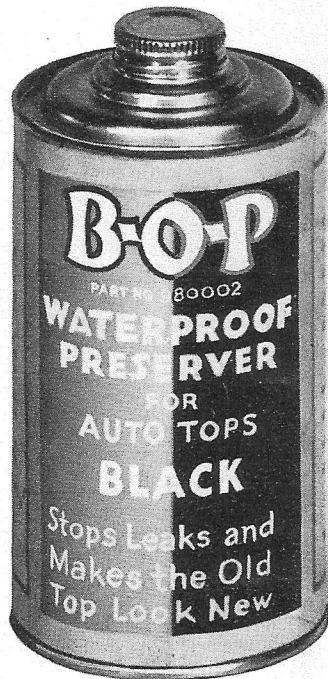
Your shop and its equipment is your Service display. A clean orderly shop and modern equipment attracts customers and helps to sell service.

Car owners like to see accessories installed on a car before they buy them—just as they like to try on hats and clothing. You will sell more accessories by equipping show room cars.

Car owners prefer genuine parts because they give better service. Mechanics prefer them because they fit perfectly. Genuine parts are easier to sell and in the long run, are more profitable to all concerned.

Here is another dealer profit producer!

Genuine B. O. P
Waterproof Preserver



A Quality Product—Priced Right

Genuine B. O. P. Waterproof Preserver is much more than a top dressing. It waterproofs, weatherproofs, preserves, and restores the color.

It will waterproof and dress up tops on used cars that might otherwise require new covering.

B. O. P. Waterproof Preserver penetrates into every fibre of any porous material it covers—it does not fill up the pores nor keep out the air. In addition to waterproofing tops, B. O. P. Preserver is excellent as a waterproof dressing for tire covers and similar fabrics, also for leather or imitation leather. It not only waterproofs and beautifies, but it makes such material more durable and easier to clean.

B. O. P. Waterproof Preserver for wood, stops squeaks, prevents expansion, shrinkage and decay. It provides a lasting remedy for noises that come from two pieces of wood rubbing together—such as floor boards or wood body joints.

B. O. P. Preserver is easily applied by spraying or with a cloth pad. No brushing is required.

All B. O. P. Warehouses are now stocked with genuine B. O. P. Waterproof Preserver—Black or Tan for tops and Clear for wood.

Use the enclosed order blank. Order a stock of each of the three kinds of B. O. P. Waterproof Preserver. See for yourself what they will do—tell your customers about them—then sell them a can, or do their job for them. List price \$.75.

Here is a chance for additional profits!

Every Car Owner
is a prospect
for these new AC products



LIST PRICE \$5.75

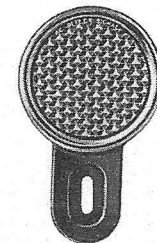
Ends Carbon Troubles . . . Frees Sticking
Valves and Rings by Dissolving Gummy
Binders

REMO not only loosens carbon by dissolving the gums which bind the particles inside the engine, but also removes the gums that cause valves to stick and piston rings to bind and clog. Every sale of a REMO Injector means repeat business on refills (list price 60c) every 1,000 miles. SELL REMO for all new cars not factory-equipped and to owners who have their valves ground or carbon cleaned so their engines will stay that way.

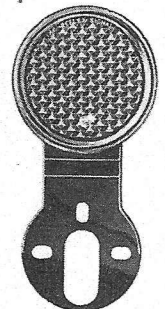
AC REFLEX
SIGNAL

Warns and
Protects . . .
Prevents Rear
End Collisions

The AC Reflex Signal reflects rays from approaching headlights and can be seen more than 1,000 feet away. Its 3-inch lens is made by a new patented process. The reflecting quality never deteriorates. Sell this important aid to safety. It protects drivers against tail-light failure, and also serves as a most effective parking light.



Type No. 2, Red.
License bracket
style.
Part No. 1520001.
\$1.00 list.



Type No. 3, Red.
Tail-light style.
Part No. 1520002
\$1.25 list.

Laws Require It
In Many States—
Safety Demands
It Everywhere

Sell these popular accessories to
your parts and service patrons
Profits for You—Satisfaction for Them

COATS

“An ounce of work is worth a pound of worry.”

“The world belongs to the energetic.”

“One idea put to work brings forth a host of others.”

“The pathway to success is in serving.”

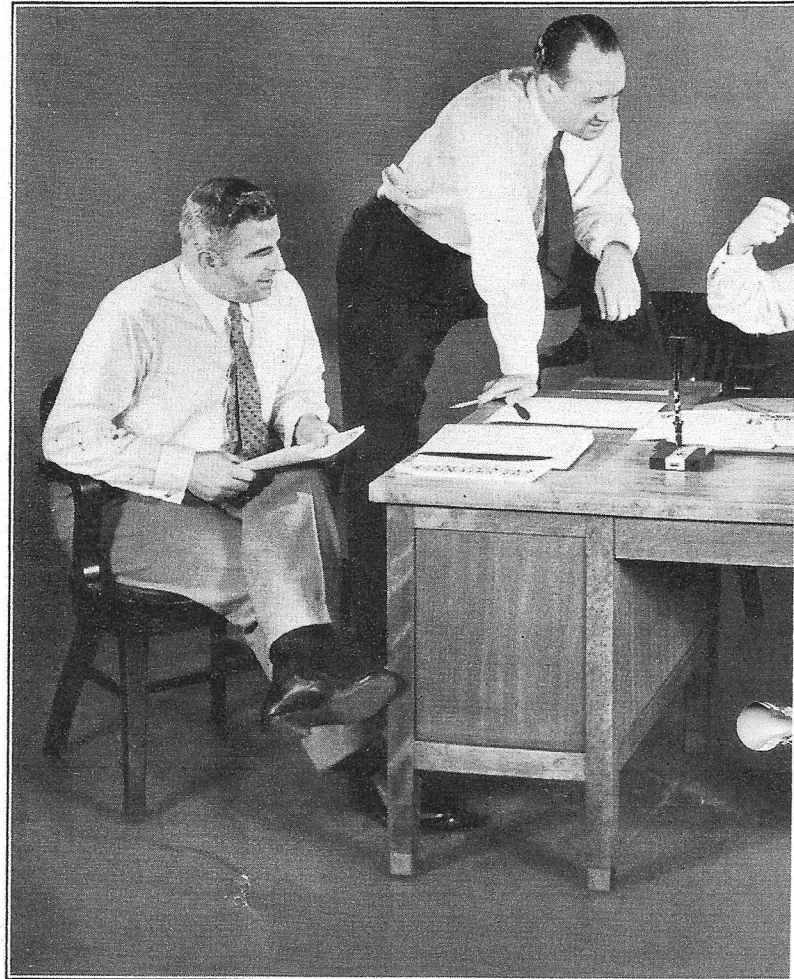
“No opportunity works successfully without work.”

“When you feel you have done a good day's work, stick to it an hour longer.”

“Wisdom is knowing what to do next; skill is knowing how to do it, virtue is doing it.”

“There is but one method, and that is hard labor.”

“Honor lies in honest toil.”



T. W. MOSS

A. R. BOSCOW

A. H. B...

A group of Coats Off workers that know no quitting tin

THE B. O. P. Service Departments will have their Coats Off for the rest of 1932—Coats Off to be unhindered in their hard driving effort—to help B. O. P. dealers make more profit in their Parts and Service Department. B. O. P. Parts and Service personnel in the field, in the offices—everywhere, will have their Coats Off also. Everyone is pledged to put more vim, vigor and enthusiasm into his work and to work closer with you.

The profits from Parts and Service can be increased this year, but just ordinary effort and ordinary merchandising will not do the job. There is a saying now and it is true—“We must work twice as hard to obtain the same amount of business as we did last year.” If we work three times as hard and match it with an equal amount of intelligence, vigor and enthusiasm, we can do *better* than last year.

In selling parts and service, you have a big advantage over most merchants who are trying to increase their business. Their market has been reduced but your owners are still driving their cars farther and faster than ever before. There

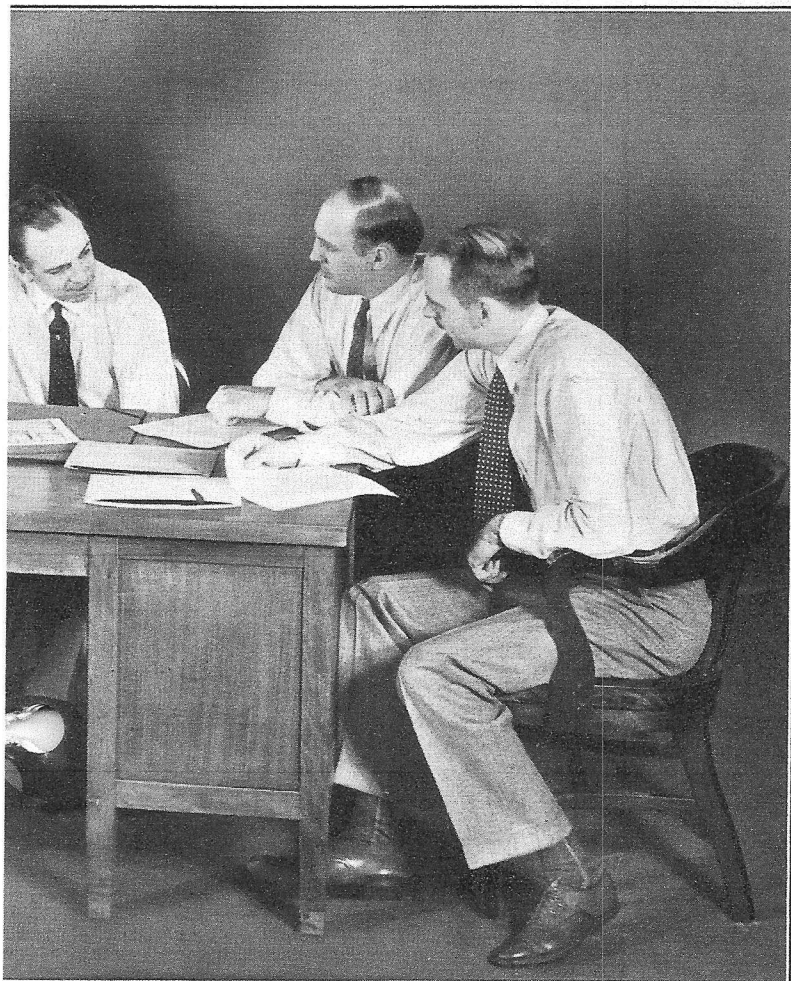
are more cars in need of service work. Owners going to Independent Garage you've got to take your Coats Off and

Join us in this “COATS OFF CA” organization to shed their coats likev harder, smile a little oftener put mo that after all, it's work that brings wor

Try new ideas if you will—ideas th would not have considered two or th some vim and vigor behind them and to you.

Your present customers are sp To increase your business, you must g tal of getting new customers is the san

OFF!



CH L. K. MARSHALL C. W. JACOBS
they work for B. O. P. dealers unceasingly and seriously.

and there are still a great many of your service who should come to you, but tell them.

"SIGN"—take yours off too, get your more profits. You must try a little enthusiasm into your work, and resolve here is no short-cut.

perhaps appear drastic—ideas that you years ago. Then take these ideas, put 'll find the "Bacon" on its way home

on their cars today than formerly. ore service customers. The fundamen- ever—that is: offering a better quality

of service at a lower price than can be obtained elsewhere and then telling your owners about it—and keep on telling 'em, telling 'em and telling 'em.

New and more attractive methods are needed to tell your customers about the merchandise you have to sell. The selling appeal of good display must be used at every opportunity. You can apply the methods of other successful merchants. Study these—then apply them to your business. Go around to Department Stores, the Five and Tens, the Super Service Stations—see their methods, and adapt them to your business—there's hundreds of good ideas in your very town if you'll watch for them.

Make up your mind right now that you are going to increase your profits from Parts and Service over last year. Get every man in your organization with his "Coat Off", driving with new enthusiasm and relentless determination toward increased profits.

EVERYBODY—COATS OFF!

"Time wasted is income lost."

"Dream big dreams and then take off your coat and make those dreams come true."

"Work is the only method that will reveal to us what we can do."

"The surest way to be happy is to get so gosh-darn busy you have no time to be unhappy."

"The moment a man slows down, he runs down. He must be a self winder."

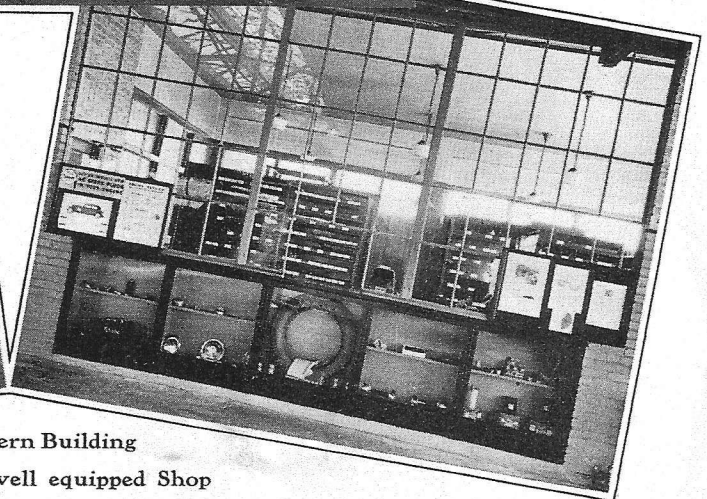
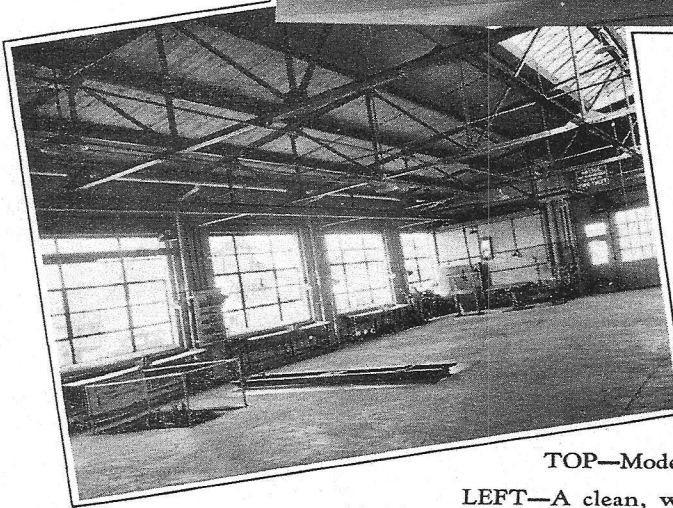
"One pound of genuine Pluck is worth two tons of gambling luck."

"The best slogan for B.O.P. right now is, Brains, Organization and Punch."

WITH OUR DEALERS

RINKE BUICK SALES

CENTER LINE, MICH.



TOP—Modern Building

LEFT—A clean, well equipped Shop

RIGHT—Parts and Accessory Dept.

RINKE BROS. furnish an outstanding example of what a dealer in a small city with a limited number of owners can accomplish in developing profitable service business.

Center Line is located about 15 miles from Detroit. It has a population of less than 3000. This dealer has parts and service volume seldom equalled in cities of less than 10,000 people. A selling atmosphere is your first impression when entering their shop.

1. They have a complete one-stop Service Station.
2. Every customer is cordially greeted when he drives in the service entrance—and just as cordially asked to return, when he leaves.
3. The Parts Manager displays his merchandise. The display pictured above is changed every week. There is also a fine accessory display in the show room.
4. The Service Manager displays what he has to sell. The shop is open, spotlessly clean and neatly arranged. Equipment is clean, painted and in order.
5. They use the Balanced Stock Plan so that the parts

which owners want are on hand without the worry of an overstock or of obsolescence.

6. Owners are followed up thirty days after each visit. Both personal letters and telephone contact are used. This dealer says that the telephone is especially effective in keeping owners coming in.

The appearance of this Service Station is most attractive—chiefly because of the cleanliness and orderliness. Rinke Brothers claim that it actually costs them less to keep their place spotless than to let dirt and scrap accumulate. Practically no effort is required to keep it continually clean and periodic house cleanings are completely eliminated—they are never necessary—obviously.

Do owners appreciate this type of Service? Yes!—Over half their Service Customers drive 15 or more miles to buy parts, accessories and Service from them.

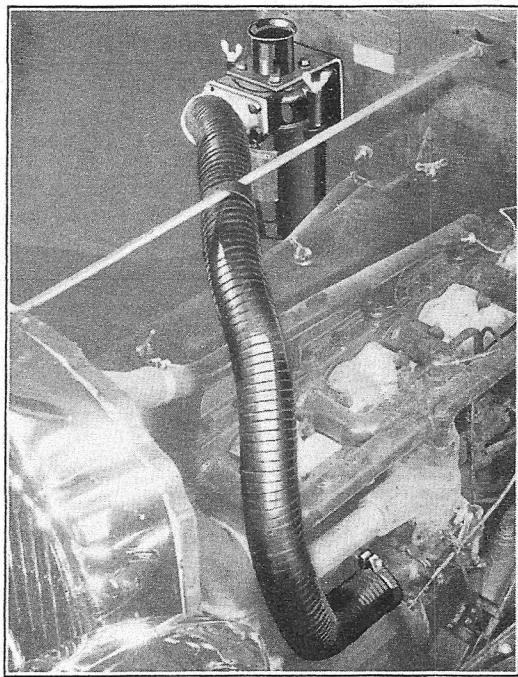
Rinke Bros. have been Buick dealers since 1919. They have recently added Oldsmobile, Pontiac and Cadillac to their line. Every man in this organization deserves commendation for a job well done—and here-with they have it.



Special Oil Bath Air Cleaner for 1931-1932 Buicks

THE Air Cleaner used as standard equipment on all Buick models has proven very efficient under all normal driving conditions. But, for special service where cars are driven almost constantly on dusty roads, as on construction jobs and in the southwestern oil fields, a heavy duty cleaner is desirable. Such cleaners can handle air heavily laden with dust and abrasive material without requiring frequent service.

For use under these conditions, Buick engineers have worked out an application of the AC Triplex Air Cleaner which may be quickly installed on 1931 and 1932 models. It is an oil bath type of cleaner which assures maximum efficiency in air cleaning.



Triplex Cleaner installed on 32-60 Buick

The complete assembly of cleaner and fittings, including carburetor jets, can be sold at retail for \$15.00 plus a small installation charge.

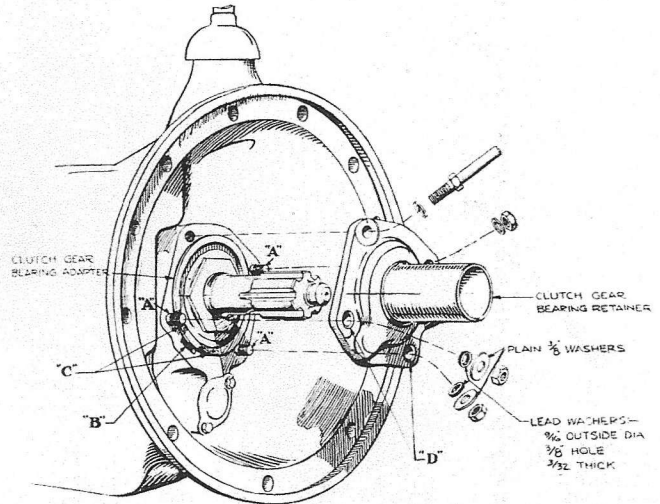
The accompanying illustration shows clearly the cleaner installation.

The unit package carries part No. 1273719 and should be ordered in the regular way through your parts warehouse or distributor.

When ordering, always specify year and model number to assure correct carburetor jets.

Prevention of Oil Leak from Transmission to Clutch

32-60, 80 and 90 series



SOME cases of oil leaks from transmission have been reported from the field, which are mistaken for oil leaking past the cork oil seal in the clutch gear bearing retainer.

However, it has been found that the leak occurs at the bearing retainer studs and the following correction should be made.

Be sure studs "A" are tight. If loose, reassemble to case with "Enginamel" or "Permatex." Cored hole "B" must not be obstructed by gasket. Cover areas "C" with Enginamel or Permatex when assembling clutch gear bearing retainer to case. Countersink holes "D" $\frac{1}{8}$ " x 90° for lead washers, which must be made up according to dimensions shown above.

Carburetors Flooding

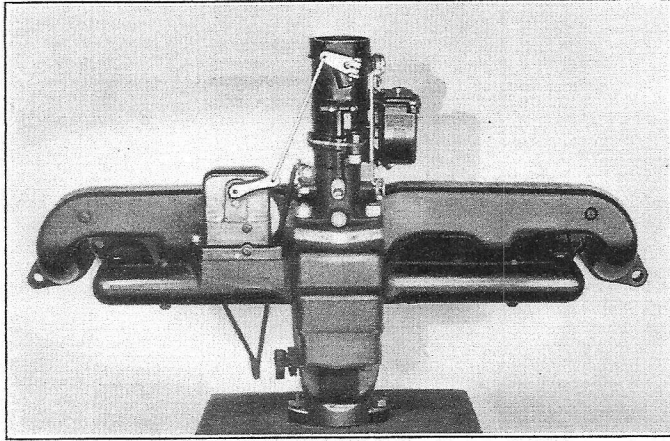
SOME cases of carburetor flooding have been reported on cars on which the float mechanism appears to be in good operating condition. In such instances, the fuel pump should be investigated as the possible cause of the trouble.

Cases have been found where the top layer of fabric in the pump diaphragm has become full of "pin" holes. These holes permit fuel to work in between the top and second layers of the diaphragm, thereby bulging the top layer and causing high delivery pressure. The "pin" holes are difficult to see, but the presence of gasoline between the layers of the diaphragm is evidence of this condition.

New diaphragms should be installed when this condition is found.



1932 Olds Carburetion and Manifold- Equipment Available for 1931 Olds



THE automatic choke on the 1932 Olds has created a great deal of interest. Many owners of 1931 Oldsmobiles have inquired as to whether it would be possible to install this new feature on 1931 model cars.

A unit package has been prepared which makes it possible to install this exclusive Oldsmobile feature on 1931 Olds at a very reasonable cost.

This unit consists of:

- 1—Downdraft Stromberg Carburetor—Type EC-2.
- 1—Automatic Choke Device
- 1—Intake and Exhaust Manifold.

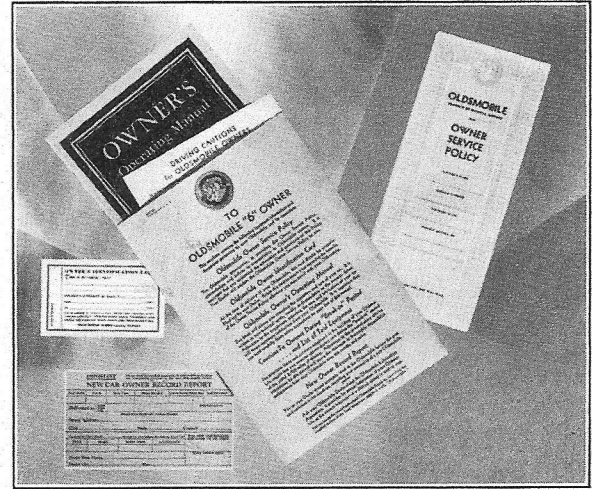
This equipment is a duplicate of the carburetor, automatic choke and thermostatic heat control used on the new 1932 Oldsmobile cars and will give 1931 Olds owners full advantage of this modern design.

The automatic choke consists of a unique mechanical linkage controlled by a thermostatic spring and vacuum piston. The thermostat closes the choke valve when the engine is cold and keeps a tension against the choke during the warming up period.

The result is quicker, easier starting, which reduces oil dilution thereby providing better lubrication for the entire engine. The automatic choke opens fully as soon as the engine warms up sufficiently to operate without the use of the choke. Without automatic choke some owners forget to push in the choke control and run for long periods with partly choked engines. Of course this results in excessive gasoline consumption and excessive dilution of the engine oil.

The unit package, completely assembled can be obtained from any Stromberg Distributor or direct from the Bendix Stromberg Carburetor Company at South Bend, Indiana. The low list price of \$19.50 is subject to a liberal discount. The suggested list price installed is \$21.00. West of the Rockies, the list prices are \$1.00 higher or \$20.50 and \$22.00 respectively.

Olds Service Policy Now Sent With Car



OLDSMOBILE cars are now being shipped with Owner Service Policy and associated material listed below in an envelope attached to the right hand side of the header board.

This envelope will contain the following material:

- Olds Owner Service Policy
- Cautions to Owners During Olds Owner Identification Card
- "Break-in" Period and list of Olds Owner's Operating Manual
- Tool Equipment
- New Owner Record Report

This last item, Owner Record Report, is a new Return Postcard to be filled in by the dealer at the time the car is delivered. It is imperative that the dealer fill in the information requested on this card and mail at time of car sale, to Mr. W. A. Blees, Detroit.

Hood Reinforcement Anti-Rattler

ALL F-32 and L-32 model Oldsmobiles are now being equipped with a reinforcement angle to prevent hood rattle. This angle can be installed on any 1932 Olds as shown in sketch below.

The necessary parts for this installation are:

- 2—132901—Screw
- 2—115707—Lock Washer
- 2—115295—Clevis Pin
- 1—401541—L. H. Reinforcement iron
- 1—401542—R. H. Reinforcement iron

These parts should be ordered from your B.O.P. Parts Warehouse.

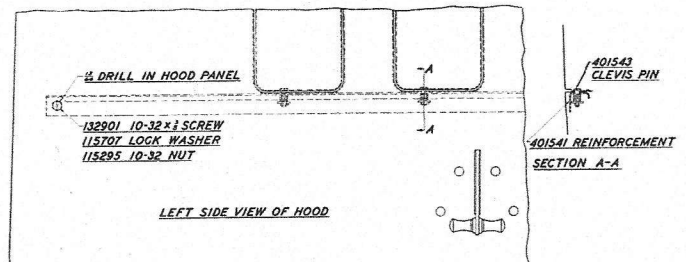


Diagram of installation

AC Oil Filters for Pontiac 6 and V-8 and Oakland V-8

now available at all B. O. P. Warehouses
Production change makes possible installation on
late 1932 Pontiac

NEW Unit Package X1600 fits all O/V-8 and P/V-8 and P/6 except early 1932 production from engine 835001 to engine 865-281. This new Unit Package simplifies Dealers stocking problem and presents a real opportunity for additional profit.

The instructions in dealer's confidential bulletin No. 5 dated Mar. 11, 1932, will now apply only on 1932 Pontiacs from engine No. 835001 to engine No. 865281 and installation on engines after No. 865281 is entirely satisfactory.

Installation of an Oil Filter is not possible on an early 1932 P/6 because there is no provision in the Cylinder Block Casting for tapping a hole in the oil passage above the Oil Pressure Regulator. A change has been made in the Cylinder Block so that now the installation of an Oil Filter is entirely satisfactory. This change was made effective with engine No. 865282.

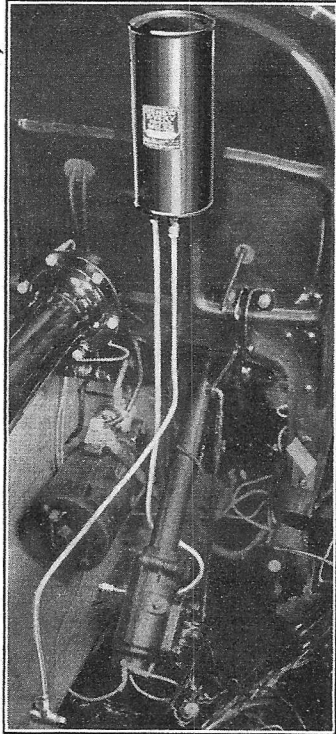
Unit Package X1600 includes Oil Filter Cartridge, Mounting Bracket, Copper Tubing and fittings for complete installation. Use type XA5 replacement cartridge. The list price of this Unit Package is \$4.00 and of the replacement cartridge \$2.75.

Here's a fine way to sell yourself and your customers

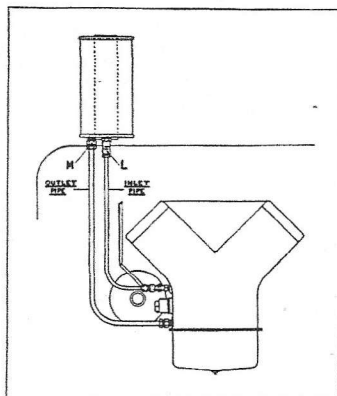
on AC Oil Filters. Split a cartridge—remove the wick—place it in a clean shovel and burn it in a furnace—then feel the gritty residue.

The residue is largely sand and metal. Take a magnet and see how much metal you can pick out of this residue. Place the residue and the magnet in a tray along with another dirty unburned wick.

It makes a very interesting display and will help you sell Oil Filter installations.



Oil Filter installed on late 1932 P/6



Front View

Diagram of installation on Pontiac V-8

Soak Oil Seal Before Installing

WHEN installing a new cork oil seal inside the timing chain cover, the cork seal should always be soaked thoroughly in oil before assembling in the engine. This will fill the pores with oil and put the cork in the same condition as when operating in the car. This assures a tight joint. In addition it prevents any tendency for the cork to become glazed and score the timing chain cover.

If the timing chain cover is rough or scored where the oil seal seats, the cover should be replaced.

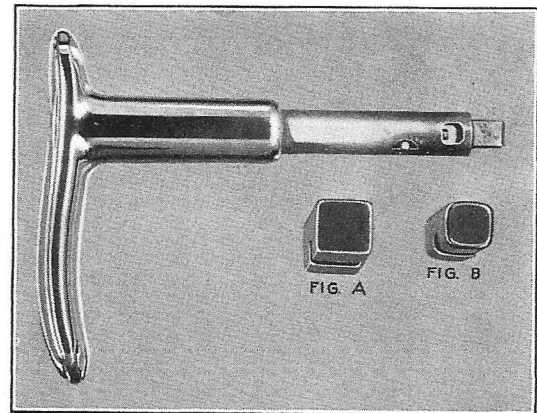
Be Certain of a Positive Ground

DUE to the complete rubber insulation used on the Pontiac Six engine, a positive ground for electrical connections is provided by means of a metal strap at the right front engine mounting. Whenever any difficulty is encountered with the electrical circuit, a check should be made to be sure that the strap is attached securely at both ends and the engine and frame brackets are thoroughly clean. This also applies to the battery ground strap between the negative terminal of the battery, and the frame.

Check both of these ground connections regularly when inspecting new cars, and always make sure the connections are clean and free from oil or paint.

This is especially necessary when investigating any cases of slow cranking.

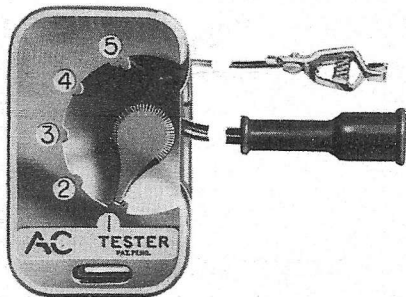
Change in Outside Door Handle Locking Pawl



New type handle with old and new type pawl

SOME mechanics have experienced difficulty when fitting a new outside door locking handle (less cylinder) to a used door locking cylinder assembly, because there are two types of outside door locking handle pawls as shown in Fig. A and Fig. B. Before attempting to install the type of pawl shown in Fig. A in the handle pictured, the pawl should have its corners chamfered so that it will fit the door handle housing without binding at the corners. This chamfering may be easily and quickly done by grinding off the corners of the pawl on an emery wheel.

AC SPARK PLUG TESTERS WILL HELP PLUG SALES



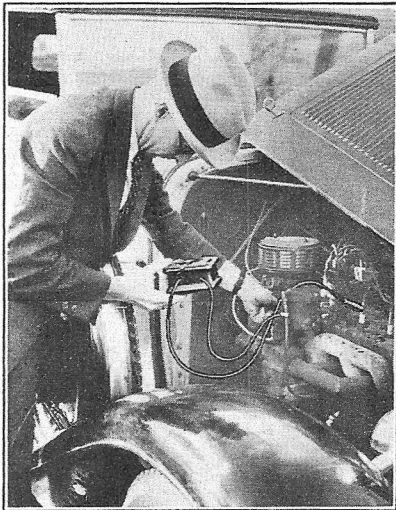
The AC Tester is stocked at all BOP warehouses and carries a very low price in combination with 50 or 100 AC Spark Plugs.

insulator, instead of jumping the gap. The result is an intermittent spark or no spark at all.

The size of the plug gap will also make a difference in the energy required to make a spark. If the gap is too wide or if the electrodes are badly pitted, the spark is more likely to follow the carbon or oxide coating on the insulator resulting in no spark to ignite the mixture of gas in the cylinder.

The above emphasizes the necessity of testing plugs in the engine in order to more accurately locate faulty operation. All that has been lacking until recently was a Spark Plug Tester to determine correctly the condition of Spark Plugs in the engine under its own compression and ignition. The AC Spark Plug Tester supplies this need. It is the only device that successfully tests spark plugs under actual compression, temperature and ignition conditions without their removal from the engine.

With this tester, the customer can be shown the true condition of his Plugs—whether they need regapping, whether they miss at high speeds or full load or do not fire at all. The AC Spark Plug Tester will help you sell more plugs by enabling you to show the customer that his plugs are worn and need replacing.



Testing plugs in 1931 Olds with
AC Tester

INSTRUCTIONS ON THE USE OF THE TESTER

- A. Run engine until normal operating temperature is reached.
- B. Set throttle at idling position.
- C. Ground Red wire on any clean metal surface of engine, clamp the black wire to the terminal of the plug to be tested.
- D. Select correct testing position. Position No. 3 for Olds and Pontiac, Position No. 4 for Buick.
- E. Then make actual test. Open throttle wide in one quick movement and hold it open

DURING the last few years there has been a very decided increase in engine speed, compression and the number of cylinders. These changes have had a very definite effect upon spark plugs. Compression acts as a resistance to the flow of current across the spark gaps. This resistance causes some of the current to leak away and follow the easier path along the carbon or oxide coating on the

for only an instant allowing engine to accelerate quickly. Observe flasher tube while the engine is building up speed. The instant it reaches high speed the test is completed. If the flasher tube shows a constant bright red flash for the entire duration of this quick acceleration, it indicates the plug is in good condition. If the flash dims or disappears at any point, the plug is missing.

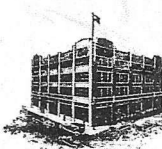
- F. If spark plugs are found to be defective, the plugs should be removed and a visual inspection made to see if the plug is cracked or broken, or shows signs of pre-ignition. Defective plugs should always be replaced.
- G. If the gap is found to be too wide it should be re-spaced, the plug replaced in the engine and a retest made. If it still tests defective, replace the spark plug with a new A C Plug and test. If the new plug tests defective, the mechanic should seek the trouble elsewhere in the ignition—for example, the coil, condenser, distributor or cable.


The battery, ignition coil and ignition wires also play an important part in spark plug life and performance. A weak battery, or coil, worn breaker points, or a slight leakage from ignition cables will cause weak spark energy.

Obtain the owner's order to correct any such faults in the ignition system. Then retest the plugs to be certain they are functioning properly.

There is an excellent profit in the sale of spark plugs. You can easily increase spark plug sales by properly using the new A. C. Tester. Display the Tester with a sign offering a free inspection to everyone who comes into your shop. Tell them that worn spark plugs waste as much as one gallon out of every ten.

The letter shown herewith tells of the increased sales one dealer obtained by the use of this Tester. You can do the same.





WATKINS MOTOR COMPANY
RETAIL SALES AND SERVICE
BUICK, BUILT BY THE MOTOR CO.
EL PASO, TEXAS
April 26th, 1932.

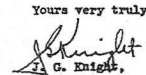
AC Spark Plug Co.,
Flint, Mich.

Gentlemen:-

We were among the very first purchasers of the AC Spark Plug Tester in the El Paso district when it was placed on the market recently, since, like every other car dealer at the present time, we are vitally interested in the profit-making possibilities of our service department.

Our success in selling spark plugs with this tester has been very marked. Our increase in plug sales has amounted to over one-third, and in one day recently we sold 66 plugs, practically all sales being accounted for by installations of full sets.

We are glad to give you, voluntarily, our unqualified endorsement of this new means of increasing plug sales.

Yours very truly,

J. G. English,
Parts Manager.

JGK:TK

Here's what one dealer thinks of the
AC Plug Tester