PACKARD
Service Counselor
PARTS ★ ACCESSORIES ★ PRODUCT ★ PROFITS
INSTITUTIONAL PROMOTIONAL
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Service Sales Effort

As a high percentage of franchised dealers comb their service customer lists for new-car prospects, many are finding that the "sins of the past still live with them."

Many of the abuses that became habits during the hectic late days of the war period are still ingrained into the operations of many a dealership, and it will take a violent upheaval and constant checking of the dealer himself, to get his service department back to a "sales developing" basis.

As you know, it is not hard to sell the ninety percent satisfied customers a new vehicle as they need them. Satisfied customers will buy the car they like from the dealer from whom they have been getting good service; efficiently and economically rendered, for less allowance on their old car than the "shopper" who is out to sell his old car for the high dollar.

Good car sales business, or bad, many dealers make every effort to give satisfactory service at a profit. Not only do all dealers of this type have a very "high" absorption of their service customer potential, but their service business in itself is a highly profitable part of their service operation.

Many dealers have found that courteous reception of the owners, proper diagnosis of his vehicle's trouble, honest order writing and charges result in satisfied service customers that keep coming back for all of their maintenance work.

Many of the things that drive customers away from a dealer's service department are things that he is not aware are happening—and would not tolerate if he knew they were happening. Many of the things that make service customers sore at the dealer and his operation are the direct result of unthinking instructions to the service manager and service salesmen.

One direct result of "putting" the service manager and his floor salesmen on the "carpet" for the fall of gross service revenue is to induce these men to oversell or "load" his service customers in an attempt to bring the volume back up to a satisfactory (to the dealer) dollar volume.

Instead of being honest in their diagnosing of the customer's needs they sell a re-ring job, for instance, where a carburetor adjustment is all that is necessary; a replacement generator where a new set of points would correct the trouble. In other words, they deliberately load the customer with unneeded work to bring the shop revenue up.

If the dealer would put it up to his service department to increase the number of service customers, to bring his shop revenue up to what it should be to give him a satisfactory absorption percentage—and would analyze the customers' service orders for the prior two or three months to determine what department of his service business had suffered the largest decline in service revenue—he and his manager might find that some extra concentration on one or two phases of their shop work might produce startling results.

If the average customer repair order has dropped off generally, this shows that more customers are needed. If body work has dropped, more attention to selling body work is called for. But if the drop has been in engine overhaul or rebuilding, it then calls for a more complete analysis of how to replace this work with other work that will bring in the lost dollar volume.

Owners are now more inclined to drive their present vehicle until it becomes uneconomical to run, and then trade for a new vehicle, rather than to go in for an expensive amount of repair work.

However, it is the thoughtless and careless habits that have grown in the handling of retail service that cause the most dissatisfaction between the dealer and his service customers.

One of the greatest causes of complaint generally is due to carelessness in the pre-delivery of a new car from the standpoint of checking the work on the repair order to see that the work has been properly done. This should be done at all times.

We would suggest that you review your monthly repair orders with your service managers and take steps to increase your service volume, especially in departments that are low in sales. A good check will not only increase your service volume, but make more happy Packard owners and will keep them in the Packard family for future car sales.

Remember—THE BEST ANGLE IN SELLING IS ALWAYS THE TRY-ANGLE.

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Battery Care

Investigation has revealed that in some instances, batteries are left in new cars in display rooms without any precautions taken to keep them charged nor are they charged when the vehicles are delivered to customers. This has resulted in early battery failures.

If necessary precautions are not taken, the batteries will be ruined in a very short time. It is important to remember that batteries are PERISHABLE and must have periodic attention. A battery is not a mechanical part — it is electro-chemical, and is working ALL the time, regardless of whether the vehicle is standing idle, or is in use. The elements in it are undergoing constant change. They suffer from thirst, starvation, overwork and overfeeding, even as a person does under similar circumstances.

Lack of attention causes plates to become hard and sulphated. In hot weather, a sulphated battery subjected to high generator charging rates may be ruined from overcharging. In cold weather, a discharged battery will freeze quickly, frequently damaging the battery beyond repair.

1. Be sure you are using an accurate Battery Hydrometer, and a good Battery Charger.
2. Check the gravity of EVERY battery when a new car is received. Recharge the battery at *once* if the reading is at or below 1.250 specific gravity.
3. Re-check batteries in ALL new vehicles every 30 days in cool weather. Every 2 weeks in warm weather.
4. Always check the battery in a new vehicle before delivery to a customer. A MINIMUM gravity reading of at least 1.260 per cell is necessary.
5. Make certain the charging rate (voltage regulator setting) is proper for your customer's driving habits.
6. Check frequently to make sure these instructions are being followed.

Following the 6 points suggested above will eliminate many difficulties for your customer, yourself, the car manufacturer and the battery manufacturer. It will build customer confidence in your Service Department and result in more sales.

Warning Stickers Discontinued

The use of stickers attached to the rear springs warning against lubricating the springs will be discontinued in the near future.

It is felt that since all Packard service personnel are aware of the unfavorable results of oiling springs and all oil company charts advise against oiling, the use of the sticker is unnecessary.

Renewing Front Stabilizer Bearings

When it is necessary to change a front stabilizer bearing, part number 351695, it should be done by splitting the bearing and installing it over the rod. When the bearing bracket is installed and tightened the slit in the bearing will be closed.

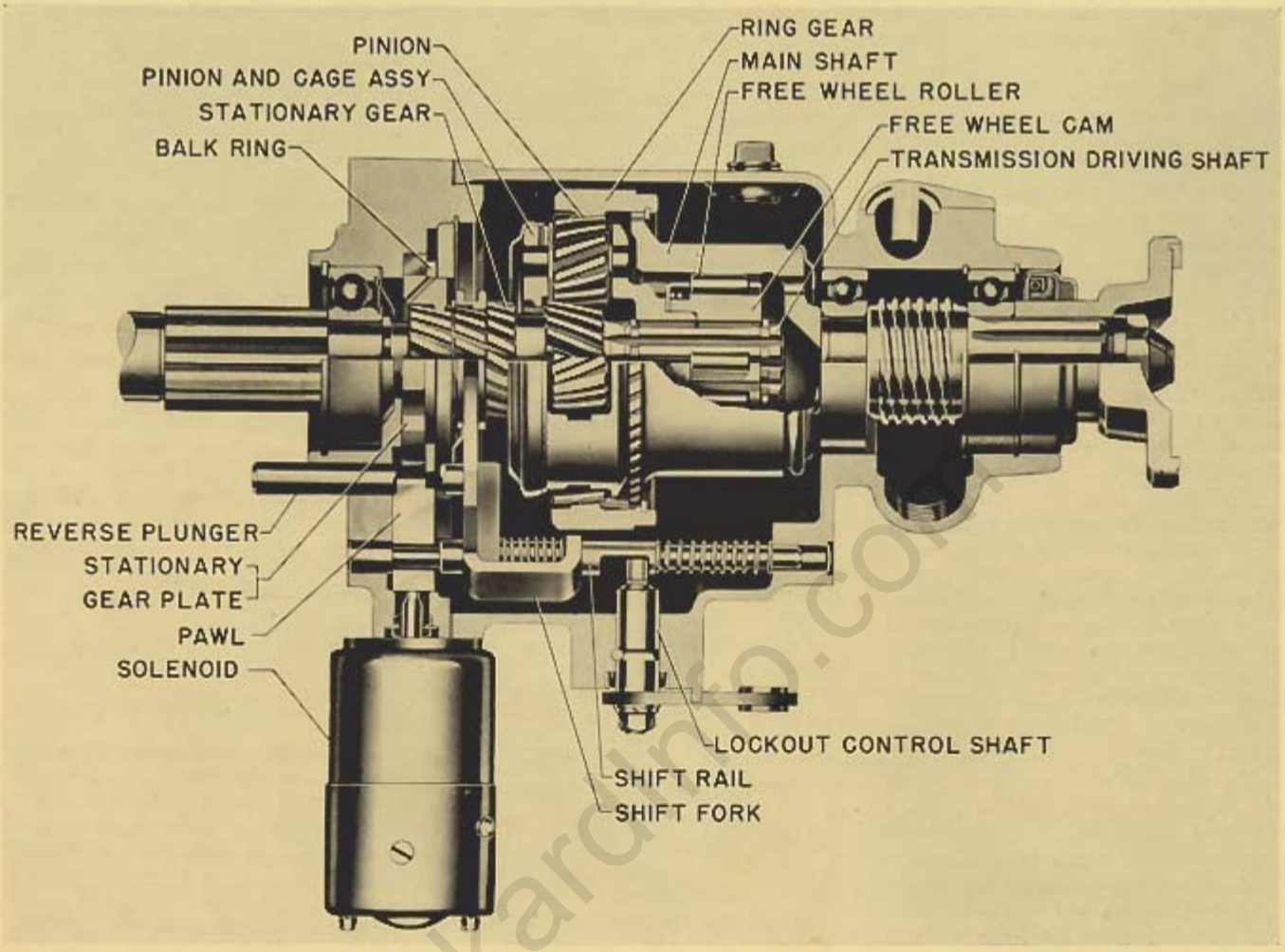
It is not necessary to renew the stabilizer assembly when bearings become worn.

Parts Book Correction

Under code number 12.004—DIFFERENTIAL CASE in the 22nd Series Parts Book, part number 360399 should read "Used only with special 4.3 to 1 ratio, 2201-11."

This housing is not used for overdrive equipped cars having the 4.1 to 1 ratio.

What an Overdrive Does



Addition of an overdrive to a standard transmission enables the engine to turn over more slowly and still maintain the same car speed. This reduction in engine speed amounts to about 28%, compared to that required to drive the car at the same car speed in direct drive.

Slower engine speed for the same car speed yields three results —all good.

First, assuming that the life of the engine depends upon how many times the engine can turn over before parts begin to fail, it is obvious that *the life of the engine is extended by about 28%.*

Second, the amount of engine lubricating oil used is largely determined by two factors: how fast the engine turns over and how many times it turns over. Since the overdrive reduces both factors, it follows that *it cuts down considerably on oil consumption.*

Third, *it results in better gasoline mileage.* The reasons are not quite so obvious as were the first two but it saves fuel, and here is why:

By slowing the r.p.m. of the engine, we realize a considerable saving in the power needed to overcome friction. Friction developed by the moving parts in an engine is comparatively small when the engine is running at low speeds but, as the engine speeds increase, the comparable friction increase is proportionally much greater. At cruising and high speeds (in direct drive) the power used to overcome friction is considerable, so if we are able to make the engine run slower and still maintain the desired performance, we save some of the fuel we formerly had to use to overcome friction.

In the meantime, the faster the engine turns over, the less amount of air-fuel mixture *per stroke* are the pistons able to suck into the cylinders. The *amount* of mixture they are able to load, compared to the amount of mixture that *could* be loaded if the cylinders were completely filled is called *volumetric* efficiency. The carburetor, the air cleaner, the intake manifold, and the cylinder intake valves—all constitute restrictions to the free flow of the mixture into the cylinder. As the pistons travel downward on the intake stroke then, between themselves and these restrictions, they create a partial vacuum which results in power being absorbed as the pistons move to the bottom of their travel. Infinitely large openings at the previously mentioned restriction points would completely relieve this partial vacuum—so would an infinitely slow stroke but, like everything else in engineering, it is necessary to effect a compromise and be satisfied with an improvement. By increasing the throttle opening a little and slowing the stroke as much as is practical, then we *improve* the volumetric efficiency. We know that the same horse-

power is required to move the car at any given speed, whether it is in direct drive or overdrive. Horsepower is a function of both engine speed and torque. To hold a constant horsepower, if you cut down on r.p.m., you must increase the torque accordingly. The only way you can increase engine torque at slower r.p.m. (in the throttle range we are concerned with) is to burn more fuel at each stroke, and the only way to get it to the cylinders is to increase the throttle opening. Remember, although we are using more fuel per stroke now, we are using fewer strokes to move the car a given distance. When this is done, we have relieved some of the cylinder intake restriction and have *increased volumetric efficiency.*

An engine runs on a *leaner mixture* at low speeds than it does at high speeds, provided these speeds are within a *certain throttle range.* The overdrive qualifies here, too. The slower engine speeds made possible by the overdrive result in a leaner mixture—more air for less fuel for the same developed horsepower. This also results in a fuel saving.

To summarize then, by slowing down engine r.p.m. the overdrive (1) has decreased the horsepower required to overcome friction; (2) has raised volumetric efficiency; (3) has leaned the fuel-air ratio for more efficient fuel combustion. The end result of all this is better gasoline mileage and increased engine life.

Window Lifter Valve Tool

We have, in stock, four Window Lifter Valve Seat Refacing Tools S.T. 5238.

These were used to reseat the valve in the pump housing on prewar cars having Hydraulic Window Lifts.

These reseating tools may be purchased through the Service Parts Department under part number S.T. 5238 Dealer Price $6.75.

There will not be any more of these tools available after we dispose of this supply.

Windshield Washer Solvent All Season Mixture

This solvent may be erroneously considered for use as a "winter mixture" to prevent freezing. The label is being changed and actually it is an "all season" solvent mixture that when added to water not only serves as an anti-freeze but increases the cleansing efficiency of wiper blades. Add 1 ounce in spring, summer and early fall and 2 ounces in late fall and winter.

Upon every installation of a Packard Windshield Washer, also sell this solvent. Available from your Zone Warehouse in 6 ounce bottles under part #PA-393645.

Parts Book Corrections

The following changes should be made in all 22nd Series Parts Lists.

Code No.

5.1100) Note "use on engines with-
5.1102) out engine number suffix
5.1301) 'D' " should read "use on
5.1302) engines without engine
5.1305) number suffix 'D' or 'E' ". Note "use on engines with engine number suffix 'D' " should read "use on engines with engine number suffix 'D' or 'E' ".

5.14025 Note "use on engines with engine number suffix 'D' " should read "use with engine number suffix 'C' ".

The Warranty and Major Assemblies

Any difficulty encountered with a major unit (engine, transmission, differential, etc.) can usually be corrected by repair or replacement of detail parts or by proper adjustment.

There are occasions when major units have to be replaced but when such action seems necessary a detail description of the facts should be supplied to the Zone Parts and Service Manager or Service Representative for authority to replace the unit. This may be done by letter or in emergency cases by phone or wire. Always give the engine number, vehicle number, date of delivery, mileage and nature and cause of difficulty.

Authority should be obtained before any major unit is replaced since assistance can generally be given concerning adjustment or repair, thus saving owner inconvenience and dealer expense.

Custom Eight Ride

Occasionally we receive reports of harsh ride on Custom Eights. It is felt that when these cars are in standard condition the ride is exceptionally fine; therefore, any unsatisfactory result is caused by one or more of the following conditions.

1. Too much friction in the front suspension.
2. Wrong valving in either the front or rear shock absorbers.
3. Loss of oil in either the front or rear shock absorbers.
4. Too much friction in the rear springs caused by either the leaf liners or insulators being destroyed or interference between the ends of the leaf and the one directly above it.
5. Rear spring rubber bushings not neutralized.
6. Loose body bolts.
7. Loose front seat track bolts.
8. Tires other than those specified.

In checking ride complaints, one or more of the items listed has always been found to be the cause. Checking and correcting these conditions will result in the really fine ride designed and built into the Custom Eights.

Door Glass Breakage

When it is necessary to change a door window glass because of breakage, a thorough inspection of the channels, runways, etc., should be made to prevent a recurrence. In many cases a broken window is renewed without removing the trim panel to make an investigation of the cause of breakage. As a result the new window may break causing an added expense and customer dissatisfaction.

Before installing a new glass, check the runways for high rivets, clips, etc., and the channels for proper spacing and attachment at the lower end. Check the tie bar across the bottom of the channels to be sure that it is not bent and that it is properly attached to the channels. Be sure that the stops are properly located and are securely tightened. These precautions will reduce the possibility of repeated breakage.

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