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"WHY WAIT 'TILL SPRING?"

By "THE MAN WHO OWNS ONE"

It's human nature to put a premium on "face" values.

People are accustomed to judging others by appearances, and people are pretty apt to judge a business by its appearance, too!

Out in the suburbs where I live, we have a Packard dealership run by an aggressive young fellow . . . the son of an old friend of mine. He opened up a few years ago and he's been doing a whale of a business in service, as well as sales, ever since.

Now I've been around long enough to know that there are any number of things which enter into making any business successful. But I firmly believe that at least a part of my young friend's success is due to the atmosphere he has built up around his service department.

It isn't a large place. In fact, it's just average size. But there's something about it that makes you feel confident that you'll get the right kind of service.

My wife, who like many women has the faculty of hitting the "nail on the head" pointed out to me just what gave this service department such an impressive atmosphere.

"Men," she said in a superior sort of way, "fail to see what I'd call 'Significant trifles.' They get only the broad picture of things. But women notice the small details, and it's the little things which create atmosphere, whether it's in a dress, a home, or a service station!"

Since my wife said that, I've noticed that the windows in this particular Packard service department are always clean and bright. There's never any dust around the light globes. The floors and lower part of the side walls are painted and washed regularly. And, the upper part of the walls and ceiling are spotless.

Tools and equipment are entirely free from grease and grime. The service salesmen always wear clean uniforms which seem to have the appearance of having been freshly put on.

The neatness and orderliness of the shop seems to reflect itself in the attitude of all the men who work there. They are careful of the cars they work on just as they are careful of keeping the department shipshape. I have yet to see a mechanic fail to place a cover over the fenders or upholstery as a precaution against grease or dirt.

Now I'm inclined to agree that my wife is right in saying that little things do make a big difference! From a service standpoint, the "significant trifles" don't cost anything but a little effort, and they *do* pay worthwhile dividends in building owner confidence!

So, if I were a Packard Service Manager, I'd take a good look around and make sure that my place was as clean and attractive as possible . . . and, if a thorough house cleaning were needed, I certainly wouldn't wait 'till *spring!*

THE SUREST WAY

If there is any single, sure way of **MAINTAINING OWNER SATISFACTION AND INCREASING SERVICE VOLUME . . .** Selling *Lubrication Plans* is it.

The sale of Lubrication Plans offers the **SERVICE DEPARTMENT** an ideal opportunity to keep Packard owners sold on Packard because it means regular owner contact through periodic lubrication and inspection service. Such sales create added opportunities to sell additional service labor, parts, and accessories. They put us in a position to know when our owners are in the market for new cars and to tip off the Sales Department. They enable us to keep our owners' cars in good condition—which means less reconditioning on trade-ins, and greater profits on used car sales.

Since Lubrication Plans can help to make more money for all of us, everyone who comes into contact with Packard owners should push them for all they are worth. There's nothing hard about selling them. There are just four simple steps to that name on the dotted line:

1st—We have to sell owners on the *importance of regular lubrication . . .* This is easily done by pointing out that cars are being driven harder and faster than ever before, and that proper lubrication is necessary to protect the vital parts. Regular lubrication, providing this protection, is the best insurance an owner can buy.

2nd—We must sell owners on the importance of having Packard cars lubricated by a Packard Service Department . . . Under this point, we can stress the fact that a Packard requires special lubricants, some of which can be bought only at Packard Service Stations. The special compound for the hypoid gear and Packard Approved Chassis Lubrication Oil are good examples. We should make our owners see that Packard lubrication means getting the *right lubricant*, in the *right place*, at the *right time*, and in

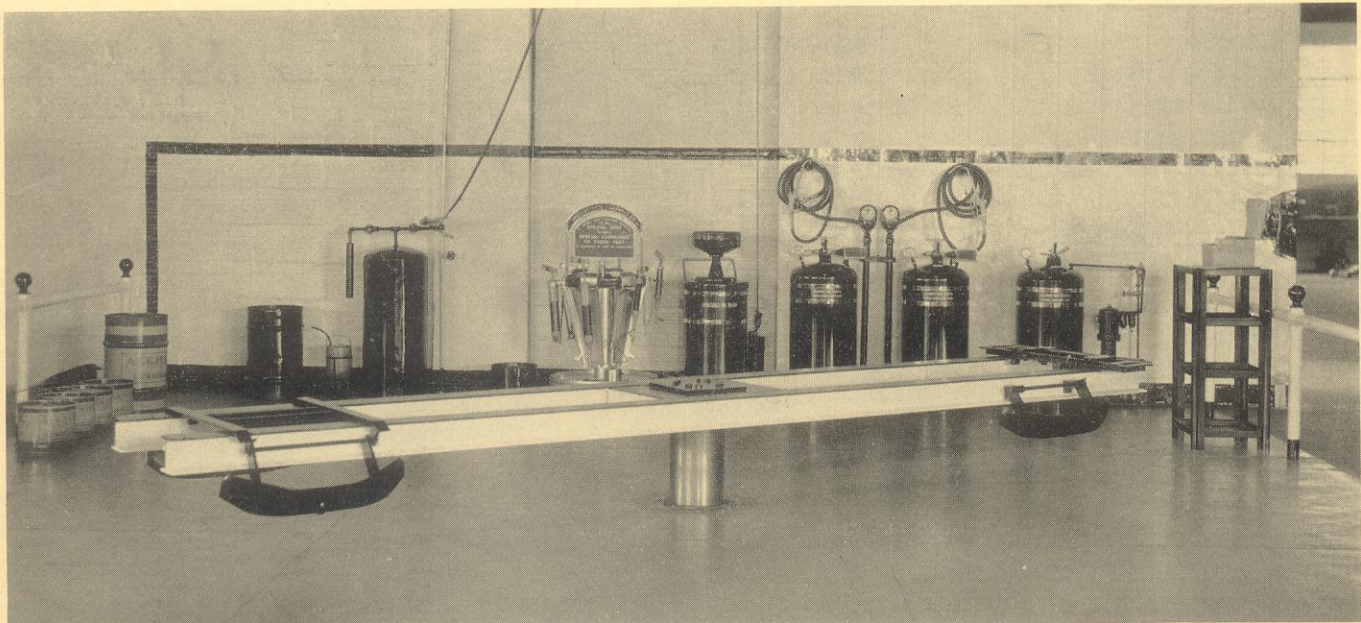
the *right amount*. Sell—these four "R's" pave the way to lasting Packard satisfaction, and the sale is half made.

3rd—We must convince owners that a *Packard Lubrication Plan* is more convenient . . . It saves an owner time and effort because the grouping of all periodic service operations reduces service trips. All required lubrication and all inspections and adjustments are cared for at one time. This "Preventive Maintenance" policy enables us to catch little things before they become major troubles—to safeguard the owner from the inconvenience of unanticipated repairs.

4th—We must prove to our owners that a *Packard Lubrication Plan* is more economical . . . It saves the owner 25% on the cost of the same operations, were he to buy them piece-meal on a non-agreement basis. In addition, interested, personalized service by men who know Packard cars insures the owner of reduced maintenance expense and less depreciation because expert service attention results in better performance and reduced repair bills, and prolongs the car life.

Naturally, we should try to switch One Twenty Owners from the Blue Lubrication Book to the Buff. This gives us the profits from all the lubricants included in the Buff Book and further strengthens our contact with owners. Here again, convenience and economy are our two strongest selling points. The owner would have to buy these additional lubricants anyhow; by purchasing them on a contract basis he is sure of getting the correct lubricants . . . he has all the necessary lubrication work done *at one time . . .* and saves himself approximately 25 per cent on the ordinary cost!

An intelligent, aggressive drive to sell Lubrication Plans is our best guarantee of keeping Packard owners sold on Packard cars and Packard service. Let's all study the four major selling points and use them to put every Packard owner's name on the dotted line!

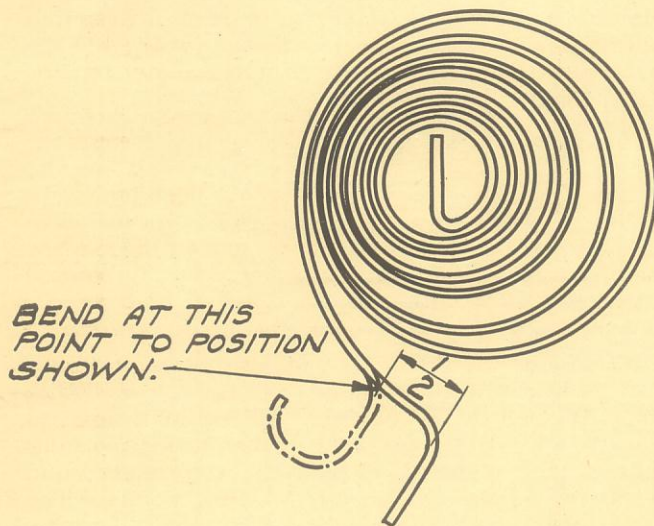


Modern Lubrication Equipment installed by the Jacksonville, Florida Distributer

HEAT CONTROL VALVE—120

When the motor is cold the manifold heat control valve on the 120 and the 120B is in a closed position. This provides the greatest possible amount of heat for the manifold hot spot.

As the motor temperature increases the thermostatic spring operating the valve expands and the valve opens. This directs all of the exhaust gas downward instead of deflecting it into the hot spot.



If the shaft upon which the manifold valve is mounted is sticking, or if the tension of the thermostatic spring is insufficient, the valve will not close when the motor cools. This means that in starting you will find a very sluggish motor and one which will not perform properly until it has been driven hard enough to become thoroughly warmed up.

In any cases of complaint on a slow warmup or poor performance the operation of the control valve should be checked. If it is found to be in the least sticky it should be freed up with kerosene, working the valve back and forth as the kerosene is applied until every evidence of stickiness is removed. In some cases it may be found necessary to remove the assembly in order to do a satisfactory job.

We suggest that whenever it is possible to do so you increase the tension of the valve spring, as shown in the illustration. This will prevent the valve from opening as readily, and the increased tension of the spring will also reduce any sticking tendency of the shaft in the bushing.

GUM IN GASOLINE

W. H. GRAVES, Chief Metallurgist

Many cars will be kept in storage this winter, and it is extremely important that precautions be taken to prevent formation of gum in carburetors, fuel pumps and intake valves.

All regular gasolines on the market today, when stored, have a marked tendency towards the formation of gum. The amount of gum deposited depends on many things besides the gasoline, such as time, tem-

perature, presence of copper or brass, and zinc chloride flux. The higher the temperature and the longer the time the larger the amount of gum. Therefore cars kept in warm garages will have more gum formation than cars kept in cold garages.

Some gasolines will also be worse than others, which makes it difficult to lay down definite rules and regulations. However, there is no doubt that cars left in storage for a period of 6 to 8 weeks will have so much gum in the gasoline that the car will cause trouble when it is started. Therefore it is essential that any cars which go into storage have a more stable fuel than the regular run of gasoline which is now being used.

We have canvassed the large oil companies across the country and nearly every one agrees that cars which go into storage should have Aviation gasoline in them in order to be able to move the cars while in storage and still have them operative at the end of a storage period longer than two months.

It is our recommendation that any cars which are to be put in storage have the gasoline drained from the gasoline tank, and one or two gallons of Aviation gasoline put in the tank. Then the car should be run a sufficient length of time to displace the gasoline in the fuel line, fuel pump and carburetor.

Gasoline put in the cars at the factory has the same gum forming tendency as gasoline sold throughout the country. Therefore it is our suggestion that on cars shipped by freight which are drained by the factory, you put in the necessary amount of Aviation gasoline at the unloading station and drive to the storage location.

Some time ago we told about gum in gasoline in an article in the Service Letter of Vol. 6, No. 20. We suggested that any car which was missing or inoperative because of gummy gasoline, be cleaned by idling the engine, using pure benzol as a fuel. This is still the proper procedure and should be carried out as follows:

1. Drain as much of the old gasoline as possible from the car.
2. Put two to five gallons of pure benzol in the gasoline tank and idle the car until this is entirely burned up. The amount to put in will depend upon how bad the sticky condition is.
3. If the car is so badly gummed that it cannot be run it will be necessary to remove the carburetor, and perhaps the intake valves, and soak them either in lacquer thinner or pure benzol. These are both good solvents for the gum formed in the gasoline and will adequately clear up the difficulty.

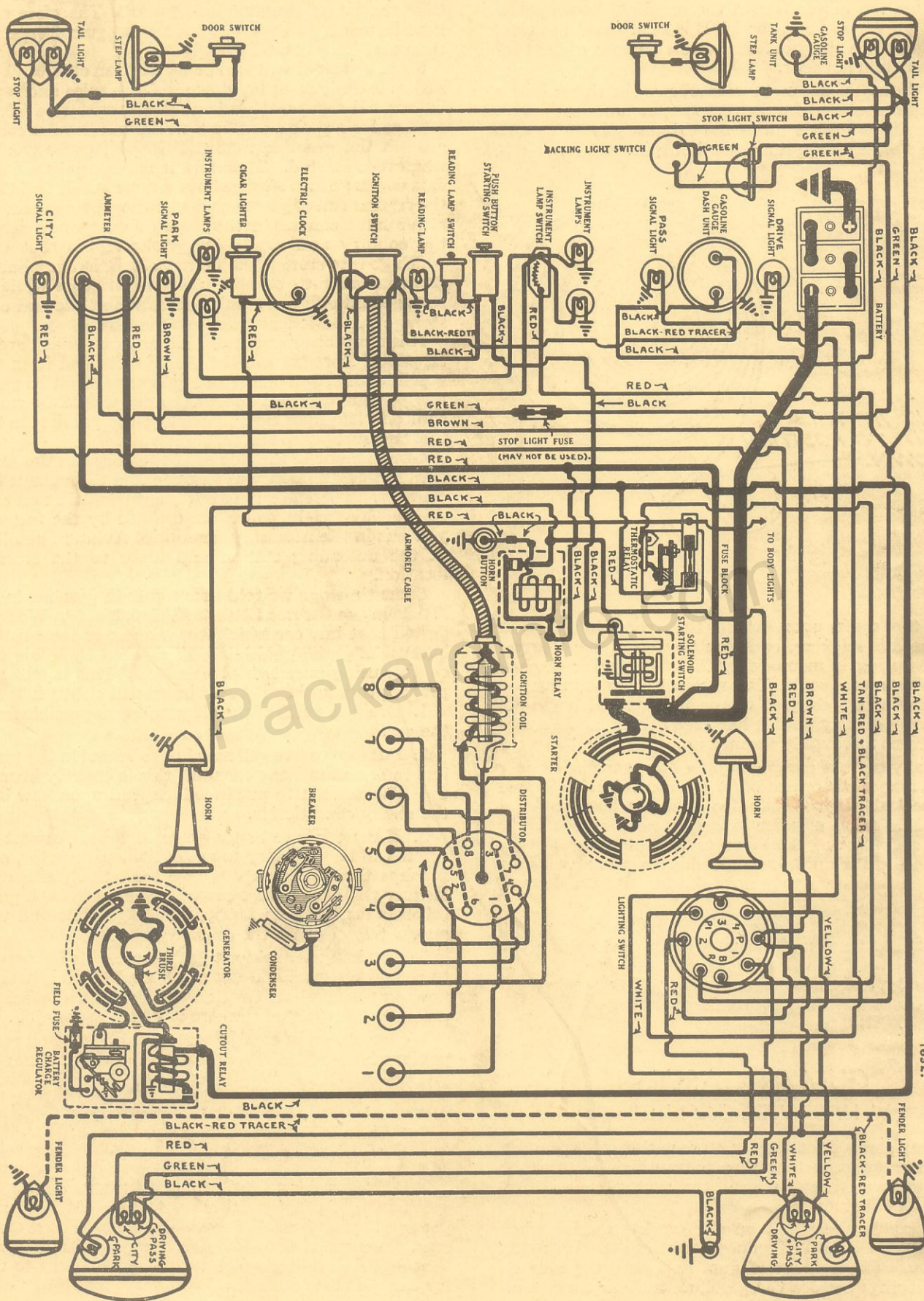
In obtaining benzol for this purpose, it is important to get pure benzol and not the benzol blend gasolines now on the market; they do not contain a sufficient amount of benzol to take care of a badly stuck job.

We have been in contact with the following oil companies who can furnish a suitable Aviation gasoline:

- Standard Oil Company of Ohio.
- Standard Oil Company of New Jersey.
- Sinclair Refining Company.
- The Texas Company.
- Standard Oil Company of Indiana.

We have contacted other companies but have not yet received replies. We feel it important, however, to send this notification out with the general statement that any Aviation gasoline will be satisfactory to use for cars put into storage.

14TH SERIES EIGHT WIRING DIAGRAM



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