



VOL. 11 No. 6

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THE WHY AND WHEREFORE OF THE LUBRICATION AGREEMENT

Question: Why is the lubrication agreement a sound business arrangement?

Answer: Because it is based on the idea of mutual advantage to the buyer and the seller. It assures owner satisfaction, and it assures a profit to the service station.

Question: Why should a dealer sell lubrication agreements?

Answer: 1. It means regular and frequent contact with the owner. 2. Frequent contacts and inspections mean opportunities for the sale of parts, accessories, and labor. 3. Every agreement sold means that much more service business **paid for in advance**.

Question: What owners can be sold lubrication agreements?

Answer: 1. New car buyers, because they want to maintain new car performance. 2. Owners of old models, because their cars need more additional service and because regular contact is particularly desirable when these owners are thinking of a new car.

Question: Has the age of a car anything to do with the sale of lubrication agreements?

Answer: No, many owners with 40,000 and 60,000 miles on their cars have been sold.

Question: What sales appeal should be used for these owners?

Answer: Economy—the saving.

Question: Should used car buyers be sold lubrication agreements?

Answer: By all means, yes! Regular contact is important. Get this added volume. Don't forget that your used car sales are at least 2½ to 1 new car sales! Go after this hard.

Question: Is there a profit in lubrication agreements?

Answer: Sure there is. With the adoption of time saving lubrication equipment and the simplification of the car's lubrication system, the work requires less time than formerly, and by getting a good volume of this business your materials can be bought for less.

Question: How much volume can you expect?

Answer: Some dealers are now getting from 20 to 27 per cent of their service gross profit from lubrication business. Are you?

Question: What are the selling points?

Answer: 1. It assures the owner of correct lubricants according to factory recommendations. 2. It allows the service station through frequent inspection to make suggestions of a preventive nature. 3. It makes it easy for any member of the family to get the work done as there are no bills. 4. It relieves the owner of worry as to when the car should be lubricated and the question of "Did they get all the points requiring attention?"

Question: How can you take care of the

Packard produces fine cars and Packard Service keeps them at their best

owner who wants 1,000 mile attention?

Answer: Sell him the first book "as is" and when this is used up sell him the second book with the transmission, differential and front wheel bearing coupons removed, the cost of these to be deducted.

Question: Why doesn't the factory use the 1,000 mile interval?

Answer: Because we believe the 2,000 mile period to be correct, and with the average mileage driven today the owner will be in about once a month on this basis.

Question: How should you handle the owner who requires two or three coupon books during a year?

Answer: Sell him one book complete. The next books required during the year should be sold with the transmission, differential and front wheel bearing coupons removed and their cost deducted.

Question: What percentage of your total owners can you expect to get on this paid in advance scheme?

Answer: Let's look at the record.

Dealer "A" — 933 cars,	344 lubrication agreements.
Dealer "B" — 639 cars,	293 lubrication agreements.
Dealer "C" — 357 cars,	228 lubrication agreements.
Dealer "D" — 728 cars,	423 lubrication agreements.
Dealer "E" — 350 cars,	188 lubrication agreements.

and don't forget all paid in advance!

SOUND DEADENER AND WATER SEALER—ALL MODELS

The Minnesota Mining & Manufacturing Company now has a sound deadener, the application of which we believe is very helpful in sealing all underbody parts. As this material is only soluble in gasoline or naphtha, it will effectively seal against water, mud, dust, etc. It has been found to considerably deaden gravel pings, reduces the possibility of damaged fenders and splashers from flying stones, and is a rust preventive. The application of this material is also of considerable help in deadening tire and body noise.

This sound deadener can be easily and quickly applied. The DeVilbiss GCD-520, 2 quart, or the Binks 3-SE, 2 quart, sound deadener gun, both oper-

ated at approximately 50 lbs., are satisfactory for application. About 3½ hours for the Senior line and 2½ hours for the Junior line are sufficient times for application. The suggested routine is—

Raise body slightly on lift to remove wheels.

Raise body high enough to spray the underbody.

Thoroughly clean underbody, using soap and water, after which clean-up with gas.

It is important to remove all dirt and tar if present, to get proper adhesion of deadener to metal.

Spray coat of deadener ⅛" to ¼" thickness under all fenders, baffle plates, gas tank, and underbody, including the sealing of all underbody and splashers seams.

Do not apply to motor pan, rods, or housings. Replace wheels.

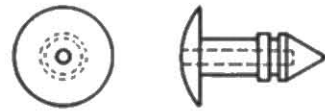
(Excess material splashed on the edges of the fenders or other parts can be removed with a soft rag saturated in gasoline or naphtha.)

The deadener made by the Minnesota Mining & Manufacturing Company can be obtained from its distributors.

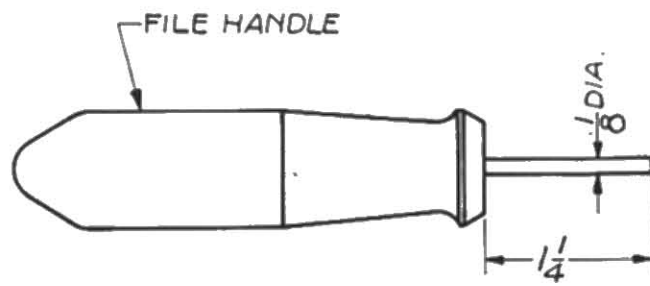
Detroit, Michigan.....	411 Piquette Avenue
Boston, Massachusetts.....	265 Atlantic Avenue
Buffalo, New York.....	189 Van Rensselaer Street
Chicago, Illinois.....	1500 South Western Avenue
Cincinnati, Ohio.....	49 Central Avenue
Grand Rapids, Michigan.....	511 Fulton Street
High Point, North Carolina ..	209 South Main Street
New York, New York.....	155 Sixth Avenue
Philadelphia, Pennsylvania.....	15 Lombard Street
St. Louis, Missouri.....	1220 Spruce Street
St. Paul, Minnesota.....	Forest and Fauquier Streets

DASH PAD GROMMETS—120, SIX

A very simple tool which can easily be made in the shop will permit the quick installation of rubber grommets to hold the dash pad. These are superior to the metal clips previously used, as they hold the pad securely and prevent the entrance of water and dust.



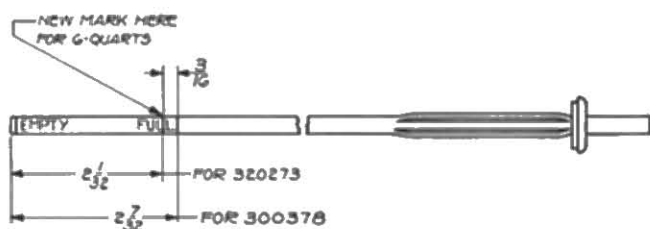
DASH PAD FASTENER



DASH PAD FASTENER INSERTER

ENGINE OIL LEVEL 120s, SIX

After exhaustive tests we have found the most desirable crankcase level to be six quarts instead of seven on the Six and all One Twenty engines. We



are using a new stick which is calibrated to show full with six quarts in the crankcase. The old sticks can be remarked by following the diagram.

RADIATOR CAPACITY 120-C

The correct radiator capacity for the cooling system is 16 to 17 quarts, instead of 20 quarts as shown in all instruction books, and standard sizes and adjustment charts.

HERE'S AN IDEA WORTH CONSIDERING

Motor car garage service is combined with air travel for the first time anywhere in the world with a new automobile service station just opened at the Detroit City Airport. Air travelers can now drive to the airport, turn the key of their car over to a porter and know their automobile will be awaiting their return ready for them at any hour. Lubrication or any other service work can be done on the car in the meantime.

Henry Schmid & Sons, Packard community dealers in Detroit have leased a section of the big hangar at



the airport and in it have opened a complete Packard service station. It is announced by the company that facilities have been provided for servicing all other cars as well as Packards. There is also ample space for storage of cars.

In the accompanying picture a prominent Detroit

debutante, was snapped as she was giving instructions for the storage of her Packard Six to Henry Schmid, Jr., in front of a Pennsylvania airliner about to depart for Pittsburgh.

PREVENTING RUST

Rust exacts a staggering toll of two and a half billion dollars annually. A full third of the world's production of iron is required to replace the ravages of this devastating monster.

It is quite understandable with these bewildering figures before us, why huge sums of money are spent on protective measures. The formation of rust can be prevented in a few cases in a manner so simple that the wonder of it all is that it is not being employed universally, but we are getting ahead of our story.

Everybody knows that a coat of paint or oil applied on an absolutely clean dry surface will prevent rust. A fair amount of protection is afforded by this method on exteriors of iron and steel structures. An air-tight barrier is erected around the metal to keep oxygen from coming in contact with it. This appears comparatively easy but the task of keeping this barrier impervious to oxygen is never ending and very expensive.

Oxygen is an inquisitive fellow. He pokes his nose into everything everywhere, but in spite of his depredations we cannot live without him. He has a keen eye and a limitless appetite. His actions are particularly villainous when he ferrets out some iron on which to chew. All he needs is the tiniest pin point of exposed metal for a toe hold. With a little moisture as an appetizer, things begin to happen. All the protective coverings dry up and peel off like the shuck of a ripe chestnut, and unless he is stopped, nothing will remain to tell the story but a reddish yellow substance, ferric oxide and water ($2\text{Fe}_2\text{O}_3 \cdot 3\text{H}_2\text{O}$), rust to you.

The greatest damage from rust and corrosion doubtless occurs in hidden and interior areas where special preventive treatment is impossible or impractical. The oil industries with their miles of underground pipe lines are hard hit. This destructive chemical action attacks the inside walls of automobile engine water passages with damaging effects. Not only are water deflectors often disintegrated completely and jackets eaten entirely through but the accumulated rust sediment blocks off large cooling areas. Much of it is carried over by the water into the radiator where it settles in low spots and may stop water circulation entirely with serious consequences.

We have said rust can be prevented in a few cases. The motor is one of them. The method is simple and inexpensive. Pour a pint can of Packard Rust Preventive into the radiator where it mixes with the water and is circulated to every niche and corner. It erects a barrier against the invasion of oxygen and effectively arrests the formation of rust.

Packard Rust Preventive is now available from the Service Stores Division in any quantity from the neatly lithographed pint size for over-the-counter sales to the 15, 30 and 55-gallon drum lots. Packard Service Trade Letter 2846 carries all the piece numbers and prices.

Now is the time to start a sales drive on rust preventive and here is a story that every Packard owner should know.

TRAVELING FOR EXPORT

Many old timers will remember Vance Mortellra who was with the factory for many years. He served as Service Representative and made several trips for Packard Export. Advance notice from Export Corporation indicates that he has taken over as Export Service Representative the territory including Mexico, Central and South America.



Davenport, Iowa, meeting

A "PERSONALIZED" MAILING FOLDER BUILDS CONFIDENCE

**CENTURY MOTOR SALES LIMITED OFFER YOU THESE FRIENDLY SERVICES
—ALL UNDER THE SAME ROOF**



"Red" Rickett, our Superintendent, careful and capable, supervises every technical and mechanical detail. His staff are specialists; one on motors, another on brakes, another on steering, and so on. Ask our customers how they like "Red."



"Mac" McPherson, our Painter, You'll be delighted with the way he can touch-up a fender, or match up the colours on the body. His complete refinishing jobs are often better than the original. "Radian" Finish is one of Mac's specialties.



"Jim" Robertson, Body and Fender Expert, really smooths out all your troubles, if they're collision troubles, bent fenders, bodies or frames.



"Bill" Murphy, Battery Expert, operates one of the biggest Battery and Ignition shops in North Toronto. When you meet him you will realize why Bill has so many friends of motorists from all over town. When he finishes your electrical system, you start!

"Ray" Cole will greet you when you come in, or he'll send for your car if you call Mohawk 4335. He will see that your instructions are carried out, and will make sure your car is ready when promised.

HERE IS WHERE WE SAVE YOU TIME AND MONEY—

Any two, three or all of the Departments on the opposite page may work on your car at the same time. It does not even have to be run up or down ramps between departments, an obvious saving of time, wear and tear, and cost.

The fellows on the opposite page have worked together for years. They work with factory data and co-operation and under ideal conditions. If you like to watch the work being done on your car, our Service Station is bright and clean, and you are welcome.

We will gladly test your car without cost or obligation.

2637 Yonge Street MOhawk 4335
W. G. Buchner in charge



**A COMPARISON OF OUR RATES WILL PROVE THEY ARE QUITE A BIT
LESS THAN AVERAGE**

SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME. ADDRESS—N. A. LULL—EDITOR PACKARD SERVICE LETTER