



VOL. 11 No. 7

APRIL 1, 1937

DON'T FORGET THE LADIES

The sales department has worked out some very elaborate plans for Ladies' Week, April 5 to April 17.

During this time the showrooms of all Packard Distributors and Dealers will be cleaned up, painted or specially decorated. A great deal of care will be taken to make sure that the showrooms are spotlessly clean, the windows shining and that the place presents a proper setting for the ladies.

We want to be ready in the service department. Undoubtedly, a great many people will visit the service department as well as the showroom. Many of them will be people who have owned Packards over a period of years. There will also be several people who will pay their initial visit, and who will be greatly interested in how Packard services cars. We should all make definite plans, so that we will be all set to go, and this cannot be done by just saying, "everything should be cleaned up".

One man in each department should be put in charge of the cleaning and re-arranging that is necessary, and one made responsible for special displays. This should not be left until the last minute. Start right now.

Each mechanic should be held accountable for the section of the shop in which he works. No service manager or foreman should give a mechanic a second car to work on until the mechanic's space is clean. If your shop is on the ground floor, directing arrows should be painted on the floor and

kept white. You may not feel that the entire shop can be painted at this time, but soap and water goes a long way. If you find it impossible to do a complete job, at least do the walls and floor.

Windows were designed for light to come through, but from appearances, this does not at all times apply to service stations. When cleaning the windows, do not forget the sills. We cannot stress too strongly the necessity of clean floors and windows. Light bulbs should also be checked, as these, like windows, were originally intended to produce light. And, don't neglect the light fixtures.

Benches were made to work on, not for scrap boxes. The impression created by clean orderly benches is most favorable. Mechanics' tool cabinets or boxes should be checked over, and, if necessary, repainted. It is possible, in most instances, to judge the efficiency of the mechanic by the way he keeps his tools and equipment. Waste baskets and junk boxes should be emptied regularly, should be painted and used for their purpose. Keep them in place, and out of sight as much as possible.

Does your wash rack look as though it were intended for washing cars? Some we have seen would never give you this idea. A regular place for all equipment necessary for this rack is essential.

The grease pit of yesterday has gone out in favor of the lubrication lift. A great deal of money has been spent on fancy and high-

ly efficient lubrication equipment. One of its principal advantages is its ability to sell lubrication work, and it will do this if it is kept clean. It should be taken care of daily, and more often if necessary. Keep it attractively painted.

Careful thought and study should be given to the service department entrance, as this is where the customer receives his first impression. See that it is well lighted, and make it as attractive as possible. A few pictures help—a lot of miscellaneous advertising posters detract. You will want to give special attention to displays.

All of this is more or less old news, but we are anxious that, during this time, every Packard Distributer and Dealer fall in line, so that from a standpoint of cleanliness and efficiency, we equal the appearance of the showroom.

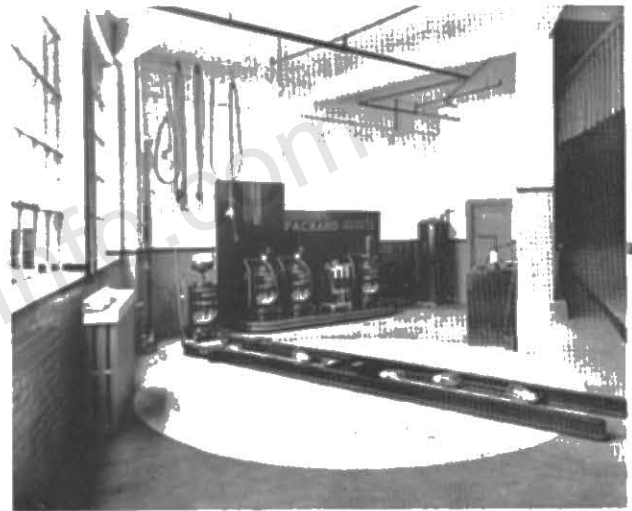
A clean shop invites the owner's respect, promotes efficiency, and raises the mechanic's morale, all of which increases service department profits. A clean place is a matter of supervision and training. Let's all be proud of the place in which we work, and let's outdo ourselves in making our places presentable and inviting to the "Ladies".

THEY ARE PROUD OF THESE—

Modernized lubrication equipment is fast becoming one of the essentials of the up to date service station. It is one of the most profitable pieces of equipment that can be considered. The actual sale of oils and greases, although greatly increased by modern equipment, is a small item in comparison with the added sales volume produced as a result of the inspection and sales opportunity offered by the frequent contact always brought about by a consistent lubrication program.

Lubrication is the only service demanded regularly and frequently. It can be made the foundation of your contact work. You need the equipment, and you need a continual promotion plan for this activity. Start off with an announcement of some kind just as soon as the new equipment is installed, and follow up from this point.

You will be interested in these views showing exceptionally fine layouts with modernized equipment.



Toronto, Ont.



Des Moines, Iowa



Kansas City, Mo.

1937 SPRING MAILING PIECE FOR SERVICE

Have you ordered your 1937 Spring Mailing Piece? A sample of the piece and an order blank was attached to General Letter G-117.

Distributors and dealers should be ready for an intensive spring service selling campaign. This mailing piece will be of great assistance. We have individualized it to your particular requirements by making it possible to change the items which are listed, along with the imprinting of your firm name, address, and special prices.

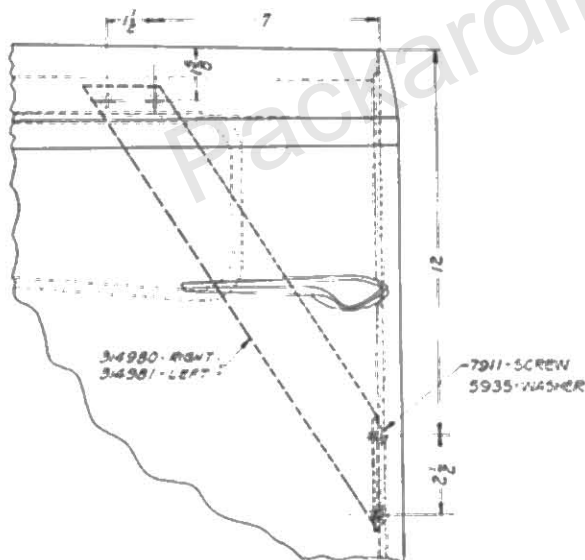
The main thing is to get your order in just as promptly as possible. Orders were received for 75,000 of the last mailing piece! Three or four days are required for complete imprinting and shipping.

FRONT DOOR HANDLE Six and 120-C Convertible Coupe and Sedan

On the front doors of the Six and 120-C Convertible Coupe and Sedan the surface of the door panel flexes with movements of the door handle, giving an insecure feeling.

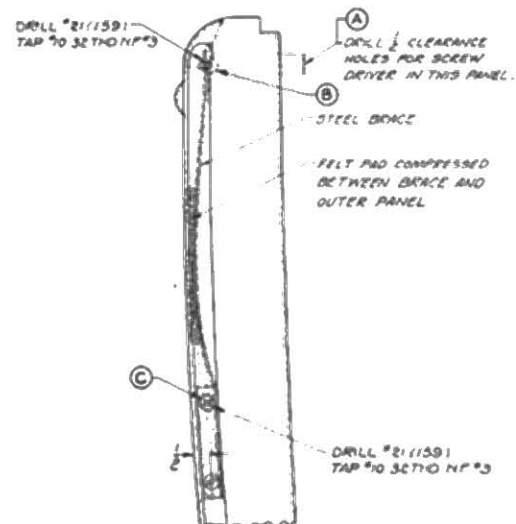
A special brace is now available to stiffen the panel and prevent flexing.

The braces come in rights and lefts, and are easily installed as shown in the accompanying sketch.



1. Remove the front door trim panels.
2. Drill two $\frac{1}{2}$ " holes in inner door as shown at A to allow insertion of screwdriver.
3. Drill two $\frac{7}{32}$ " holes through the folded over end of the panel at B.
4. Place steel brace in position, without pad, and mark location of one hole at upper end.
5. Remove brace and drill one No. 21 (.159") hole where marked.

6. Tap hole No. 10—32 thread.
7. Drill two $\frac{7}{32}$ " holes in face of door as shown by locating dimensions at C.



8. Fasten upper end of brace in position and without pad, swing brace into position against door panel. Mark location of two lower and second upper holes.
9. Remove brace and drill (No. 21) and tap (No. 10—32) the three holes where marked.
10. Place steel brace in position with felt pad between brace and panel, insert and tighten screws.

The steel brace is fit flush against the door panel without the felt pad. When the pad is put in place between the panel and the brace, the pad is compressed against the outer door panel stiffening and supporting it.

Parts may be ordered from Service Stores under the following Piece Numbers:

- 314980—Door Brace (Right)
- 314981—Door Brace (Left)
- 7911—Screw (4 required)
- 5935—Lockwasher (4 required)

AUTOMATIC CHOKE—SIX

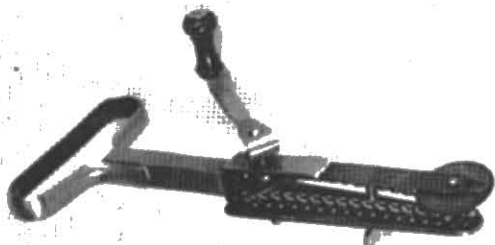
There has been some misunderstanding of the article under this title on page four, Volume 11, Number 4 of the Service Letter dated February 15, 1937.

The drain hole referred to is to be drilled in the carburetor body to connect the automatic choke thermostat chamber to the vacuum channel leading to the vacuum piston.

To provide this drain hole, which is now standard in production, remove the automatic choke thermostat housing cover and drill the drain hole in the carburetor body at the point located by the dimensions on the sketch in the previous article.



IGNITION POINT GRINDER



Tool No. ST-2002—Price \$2.00

Detail No. ST-1467—Ignition Point Grinder Disc Sets—Price, 30c set; (Set of Six, Size $\frac{7}{8}$)

This ignition point grinder provides a distinctly new method for grinding ignition points quickly and accurately without removing the points.

The picture shows the hole in the side arm of tool that engages the stationary distributor point, thereby, assuring the proper location of the double faced grinding disc.



The disc floats on the shaft allowing it to be held parallel between the points by the spring pressure of the breaker arm. This insures an accurate job. Each turn of the handle represents a three-inch stroke, which means a speedy job.

The discs are low priced and easily replaced.

A CLEVER IDEA FROM TULSA



March 26, 1937

Mr. F. H. McKinney
Packard Motor Car Company
Detroit, Michigan

Dear Mr. McKinney:

It won't be long now until that old-fashioned remedy that Grandpa and Grandma prescribed will be in vogue -- sulphur and molasses -- spring's best tonic.

Your car, after going through a hard winter, needs its spring tonic now to prepare it for hard summer driving. May we suggest that you bring your car to our Service Department for a free inspection. There are a number of minor service operations that are not costly but will prevent future annoyance. Protect your car by a spring tonic now. May we advise you as to your car needs? Remember we will be glad to do so without charge.

Very sincerely yours,
OKLAHOMA MOTOR COMPANY

J. E. Miller
Service Manager

P. S. DON'T FORGET the rear axle of your Packard car is equipped with Hypoid gears and they require Hypoid lubrications. Under no circumstance, mix the lubricants in the rear axle of your Packard. Ask our service man what to do.

The water system on your Packard should have protective emulsion in it at all times to prevent rust and corrosion. The charge for this emulsion is very little, its protection great.

There are dollars in cheerfulness. Organizations that radiate cheerfulness attract. You know people who want a certain clerk in a store to wait on them because of their smile and cheerfulness. Cheerfulness is contagious. Optimism is associated with success.

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