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1940 LUBRICATION-INSPECTION PLANS

A good lubrication business creates regular customer circulation through your service department quicker and at lower cost than any other service you have to offer.

Accessory sales are profitable but many are of a seasonal nature such as heaters, radios, tires and batteries. The sale of these items does not assure repeat calls at frequent intervals.

Safety services such as headlight, wheel alignment and brake work likewise are profitable, but do not build regular customer circulation. The calls for these items are infrequent and unpredictable. Like accessories they do not call for regular repeat visits at frequent intervals.

Even the sale of a new car does not mean regular visits, at least not after the warranty period. But you can bring customers in regularly with a modernized lubrication set-up and a definite selling plan. Lubrication items are the only items which you can sell requiring service at specified intervals of time and mileage. It is the only part of your business which can build regular customer circulation for you.

Selling lubrication is easy because the customer needs it and wants it; but you do have competition. The gas stations and super service stations have a monopoly on convenient locations. Every time the gas gauge says "Empty" your customer sees your competitor nine times to your one. Where would you buy lubrication if you made nine calls in one place to one in another and they

both sold lubrication? Is there an answer that will give you some of this business?

There is and other dealers are using it—The Packard Lubrication Coupon Book. You say there isn't enough profit in the Book and there is more in the individual sale of lubrication. Maybe there is, but will you get your lubrication job for 10,000 miles? You know you won't.

Another thing, by selling the Book you have one selling expense for ten or twelve items. Isn't this cheaper than trying to sell him a dozen separate items at different times? Another definite advantage from the Book is that you are paid in advance for 10,000 miles. Is there any other part of your service you can collect for in advance?

The Packard Lubrication-Inspection Coupon Book Plans have been so successful in bringing service business to Packard Dealers and in produc-

LUBRICATION-INSPECTION PLANS.

These coupon books assure you of contacts every 30 days with owners. You also get 50% gross profit on the lubrication service.

LUBRICATION - INSPECTION PLANS — Continued

ing contacts that in themselves were profitable that they are being continued for 1940.

Three plans are now available.

THE BLUE BOOK contains ten chassis lubrications and includes the safety inspection service by Packard trained men.

THE BUFF BOOK contains ten chassis lubrications, five crankcase oil changes, one front wheel bearing repack, one differential and one transmission refill and the safety inspection.

THE RED BOOK contains ten chassis lubrications, ten crankcase oil changes, one front wheel bearing repack, one differential and one transmission refill and the safety inspection.

On all of these plans prices are arranged so that the saving to the owner is approximately 25%, and gross profit to the dealer 50% and better.

These plans entitle the owner to the services listed only at the service station of the dealer issuing the book, and specific instructions to this effect are printed on the inside cover of the book. On the inside front cover are listed items not covered by the book which become the owner's responsibility.

The coupon books are the new type, pocket check-book size, printed in two colors on safety paper. They are sold by the Service Promotion Department at the Packard Factory and are listed under the following form numbers—Blue Book-VT84D, Buff Book-VT84E and Red Book-VT84F. These are priced at \$4.50 a hundred.

You explain the advantage of periodical inspection by men who know the car. The value of this from a safety, as well as a money-saving standpoint, is quite apparent. The corner filling station man may know his gas and oils, but he doesn't know Packard cars the way you do—and no one can be as interested in a Packard owner's satisfaction as a Packard dealer.

Point out to him that it is for his protection and that his repair bills are bound to be less, when his car is being lubricated and inspected on schedule. Once the owner purchases the lubrication service his whole attitude changes. He no longer is in fear that mechanical troubles are just around the corner.

He appreciates your informing him of any mechanical items that need attention. If he does not choose to have the repairs made, he at least blames himself when the troubles arrive, because he has become maintenance-minded.

Report your inspection to the owner and follow up on the report by using form PD128 in duplicate whenever a lubrication item is written.

How would you like to have better than 50% of your owners pay in advance for their lubrication for 10,000 miles? It's being done!

Check your percentage. If it isn't showing a half to two-thirds of your owners coming in at regular intervals on a "Paid-in-advance" plan then you are missing a bet in both volume and owner satisfaction.

SUGGESTED PRICES

BLUE BOOK, CHASSIS LUBRICATION ONLY

	Five Quarts		Six Quarts		Eight Quarts	
	List	Contract	List	Contract	List	Contract
10 Chassis Lubrications	\$ 9.50	\$ 6.50	\$ 9.50	\$ 6.50	\$ 9.50	\$ 6.50

BUFF BOOK, 2000-MILE OIL CHANGE

5 Crankcase Oil Changes	8.75	6.75	10.50	8.00	14.00	10.50
10 Chassis Lubrications	9.50	6.50	9.50	6.50	9.50	6.50
1 Front Wheel Repacked	1.85	1.35	1.85	1.35	1.85	1.35
1 Transmission Oil Change	1.25	.90	1.25	.90	1.25	.90
1 Axle Oil Change	1.40	1.00	1.60	1.25	1.60	1.25
	\$22.75	\$16.50	\$24.70	\$18.00	\$28.20	\$20.50

RED BOOK, 1000-MILE OIL CHANGE

Total of Buff Books	\$22.75	\$16.50	\$24.70	\$18.00	\$28.20	\$20.50
5 Additional Crankcase Oil Changes	8.75	6.75	10.50	8.00	14.00	10.50
	\$31.50	\$23.25	\$35.20	\$26.00	\$42.20	\$31.00

WATER PUMP SHAFT 1600-1-2

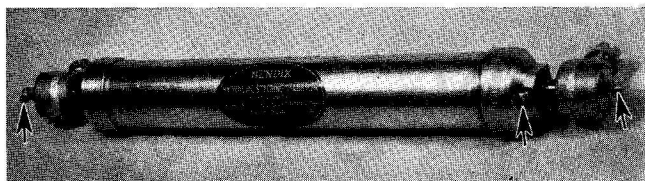
The Service Stores Division is now shipping the Seventeenth Series water pump shaft and bearing assembly 335190 on order for the Sixteenth Series type 317909.

Piece 335190 is a press fit in the case, and the bearing is packed with pump grease. No hole is provided for the locating screw and wick oiler used in the earlier construction.

When installing a Seventeenth Series type shaft in a Sixteenth Series pump the end of the locating screw should be cut off to clear the bearing and used as a plug to fill the hole. Oil inserted through the oiler will be retained in the housing but will have no effect on the bearing.

LUBRICATION OF STEERING STABILIZERS PA-338012 AND PA-351582

It is very important that the plunger inside the steering stabilizer be properly lubricated. There is a fitting on the side of the cylinder which should



be lubricated each time the car comes in for a regular grease job.

We recommend Gredag, but the same grease as is used in other lubrication fittings is also approved. The piston gland packing should be greased through lubrication fitting in cap at piston rod end of cylinder. There is a small air vent hole in the cap opposite the fitting and when grease is forced out of vent hole, the cap is full. The ball joints should also be greased.

SERVICE ANNOUNCEMENT FILM

The first of the 1940 Series of Service Sound Slidefilms has been released and is now in the field. It brings you the complete story of the new 1940 Packard cars. It contains information not only of interest, but of actual cash value to every Packard service man and salesman as well. It is the complete technical story of the Eighteenth Series cars.

The service films are used with the same projection equipment as sales promotion department



films. The service training films are available to every Packard dealer at \$1.50 each. These films bring you up-to-the-minute service information in clear, concise form that is easily used. If you have not been getting this service help start today. Billing will be made through your distributor as each film is released at \$1.50 each.

A letter to Ted Thomas—Service Promotion Department—authorizing shipment is all that is required, to bring you each film. Enough film supplements to supply each member of your service department are supplied without charge. These give you in printed form the story and pictures shown on the film. Be sure to specify number required.

GRABBING BRAKES

In the Service Letter of July 15, we outlined a correction for the grabbing brake condition which developed in some of the 17th Series cars.

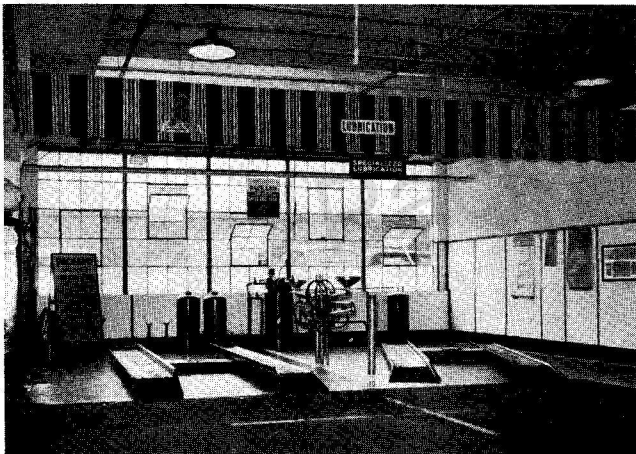
This condition was most noticeable in the Marshall #2201 lining which we have been using in service for some time, and which finished the season on the 17th Series models. This Marshall lining has been doing an exceptionally good job and the trouble is confined to material produced during a comparatively short period.

When the condition is not corrected by the measures outlined in the July 15 Service Letter it may be found necessary to replace the lining, and the material which we are now carrying in service stock will be found to be satisfactory. It will be designated #2201-H.

When any work is performed to correct grabbing, all lining dust must be thoroughly washed out of the brake mechanism and the drums. Even a small amount of this dust coming in contact with new, good lining will cause it to grab.

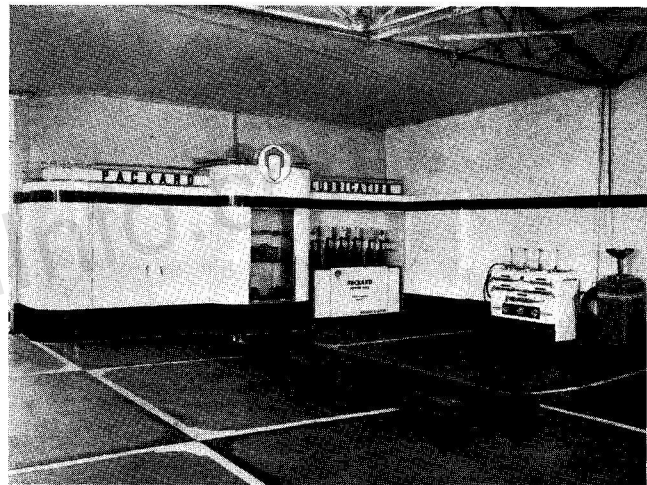
MILWAUKEE, WISCONSIN

A real job of departmentalizing has been done in Milwaukee. Both the Motor Clinic and Lubrication Department are right out where the customers can see them. They claim that convenience and display sell service. This type of equipment has a double duty. It helps do a better job and it helps sell the customer.



owners require at regular, frequent, definite periods of time.

3. The Lubrication Department will produce 20 to 27% of the total service sales volume.
4. Lubrication is the principal service independent competition has developed. You should be better equipped than your competitor who is taking your rightful business.
5. Lubrication is a "Feeder" service—an up-to-date department which has customer appeal, increases parts and accessory sales and automatically increases your total service sales volume.
6. Lubrication is a "Contact" service—regular contact with car owners builds up good will, and *good will influences the majority of all new car sales today*. It is the only part of your business which can build regular customer circulation for you.



SAN BERNARDINO, CAL.

CALIFORNIA DEALERS

These views were supplied by J. W. Smith of Los Angeles. They indicate the result obtained by two of their dealers in rebuilding their service facilities into what California classes as "A" establishments. The California organization is making quite a drive on a general clean-up and rearrangement campaign and with a great deal of success. They point out six reasons for modernizing lubrication departments.

1. The Lubrication Department is now accepted as being an indispensable and highly profitable part of the dealer business.
2. Lubrication is the only service which car



BERKELEY, CAL.