



VOL. 13 No. 17

SEPTEMBER 1, 1939

THE FIRST STEP

The place held by the Service Department in the Dealer profit picture is well known today. A balanced operation with new cars, used cars and service is essential.

Profit for the Service Department depends upon several things; but first, you have to have customers and you have to hold them. We have gathered material from all over the country and have added to it ways and means that have built service business for other Dealers. Some of these ideas will do the same for you.

The complete story on how to cultivate customers so that you get all of their regular business and how to encourage the old customers to return is told in this new book. Your copy has been mailed.



The book tells—

- HOW to get steady service business
- HOW to handle personal contacts
- HOW to sell Lubrication-Inspection Plans
- HOW to use various types of Follow-ups
- HOW to contact by phone
- HOW to use Direct Mail folders
- HOW to use business getting postal cards
- HOW to write letters that sell Service

It's the FIRST STEP and a very important one.
It will do a job for you IF YOU WILL USE IT!

Yours very truly,

General Service Manager,
PACKARD MOTOR CAR COMPANY.

R. B. PARKER, PHILADELPHIA, TELLS HOW TO SELL LUBRICATION

The new 10,000-mile Chassis Lubrication Inspection Service (Factory form VT-84D) has been priced at \$6.50. This covers a complete chassis lubrication and a very thorough general inspection of the car every 1,000 miles. Just look at the blue book covering this service and consider the extent of all that we give the owner for \$6.50. Were it not for this contract service plan—if an owner merely came in every 1,000 miles and ordered this lubrication as a separate order each time he came, and as he would do at a gasoline filling station, it would cost him nearer \$9.50 to \$10.00—and he wouldn't get any such inspection along with it as we offer.

We establish this low price of \$6.50 *arbitrarily* and without much regard for cost, because we know that if an owner will visit us regularly, thus giving us a chance of inspecting his car regularly and of knowing that it is lubricated regularly and properly, his satisfaction with the car as time goes on is pretty well assured. So we sacrifice our profit in this toward more positively insuring his satisfaction with his car and toward maintaining a regular contact with him—and which in turn better insures our getting his repeat business in car purchases later. This is of fully as much interest to the salesman as to us. He wants the repeat order as much as we.

So we make the charge so attractive that an owner can scarcely afford *not* to avail himself of the service—if he knows how attractive and economical a plan we do offer—and that's up to our salesman to see that he does.

Now this \$6.50 does not include the cost of the oil used in crankcase and transmission changes, and such. This is not included because first, to include that cost would add further to the price, and second, because we offer an option of two plans—one on a 1000-mile oil change basis—(the red book)—and the other on a 2000-mile basis—(the buff book). Our engineers assure us that it is perfectly safe to have oil changed in the crankcase in 2000-mile intervals. Our experience over the past few years has proven this to be true. There are, however, some people—particularly those of a mechanical turn of mind, who have a sort of human feeling for a motor, and who prefer to lean toward the side of lubricating a little too much than take a chance on what they fear may be a little too little—and hence this 1000-mile change book is made available.

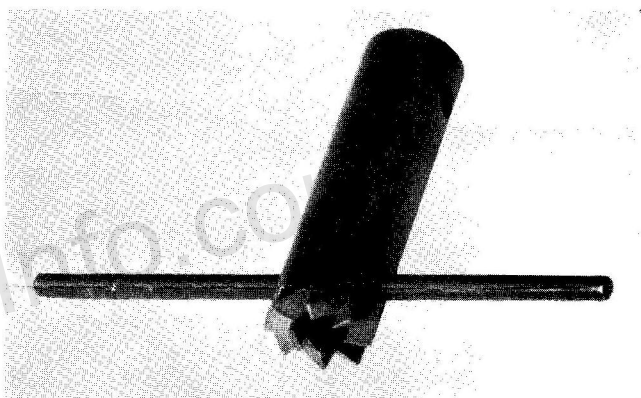
The prices of this complete Lubrication Inspection service including oil changes on a 2000-mile basis are—on the 110—\$16.50 for each 10,000 miles—or \$10.00 in addition to the \$6.50; on the

120—\$18.00—or \$11.50 in addition to the \$6.50; and on the 160 and 180—\$20.50—or \$14.00 in addition to the \$6.50.

If an owner subscribes to this service, we are confident his car *will be* regularly—(because we follow him up and remind him that it is about time for lubrication if he forgets it and doesn't come in)—and properly lubricated—and with the opportunity it gives us to inspect his car regularly so that we can catch little adjustments which if made in time will prevent later more expensive repairs—(according to the old adage that a stitch in time saves nine)—then we know his maintenance costs will be at a minimum, and his satisfaction at a maximum.

WATER PUMP SEAT REFAKER

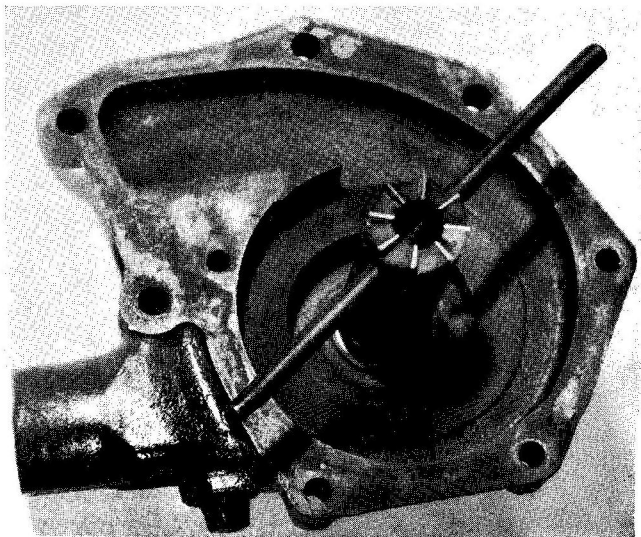
When overhauling Water Pump on 1600-1700 and 1800 Series, the water pump cover seat must be refaced smooth and true.



Tool No. ST-5165, \$6.00

The Refacer Pilot fits over the Water Pump Shaft and accurately refaces seat true with shaft, and provides a smooth seat.

The Refacer has a double end cutter, one end for roughing and the other end for finishing.



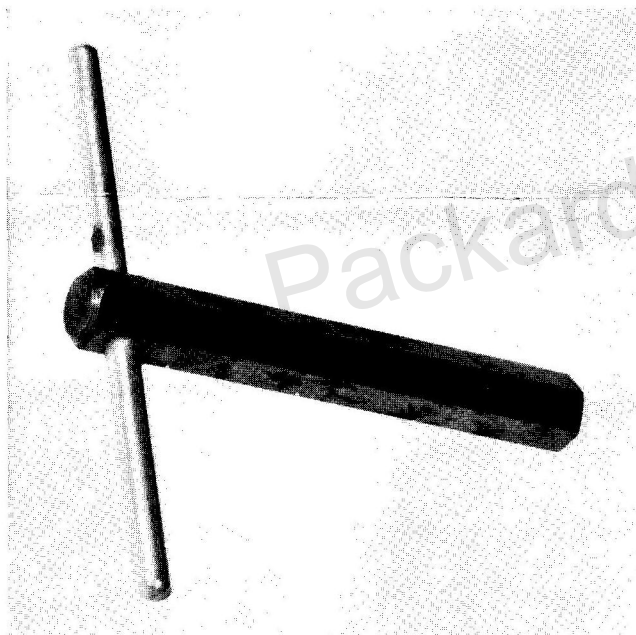
OWNER'S MANUALS AND CARDS

The first 1940 cars were shipped without Owner's Manuals and Owner's Service Cards. Back orders were issued and all books and cards have since been shipped without charge. Additional books will be available at twenty-five cents each.

Distributors delivering cars to Dealers short the book and card should upon receipt of the back order make sure that a book and card are sent to the Dealer.

Customer deliveries short the book and card should be followed up and the book and card sent or delivered to the customer. This is a good opportunity for the Service Department to contact the owner. On this visit an attempt should be made to sell a Lubrication-Inspection Plan.

INSTRUMENT BOARD READING LIGHT SWITCH WRENCH



Tool No. ST-5166, \$1.00

This wrench removes Instrument Board reading light switch nut for all 1800 Series Models.

PARTS DISPLAY TABLE

This display table was the outgrowth of an idea to provide a background for a tire display and also to try out the plan of openly displaying and selling some parts and accessories from a stand writes Geo. Kloetzer of New York.

The table is used right in the middle of the Service Salesmen's area at Eleventh Avenue, where

it has attracted a great deal of attention and favorable comment. Some items have been sold as a result of this table, which would not have been purchased otherwise.



Despite dire prophecies as to the amount of material that would be stolen, only one small can of oil has been missed since this table has been in use, which is now over a month.

CHANGES AND CORRECTIONS FOR MECHANICAL SPECIFICATIONS AND ADJUSTMENTS

Service Letter Vol. 13, No. 15 August 1, 1939

Under Crankcase the total main bearing area, Super-8, 1803-3A-4-6-7-8 should read 85.9 sq. in. instead of 105.8 sq. in.

Under Motor Lubrication the crankcase capacity on the Super-8 now reads 8 quarts and should read $7\frac{1}{2}$.

Under Transmission the figures which now appear in the 1801 column should be repeated for the 1803.

Under Steering Gear the minimum turning radius figure given for the 1804-7 now reads 23'6". This should read 24'1".

Under Gasoline System, the gas tank capacity of the 1800 now reads 17 gallons and should read 18 gallons.

Under Springs the item of shock absorber stabilizers on the Super-8 now reads front only 1803, front and rear 1804-5-6-7-8. This should read front only 1803-6, front and rear 1804-5-7-8.

Under Wheels the recommended tire pressure on the 1801 now reads 24 pounds front, 26 pounds rear. This should be changed to read 26 pounds front, 28 pounds rear.

Under Weights the 1803, type 1376 weight is given as 4165. This should read 3855.

Under Wheelbase the 1807 now reads $134\frac{3}{8}$ and should read 138.

ACCESSORY PRICE LIST CORRECTION

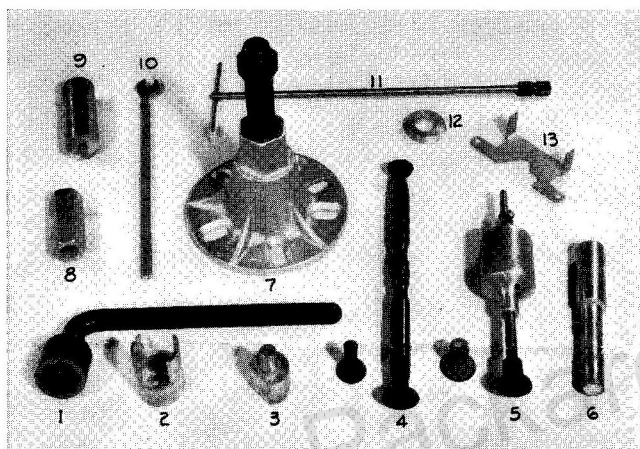
PA-349877 Front Door Mirror

all 17th-18th Series \$1.00 \$1.75

Please make this correction in all copies of the Accessory Price List dated Aug. 1, 1939, now in your possession.

EIGHTEENTH SERIES SPECIAL TOOLS

Every dealer should have these tools, ready for service. The illustrations show new tools required. Remember, the best mechanic cannot turn out a good job with improper equipment.

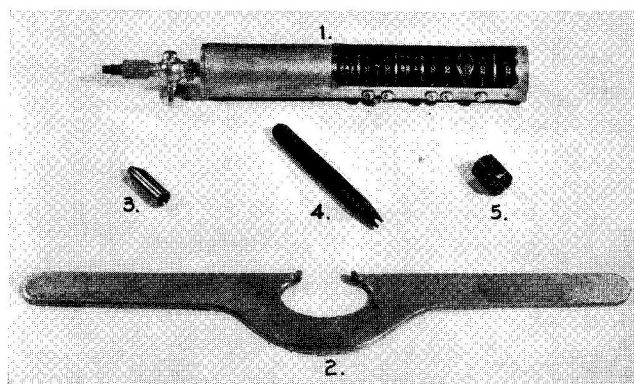


1. ST-5156 Rear axle shaft nut wrench (1- $\frac{5}{16}$ " (1800) \$2.40
2. ST-5148 Wheel support arm inner pin bushing installing tool 1.00
3. ST-5157 Wheel support arm inner pin aligner 1.40
4. ST-5153 Valve hand grinder with suction cups .40
5. ST-10053 Valve suction cup (used with ST-752)22
6. ST-5162 Wheel support outer bearing aligning shaft 1.25
7. ST-5158 Rear wheel hub puller (1800) 3.50
8. ST-10054 Rear axle shaft puller adapter (1800) 1.75
9. ST-5161 Wheel support outer bearing driver 1.25
10. ST-5152 Tappet wrench $\frac{7}{8}$ " size75
11. ST-5144 Valve tappet hole reamer (.005" oversize) (1800-1801) 4.50
12. ST-5155 Carburetor choke setting gauge (1803) .75
13. ST-5154 Carburetor float level gauge (1803) 1.15



ST-5149 Trans. and Econo drive drain plug wrench 1.20

SHOCK ABSORBER—DOMESTIC

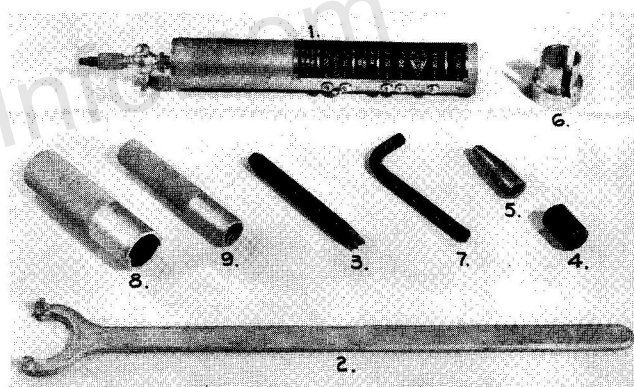


ST-5150 Shock absorber service tools 7.25

Includes:

1. ST-10046 Shock absorber fluid filler cup
2. ST-10047 Shock absorber piston rod guide seal wrench
3. ST-10049 Shock absorber piston rod thimble
4. ST-10051 Shock absorber piston rod staking tool
5. ST-10052 Shock absorber piston rod rethreading die

SHOCK ABSORBER—EXPORT



ST-5151 Shock absorber service tools 11.25

Includes:

1. ST-10046 Shock absorber fluid filler cup
2. ST-10055 Shock absorber piston rod guide seal wrench
3. ST-10056 Shock absorber piston rod staking tool
4. ST-10057 Shock absorber piston rod rethreading die
5. ST-10058 Shock absorber piston rod thimble
6. ST-10059 Shock absorber ride control sleeve
7. ST-10060 Shock absorber piston rod lock nut wrench
8. ST-10061 Shock absorber valve holder
9. ST-10062 Shock absorber valve lock wrench

These tools with the exception of ST-5161, ST-10053, ST-10054, ST-5150 and ST-5151 are being sent to the distributors who have given us authority to do so.