



VOL. 14 No. 12

JUNE 15, 1940

## ANNOUNCING A NEW LUBRICATION-INSPECTION PLAN

It is a matter of proven experience that the only successful way to get the owner's complete service business—labor, parts and accessories—is to follow a definite plan which will bring his car to you regularly every month or every thousand miles.

Of all the various plans tried out by dealers, none compares with a Coupon Lubrication-Inspection Plan. Packard has had very successful and workable plans composed of three options based on ten thousand miles of car service. Now a new low-priced plan is added.

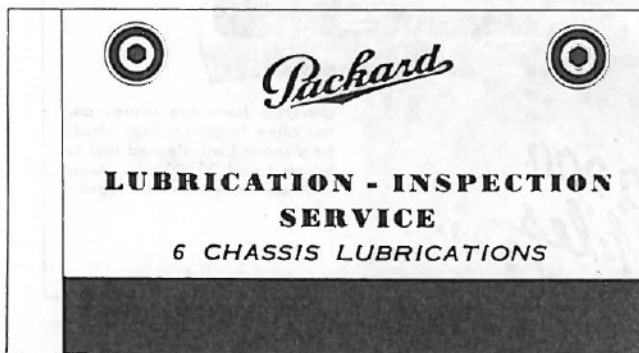
Believing that a still more reasonably priced plan can be sold to a larger number of owners, we are now suggesting a six-coupon book covering thousand-mile chassis lubrications and a brief inspection of items listed on the coupons, at a selling price of \$3.90.

We feel so strongly that the way to get the

maximum gross profit from service is to get the owners' cars in, that we would go so far as to recommend giving free lubrication, but actual experience indicates the customer is more likely to come in at regular intervals and use the coupons if he has to pay a modest sum, and especially if it can be proved that this amount shows an actual worth-while saving compared to single lubrication jobs.

Every dollar of expense absorbed through service business means a greater profit from your entire operations. We, therefore, strongly urge that you try this new low-priced Lubrication-Inspection Plan. It lists at \$6.00, sells for \$3.90 and saves the owner \$2.10. **This plan may be included in the delivered price of the car.**

Order the new lubrication books from The Reynolds and Reynolds Co., Dayton, Ohio. They are priced as follows: 50—\$1.25, 100—\$3.75, 250—\$6.75, 500—\$11.25, 1000—\$21.50.



<b>Packard 6000 Mile Lubrication-Inspection Plan</b>	
The coupons in this book entitle you to the following work: <b>6 CHASSIS LUBRICATIONS—INSPECTIONS</b> Described on each coupon.	
Total price purchased individually . . .	\$6.00
Coupon Book Price . . . . .	\$3.90
<b>SAVE . . . . .</b>	<b>\$2.10</b>
Use recommendations in Owner's Manual for items requiring attention in addition to those listed on coupons.	

## WHAT OTHERS ARE DOING

Looking around for new or different ideas, or for that matter for old ideas that somebody is working in a better or more effective manner, we came across this one from Mr. Eisele, President of Packard Dallas, Incorporated.

Mr. Eisele is using a Warranty Bond which covers a period of eighteen months or twenty thousand miles. It is a bond similar to some of those being merchandised by certain oil companies. However, Mr. Eisele prints his own bond, which leaves with him the decision as to what lubricants he wishes to sell.

He started using the plan at the beginning of the 1939 model year and has delivered it with every new car. Mr. Eisele's experience with this plan is interesting. We are illustrating the bond which he uses and this is what he has to say.



Dallas Warranty Bond

"I am convinced that this bond has secured a lot of new car business for us. Hardly a day passes that a prospect or buyer does not ask us direct questions about this bond when we start to figure on a new car with them. Usually they say: 'I understand you give a 20,000-mile service bond with your new Packards.' I am sure this helps us sell cars; but, further, it helps us to sell oil changes. You will note in the bond the statement that it is necessary for the customer to come to our place to have his oil changes. That feature gives our service salesmen an opportunity to call a customer at regular intervals to tell him we want his car in our place to keep the bond in force—and, of course, it is necessary to change the oil at more or less regular intervals. This also gives us a chance to check up on the car and keep it in proper running condition. (Also a grand opportunity to sell accessories.)

"You might ask: 'What has this cost you?' I will answer that by saying I don't believe it has cost us as much in free service as we have had to spend previous to the time we used this bond—because, as stated above, we have the opportunity of keeping the car checked up so that we catch a lot of little things before they develop into something serious. And, I do know this: The cost of carrying out the terms of this bond has been practically nothing; and we don't give away any more free service with the bond than we would if we did not have it."

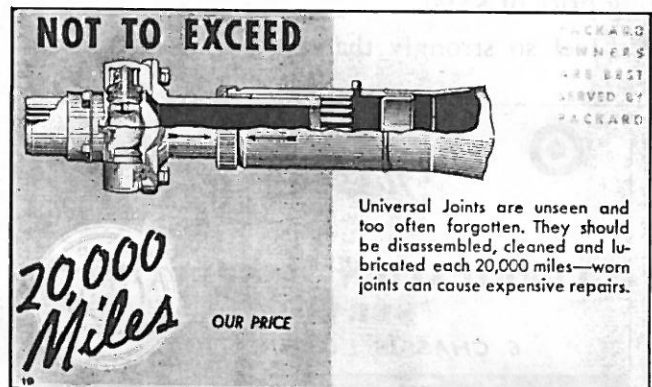
## REMINDER POST CARDS

These are part of a series of service business-getting stamped post cards. The balance of the set is illustrated in "The First Step in Making Service Profitable."

The government stamped cards as shown, not imprinted and with no price shown, are \$1.25 a hundred. Imprinted with your firm name and selling price, the price is \$2.05 for the first hundred and \$1.40 for additional hundreds of the same cards.



Stamped Card No. 8

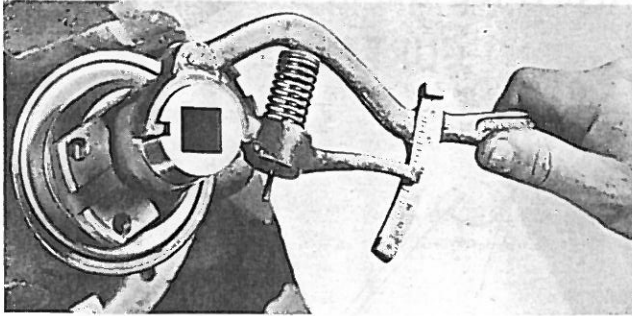


Stamped Card No. 19

## DIFFERENTIAL PINION BEARING PRELOADING SCALE

The differential pinion bearing preloading scale, ST-5087, has been changed so that we can use the manufacturer's standard tool.

This necessitates a change in the socket, ST-10035, as shown in the attached picture. The old scale can be used on the new socket, but the new scale cannot be used on the old socket.



The pinion bearing scale measures the amount of effort in pounds required to turn the pinion after the flange nut has been tightened. This should be from 27 to 36 pounds.

## LOSS OF BATTERY SOLUTION

It is well known that in warm weather the evaporation of the water in the battery is more rapid, and that more frequent filling is necessary.

Not everyone realizes that an excessively high charging rate produces the same effect, and that if the generator voltage is high the loss of water in the battery will be very rapid.

Last winter we cautioned you several times regarding the checking of the voltage regulator adjustment in order to prevent black breaker points and burned out lamp bulbs. It is equally important that this condition be watched in warm weather because high voltage and the high charging rate which results may cause permanent damage to the battery.

If a regulator has already been carefully readjusted to bring the voltage down, and if it is found that the voltage has gone up for the second time, we recommend that the regulator assembly be replaced. Late type regulators will be indicated by the code date "5U", "6U" or later, on the Serial plate.

We suggest that the men in your organization who are responsible for bringing the battery up to level be instructed to call to the attention of

their superiors any cases of low level, so that the voltage may be checked if there has been an abnormal loss of water.

## SELL RUST-PREVENTIVE SERVICE

You are aware of the fact that water not only causes rust clogging in the cooling system but also causes damage to metal parts such as cylinder heads, radiator cores, side plates, distribution tubes, etc. You have seen some of these parts entirely eaten through by water corrosion and you have even seen water pump impellers eaten away so that they require replacements. Preventing these replacements for the customer is a service you render by offering a good reverse flushing job and the addition of Packard Rust Preventive when the cooling system is refilled.

Packard Rust Preventive does protect the cooling system from corrosion damage and clogging from rust formations during warm weather. Be sure you add a half-pint can of Packard Rust Preventive after flushing out the cooling system for warm weather operation. It definitely arrests the formation of rust and lengthens the life of all metal parts which come in contact with the water in the cooling system.

## DO YOU GUESS OR DO YOU KNOW?

Believe it or not you're a doctor!

The owner of the car expects a correct diagnosis and the proper treatment to correct the ailment.

Read the following from an owner's letter: "I travel a lot on business. The engine of my car had noises in it. I took it to the Packard garage in \_\_\_\_\_ Illinois. The service man said the valves were set too far from the cam. He set them and the gas mileage fell off two miles to the gallon.

"At \_\_\_\_\_ North Dakota the fellow at the Packard garage loosened them up, but set the spark so that the car acted tired.

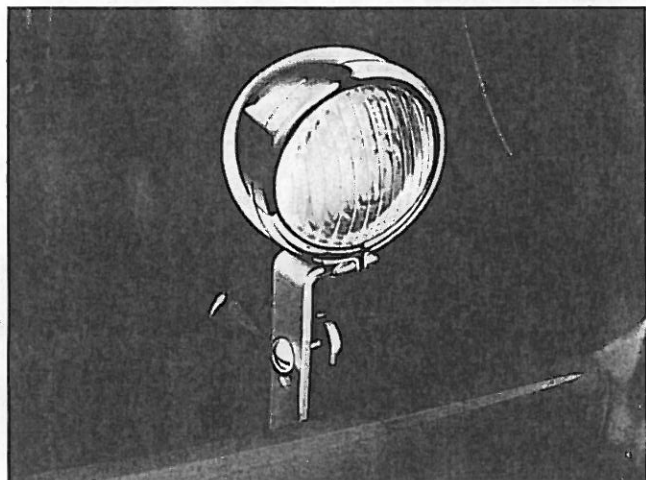
"Some other Packard dealers have looked at the spark regarding the noises. One place they say it is too far ahead and shove it back. The next one says it's too far back and he shoves it ahead. Why don't your service men agree on these things? They cost a lot in money and owner good will.

"A product is as good as the service the customer receives—and no better."

Signed \_\_\_\_\_



## BACKING LIGHT



PA-351103 — Automatic Backing Light — is a small, white flood light mounted on the rear bumper bracket. This light goes on and off automatically with the reverse gear shifter lever.

Your prospects are doctors, real estate salesmen, and suburban owners—in fact, anyone who drives at night. It's use will save the owner time. It is an added convenience in backing in or out of tight parking spaces, and along strange drives and roads. Tell your owners about this backing light. The suggested price is only \$4.95, installed!

## HACKENSACK, NEW JERSEY

A short time ago an interesting article appeared in a New York paper describing the activities of the Packard dealer in Hackensack, operated by Mr. Sproat and Mr. Dunn.

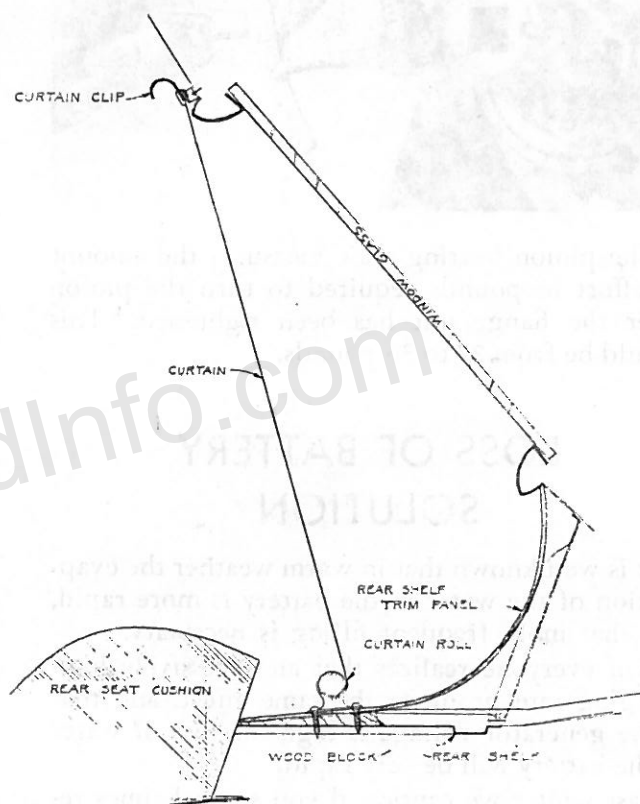
Their experience previous to the automobile business was obtained in a five-and-ten-cent store which gave them an unusual insight regarding such matters as display and selling. They have used this experience in their automobile business.

Today they occupy something over 43,000 square feet and employ 50 people. They have all of the latest types of equipment and work on the basis that when people think of Packard Service they expect the finest and most complete service that can be obtained. They operate on a seven-day twenty-four-hour schedule.

Their personnel has been developed as a company of specialists. Each department is headed by

a man who thoroughly knows his line and has made a special study of it. The men are encouraged to take courses of study pertaining particularly to their work. They operate every kind of a department and have in addition a storage garage accommodating 125 cars. They have been Packard dealers for three years and operate on the basis that excellent mechanical work plus modern merchandising producing a satisfactory volume.

## INSTALL REAR WINDOW CURTAINS



PA-349622 Curtain will fit the rear window of all 16th, 17th and 18th Series sedans. Mount the curtain roller supports on the rear package deck behind the rear seat back. The curtain pulls up and hooks over the clip installed at the top of the window.

The suggested price is only \$3.30, installed, and should be promoted now. It provides greater privacy and protection from the glare of the sun or the headlights of following cars.

**SELL REAR WINDOW CURTAINS!**

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

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