

ARE YOU WORKING ALL THE ANGLES?

When the subject of selling parts comes up we often feel that there isn't much that can be done about it since the sale of parts so often involves the sale of labor also, and we feel that in selling repair operations the parts sales should take care of themselves. However, this isn't the whole answer. There are several angles of parts selling that need developing. Let's make sure that all the angles are receiving attention.

Each source of parts sales should be investigated and followed up to determine its value as an additional source of profit. Service volume can be increased without adding materially to overhead by even slightly increasing each possible source of additional business. Let's take each source separately and see if everything possible is being done to develop it.

New Car Sales. Each new car sold opens up a new market for parts and accessories. This one usually receives attention, but let's make sure that each new car purchaser takes advantage of the 500 and 2500-mile inspection. This should be done, first, because it assures the owner of a more satisfactory car during the first few weeks of ownership, and second, from a parts and accessory selling angle. These inspections give the service department an opportunity to check on the accessories sold with the new car which automatically determines those which possibly can be sold later. These contacts also make it possible to sell your facilities and convince the owner that the most logical place for him to buy his service requirements is from your service department. If he hasn't already bought a lubrication agreement, these contacts offer ideal selling opportunities.

Used Car Sales. Packard used cars also offer a parts market. This group of owners should be considered as valuable service prospects. Take time to make these second buyers of Packard cars boosters for your service station. Go out of your way to convince them that your service charges are reasonable and that your type of service will keep their cars in good running condition at a reasonable cost.

Tourists. Packard owners have been consistently told about the advantage of Packard Service. Most of them would prefer to buy Packard Service when they are on the road. The first step is to make sure that the standard Packard service sign is prominently displayed and that your telephone listing is made in such a way that it can be quickly and easily found. It is also important that proper connections be made with hotel doormen, storage garages, parking lots and tourist information bureaus. They are all aids in directing this business to you.

Independent Garages. These places are a real source of parts business if properly developed. This applies not only to those in your own town but to those in near-by towns where no authorized Packard Service is available. These places should be contacted and parts discount cards should be provided. A list of these garages should be made and they should be contacted regularly. They should be supplied with shop manuals and copies of standard sizes and adjustments. They are going to get some Packard Service business and you can get some of their parts business if you go after it.

Insurance Companies. Make the acquaintance

of the insurance adjusters in your locality and cultivate their goodwill by calls with them whenever possible. These men will appreciate your efforts to treat them fairly and will often reciprocate by giving you the business when they have an opportunity to do so. This insurance business is worth going after.

All of these are sources of additional business and should be developed. Intelligent follow-up on each one of these groups helps keep a steady flow of service work coming into your service station. You cannot, of course, hope to get all of the Packard repair work either in your city or vicinity. You can, however, get much more of the parts business than you are probably getting at present. Do not put all of your time in just trying to get the repair business but go after the parts business as a separate item. Don't just assume that you have all of this business coming to you automatically. It doesn't work out that way. You have to go after each group separately and keep after them consistently.

INSIGNIA FOR THE PACKARD MASTER SERVICEMEN

The Packard Master Servicemen's insignia are now being supplied to distributors, who will make arrangements for presenting them to those service men, who through having completed the first three Service Question Sheets with an average grade of 85% or more have earned the right to wear them.

Only those service men whose Question Sheets were received at the factory on or before March 1 will be included in the lists of those eligible to receive the Packard Master Servicemen's insignia at this time.

If you failed to complete and return your first three Question Sheets within the time allowed, you will not be eligible for this first awarding of Packard Master Servicemen's insignia.

A second group has been formed to include those who are already enrolled but were unable to complete their first three Question Sheets within the specified time. This group will be permitted to complete the first three and continue with the final three Service Question Sheets. The service men in this group, who qualify with an average grade of 85% or more for all six Question Sheets, will become eligible to wear the Packard Master Servicemen's insignia.

Insignia will be awarded to this group at the time the Certificate Cards are presented at the conclusion of the series. In this way both groups will complete the entire activity at the same time.

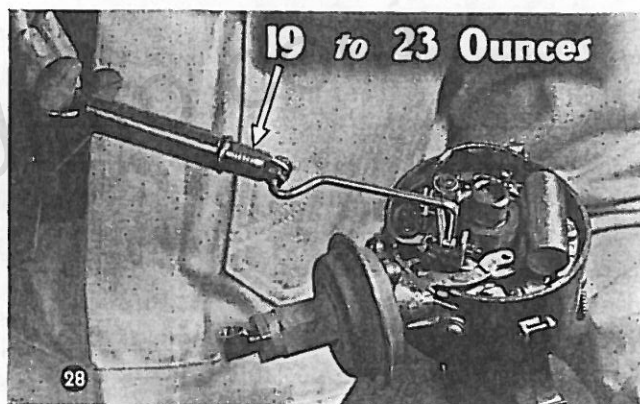
ADJUSTING DISTRIBUTOR POINTS

ALL MODELS

It is extremely important when installing or cleaning distributor points that the contact faces be adjusted to make full contact with each other, that they seat squarely and that the fibre rubbing block makes a full contact on the cam.

If the faces of the contact points do not seat flush and parallel after they are adjusted to open to the proper gap, the movable point arm may be twisted to bring the contact surfaces in parallel alignment. Be careful to see that twisting the arm does not throw the rubbing block out of parallel with the cam.

When dressing the points, use a distributor point hone or Ignition Point Grinder S.T. 2002. Never use a file except in cases of emergency. To make sure that the point surfaces are finished flat they should be dressed while in the distributor. Do not attempt to dress the points on a grinding wheel. Grinding will remove an excessive amount of material and it is very difficult to get the contact surfaces flat and parallel in this manner.



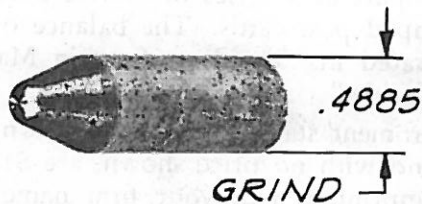
When installing the points the spring pressure of the movable point should always be checked with a spring scale hooked just behind the contact surface. The tension of the spring should be 17 to 20 oz. for the 18th Series cars and 19 to 23 oz. for previous models. The spring has a long slot in the end where it is attached to the distributor case. The tension may be adjusted by moving the slotted end in or out to increase or decrease the tension as desired.

SUPER EIGHT OIL FILTER

PIECE NUMBER CORRECTION

The article on Super Eight Oil Filters in the Service Letter of March 15, 1940, Vol. 14, No. 6, lists piece number 341764 for the new assembly. This is incorrect, as the number should be 354822.

SPECIAL TOOL CORRECTION



A number of the Shock Absorber Piston Rod Thimbles (domestic) S.T. 10049 which we have shipped have been found to be oversize to such a degree that they cannot be used. This has been corrected and all thimbles shipped in the future will be to size.

We suggest that those who have the oversize Thimbles return them for credit and reorder under piece number S.T. 10049. For those who have the facilities it may be more convenient to regrind their present Thimbles to the dimension shown.

BREAKER POINTS—1800

We feel that the blued point situation on the 1800 is pretty well cleaned up and that the field in general understands what is necessary to keep from having comebacks on blued points. However, in some instances we find there are comebacks owing to the fact that the job was not thoroughly done the first time.

In every case where an 1800 stops, or the owner is unable to start, due to a breaker point condition, the first thing to do is to check for high voltage with an accurate instrument. This should be done by some one who thoroughly understands the setting of the voltage regulator. If the voltage is found to be high, of course it should be lowered.

The method of checking and setting the voltage regulator is outlined in the Service Letter of October 15, 1939; also in the 1940 Preliminary Shop Manual. Do not use the setting outlined in the 1938-39 Shop Manual as this covers the earlier regulator.

When setting the 1940 voltage regulator, run the engine a full 10 minutes at a speed which shows a 10 amp. charge, in room temperatures of from 70° to 80°. Then set the voltage between 7.3 and 7.6.

In addition to the proper setting of the voltage regulator we recommend using the new condenser, IGW-3128A, outlined in Service Letter of January 15, 1940. This condenser will prevent a recurrence of the condition and should be used as an additional factor of safety.

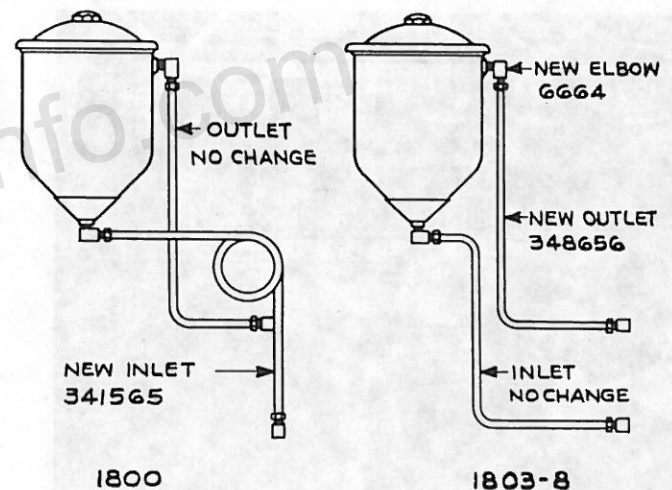
We suggest that the original condenser be replaced whenever work on the distributor is performed. Contrary to our earlier advice, in the Service Letter of January 15, the new condenser has been found satisfactory for high speed work, and it is now in use in the 1800 distributor.

Do not forget the rubber plug, IGW-264, outlined in Service Letter of February 1, 1940, which closes the forward vent in the distributor cap. It will prevent oil fumes and water vapor from getting into the distributor.

It is absolutely necessary, in properly setting voltage regulators, to have accurate test equipment, which should be available at any automobile service station. The special tool department at the factory can furnish this equipment at very reasonable prices, with complete instructions as to its proper use.

OIL FILTER TUBES—1800—1803

We have had several reports of leakage in the oil filter tubes of the 1800 and 1803. The 1801 has given no trouble.



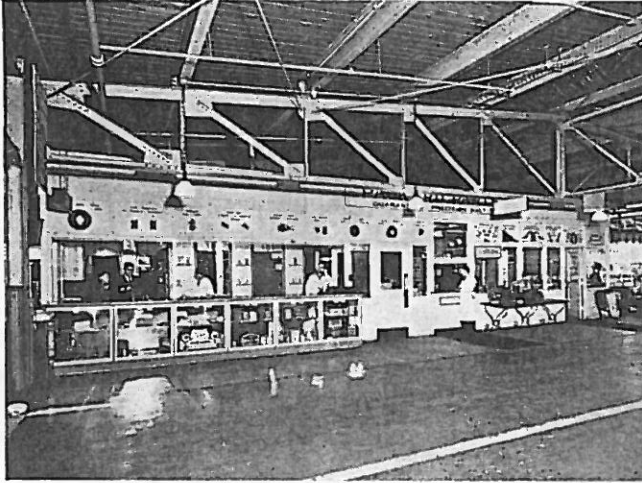
You will note from the illustration that a new inlet tube, Pc. No. 341565 is now in use on the 1800. This tube includes a pigtail so that the movement of the filter will not cause a flexing at the lower connection. The outlet tube is unchanged.

In the Super 8 there is no change in the inlet tube but a new elbow is used at the upper end of the outlet tube which requires a new outlet tube assembly, Pc. No. 348656, and a new upper elbow, Pc. No. 6664.

We suggest that you carry a supply of the inlet tubes for the Six and the outlet tubes and elbows for the Super 8, replacing the old material as the opportunity develops. Credit will be allowed on the old parts.

KANSAS CITY

Spring house cleaning is well under way with Kansas City way out in front. This organization, with R. W. Carter, Service Manager, has re-vamped their service sales floor and their parts department. We will let the pictures tell their own story.



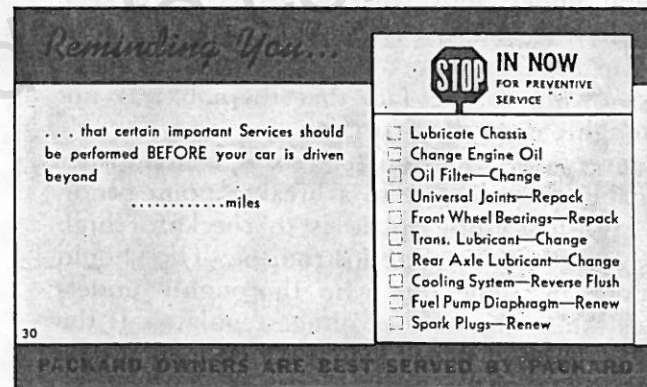
REMINDER POST CARDS

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."

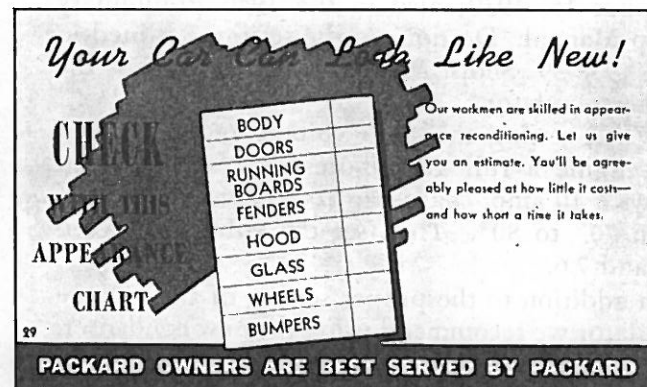
The government stamped cards as shown, not imprinted and with no price shown, are \$1.25 a hundred. Imprinted with your firm name and selling price, the price is \$2.05 for the first hundred and \$1.40 for additional hundreds.



Card No. 15



Card No. 30



Card No. 29

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