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KEEP THE MILLS GOING!

The government needs and wants scrap metal. Let's see that they get it. Let's get every piece out from under those benches, on top of the parts bins, out of the corners and off those balconies. Clean out that surplus stock room and that pile of used parts you have been saving for years. How about those old parts you wrote off the books long ago. Let's get it all to the scrap man.

One distributor reports delivery of 3000 pounds from discarded and surplus stock and 1500 pounds from the shop. You will be surprised how much you can find around the place. The shortage of scrap metal in the hands of the steel mills is serious. Let's make doubly sure that no Packard service station becomes even a small part of any bottle neck in the national program of building war supplies.

Once you have the place thoroughly cleaned out it should be easy to keep it that way. Under the new ruling of an old part for a new one, and 30 days to get it out of the building, all service stations should from now on be neat and clean.

Apparently it has taken a war to get the scrap out from under the benches—if so, it's one of the first benefits of the war. Let's use it. We can't all throw bombs and bullets but we can throw scrap into the pile so hard and fast that all the steel mills and factories will be well supplied with raw material. Let's all do our full share.

TELL HIM AGAIN!

Telling your customers about the importance of service and how to take care of their cars for the duration is one of those continuing jobs. Maybe it's a good idea to let somebody else do it for a change.

Collier's has a booklet on "War and Your Automobile." It does an unusually fine job of telling customers what they can do and what they ought to have you do for them.

In eleven pages it answers questions like these:

What will save tires? What is "rotating," "out of balance" and "out of line"? When does an engine start to wear and what to do about it. What is "Ping"? What do I do about wasting gas and oil?

What attention should I give the cooling system, the brake system, the clutch, the finish?

The answers are well written. Your customer is told, "America needs your car. . . Needs it kept in good operating condition as a part of the largest privately-owned transportation system in the world—a system vital to Victory.

"The easiest way to keep your car running—and running with patriotic efficiency—is to give it frequent and thorough *preventive* service. To reveal possible sources of trouble—and deal with them before the trouble happens.

The booklets are inexpensive and make an excellent attachment for a letter to your customers. They fit a No. 10 envelope, cost \$1.50 per 100 and should be ordered from P S—Colliers, 250 Park Avenue, New York City, with check attached.

FRONT END EQUIPMENT WHAT YOU NEED

Car owners just naturally are thinking more about their tires than they ever did before. This means that service stations who are not equipped to handle tire work and steering work find themselves sending a lot of customers down the street.

Some of them are beginning to wonder just what they would have to spend to get equipment that would enable them to do a satisfactory job on steering work.

Some very large and impressive equipment has been turned out and to look at a modern, fully-equipped front end Service Department you would get the impression that you just couldn't afford this type of work.

You will recall that some years ago when motor analyzers were first introduced that it didn't take the manufacturers long to decide that the bigger and more impressive looking the equipment was, the easier it would be to convince the customer that the machine was right and that if you could run it, you must know all there was to know about a motor.

In its day, this was a good theory. Very soon, however, it was discovered that all the garages and service stations that could buy \$1500 pieces of equipment had been sold and that something else would have to be worked out. The result was small inexpensive equipment of ten of a portable type that did almost if not the same kind of a job and at a lot less money as far as the dealer was concerned.

This is more or less true of steering equipment. You can still find steering equipment that does the finest kind of a job and that is so impressive looking and so large that you probably will have to install it in your used car lot because your building won't be big enough, and when the average dealer finds out the cost of such equipment, he just won't be interested in it.

However, there are several manufacturers making steering equipment of an inexpensive and portable nature and they all do a very satisfactory job. You have to know how to use them and you have to know just what equipment is necessary.

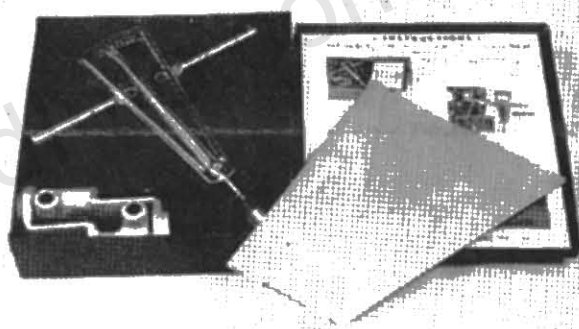
The essential equipment is a wheel toe-in gauge, such as described on Page 53 of the Tool Catalog, carried under ST-5189. You also need a centering gauge shown on Page 47 of the Tool Catalog and carried under ST-5105. This is all that is absolutely necessary for checking and adjusting toe-in.

Next you need a gauge for checking caster and camber. Such a tool as described on Page 58 and 59 of the Tool Catalog and listed under ST-873 will do the job. For checking the turning radius, we suggest turning tables covered by ST-959. Under these two numbers you have the equipment necessary to check caster and camber, king pin inclination and steering geometry.

Such equipment as offered by the Bennett-Feragen, Inc. of South Bend, and the Bear Manufacturing Company of Rock Island under their equipment No. 26 does the same job.

The equipment as described in the Packard Tool Catalog costs approximately \$75.00. The Bennett-Feragen equipment costs approximately \$138.00 (this includes a Wee Gee board for quick toe-in checking) and the Bear equipment is \$85.00.

If you want to start with the least possible outlay of equipment, get a toe-in gauge at \$9.50 and a camber and caster gauge at \$12.80 and go to work. Later to speed up the work, add the turn tables and the Wee Gee board.



There may be other equipment on the market that will do just as satisfactory a job as those mentioned. The items listed in the Packard Equipment Catalog are still available and the other equipment mentioned is some that we are familiar with.

BEALE AND COREY GREYBULL, MONT.



RIGHT OUT AFTER BUSINESS

COSTON MOTORS HAGERSTOWN, MD.



SIGNS SELL SERVICE



These pictures were sent in by the S & R Motor Company, a Milwaukee Dealer.

GORE MOTOR CO. WESTMINSTER, MD.



The use of showroom windows for building service volume is an idea that could be used by many other dealers.

LUBRICATION STICKERS

There has been some request for a Lubrication Door Jam sticker which included space for wheel alignment and tire cross-switching. Such a sticker is now supplied by Reynolds and Reynolds, form number SA-103.

This is the type with the linen covered adhesive back, no wetting required, easy to apply. Tells your customers when to come back. Don't let customers forget where you are.

Imprinted with your firm name they cost only \$3.95 for 250—\$5.95 for 500 or \$9.75 for 1000. Order direct from Reynolds and Reynolds, Dayton, Ohio.

DEALER EMBLEM HERE	
250 —	\$3.95
500 —	\$5.95
1,000 —	\$9.75
Add 1 M's —	7.75
OWNER	
SAVE TIRES	
ROTATE TIRES	
At _____	Miles
ALIGN FRONT WHEELS	
At _____	Miles
CHANGE ENGINE OIL	
At _____	Miles
LUBRICATE	
At _____	Miles
TEST BATTERY	
At _____	Miles
DEALER NAME AND ADDRESS HERE	

A GOOD LETTER

Subject: SHOCK ABSORBERS AND TIRE WEAR

Next to improper wheel alignment, poorly operating shock absorbers probably contribute more to excessive tire wear on an automobile than any other one condition.

Generally speaking, shock absorbers are the most neglected parts of a motor car. Present day shock absorbers are hydraulic devices, thus causing their action to vary slightly with temperatures, making service of these important parts desirable with season changes.

Shock absorbers assist in controlling the action of the entire car and when not operating in standard condition, permit the wheels to bounce unduly, especially in warm or hot weather, resulting in excessive friction between tire tread and road surface, therefore greatly increasing tire wear. This is particularly true when applying power or braking the car on uneven road surfaces.

We recommend that shock absorbers be adjusted and refilled with new fluid at least once each 10,000 miles of car service. If your shock absorbers have not had attention recently, it is important that you bring your car in for this service immediately, especially with the beginning of hot weather.

Our charge for refilling and adjusting all shock absorbers (4) on all model Packard cars, including the necessary fluid, is ---- \$4.50, (new parts, if needed, extra).

Yours very truly,

ATLANTA PACKARD MOTORS, INC.

G. O. Bransvell
G. O. Bransvell,
Service Manager.

P. S. Correctly adjusted shock absorbers prolong tire wear, improve steering, passenger comfort, safety and roadability.

SELL APPEARANCE ACCESSORIES AND BLUE CORAL TREATMENTS

Lots of people will not have an opportunity to buy a new car for some time. They will in the meantime get the old car paid for. They will be reading and hearing a lot about conserving their car. They will be anxious to keep it looking good and running good for their essential driving. They will be having the needed repairs made.

You should be getting more than a fair share of this maintenance business. But what plans have you made to get the appearance business.

A survey of items sold on repair orders has just been made at ten points. The number of polish jobs per 100 repair orders averages 2. Just 2 polish jobs to 100 customer contacts. Not so good—More selling effort is needed on this profitable work now. We believe you can do a better selling job on this type of work if you sell Packard Blue Coral Treatments. It has a good name. It's backed by Packard. It's exclusive in distribution. It's long-lasting, highly lustrous, streak-proof, spotproof, rain-proof.



DISPLAY A BLUE CORAL TREATMENT

You can get promotional material, folders, display cards and banners without charge. Just give us the date and order number on which you ordered a dozen bottles of Blue Coral and we will send you these selling helps. We can help you sell Blue Coral. It's selling now. Get some material and get started. In the Chicago area, 15 Service men sold 297 Blue Coral Treatments in 60 days. This is about 10 jobs per man per mo. You can do as well if you go after it and keep after it.

Write "Packard Blue Coral Treatment" on every "Car Health" check where the customer has not had one for six months. Put it in the "Desirable" group and follow it up.

There are a lot of people who are not going to buy new cars but who are willing to spend some money to make their car look different or to add some new device that will either add to the appearance, the comfort or the safety of the car.

There are too many accessories on the shelves in stock rooms and not enough on display in the show rooms and on the service floor. Accessories won't sell in the back end of the stockroom. We ought to take a lesson from such concerns as Western Auto, Firestone, and Sears & Roebuck. One reason they are selling accessories is because they display them. Putting a special price on never slowed up any sales either.

Take a look through your accessories bins and get a load of the bug screens, seat covers, trim rings, tire locks and windshield washers down where they can be seen. Put signs on them and keep talking about them.

You will be surprised at what you can do with such an item as the windshield washer. Have one on a car where you can demonstrate and talk about it to customers. This is not just another gadget but a safety and comfort item which does a job on the windshield when you really need it.

Here are two items you can sell on the basis of protection. It's an effective appeal today and a better one than comfort or appearance or convenience. Upholstery materials are not so plentiful. Even the installation is a problem.

Owners should protect their upholstery with seat covers at a very low cost compared with \$125 to \$150 involved in taking care of worn out or torn upholstery.

Make protection the main feature of your selling talk. Mention these figures and then quote prices for seat covers.

Another item to work on is the Radiator Insect Screen. Bugs and insects of all shapes, kinds and sizes are now with us. Radiators need the protection of a good screen in order to keep them from becoming clogged. Radiators are rather hard to get at and cleaning costs more than a screen. Besides, enough bugs may cause overheating and this means a loss in gasoline mileage.

We've three months ahead for reducing accessory inventories. Forget about the season. Sell winter accessories, including anti-freeze as well as summer accessories.