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## WHAT NOW?

The winter preparation rush is over, and very likely the number of repair orders written is becoming lower. Now what do we do? The obvious answer is, to go out and fight for every possible dollar of business. Use everything available, including a part of everybody's time.

Everybody on the payroll, regardless of his position, has one job ahead of him. Get more service business. The follow-up job is no longer the job of one girl or one man—it's everybody's job.

Get together with the boss and decide what you are going to use and get it started quick. If the shop down the street is getting your business on a price basis, maybe it's because he knows more about his costs than you do. Maybe you still have some work to do on your overhead costs. Maybe your shop times are not right, based on the equipment you have. Maybe your charges on certain fast-moving jobs need revising. Is your "motor tune" the same job that's being sold down the street for less?

A lot of people driving Packard cars have not been buying Packard service. This is something you and we have got to change. They have to be told of your equipment—the fact that you have parts and trained men and a keen desire to handle their service requirements. Your job is to convince these owners that you can do a better job

than anyone else in making their Packards last longer.

The first thing is to make it easy for them to buy from you, and the next is to get over the idea that the old, familiar service station is good enough. The owners you are trying to get in don't think so, and even today are passing it by for the new, shiny one with good equipment, pleasant attendants greeting them promptly and up-to-date servicing methods.

Times are changing and our methods must change. Showrooms may become parts departments or waiting-rooms or motor analyzing departments. Some of them may become Red Cross sewing-rooms—and that's not a bad idea either. The boss may become a repair order writer or chief greeter on the service floor during the morning rush. A master salesman may become a service follow-up and contact man. The bookkeeper may be spending a lot of time writing credit forms on repair work instead of on new cars.

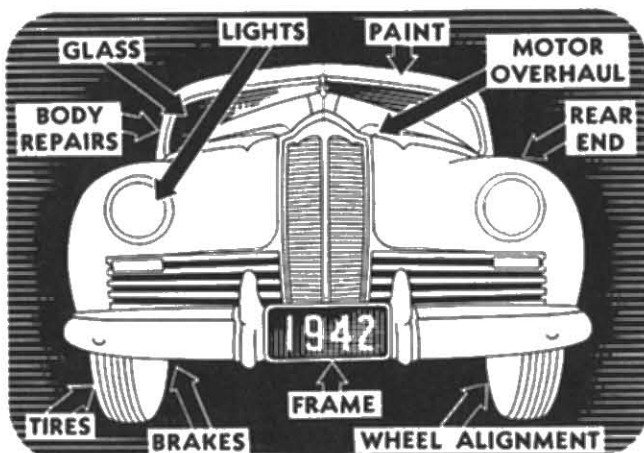
Business changes with the times and so will the service business. A lot of people are going to be driving Packard cars, and that means there is going to be some Packard service business. Let's get all of it. Let's handle it right and we will be making a living while we are helping to keep the wheels rolling on the home front.

## MECHANICAL REFERENCE BOOK SUPPLEMENT

Insert pages for your Mechanical Reference Book covering the items of a mechanical nature which have appeared in 1941 issues of the Service Letter are being sent to Distributors and Dealers. Two sets are being mailed, and a few additional copies are still available, with index tabs if desired, upon request to the Service Letter Editor.

Since the articles are arranged in groups of assembly units, they are easy to locate and the Supplement takes the place of a Service Letter index.

# MAKE IT EASY TO BUY REPAIRS AND ACCESSORIES



A great deal of needed conditioning, both from a longer life and a safety standpoint, will be done on cars if owners can avail themselves of a budget

or time payment plan easily and without embarrassment.

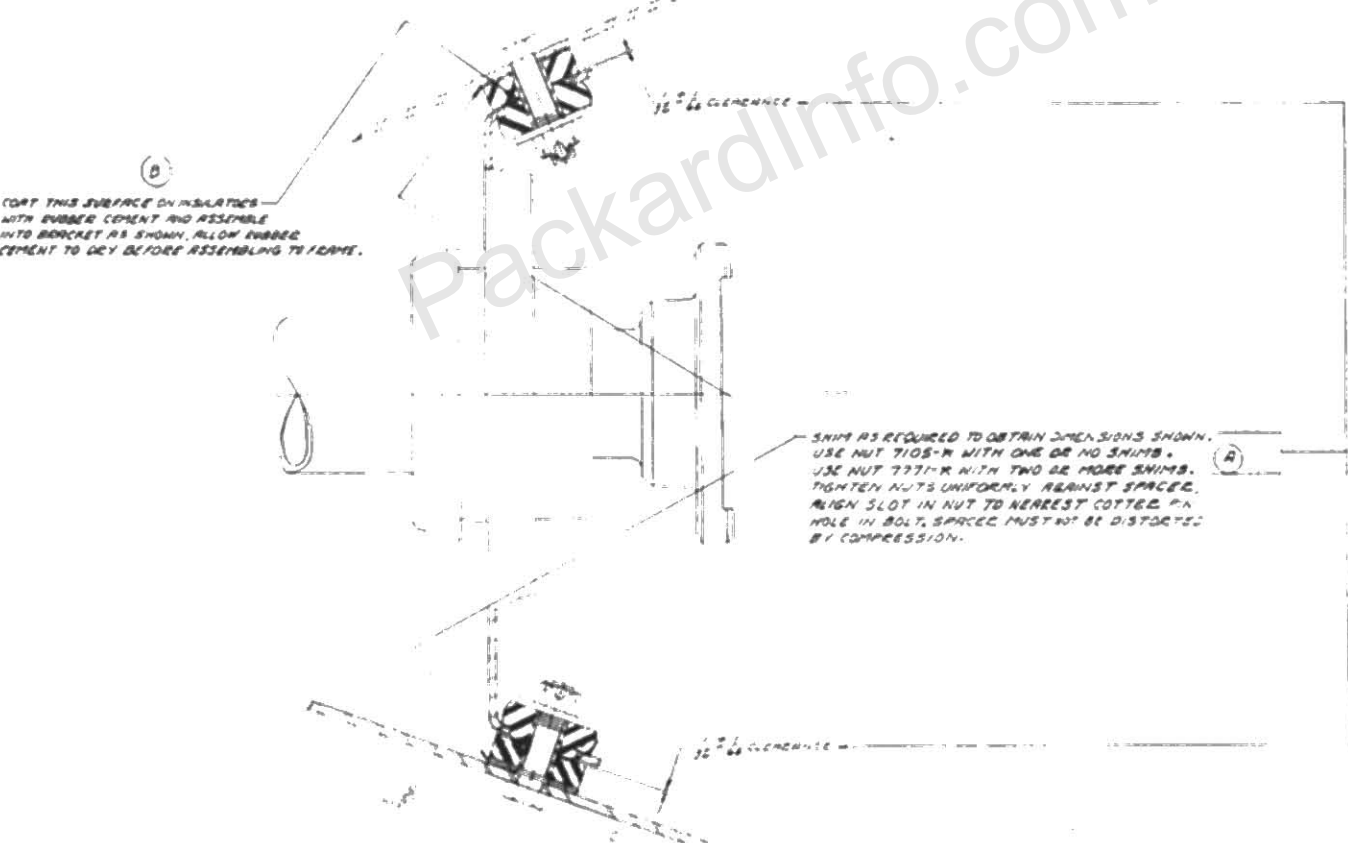
We believe all dealers should immediately make arrangements with some finance concern to handle repairs or accessories. You may already have an arrangement with some local concern or you may wish to discuss the plans offered by nationally known credit companies.

Plans offered by the larger concerns may have some advantages, such as handling the arrangements with the customer in your own place, national advertising, mailing pamphlets, signs, or other advertising media.

Two of these plans to come to our attention are the A. R. P. (Automobile Reconditioning Plan), offered by Commercial Credit Corporation and the Reconditioning and Accessory Finance Plan, offered by C. I. T.

We suggest you get the details from their local representatives or, if you prefer, write to us for details.

## DRIVE SHAFT CENTER BEARING MOUNTING



The long-wheelbase cars are equipped with a drive-shaft center bearing which is mounted in rubber.

Unless the bearing mounting is properly aligned a drive-shaft disturbance will be noticeable. This disturbance is most evident in the neighborhood

of 45 miles an hour. It can most easily be checked by bringing the car up to a higher speed and coasting down through the 45-mile range with the gears in neutral and the motor idling.

The proper installation of the rubber insulators is shown in the illustration. Care must first

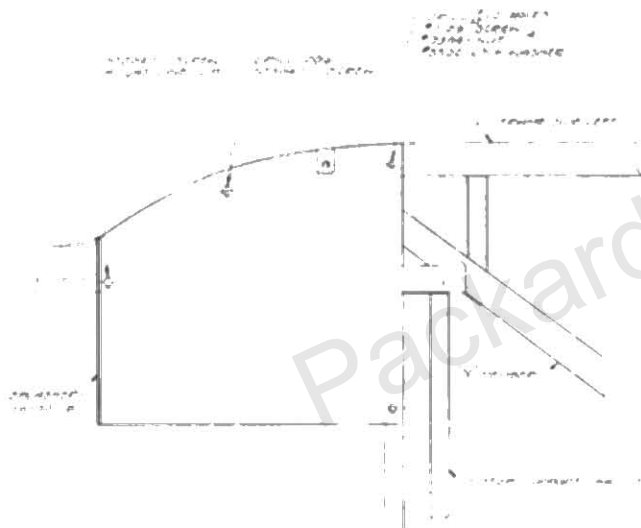
of all be taken to see that they are centered around the bolt so that they are not crushed or distorted when the bolt is tightened.

The nut should be pulled up snugly so that the washer bears against the collar surrounding the bolt. The collar, in turn, bears against the frame or against the shims between the frame and the outer insulator (when these shims are used).

If, in tightening the nut, the inner rubber is compressed so that the clearance between the two rubbers is lost, one or more shims should be added, as shown in the illustration. A clearance of not less than  $\frac{1}{32}$ " should be maintained between the two rubbers.

When a drive line disturbance is noticeable it will usually be found that the rubbers are distorted or are compressed too much. The whole construction should be mounted so that there is no undue compression or tension at any point.

## FRAME SPLASHER 20th SERIES CLIPPER



Under certain weather conditions, splash from the road may lodge on the clutch and transmission linkage of the 20th Series Clippers.

Normally this will do no harm, but if mud and water from the road lodge on the linkage and then freeze, the ice may interfere with the free operation of the clutch and the gear shift. The illustration shows a splasher which may be attached to the under side of the frame to protect the linkage.

In mounting the splasher it will be found that one hole is already in place. This is the hole which takes the gas line clip. The splasher can be located at this point, and the other three holes can then be drilled, using the splasher itself as a template.

The splasher is listed as follows:

Pc. No. 382341, Splasher—Clutch and Transmission Levers.

This part will carry a suggested list of \$2.00.

We suggest that you do not order them unless you find they are required because they will only be of value under unusual weather conditions.

## CARBURETOR HEAT CONTROL VALVES

Do not forget the carburetor heat control valve.

If this valve is sticking the motor can not be made to function properly and any motor check should include the heat control valve. This can be done in a few seconds.

In order that the valve may operate properly it is necessary that the shaft be a very free fit in the manifold. Our specifications call for .007 to .010, and anything less than this is apt to cause trouble. The ends of the shaft must be free from carbon and corrosion and you must make sure that the clearance is adequate.

## WHAT DOES THE CUSTOMER WANT?

Another article on handling Packard Service by R. B. Parker, General Manager of Packard-Philadelphia, on the subject of "What the Packard Service Patron Wants":

### AN ATMOSPHERE OF WELCOME

We all know how especially we enjoy going somewhere—be it a store or a friend's house—where we feel we are welcome—where there is an evident and sincere pleasure in having us come—and where we feel they are glad to see us.

A great deal of study was given the planning of our building in order that it might have that open and friendly atmosphere of "welcome." All offices were located as close as possible to where visitors might be expected—and enclosed only with plain, clear glass so that we might clearly see our visitors approach, and they clearly observe whether we were actually busy with another visitor, or engaged "in conference"—(a distasteful word to any visitor)—among ourselves. If in conference among ourselves, an interruption to greet the visitor and attend to him becomes doubly appreciated—and no conference among ourselves should take precedence over prompt attention to the customer.

A realization of the fact that it is our customers who provide the funds for the "ghost" who walks on Friday should encourage as hearty a welcome of them.

**PUT YOURSELF IN THE CUSTOMER'S  
SHOES—WHAT WOULD YOU WANT?**

## SELLING RADIOS NOW

Here is an idea used by Los Angeles and New York. Many motorists have probably come to the realization that Car Radios are now a *real necessity*. Those who have this equipment are fortunate indeed, as they can not only obtain latest war news but also be warned in case of blackouts or other emergencies.

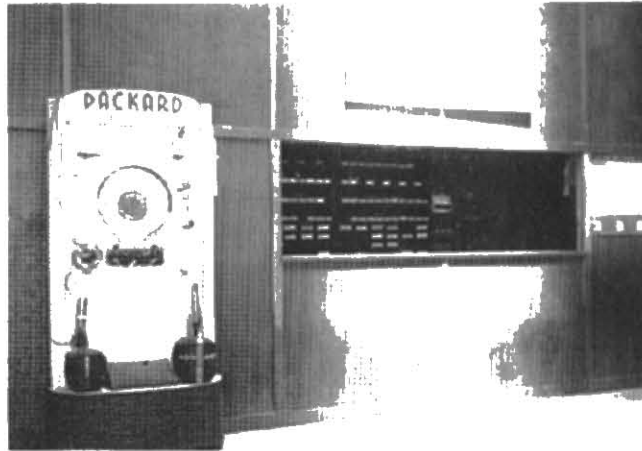
Take an air raid for example. If a motorist happened to be on a trip with his family and he suddenly heard over his radio that a certain town or section was being bombed he would be in a position to decide whether to go home or *hit for the hills*.

A wise motorist will not only have his car radio equipped but will also see that it is kept in first class operating condition.

We suggest that all new car and service salesmen tell this story to every Packard owner and prospect (19th-20th Series) and try to sell them a radio before someone else does. Start this campaign at once as the supply of radios is limited and we have every reason to believe that very few will be built next year.

## NEW LUBRICATION DEPARTMENTS

## SANTA MONICA CHANGES OVER TO BALANCED PARTS PLAN



BEFORE

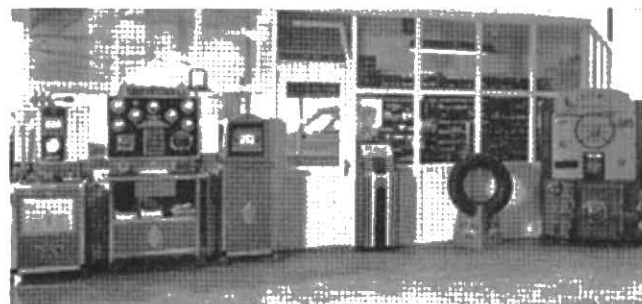


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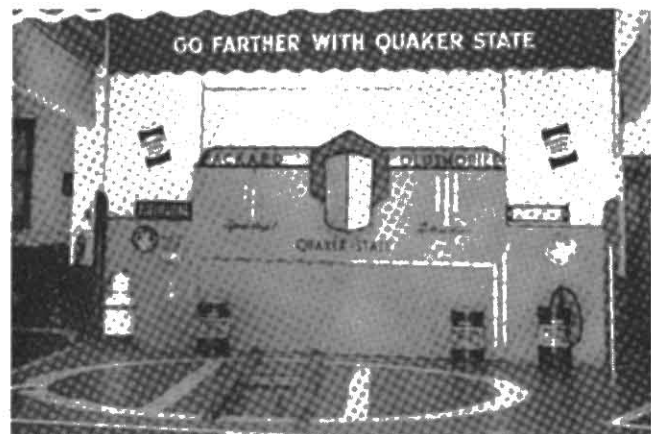
## WEST PALM BEACH, FLA.



## LAURENT & NIELLO CO.—CALIF.



RATON, NEW MEXICO



PARKERSBURG, WEST VIRGINIA