SERVICE MANAGER'S
PERSONAL COPY

VOL. 16, NO. 22 NOVEMBER 15, 1942

BUT—THAT SHOULDN'T HAPPEN TO A PACKARD!

It's true the car being talked about is anywhere from thirteen months to three years old and the mileage is greatly in excess of 12000 miles. Usually, the part involved is one which in the mind of the customer, should never wear or break and certainly a Packard part should never develop a defect, regardless of age or use. The stories from here on are very similar. The customer has bought Packard cars for years. He has influenced the sale to dozens of his friends. Occasionally he has played golf with the President of the Company, the amount of money involved is never important. It's just a matter of principle. In practically every case of this kind, the owner is sincere and feels he is justified in his request.

There are many parts of this story that any Packard man can readily agree with. On the other hand, you are dealing with a 90 day or 4000 mile warranty and a parts adjustment period of one year or 12000 miles, so your answer can only be "no."

Selling this "no" is not too easy and selling it by letter is tougher yet. Here is a letter that really does a job. It's frank, logical, sincere and friendly. It's the result of handling hundreds of these cases. We suggest you remember the date of this issue of the Service Letter because if you find yourself on the adjusting end of one of these cases, this will come in mighty handy.

Dear Mr. Customer:

We have your letter of December 15, and we are glad to have you raise the question with regard to our guarantee.

It is your feeling that cars such as our own should have an unlimited guarantee, and this is a matter which we and other manufacturers have carefully considered. The same conclusion has been reached in each case and we do not know of any car manufacturer in the industry today who provides an unlimited guarantee.

In effect, a guarantee is a type of insurance and is paid for by the customer in the price of the car. We must try to decide the amount of protection which the average owner should receive and should not penalize all owners by forcing them to pay for something which would not be profitable to them.

The older a car gets, the more difficult it is to determine actual defect because wear and metal fatigue are very apt to obscure the picture. If, therefore, our guarantee extended for an indefinite period, we would be involved in endless arguments, and in order to retain our customer goodwill it would be necessary to take so lenient an attitude that the expense of fulfilling the guarantee would be very high. This, in turn, would mean that the careless, irresponsible driver would be benefitted and that the careful, reasonable driver would be correspondingly penalized.

All car manufacturers have reached the same conclusion. They have felt that a limited guarantee is best for every one concerned, and that the guarantee should stop short of the point where natural wear, abuse and fatigue can enter into the picture.

In this particular case, the decision may have worked a hardship on you, but over your entire motoring experience this certainly has not been the case, and your car operation has been more economical than would have been true with a lifetime guarantee on each car.

We take a more liberal attitude with regard to replacement of material than do most car manufacturers, and it is a commonplace procedure for us to provide material where the car has been in service for not more than twelve months or twelve thousand miles. This, however, is as far as we feel we should go.

We sincerely hope that this outline has appealed to you, and we can assure you that our attitude is based on what we believe to be the best interests of every one concerned.

Very truly yours,

SALES POINTS ON BLUE CORAL

A Blue Coral Treatment is not just a polish—It is a scientific method of cleaning, restoring and protecting the original lustre of Duco and lacquer finishes—for long periods of time. No cleaner or so-called polish or wax can actually *add* lustre not in the painted surface originally—In spite of what some polish salesmen claim. Blue Coral business is profitable; the applications require no skilled labor; no expensive equipment is involved and repeat sales are made easily.

Blue Coral contains no paint solvents or harsh, fast-working abrasives. The painted surface is preserved—Not damaged.

Ordinary polishes merely do a job of quick cleaning down to the bright surface—often with abrasives.

Blue Coral —

1. Cleanses
2. Burnishes
3. Polishes
4. Seals

In Summer it protects against dirt, rain and sun—And assures lasting beauty. In Winter it protects the finish against repeated attacks by snow, ice, sleet, mud and rain—And assures a fine appearance with a minimum of expense.

Use these sales features to do an even greater volume of Blue Coral business.

SPARK KNOCK AGAIN

During the coming year you will hear more from your customers about spark knock than ever before. There are two reasons for this.

The first reason is one which we have already discussed in the Service Letter. Gasoline octane ratings are lower and yet the desire for maximum gasoline economy makes it necessary to keep the spark advanced as far as possible.

This means that spark knock will always be more noticeable and it also means that the *effect* of a carbon deposit in the combustion chamber will be greater. A moderate carbon deposit, which would not ordinarily be objectionable, may result in a noticeable knock.

There is a second reason why carbon will be more of a problem. When a car is driven only at slow speeds the carbon collection is actually increased. Occasional fast driving has the effect of burning out the carbon deposit, but under present day slow driving conditions, there is nothing to check the accumulation.

The owner therefore, has a choice of three alternatives. He can have the spark retarded with a consequent loss in economy. He can put up with the knock and use his accelerator more carefully. He can pay to have the carbon removed.

When the head is removed to clean carbon an additional head gasket can be installed if desired. It will not make much difference in motor performance at slow speeds and will reduce spark knock. Of course, you must tighten the head nuts evenly and carefully in order to avoid leakage.

Perhaps you have noticed that a carbon deposit on the piston head sometimes produces a motor rattle which sounds like loose wrist pins. It resembles a wrist pin noise in that it develops when you *let up* on the accelerator. After carbon is removed the additional head gasket mentioned above will of course lengthen the period of motor operation before the condition develops again.

RUN-DOWN BATTERIES

During recent years we have had very little trouble with run-down batteries.

Under normal circumstances the generator output has been ample to keep the battery charged. The occasional case of trouble has been due to some fault in the electrical system or to abnormal driving conditions.

The coming winter, however, will present a more difficult problem. Due to the rationing of gasoline most cars will be driven only on short, necessary trips. Slow speed, traffic driving, particularly with the lights on, causes a drain on the battery which may be beyond the capacity of the generator to replace.

This will particularly be true in the case of cars which are not driven regularly. When a car is not used the battery runs down, the carburetor drains itself, and the oil has a tendency to congeal. This means that the cranking speeds will be lower and the cranking period much longer. In cold weather such a car with a partially discharged battery might not even get started.

In looking forward to the coming winter the first step, perhaps, is to see that your own organization is "battery conscious". They should "think battery" whenever an owner comes into the service station. Unless you already know that the battery and electrical system are in good condition it is logical that a check be made. It is a wise precaution from the owner's standpoint and profitable work from your own.

This work should include checking the condition of the battery and the cable terminals and making sure that the regulator is properly controlling both the voltage of the generator and its current output. It should include anything which will affect easy starting, such as spark plugs, breaker points, choke adjustment, etc.

Cars which are subject to cold starts at low winter temperatures *must* contain a winter engine oil. The use of a summer oil may lower the cranking speed to such an extent that the engine will not start even on a full battery. Always suspect the oil when the cranking speed is low.

Service stations having a quick charging equipment will find it particularly useful. A quick battery charge can be combined with many lubrication and short repair operations without adding to the time the car is in the shop. This should be an easy operation to sell.

The owner, also, must be made "battery conscious". A battery is like a bank account—if you take out more than you put in you will find yourself in trouble. If driving conditions are making it impossible to put as much current as usual into a battery it is necessary to cut down the current consumption to correspond.

All the electrical equipment consumes current, and it is possible to "economize" in a number of ways. The headlights, heater, defroster, and windshield wiper can be turned off except when actually needed, and the radio need not be used at all. The *unnecessary* use of these items may mean the difference between a charged and a discharged battery.

When a large percentage of the driving is in city traffic the idling speed of the motor is important because the motor is idling a considerable part of the time. An idling speed equivalent to ten miles per hour is not objectionable to the average customer and it reduces the battery discharge.

There is one special step which can be taken. We are arranging to carry a small diameter pulley to increase the generator speed. This, of course, enables the generator to start charging at a lower motor speed.

In normal peace-time driving it is not safe to use such a pulley because high car speeds would reduce brush and commutator life and increase belt wear. It is an emergency step, to be taken when car speeds are so low that the generator is unable to maintain the battery. The car which is benefited by the special pulley is also the car which will benefit by stepping up the motor idling speed as suggested above.

The small pulley can be used on the generators of the Six and 120 models. (The Super Eight has a larger belt and we have not been able to secure a pulley for these models.)

Each Six or 120 generator will require:

1—382505 Motor Generator Pulley.

The only exception is the 115-C, which requires pulley No. 320501.

The owner should understand that when normal driving conditions return the standard pulley should be replaced, to prevent generator and belt depreciation. It would be a good idea to put the standard pulley in the glove compartment when the explanation is made.

NOTE: The small home charging outfits such as we formerly sold through the Accessories Division are excellent for winter use, but, of course, they can no longer be obtained.

HEALTH CHECK CLINIC RESULTS

Warren L. Langwith, of Davenport, Iowa have been so successful in the use of the Packard "Health Check" program, that the results to date might interest you.

We have made fourteen "Health Check" inspections since our letter went out to the Packard Owners on October 2. The results are as follows:

12 repair jobs sold	
Customer labor total	$195.60
Average labor per job	16.30
Total parts sold	254.04
Average parts per job	21.17
Total accessories sold	46.25
Total oil and grease sold	37.80

The total sales from these "Health Checks" was $533.69.

This amount does not include any Packard service business that did not come in directly from the Health Check inspections.

REMOVAL OF TIRE FROM SIDE CARRIER

The Government regulation limiting a car to five tires presents a problem on cars equipped with side tire carriers.

Most owners wish to preserve the appearance of the car by keeping the tire cover in the fender well, and since the cover is supported by the tire it is necessary to provide a new support for the cover.

Tire covers on the 18th, 19th and 20th series cars can be handled without any great difficulty. (These are the covers in which the outer face is closed). Either of two methods can be followed:

1. The cover can be held in the fender well with metal screws. The cover can be drilled at the front and rear so that two metal screws are used at each end. After the cover is drilled, holes are punched in the well to correspond and the screws inserted.

2. The cover can be supported by a simple wooden frame whose outer dimensions correspond with the diameter of the tire. A certain amount of "cutting and trying" is necessary to reach the proper dimensions.

Either of the above methods can be followed depending largely on the materials and equipment most easily available.

Cars of the earlier models (prior to the 18th Series) are equipped with various types of covers, usually a two piece or three piece construction, and no standard method can be suggested. The wheel will remain on the carrier and the sections of the cover held together with metal screws. The method of supporting the cover will then depend on the carrier and fender well construction.

The front of the car will "level up" better if the tire on the right side is removed. This is because streets are lower on the curb side, so that the slight increase in height on the right side would not be noticeable.

TECHNICAL AND PARTS INFORMATION FOR THE ARMY

We are receiving quite a few requests from dealers and distributers to supply various non-commissioned and commissioned officers in nearby camps with Parts Lists. Manuals and other technical information.

While we wish to cooperate in every way possible, we can, of course, be of most assistance in complying with requests from Army Headquarters on such matters.

All requests for Technical information, including Manuals, Parts Lists and Price Lists are to be sent to the Quartermaster Department, Technical Service Division, Camp Holabird, Baltimore, Maryland. We are specifically requested to discontinue the distribution of this type of material to any field units.

This procedure is used by the army to avoid recommendations and instructions contrary to military regulations or policies and they must, of course, standardize these regulations and policies, and the method of distributing such information to the various forces of the Army.

With this information at hand, you will understand our reason for referring any requests that you may send to us to the Depot Headquarters, Technical Service Division at Camp Holabird.

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