



VOL. 16, NO. 7

APRIL 1, 1942

## 1942 SERVICE SPRING MAILING

Car owners have been buying Spring conditioning services since they owned their first car. Even with all the worry about continued operation of their cars and appeals to protect their cars for the duration, the lifetime habit of Spring conditioning will bring many cars to service stations.

Owners will expect to receive your recommendations and advice. Here is a double-barreled

weapon for getting your full share. Today you can't wait for business to come to you. The red, white and blue letterhead has a timely appeal and will serve as a Spring piece. It is a good supplementary piece for the material offered in the Packard Wartime Service Plan.

As further assistance, the factory is offering to stand the expense of all artwork, preparation and printing costs. The letterhead is supplied without charge in the quantity you agree to mail.

The factory also makes available the services of letter reproducing concerns which produce a very satisfactory type of work on printing the letter you select for the piece.

The cost of imprinting firm name and reproducing any one of four sample letters with your price for the service work offered is as shown on the order blank attached with sample letterhead and suggested letters to General Letter G-523.

**IT'S PATRIOTIC  
TO CONSERVE  
GAS-OIL-TIRES**

**PACKARD HOMETOWN MOTORS**  
120 Main Street  
HOMETOWN, ALABAMA

Mr. Packard Owner:

Spring preparation—  
...is for early action on your car!

You will want to be sure your car is ready for hard work this Spring. A change to summer lubricants and a little preparation now will save time and money.

Certain things always need attention in the Spring. They not here is done now; then you are sure to be ready.

<p>Adjust fan belt tension Adjust distributor Clean &amp; re-oil air cleaner Clean &amp; adjust spark plugs Clean &amp; adjust distributor Set ignition timing</p>	<p>Remove anti-freeze Flush out cooling system Add rust preventive Check clamps and brake wear Lubricate and inflate all tires Road test car</p>
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6 cyl. \$0.00      8 cyl. \$0.00      Super-light \$0.00

We are anxious to help you get full use and low operating cost from your Packard.

Yours very truly,  
FRANKLIN MOTOR COMPANY

Service Manager

**t-e-n SHUN!**

Ask ABOUT OUR MONTHLY PROTECTIVE SERVICE CONTRACT

### IS YOUR ORDER IN FOR WARTIME SERVICE PLAN MATERIAL?

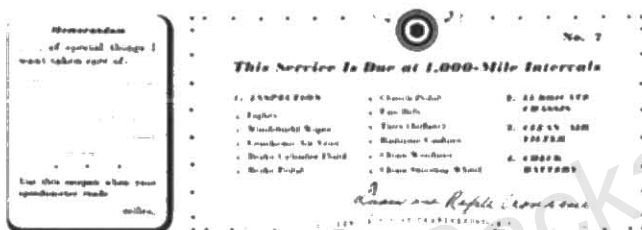
How about your order for the material required to help you cash in on the Packard Wartime Service Plan? Samples of the material available were supplied in a portfolio mailed with General Letter G-522, Dealer GL-1113, on February 24, 1942.

## MONTHLY PROTECTIVE SERVICE CONTRACT

The Monthly Protective Service Contract contains a Lubrication Inspection book with 1000-mile lubrication and 2000-mile engine oil changes. Some customers may want the added protection of more frequent oil change.



This change can very easily be made in the book as it is sold. The book now has in it five white coupons covering oil changes so you add five more changes by taking No. 1, 3, 5, 7 and 9 red coupons and adding in pen and ink or with rubber stamp the words "Drain and Refill Crankcase" as shown in the drawing.



You add these to the price of the book according to the model car. For instance, for a six with five-quart capacity, you could add \$6.75 to the contract price. For an Eight with six-quart capacity you could add \$8.00 and for a Super 8 with 8-quart capacity, \$10.50.

The first visit he makes to your service station remove No. 1 red coupon and give him a lubrication-inspection and oil change. The second time he comes in remove No. 2 red coupon and give him a lubrication-inspection. Also remove No. 1 white coupon and give him an oil change. Repeat this procedure for each visit.

For the owner who seems to like the plan but objects to the price, try extended payments. First, check with the auditor, then try  $\frac{1}{2}$  down and the other  $\frac{1}{2}$  when coupons totaling the value of the payments have been received. If this doesn't work, try quarterly payments, with the approval of the auditor. If this fails, try reducing the value of the book by removing one or more coupons such as the "Refill Shocks." This would reduce his cost by 1.5 hours times your customer's hourly rate and

other coupons could if necessary be handled on the same basis.

It will be easier to handle if all books are the same. However, the plan is so flexible that hardly any sales need be lost because you can give the customer about anything he wants in the way of a planned protection for his car.

Detailed instructions regarding the accounting procedure for keeping track of contract sales will be found attached to General Letter G-525. Such a record is necessary both from an accounting as well as from a selling standpoint.

## CARE OF ANTI-FREEZE SOLUTIONS

In the last issue of the Service Letter we covered the draining of anti-freeze solutions.

We suggested that these solutions be discarded because of the possibility that their inhibitors might have become ineffective, causing the solutions to become corrosive in their action. We said that it appeared that anti-freeze would be available in the fall.

Since that article was written, there has been further discussion regarding the future supply of anti-freeze, and your customers may suggest the advisability of saving their present solutions.

We suggest that you get in touch with the organization from whom you have secured your anti-freeze. Obtain a recommendation from them as to the course which should be followed. Various inhibitors are used in different types of anti-freeze and it will be safest to follow the recommendations of the manufacturers.

Naturally, we cannot give you this advice because we do not know the anti-freeze which you have used.

## CHROME PLATING

In the Service Letter of March 1, 1942, we cautioned you regarding the shortage of chromium plating and the necessity for conserving the plating now on the cars.

This shortage is becoming more acute and as we stated in the previous article we shall not be able to replace chromium plated parts even on recent cars in order to take care of a rust condition.

It is unfortunate that this is the case but it can not be helped. If any of your customers complain of rusty chromium you must tell them that no action on our part is possible. You will, of course, outline to them the steps which can be taken to keep their present chromium in the best possible condition.

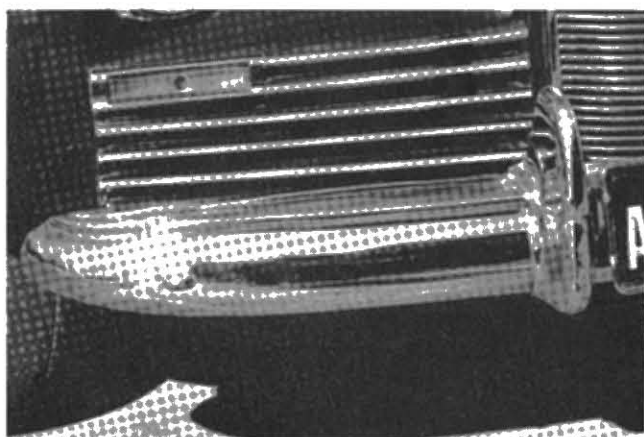
## VALVE TIMING

MODELS	Inlet Opens	Inlet Closes	Exhaust Opens	Exhaust Closes
1600-1601-1602				
1700-1701-1702				
1800-1801-1801A				
1900-1901-1901A				
1951-2000				
2001-2020-2021	1° BTDC	39° ALDC	45° BLDC	5° ATDC
115C-120C-CA				
120-120B-BA				
120-120A	5° BTDC	39° ALDC	45° BLDC	5° ATDC
2003-2003A-2023				
2004-5-6-7-8				
1903-3A-4-5-6-7-8				
1803-3A-4-5-6-7-8	4° BTDC	51° ALDC	49° BLDC	10° ATDC
1506-1507-1508				
1606-1607-1608				
1706-1707-1708				
1703-1705	26° BTDC	69° ALDC	61° BLDC	34° ATDC
1603-1604-1605	30° BTDC	45° ALDC	65° BLDC	30° ATDC
1500-1501-1502				
1400-1401-1402				
1403-1404-1405				
1200-1201-1202				
1203-1204-1205				
1100-1101-1102				
1103-1104-1105				
1001-1002				
1003-1004	30° BTDC	65° ALDC	65° BLDC	30° ATDC
900				
901-902-903-904	20° BTDC	65° ALDC	65° BLDC	20° ATDC

## FRONT FENDER GRILLE LEAKAGE CLIPPER

If the joint between the fender grilles and the fenders themselves is not tight, water and mud thrown from the front wheels will penetrate the joint and collect on the front bumper splashers.

In some cases this mud also prevents the grounding of the parking lamps and the ground should be checked if trouble develops.



The leakage of mud onto the splashers can best be corrected by sealing the joint with a heavy sealer such as dum-dum, first removing the wheels so that the work can be thoroughly done.

The removal of the wheels also provides an excellent opportunity to thoroughly tighten the whole front end, and especially the fenders themselves.

## WINDSHIELD WASHER



An outstanding new accessory is the windshield washer equipment.

The use of this equipment increases the safety and pleasure of driving as it helps to provide clear vision for both driver and passengers.

This new desirable accessory provides a very substantial profit. It is easy to install and easy to sell.

It floods the windshield glass with water which loosens the mud, scum and insects, permitting the windshield wiper blades to clean the glass. Place your order with your distributor today under the Packard Approved Accessory No. PA13265. The dealer suggested cost is \$3.25 and the suggested list price installed is \$6.75. It requires less than an hour to install the unit.

## WHEN SERVICE IS QUIET USE THE TELEPHONE

The quickest and surest way to get service business is through owner contacts by telephone, *but* do it intelligently.

Go quickly through your repair order files and owners' list, picking out those whose cars haven't been in for 90 days or more. Familiarize yourself with the last work done and the mileage when last in.

When you call the owner have something definite in mind to sell him, work reasonably to be expected at present estimated mileage. Suggest a polish job, seat covers, general reconditioning, a new radio, battery, wheel alignment, tire switching, or any one of the many things which will now appeal to the owner who must expect his present car, even if an old one, to last for the duration.

Talk about the new Packard Wartime Service Plan and "Monthly Protective Service" with the "Health Check" which will appeal to all car owners.

For immediate results use the telephone. There's plenty of proof from field experience to show that it works—if worked intelligently.

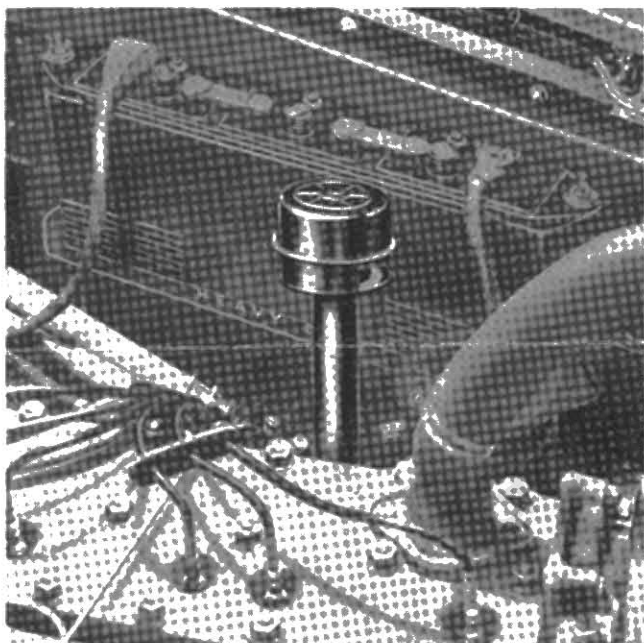
## MOTOR OIL FILLER PIPE

### 19th SERIES

We suggest that you read again the article in the Service Letter of February 1, 1941, covering the installation of the lengthened oil filler pipe on 19th Series motors.

We have recently received several reports of sticking valves in these cars, and the indications are that the condition is caused by rust. A 19th Series car which is driven slowly in cool weather should have the long filler pipe and the new cap. Otherwise the circulation of air through the crankcase ventilating system will not be sufficient to remove the moisture from the valve compartment.

In correcting a sticking valve condition on a car previous to the 19th Series it is not necessary



to use these parts because the ventilation is adequate with the original filler pipe and cap. Too much ventilation would cause excessive oil consumption in high-speed driving.

## 1000 AND 3000-MILE INSPECTIONS

Many of our service stations do not have a clear picture of the nature of the 1000 and 3000-mile inspections.

These inspections are the obligation of the organization which sells the car to the customer, and are in effect a follow-up on the new car fitting and delivery job. They are part of the Owner's Service Policy but they are not in any way connected with the guarantee which covers defects in workmanship and material.

The thing to bear in mind is that every new car

buyer is entitled to these two inspections. It doesn't make any difference whether or not they fall within the mileage period of the warranty. The 1000-mile inspection will usually be inside the warranty mileage, but the later inspection will probably be made after it has expired.

This is particularly apt to be true with the present curtailed driving. The 3000-mile period may not be reached until the car is six months old, but it is better to make the inspection when the mileage is reached than to attempt to crowd it into the warranty period.

The coupons state that the inspections will be made without charge "within the warranty period," but it is not good business to deny the inspections simply because the warranty has expired. The cost is small and it is an excellent time to make contact with the owner. Moreover, he feels that it is a service to which he is entitled.

In the case of a tourist, it is necessary to rely on the good judgment of the service station handling the car. We have suggested that the first inspection be performed between 1000 and 2000 miles, and the second between 3000 and 4000 miles, but this is not always practical. If the touring owner has made a reasonable effort to follow instructions, the work should be performed for him.

This means that coupons from your own touring customers will occasionally be charged back to you which may not adhere closely to either the age or the mileage, but if you use your best judgment in handling "the other fellow's" customer, you can depend upon his being equally ready to take care of yours.

## SELLING BATTERIES

Battery inspection is profitable in sales of cables and the sale of new batteries. They should be recommended to owners of cars that have been in use two or more years. As electrical equipment becomes worn, it places an added load on the battery and the purchase of a new one now is a form of insurance against starting troubles.

It is suggested that you do not recommend the purchase of a spare battery for the customer to store away for future use. Batteries should only be sold for immediate need. It should be pointed out that unless a battery is regularly charged and discharged by experts, the plates will become sulphated and make the battery useless.

You should urge owners to have the entire electrical system of their car checked. At this time if you find the battery in other than perfect condition, suggest the purchase of a new one. Such recommendations will be appreciated and will result in greater profit over a longer period of time. It's a matter of keeping customers satisfied.