



## FREE COURTESY SERVICE

"Free Courtesy Service" such as adjusting fan belt, refilling battery, windshield wiper service and inflating tires is not to be confused with Warranty Service, often referred to as "free" service. Actually any warranty service is paid for by the purchaser. He pays more for any article that is guaranteed than he does for one that is not guaranteed. When a guarantee is properly handled it builds good will, creates repeat business and makes an article easier to sell. All guarantee services should be no-charge to the customer.

On the other hand, now is an ideal time to get rid of most of this haphazard "free courtesy

service" which has in recent years been developed by the super stations.

We do not advocate eliminating the services themselves but most of them can be removed from the "free" list. The simple way to do this is to include them in "pay" packages such as those illustrated. Some suggested prices have been worked out. They may have to be changed to meet local conditions and various labor rates. It is interesting to note that major tire and oil companies, as well as such organizations as Check Chart are urging the discontinuing of these free courtesy services and the substituting a packaged service. It is a timely step and should be followed by all automobile service stations.

### COOLING SYSTEM PACKAGE

Inspect and tighten hose connections  
Remove Anti-Freeze  
Flush cooling system and treat with  
Packard Rust Preventive  
Inspect and adjust fan belt  
Check thermostat opening

Parts Extra

Sell for .....\$2.75

### ELECTRICAL SYSTEM PACKAGE

Clean and re-gap plugs  
Clean battery cable terminals  
Inspect high tension wires  
Inspect electrical system for short circuits  
Check fuses for correct size  
Tighten battery in carrier  
Add water, recharge if necessary  
Battery rental extra.

Sell for .....\$2.25

### APPEARANCE PACKAGE

Complete wash, clean and wax  
with  
7 washes in 3 months @ 75c each  
Sell for...\$9.95 to \$10.95

### TIRE AND TUBE PACKAGE

Rotate position of wheels on car  
Check and inflate tires  
Inspect for nails, cuts, etc.  
Replace defective valve cores  
Replace missing valve caps  
Adjust front wheel bearings

Sell for .....\$2.95

### MISCELLANEOUS PACKAGE

Clean gasoline filter  
Check windshield wiper arms and blades  
Tighten muffler connections  
Clean air cleaner  
Inspect and refill shocks including fluid

Parts Extra

Sell for .....\$3.25



## WAR TIME SERVICE PLAN FOLLOW-UP MATERIAL

The Packard Wartime Service Plan is being promoted by magazine and newspaper advertising. A follow-up on this is being made by the use of two direct mail pieces, the folder and the reply card.

The reply card permits the owner to ask for additional information on either the "Car Health" check or the Monthly Protective Service Contract. Most of these requests you will want to handle promptly by a personal call or a telephone call.

Where this is not practical, a form letter such as the samples included in the Service Manager's copy of this issue serve the purpose. These should be followed up with phone calls where practical.

Either the "Car Health" letter or the "Wartime Contract" letter will be printed on the red, white and blue letterhead with your firm name ready for hand written signature at

100—\$1.06	400—\$2.36	800—\$4.10
200— 1.49	500— 2.80	900— 4.54
300— 1.93	600— 3.23	1000— 4.97

These prices include only printing the letter and the firm name. The letterhead itself is supplied without charge. When ordering, specify either the "Car Health Letter" or the "Wartime Contract" letter or both.



### TIRES AGAIN



In the March 15th issue of the Service Letter we discussed the cross switching of tires.

We pointed out that the purpose of the operation is to equalize tire wear, but if the tires are not in a normal condition this fact may influence you in changing their location.

This, however, should be discussed with the customer. Most owners are definitely tire conscious, and are familiar with the cross switching sequence. If they, themselves, discover that you have not followed this sequence they will feel that it is carelessness or lack of interest on your part.

Before the work is performed it is best to inspect the tires with the customer and tell him *what* you are doing, and *why*.

In the February 15th Service Letter we pointed out that the higher tire pressures which now prevail will result in harsher riding, and an increase in rattles and squeaks.

We suggested that you explain this to your customers *before* they discovered it themselves. Unfortunately this is not being done. It is proven by the owners' letters which we receive.

We are receiving more criticisms on body rattles and harsh ride than ever before. They are not the fault of the car. It is such an easy matter for you to head off these complaints and prevent customer dissatisfaction that there is no reason why the criticisms should exist.

## FLORIDA SEABOARD AIRLINE REPORTS NO TIRE SHORTAGE!



### FRONT WHEEL LOWER SUPPORT ARM BRACKETS - CLIPPER

All of you know that you can not check front wheel alignment unless the entire front suspension is set up so that there is no excessive lost motion at any point.

Yet here is a case which actually happened. A Packard Clipper owner had a minor front end accident which was corrected by an independent shop. He then found his front tires wearing rapidly so he went to a *Packard* service station. (He was touring at the time.)

They told him his front wheels were out of line, put the rear tires on the front, and naturally charged him for realignment. His fronts still wore rapidly, so he went to a *second Packard* shop.

They also told him his front wheels were out of line. They charged him for the correction, but didn't switch any tires because there were no good tires left. Still the fronts continued to wear.

By this time he was back home. He took the car where he bought it and they found what was wrong. The lower wheel support inner bolts were loose, so that the wheel supports shifted their position.

The story is self-explanatory. Even although the nuts are now secured by cotter pins, the bolts should be checked for looseness or lost motion.

## UPHOLSTERY PROTECTION

As warm weather approaches, the protection of the new cars in storage against moths becomes more and more important. April and May are the months when the moths germinate. Consequently, now is the time to spray the upholstery to accomplish the most in the way of protection.

Packard Approved Moth Spray and Crystals are available from your distributor as an approved accessory. The application is simple and the cost is low. Order by PA number today.

Dealers Suggested Prices

PA13240	One-gallon spray (enough for eight cars).....	\$2.85
PA13245	One Sack—Moth Crystals (one sack to a car).....	.50
PA13250	Hand Spray gun.....	.45

## WHEEL LOCK

The approved Packard Wheel Lock consists of a set of two hub shields and four spinner locks and two keys.

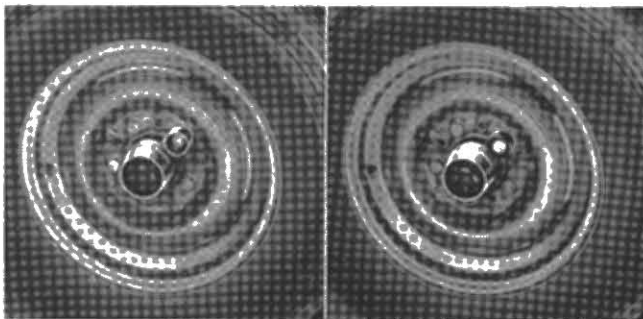
The four spinner locks, one for each wheel, cover a wheel stud so a wrench cannot be used to remove the wheel stud. The two hub shields are designed to prevent a thief from removing the wheel and hub assembly. These shields are not necessary on the rear wheels.

The hub shields are drawn steel, anchored under the wheel stud and lock. They are painted a bright color.

This set of four comes packed in one box with a Packard label.

An additional spinner lock can be secured for use on the spare wheel in the trunk compartment if desired. You replace the wing nut with a standard nut of the right size to use this lock.

	Dealers Cost	List Installed
PA13266 Wheel Lock Set of four	\$4.95	\$8.25
PA13267 Wheel lock for spare	.95	1.50



Get in on this fast moving popular market now. Place your orders with your distributor today. Display and sell Packard Wheel Locks.

## 35 YEARS AGO



## CONGRATULATIONS

Thirty-five years ago if a customer wanted his headlights focused, you went to work on a couple of kerosene lamps. If he complained about windshield leaks you knew he must be wrong because there wasn't any windshield. If he came in with the running boards loaded down with tow ropes and shovels, you knew he was a tourist. If he wanted the spark plugs cleaned, it didn't take long because there were only four of them.

How do we know all this? By keeping in touch with a couple of old timers who used to service Model L and Model N cars. They started with Chicago Packard 35 years ago. The youngsters are still at it and showing a lot of pep too.

They are Frank Slouf of South Shore and "Rudy" Rosain, Chicago's General Service Manager.

## LOOSE WRIST PINS

Sometimes loose wrist pins will develop at an unusually low mileage.

When this is the case, an examination of the wrist pin bushings will almost always indicate the cause. It will be found that these bushings are black and corroded.

This is caused by a corrosive action in the engine oil. The condition may be due to the original character of the oil or to the fact that it has been used for too long a period. In any case, black and corroded bushings are definitely an oil condition and the pin noise which results is not the fault of the motor.

Even when the age and mileage are extremely low, the expense for both labor and material is the responsibility of the owner. Show him the bushings from his motor and point out that the copper in the bronze bushings has actually been eaten away by the action of the oil.

The same condition will occur again unless the cause is corrected, and the correction is in the hands of the owner.

# SPRING AND SHOCK ABSORBERS

20th SERIES—For 19th Series See Vol. 15, No. 1

## FRONT SPRINGS

## FRONT SHOCK ABSORBER VALVES

Body Type	Pc. No.	Color	Load	Rate	Rebound Pc. No.	Code	Compression Pc. No.	Code
2000-10 All Std.	367653	Blue	1740	76	357857	3-B	357858	1-B-2
2020 Con. Coupe	362823	Red & White	1430	69	367523	3½-A-5	338065	2-A-1
2030 Taxicab	326860	Green	1625	77	367523	3½-A-5	338065	2-A-1
2001-11 All	373862	Yellow	1890	81	239080	3-C	379412	1-C-1
2021 Con. Coupe F.W.E.	348377 326860	Yellow & Blue Green	1525 1625	74 77	367523	3½-A-5	338065	2-A-1
2003-6 All	367740	Red	2030	90	379393	3-D	379394	1-Ad-7
2023 Con. Coupe F.W.E.	335692 338166	Red & Silver Yellow & Silver	1750 1870	77 90	367524	3½-B-5	367527	1¾-A-3
2004-7 All Std. F.W.E.	354690 354691	Orange-Red-Blue Orange-Red-Purple	1870 1890	95 100	338779	3-B-5	354880	2-A-3
2005-08-55 All Std. F.W.E.	351256 354710	Purple & Silver Yellow-Red-Silver	2050 2175	100 120	354875	3-Bd-5	367526	2-Aa-3

## REAR SPRINGS

## REAR SHOCK ABSORBER VALVES

Body Type	Pc. No.	Load	Rate	Code	Pc. No.	Code	Pc. No.	Code
2000-10 Sedan	378640	870	105	F	379281	4-5/4	351575	A-3
Sedan Coupe	378641	830	105	F				
2020 Con. Coupe	367721	750	100	E	367511	2-4/4	351569	A-2
2030 Taxicab	364618	1200	120	C	367512	1½-4/4	367515	A-1½
2001-11 Sedan	378640	870	105	F	379282	2-5/4	379357	Ad-3
Sedan Coupe	378641	830	105	F				
2021 Con. Coupe	367723	820	100	E	367511	2-4/4	351569	A-2
2003-6 Sedan	379174	980	110	F	379356	4-6/4	379357	Ad-3
Coupe	379175	940	110	F				
2023 Con. Coupe	364660	880	100	D	367511	2-4/4	351569	A-2
2004-7 All	367726	1000	110	B	367520	2-5/6	367519	A-6
2005-08-55 All Std. F.W.E.	367961	1200	122	A	367514 371922	2½-6/6 2½-7/6	367518	B-6

## REAR SPRING INSERT LOCATION

Code	1	2	3	4	5	6	7	8	9
A	⅛ R	⅛ R	S	S	S	⅛ R	⅛ R	⅛ R	7½ AL
B	S	S	⅛ R	⅛ R	⅛ R	10 AL	7½ AL	5 AL	
C	⅛ R	S	S	S	S	S	S	S	
D	S	⅛ R	⅛ R	⅛ R	10 AL	7½ AL	5 AL		
E	S	S	⅛ R	⅛ R	7½ AL	5 AL			
F	⅛ R	S	S	10 AL	7½ AL	5 AL			

Pc. No.  
358492—Silenite  
347427—⅛ Rubber  
354799—⅛ Rubber

Pc. No.  
327753—5% AL  
327954—7½% AL  
327726—10% AL

