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SET QUOTAS NOW—



In the past few months you have been interested in getting repair work done and in getting cars out of the shop. While business is still good in many parts of the country there are some where it is not so good.

You may soon find yourself making every effort to make sure the shop is full of work. The service manager who waits until the shop is nearly empty before he starts to work will have a very tough job on his hands.

The best way is to get your quotas set up now and find out what you have got to do in the way of gross profit to more than cover your fixed expenses.

We now have available a new Service Quota Card which makes it easy to follow actual results day by day.

The new columns are used for parts and labor sales. When the daily figures are entered in the proper columns it enables the service salesman and the service manager to see the actual accumulated sales against the accumulated daily quota. You know each day how close you are coming to your quotas. If sales are below quota you know just how much extra effort you must put into promotion work to bring the sales up.

You need a service quota right now. You need to compare it every day with the actual

sales—start your promotion work now and give it a chance with some good follow-up to do a real job for you. Direct mail and follow-up do not produce results over night. They require a little time. We urge you to start now.

Packard
Service Quota — Let's Beat It!

No. REPAIR ORDERS		LABOR SALES		PARTS SALES	
QUOTA	ACTUAL	QUOTA	ACTUAL	QUOTA	ACTUAL
31		31		31	
30		30		30	
29		29		29	
28		28		28	
27		27		27	
26		26		26	
25		25		25	
24		24		24	
23		23		23	
22		22		22	
21		21		21	
20		20		20	
19		19		19	
18		18		18	
17		17		17	
16		16		16	
15		15		15	
14		14		14	
13		13		13	
12		12		12	
11		11		11	
10		10		10	
9		9		9	
8		8		8	
7		7		7	
6		6		6	
5		5		5	
4		4		4	
3		3		3	
2		2		2	
1		1		1	

MAKE ALL THESE THERMOMETERS BOIL!

CARE OF ANTI-FREEZE SOLUTIONS

Most owners are saving their anti-freeze solutions for next winter's use.

This practice should be encouraged, because there is a shortage of the materials which are used in both alcohol and ethylene glycol mixtures. Other types of anti-freeze solutions are not satisfactory and should not be used.

At the same time it is necessary that proper precautions be taken to see that the anti-freeze which is removed is in usable condition. Corrosion inhibitors may be weakened or exhausted by extended or hard use. Factors such as mileage, car speed and the condition of the engine and cooling system affects the inhibitors, and contaminated solutions may cause serious corrosion and rust formation.

Therefore, while it is important to save these critical anti-freeze materials, it is also important to prolong the life of the equally critical materials used in the cooling system parts. The following procedure is recommended.

1. See that the anti-freeze is either the alcohol or ethylene glycol type. Any salt or oil solutions should be discarded and the cooling system flushed and cleaned.
2. Check the solution with a tester. Very weak solutions may not be worth saving.
3. Either of the following tests may be made to determine whether the anti-freeze is suitable for further use:
 - (a) Dip blue litmus paper in the solution. If the paper turns a distinct pink or red, the solution should be discarded. If the paper does not definitely turn color the solution may still be used.
 - (b) Allow a sample to stand in a clear glass container overnight. If it is suitable for further use the top fourth of the solution will be clear, water white, or will have a slight tinge of the color of the original solution. If it does not clear up it should be discarded. (If the cooling system has contained soluble oil the solution will not be entirely clear.)
4. Preserve the anti-freeze in a satisfactory manner. It may be drained and stored, or in the case of the ethylene glycol type may in some instances be left in the system to avoid the possibility of drainage losses. Ordinarily the latter suggestion would not

be made, but many cars are now being driven very little, and in such cars the anti-freeze will not suffer from being used during the summer months.

5. Before the stored solution is returned to the cooling system in the fall, it should be tested again for anti-freeze strength. If necessary to increase the anti-freeze protection, fresh material, preferably of the same brand, should be added. Do not mix alcohol and ethylene glycol. Such a mixture can not be correctly tested with a commercial anti-freeze tester.
6. When an anti-freeze solution of the ethylene glycol type is used for the second winter it should be treated at that time with a reinhibitor made and recommended by the manufacturer of the anti-freeze. Other inhibitors should not be used.

Since there can be no certainty as to the quantity or type of anti-freeze which will be available in the fall, it is important not to discard any anti-freeze which is suitable for future use.

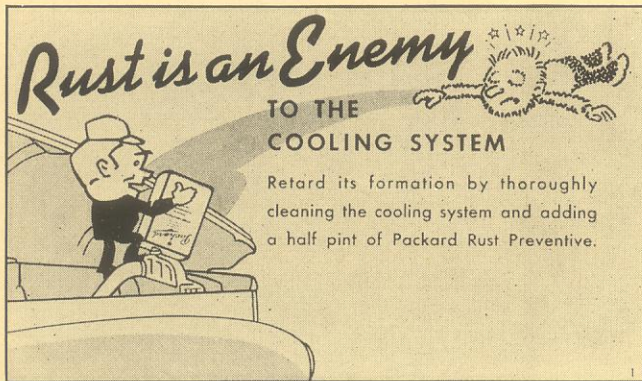
CONGRATULATIONS! 25 YEARS



For twenty-five years Fred Dolansky has been helping Chicago dealers and customers with their parts, returned goods claims and accessory orders. He has built up a fine reputation for untiring effort, impartial judgments and a real desire to help.

It's a pleasure to add a couple of roses in a word of praise to those already extended by his many friends in Chicago.

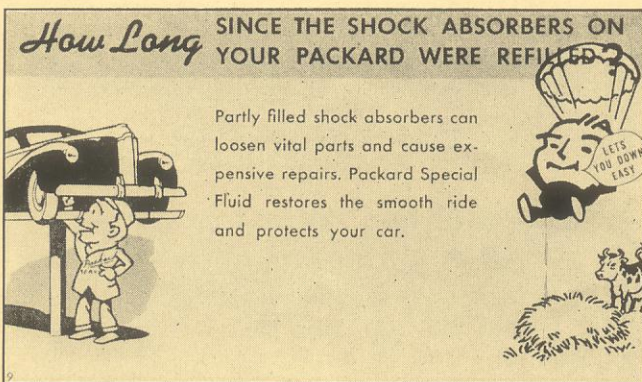
TIMELY POSTAL CARDS



Card No. 1



Card No. 6



Card No. 9

Urge your customers to come to you. These cards are supplied by the factory no charge. They are printed on government one cent post card stock and a charge is made for the stamps. Imprinting your firm name is charged at the following rates. 100 cards cost \$1.00 for stamps and \$.65 for imprinting firm name—additional cards cost \$1.00 per 100 for stamps and \$.10 per 100 for imprinting.

CARS IN USE BY YEARLY MODEL

Here are two tables of figures showing the percentage of cars in use by yearly models. The first one was completed by Check Chart and shows all cars. The second tabulates Packard cars only.

The figures are approximate as registration figures are difficult to obtain. Some cars are not being operated and the scrapping of old cars is now estimated to be only about 1/5th of the normal scrapping rate.

The tabulation, however, will be useful in laying plans for service promotion and for ordering stocks of accessories and replacement parts.

Car models coming into a dealer's place should approximate the percentages shown. Local conditions will affect this to some extent. If the station is located in a high grade neighborhood, the percentage of newer cars should be higher. If the station is in a small town or a country highway, the percentage of older cars should be higher.

These figures will give you an idea as to the age of cars to be included in your follow-up effort.

ALL CARS

Model	Per Cent	Cumulative Total
1942	4	
1941	13	
1940	11	
1939	8	4 years, 36%
1938	6	
1937	12	6 years, 54%
1936	11	
1935	7	8 years, 72%
Prior to 1935 and miscellaneous	25	All years, 100%

PACKARD

Model	Per Cent	Cumulative Total
1942	1	
1941	11	
1940	18	
1939	9	4 years, 39%
1938	10	
1937	22	6 years, 71%
1936	11	
1935	6	8 years, 88%
Prior to 1935	12	All years, 100%

BLUE CORAL SALES

SPRING IS HERE — — —
CASH IN ON IT!

THIS IS CLEAN-UP TIME — — —
NEW SPRING SUIT — — A NEW HAT
VICTORY GARDENS
SPRING IS IN THE AIR — — — AND
NOW'S THE TIME TO SELL
CAR OWNERS A POLISH JOB

**PACKARD BLUE CORAL
TREATMENT**

THE FACTORY HAS A
GOOD STOCK — — (ATTACHED IS A CIRCULAR ABOUT IT)
IF YOU ARE NOT ALREADY DOING THIS
PROFITABLE WORK — — — START NOW — — —
HELP FOR THIS TYPE OF WORK CAN BE FOUND
PUT A SIGN IN
YOUR FRONT WINDOW

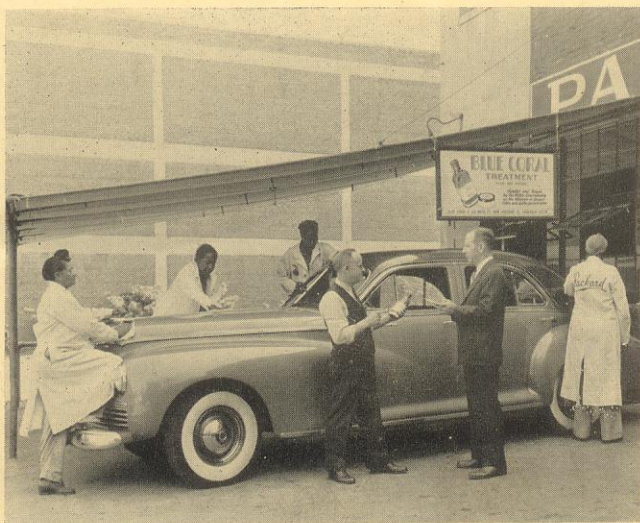
BODY
POLISHER
WANTED

**NOW IT IS VITAL FOR CAR OWNERS
TO KEEP THEIR CAR IN GOOD SHAPE**

**SELL
BLUE
CORAL** **TO PROTECT
THE
FINISH**

PACKARD MOTOR CAR COMPANY - DETROIT

Protection of the finish of his car is not at all difficult to sell the owner who now realizes he must keep his present car for a long time. A cheap polish job may be easier to sell but it won't give the same result to the customer nor will it be as profitable for the dealer as a Packard Blue Coral Treatment.



Some dealers are saying—"Sure, we can sell it but we can't get the help to do the job." This one has been answered by Packard-Atlanta in the picture of their Blue Coral Department.

From the looks of things they have a surplus of help or they are getting jobs out in record time.

In Atlanta they use the saying "Let George do it," and that isn't passing the "buck"—it means either George Couch, General Manager or George Braswell, Service Manager are going to get the job and whichever one it is the job will be done.

SERVICE IN MINNEAPOLIS



Minneapolis figures that a nice bright, clean attractive department attracts work today just as it always did. They have done a beautiful job as this picture shows what the customer practically runs into when he drives into the service department. Spring cleaning is not just a good habit—it's good business.

IN EUGENE, OREGON



Packard owners in Eugene are now having their service needs attended to by the May & Mead Company, a dealer new to Packard. The picture agrees with the report which says they have a fine building and are well equipped.