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## SERVICE WITH GAS RATIONING



Servicing automobiles under gas rationing is a different proposition in many respects to the servicing of cars under normal peacetime conditions.

The modern car was built for long trips at fast speed. Under wartime conditions with 35 miles per hour speed limits and gasoline rationing, cars are being operated with slow driving and short trips and this does not represent a normal operating condition.

Servicing cars to be driven at the Indianapolis 500 mile Classic is one job—servicing cars during peacetimes is another and servicing cars under wartime conditions is still another.

You may already have noticed the difference in what owners are asking for in the way of service attention. In the Eastern part of the country, motor tuneups and electrical work have increased greatly. A great deal of work is being done on spark plug cleaning and the repair and adjustment of voltage regulator, generator, starter and fuel pumps.

Batteries are requiring more attention and Quick Chargers are being moved from the old used car department up to the front of the service floor.

There is a large amount of front end work in connection with tire conservation resulting from compulsory tire inspection and this will increase. There are many more major motor overhauls and a large number of ring replacements. This work, too, will increase as cars grow older.

Brake work has also increased. This probably also is due to increasing age of the cars and the desire to eliminate the possibility of

damage to the car which may tie it up for a long time due to the difficulty in obtaining parts.

People do not seem to notice nearly so much the former annoying squeaks and rattles or dinged fenders as this type of work seems to be on the decrease.

Owners are in the frame of mind to buy required service attention. They can be sold on reconditioning work in larger amounts than formerly simply because they will not have an opportunity of replacing their cars.

Service selling becomes more important since owners will be unable to come in for one thing today and another thing tomorrow. They will want complete jobs at greater intervals. Don't miss this opportunity. It is to your advantage as well as to the owner to wrap up and sell a complete job, each time he comes in. You save him time, gasoline and tire wear.

Let's tell owners that short trips and slow driving are not normal operating conditions and that to get maximum gas mileage, their car has to be in first class condition. Tell them that you have all the essential maintenance parts on hand *now* but that manufacturers are not producing any more parts. Tell them that with the automobile plants' fast approaching and in many cases, exceeding 100% of their capacity on war materials, that it will take a long time after the war to put them back into a position to produce cars and that the life of their cars is not determined by the duration, but by an additional period which will be required to get back into the production of automobiles.

Sell owners on putting their cars in first class condition and in keeping them that way.



## SELLING BLUE CORAL

Mr. J. T. Lewis, owner of Packard-Harrisburg attended a meeting in Philadelphia. He heard about and liked the Blue Coral story. He felt it had profit possibilities.

Let's let him tell it—"When I returned to my place of business next day, I immediately started on the BLUE CORAL ROOM. While we were working, our customers started to ask us what the BLUE CORAL was all about. Well, before the room was finished, we had six jobs to start with.

"The first week we did four jobs which was all that could be done because of inexperience. The second week we had five jobs and the third and fourth weeks we had many more.



"Really, the job sells itself, particularly the owners with newer cars. In fact, everyone that has had his car treated is more than pleased with the job.

"There is no comparison between an ordinary polish job and a BLUE CORAL Treatment. We treated some cars that were in the rain for a full week and after the rain, the car was streak proof which would not be the case with ordinary polish."

## ANOTHER POST CARD

Additional service work may be welcome in February and March. The time to go after it is NOW. Cold weather starting is a problem this year and your customers will appreciate the friendly advice on this card. There is also the very important fact that you should keep your name in front of your owners on every possible occasion. Don't let them forget you. When

they don't hear from you, they may assume you have discontinued business. Keep telling them your door is open and the welcome mat is out.

<p>Keep your battery fully charged . . .</p>	<p>Use winter engine crankcase oil . . .</p>	<p>Have the carburetor choke checked.</p>
<p>Keep spark plugs clean and correctly set.</p>	<p>Keep ignition points clean and properly set.</p>	<p>Follow exactly the "Owners-Operation" starting instructions.</p>

Card No. 45

This card is No. 45 supplied no charge—a charge is made for the stamps and for firm name imprinting—100 cards cost \$1.00 for stamps and .65 cents for imprinting. Additional cards cost \$1.00 per 100 for stamps and .10 cents for imprinting.

## LUBRICATE HOW OFTEN?

Under normal driving conditions it has become the conventional practice to change the engine oil and lubricate the chassis every 1000 to 2000 miles, depending on driving conditions.

At present time, however, car mileages in general are greatly reduced. Many cars will require three to four months to accumulate this mileage, and it is obvious that the engine oil should not be used for so long a period.

Slow speed driving, particularly in cold weather, causes rapid contamination of the crankcase oil. Water and gas vapors are apt to mix with the oil, diluting it and causing the sludge formation which is familiar to everyone who has removed an oil pan. An acid condition may develop which will corrode the engine parts and water may freeze so as to block the oil circulation.

In normal driving the higher oil temperatures and the increased crankcase ventilation help to keep the oil in good condition, but lacking these aids the oil deteriorates rapidly.

It has been suggested by customers themselves that oil changes be made more frequently. The coupons on the lubrication book could be used every month or every 1000 miles, *whichever comes first*. This takes care of the owner whose driving has been reduced, while the driver whose mileage is still normal will continue to have his changes made on a mileage basis.



In some cases the time basis might result in replacing oil before its lubricating value is gone, but the consequences of using bad oil can be so serious that your customers will undoubtedly prefer to "play it safe."

## GAS CONSUMPTION IN COLD WEATHER

In the past the average owner had very little idea of the actual gasoline consumption of his car.

With gasoline rationing the picture has become very clear and during cold weather most owners feel that they should obtain a better result than they are getting. They do not realize the degree to which cold weather and short trips increases fuel consumption.

You cannot duplicate hot weather conditions in cold weather, but the closer you can come, the better the results will be.

The car should be equipped with radiator and grill covers in all cold climates. These covers increase the under-bonnet temperature so that the air entering the carburetor will be as warm as possible.

Make sure that the water thermostat is operating. If the water system contains a high temperature anti-freeze, the high temperature thermostat can be used and will provide a better result.

See that the carburetor choke operates properly. The passage from the exhaust manifold should be clear and the screen should be clean. The piston which is operated by intake manifold vacuum and which releases the choke when the motor starts must work freely.

You can see that the longer the motor operates with a partially closed choke, the higher the fuel consumption will be, and you must see to it that the choke reaches the open position just as soon as possible.

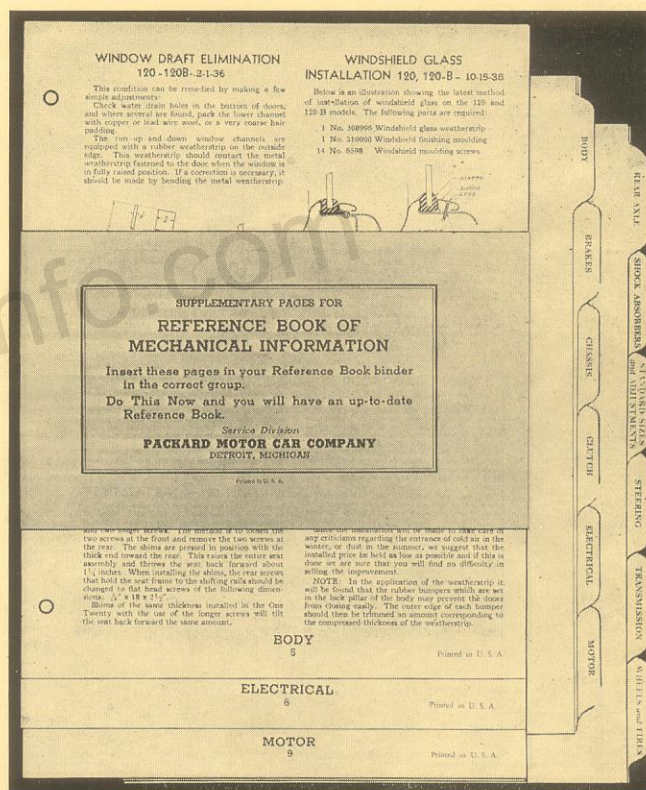
If the motor loads during the warm up period, it indicates that the mixture is unnecessarily rich. First check the operation of the choke as outlined above, and if it still loads, back off on the choke spring adjustment. The adjustment should be checked outdoors rather than in a warm garage.

See that the heat control valve operates freely, with the adjustment on the tight side rather than the loose side.

Even after you have checked all of these items, there will of course be a warm-up period after every cold start which will consume more than the normal amount of gasoline. Even though you have shortened the period as much as possible, the number of cold starts has a very pronounced effect on fuel economy.

After you have given the proper cold weather attention and have made sure that the motor is in proper condition, the fuel mileage is in the hands of the customer. The result will depend on the air temperature, on the nature of his driving conditions and how he handles his car.

## REFERENCE BOOK OF MECHANICAL INFORMATION



A supplement containing all of the articles of a mechanical nature appearing in Service Letters from July 1, 1942 to Dec. 15, 1942 is being mailed to Service Managers. Some previous issues of these supplements are still available with index sheets.

Made up as illustrated, it forms a quick reference book of value to the Service Manager and the shop. Much time is saved in looking up articles in Service Letters since all articles will appear in its general assembly group.

If additional copies or index sheets are desired, write the Service Letter Editor.



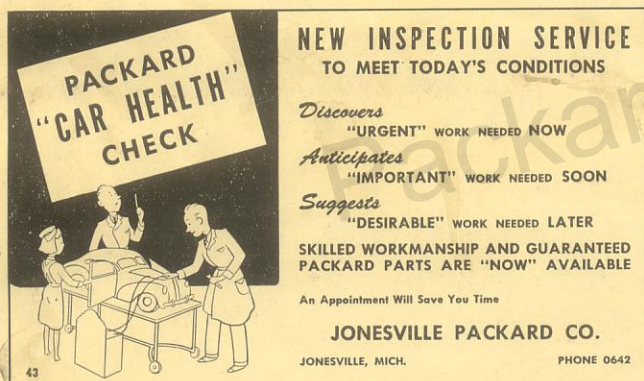
# A SERVICE THAT BUILDS VOLUME

IT'S A PLAN TO HELP YOU sell needed service to non-regular customers. It builds present and future service volume.

A good job of service selling has been done but for the past few months you have been so busy taking service orders, just writing down what customers who came in said they wanted done on their cars that you have had little time for the kind of a selling job you have always done.

FROM NOW ON you need a constructive service selling plan and here it is. It's simple. You ask owners to have their cars thoroughly inspected so both of you know exactly what to expect and plan for in the way of maintenance work.

SEND POST CARD NO. 43 to four or five times the number of owners that you can handle in a day. Start with the non-regular owners and work right through the list. Follow up by phone when no reply is received, or the customer doesn't come in.



Card No. 43

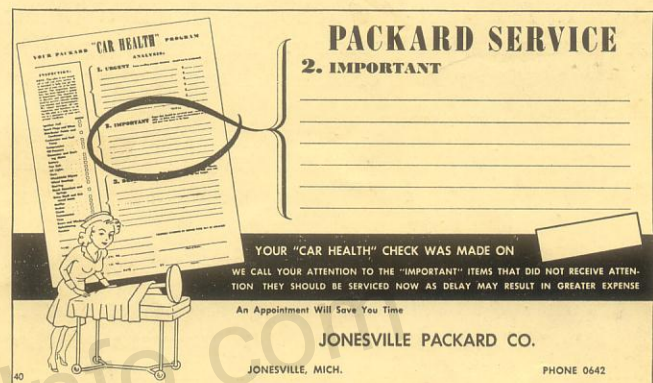
**YOUR INSPECTION** is the "Car Health" Check. It separates your recommendations into three logical groups. *Urgent*, what he should have done now; *Important*, what should have attention soon, and *Desirable*, what should be done but can be postponed.

**TAKE FOR GRANTED** that he will buy the "Urgent" work—and sell him the "Important" work. Tell him about the "Desirable" work and assume that he will want this done before long. Tell him you will call it to his attention a little later. Of course, if he seems to want the whole works done now, take it, but you will find that the "Important" group will form a back-log of future work. Follow it up as you need it.

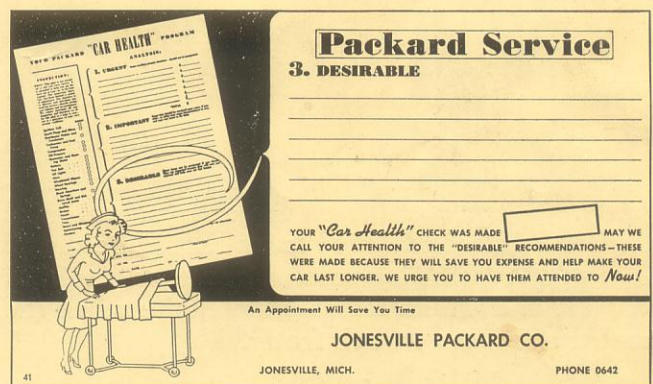
## HOW TO FOLLOW UP—

Here are two stamped postal cards to help you follow up the "Important" and the "Desirable" groups of work on "Health Checks." The personal call and the telephone call are of course most effective. We realize that these take time and time is a very scarce article these days.

A few cards a day takes only a few minutes and will help a great deal to keep the "Health Check" and its continuing benefits in the minds of your customers. For future service business don't neglect the follow-up of "Health Checks."



Card No. 40



Card No. 41

**GET IT STARTED NOW!** The check requires from  $\frac{1}{2}$  to  $\frac{3}{4}$  of an hour. Don't try to handle too many in one day. Make it a thorough job and make it look important to the owner. Always ask the owner to leave his car for a half a day.

These cards are supplied no charge—a charge is made for the stamps and for form name imprinting—100 cards cost \$1.00 for stamps and .65 cents for imprinting. Additional cards cost \$1.00 for stamps and .10 cents for imprinting.