



VOL. 17, NO. 3

Packard
Service

FEBRUARY 1, 1943



GOING AFTER SPRING BUSINESS



This Spring, car owners will need and expect to receive your recommendations regarding the conserving and servicing of their cars. We should remind them that wartime servicing is somewhat different than service attention required during normal times.

Your shop may be more than full today, and you want to keep it that way throughout the Spring months. It took you a long time to build up the good will that now keeps your shop filled. Don't let the cost of a few postage stamps prevent you from keeping it filled through this usually dull period.

The factory is standing the expense of all art work, preparation and printing. The letterhead is supplied without charge in the quantity you agree to distribute. You pay only for imprinting letter and firm name.

We also have available a Postal Card of the same general design. 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. One hundred cards cost 1.00 for stamps and \$.65 for imprinting firm name—additional cards cost \$1.00 per 100 for stamps and \$.10 a 100 for imprinting.

Attached to General Letter 542 is a sample of the Service Spring Letterhead with prices and order blank. We urge you to mail early this year. The more Spring business you "move up," the more you will be able to handle.



Post Card No. 46

THIS SPRING--

the service attention your car requires is much the same as always. You will want the cooling system flushed out, refilled and rust preventive added, the fan belt tightened, a check for water leaks, and the heater shut off. You will want also a complete lubrication and oil change for the season.

In order to save extra trips, we suggest a "Car Health" Check. This is a very complete no-charge inspection which indicates the exact condition of your car and offers recommendations for its care in three logical groups--

- It discovers "Urgent" work needed now.
- It anticipates "Important" work needed soon.
- It suggests "Desirable" work needed later.

This plan is a valuable help to you. It will show you how to make your gasoline, your tires and your car last longer.

We are performing an essential wartime service in maintaining complete service facilities with adequate parts stocks and well-trained personnel. Our mechanical staff is smaller, so we suggest you call for an appointment.

Very truly yours,
J. J. Hinrich
General Manager

THE WARTIME WAY

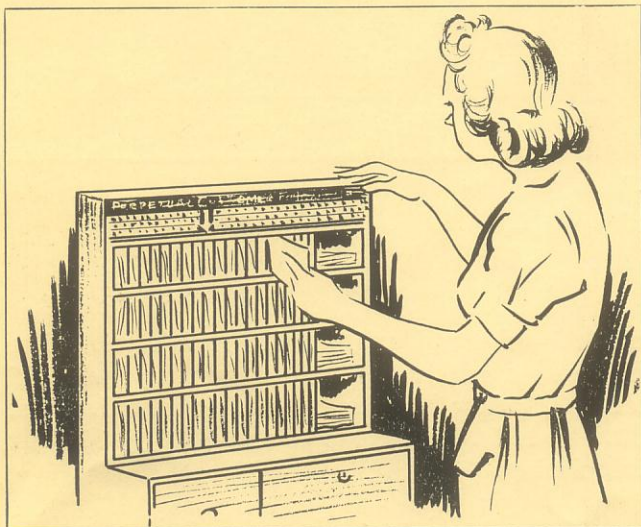
FOR SAVING GASOLINE	FOR SAVING TIRES
Check carburetor float and settings.	Inflate tires to 4 pounds over normal.
Clean and seal carburetor air cleaner.	Check and adjust front wheel locks.
Clean & reset spark plugs & distributor points.	Inspect and over-haul oil lines.
Set timing with all the advance possible.	Clean out and adjust brakes.

FOR CAR CONSERVATION

PACKARD HOMETOWN MOTORS
120 Main Street
HOMETOWN, ALABAMA

KEEP AT IT!

Owner follow-up records have in most cases not received too much attention in the past few months. One of the principle lessons from the Eastern ration zone has been that the up-to-date owner follow-up file has become a most important working tool in the service department.



You may get rushed to the point where the file is completely neglected. But you know as well as we do that a maximum service volume has never held for a long period of time.

With new government regulations and further restrictions on driving, you are going to need all the sources of service revenue available to you. You never find a sales force with a consistently good record throwing out all the advertising, sales promotion and selling effort when business starts to get real good. What you do find is increased effort to try to keep the volume up. This reasoning has seldom been applied to service work and yet the selling of service is today our principle source of income.

Owner follow-up files are the prospect files of today. Keep yours up to date and work it for all its worth. It may be true that what you have to sell in the way of shop labor is all sold. Because it's sold out today is no reason to believe it will be sold with no effort on your part for each day in February and March.

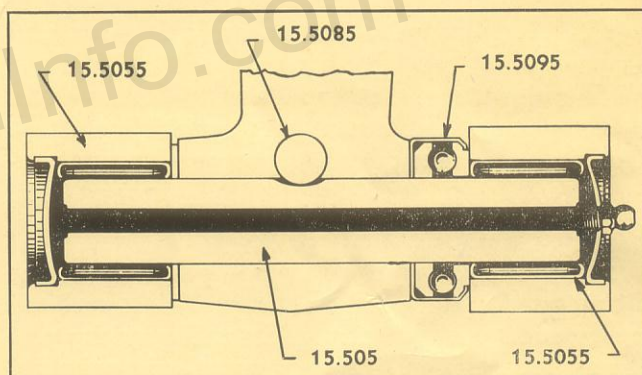
Owner follow-up builds volume for the future and that is what you want. It keeps your name in front of your car owners and that is important today when other shops have closed up.

"If you can't see them—tell them." Look past today and tomorrow. Keep them coming. Friendly letters to owners and Reminder Postal

Cards are available at extremely low prices. **Be sure and add to your owner follow up file a notation as to the type of gas ration book each owner has.** This will guide you in the type of mail you send each group and also your selling as it automatically groups the owners according to mileage within a given period. Don't let the cost of a few postage stamps now prevent you from keeping your shop filled up.

SUPPORT ARM PIN BEARING

If you will consult Page 311 of the Master Parts List, you will find Piece Number 326765 and Piece Number 348083, Support Arm Pin Bearing listed. Piece Number 326765 is now obsolete, superseded by 348083. This second number is of late design, unit type, and requires no extra welsh plug or oiler. When you order one Piece Number 348083, you will receive a bearing with an outside shell, 26 needles and one oiler, all in one unit. This will fit the 120 through the 20th Series.



ACCELERATOR STICKS IN OPEN POSITION

Have you run across a case in which the accelerator has stuck in the open position in starting a car equipped with an electromatic clutch?

This can happen in the following way. There is a pulley on the clutch pedal which carries the electromatic clutch cable, and there is a spring on the pulley to hold it in the down position when the clutch pedal is depressed.

If the spring is not in place, the pulley may stay up when the clutch pedal goes down, and when the accelerator is depressed to start the

engine, the throttle linkage may catch against the pulley. It can only occur when the accelerator is operated with the clutch pedal in the down position.

The remedy, of course, is to replace the pulley spring.

INJURIOUS ANTI-FREEZE SOLUTION

Under date of January 20, 1943, the War Production Board has issued Limitation Order L-258, prohibiting the manufacture of anti-freeze solutions compounded with inorganic salts or petroleum distillates.

In concurring with the action taken by the War Production Board, Joseph B. Eastman, ODT Director, has issued a statement regarding the damage which may result from the use of such solutions. He urges that their use be discontinued and that they be drained from any cars in which they are now being used.

You will find the situation covered in the Service Letter of December 15, 1942. The recommendations which we made at that time are in line with the above.

KEEPING BATTERY CHARGED

Please turn to the Service Letter of November 15, and read again the article "Run-Down Batteries."

In this article we pointed out that run-down batteries would be a more serious problem this winter because of the fact that many cars are infrequently used and most cars are driven on such short trips that the batteries do not have a chance to recharge.

This prediction has, of course, been fulfilled. Run-down batteries are more frequent than they have been for years. And yet, only a small number of service stations have ordered the special generator pulleys described in the Service Letter. This can only mean that the average service station did not read the letter or has been "too busy" to do anything about it.

Please read the original article again and review your own local situation. You will undoubtedly find cases where the small pulley can be used to advantage.

Note: Make sure that the new pulley is properly lined up. When you install it on a Delco gen-

erator, you will see that the fan on the Delco generator is a separate stamping. The fan and the spacer inside the hub are discarded, but in some cases this may permit the pulley to go on too far and it may be necessary to cut the spacer down to $\frac{5}{32}$ " and use it again in order to locate the pulley properly. *Therefore*, note the position of the nut before you remove the old pulley. If it tightens to the same position after the replacement is made, the new pulley will be properly lined up.

OPA TIRE INSPECTION

Your shop is busy right now but don't overlook any good bets that will help keep it that way. Today \$.25 for a tire inspection looks like and is in the final result, a dead loss.

Look past the \$.25 and you will find that the additional work to be done on the cars you inspect will much more than offset the cost. Put the car on a lift—it's easier to check tire serial numbers. While the car is on the lift, check these items:

- Shock Absorbers
- Muffler
- Muffler Tail Pipe
- Steering Center Crank
- Steering Cross Tube & Ball Joints
- Play in Steering

Oil Leaks at:

- Wheel Bearing Oil Seals
- Differential Pinion Oil Seals
- Differential Cover Gasket
- Engine Oil Pan Gasket
- Front End Cover Gasket

The profit on any one more than pays for the inspection.

In 4 dealers shops visited recently, in the East, 2 had more work than they could handle, and 2 were doing practically nothing. The first two were on the tire inspection program, and the telephone follow-up on Health Checks written earlier, to get customers to come back in for the work that should have been done weeks ago. The 2 dealers doing nothing were also doing nothing about it.

Don't pass up an item like this because business is good today—Be prepared for tomorrow.

IS YOUR SHOP FILLED TO CAPACITY?

Your first answer to this one is yes—can't take care of another car. If I had another mechanic I wouldn't know where to put him. You very likely are right from a square foot standpoint, but are you sure you are up to capacity from a dollar standpoint?

In your particular case, take the number of hours worked per week and multiply it by the number of mechanics. Multiply this by the customer hourly rate. Compare this figure with the total labor sales billed to customers. If you have one mechanic working 45 hours a week and your customer rate is \$2.00 per hour, your shop "income capacity" is \$90. If your customer rate is \$2.50, your capacity is \$112.50.

It's possible for sales to customers to exceed "income capacity" when customers are billed flat rate and the actual time of the mechanic is less than the flat rate time. The mechanic thus gains additional salable time which if sold increases sales but does not change "income capacity". This is easily checked by comparing time tickets with flat rate manual times. On the other hand, if customers are billed flat rate and the mechanics run over the time you lose salable time and reduce "income capacity".

Internal work such as used car conditioning reduces "income capacity". This may be checked by accounting for the number of hours charged to other than cost of sales.

Idle time should, through proper supervision, be practically eliminated with shops working to capacity. Find the reason for each idle time hour and correct it. See that cars are placed in repair stalls promptly. See that jobs are available at the beginning and up to the end of each day.

Separate departments may be checked in the same way. For example, if you charge \$1.00 per wash job and do 1 per hour, your capacity for the wash rack is \$1.00 per hour, or \$45 per week. How do your sales compare with this figure?

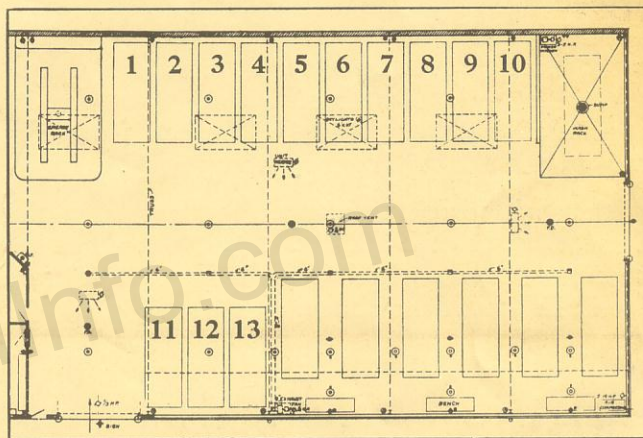
Your lubrication department is figured by multiplying the number of jobs per hour by the selling price. Two jobs per hour times \$1.00 is \$2.00 or \$90 per week.

Your "income capacity" will be a total of your separate departments plus your mechanics'

income capacity. Figure this out first and then find out how much of your "capacity" you are actually selling.

The important thing is be sure your customer sales nearly equals your "income capacity." Don't be fooled by "square foot capacity." This is too often just a case of dead storage or lack of supervision in moving cars into and through the shop. This is worth checking regardless of the size of your shop or the number of income producing men.

It's very possible you are just handing out a lot of free storage where you could with the right planning have some salable space. May be your place is in the same fix as the sketch. Take time to check each car in the shop and how long it's been there. Maybe you have a lot of usable space. Are you working on 7 cars out of 20?



- 1—The boss's car
- 2—The bookkeeper's car
- 3—Demonstrator
- 4—Finished job—owner promised to call three days ago
- 5—Finished job—customer travels—out of town for two weeks
- 6—Used car—parts back ordered for three days
- 7—Wreck—Owner in hospital for ten days
- 8—Wreck—Insurance Co. and customer trying to get together for a week.
- 9—Customer's car—radiator sent out three days ago for repairs
- 10—Customer's car—just wants a lubrication—will be out of town two days
- 11—Customer cars finished early in the day
- 12—still waiting for delivery.
- 13—

Right now is a good time to make sure that your "income capacity" is filled up. It's income you are after since that's the only thing that produces gross profit. Be sure you sell at a profit, the time you pay for. That's the only way to end up with a profit.