

VOL. 17, NO. 4

FEBRUARY 15, 1943



## THE POST WAR SERVICE STATION



Predictions are popular pastimes these days so let's see what can be done with one about Service Stations. What will they be like in the peace-time days to come.

First, let's glance back at the Service operation we knew a short time ago. As a whole, we had fairly clean places, mostly laid out into a customer reception section and a shop section.

We had customer reception space because most owners bought service on a repair basis. They waited until something went wrong and drove in for a consultation as to what, how much and how soon.

The average owner knew little about maintaining his car and wasn't much interested as long as he could get it fixed. All he wanted was a nice quiet, smooth running car with plenty of power, right up to the time he started to think about a new one. Then he traded, and you fixed up the old one.

The point is, you had to furnish a space for his car while a conference was held as to what he would spend or what you could sell him. Then the car went into the shop.

It's very possible that car users of today are learning both from necessity and government regulations that regular inspections and maintenance service of a preventive nature are productive of longer lasting, better running cars at a lower cost.

Because owners are keeping their cars longer they are learning more about them and their needs. Service will in the future be bought more intelligently by the owner. He will know just what he wants to buy as he will know the condition of his car and what it needs.

Our guess is that most of the shop will move up into the customer reception space. In fact it's likely all available space will be a departmentalized working space.

The oil industry, before the war, had around 400,000 retail outlets of all kinds. If all cars and trucks were divided equally among these, each would have a possible sale of 4000 gallons of gasoline. If they each did a balanced job of selling with accessories, oil and grease and with a margin of 4¢ per gallon, there would be a possible gross profit for each outlet of about \$300. per month. Deduct rent, heat, light and operating expense and you have a very small net profit.

Many of these outlets have closed and some marketing experts feel that many will not reopen. Most of these outlets were not equipped to give mechanical service with the result that car owners were forced to go to more than one place for complete service attention.

There is a general feeling that the post war service station will combine all services now offered by the four different types of the past. These were the car dealer, the garage, the gas station and the parking lot. The owner will want conveniently located stations that will be equipped to promptly give all the services his car may require.

There will be accessory and parts stores with adequate displays—not just a counter or a table display, but real ones with all salable items out in the open. Bins will be used only for nuts, bolts and cotter pins.

There will be car displays and real display departments for lubrication, polishing, brake



work, motor work, fuel system, electrical and each will be a real show place, easy to get into and out of.

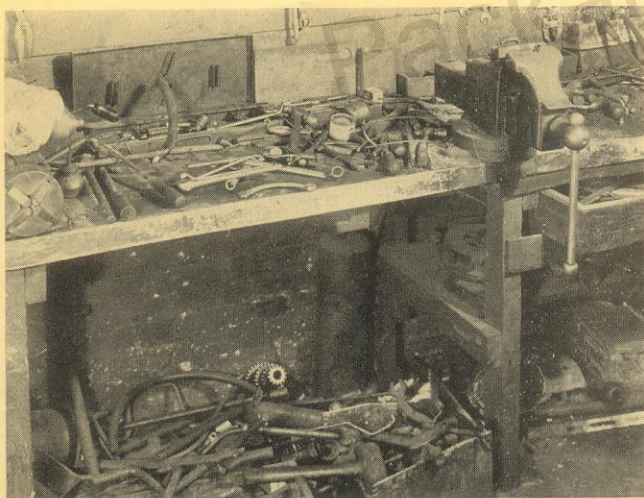
Work will be done quickly with improved equipment. Quick orders to speed up routine and cashiers out by the door will be seen and in many cases, parking space will be available.

One expert visualizes combination stations at airports for servicing cars and privately owned planes.

These are just guesses—you can make your own, but there can be no harm in agreeing on the assumption that automobile service stations of the immediate past can be improved upon for the future. There can be no harm in some constructive thinking and planning now for the future.

We believe the car dealer of pre-war days never had a proper share of the service dollar. We believe his war time experience has convinced him of the value of the "after the car sale" market. We believe the post war car dealer will plan now on getting and holding his full share of the service dollar. The dealer who is set up to completely service his customers' cars will get the business.

## KEEP THE SCRAP MOVING!



A general inspection of dealer shops in various parts of the country would seem to indicate that many have forgotten the importance of the Scrap Drive.

Shop corners and underneath shop benches were not designed for the accumulation of scrap.

Uncle Sam needs the scrap.

You need the space.

Your customers like clean places in which to have their cars serviced.

## TIRE INSPECTION POST CARD

A notice to Packard owners of the fact that you are an Official OPA Tire Inspection Station will bring some repair work in.

It is well to look ahead of this matter of tire inspection. If owners establish a satisfactory contact for this inspection before you get around to it, you will find that much of the work needed on their cars will be taken care of in some other shop than your own. You want to avoid this.

<p><b>IT IS YOUR DUTY AND OURS</b> to protect our country's supply of rubber for our armed forces and the essential automotive driving. Regular inspections help by revealing mechanical faults. We recommend recapping before they are beyond repair.</p>	<p><b>4-POINT OFFICIAL TIRE INSPECTION</b></p>
	<p><b>A-RATION BOOKS</b> require inspection 150 days apart.</p>
	<p><b>B-RATION BOOKS</b> require inspection 120 days apart.</p>
	<p><b>C-RATION BOOKS</b> require inspection 90 days apart.</p>
<p><b>LET US INSPECT YOURS BEFORE THE LAST MINUTE RUSH!</b></p>	
<p><b>1</b> Inflate tires to 4 pounds over recommended pressures.</p>	<p><b>2</b> Examine outside of casings for bruises, nails and cuts.</p>
<p><b>3</b> Inspect tread for wear due to out of line, unbalance or brake drag.</p>	<p><b>4</b> Recommend recapping when necessary to prolong tire life.</p>
<p><b>BILL JONES MOTOR COMPANY</b> 401 W. FIRST STREET      PHONE 646 WATERTOWNE, IOWA</p>	

Post Card No. 47

You not only offer your owners a much appreciated service, but you will find that the regular business from the inspection, particularly with the C Book holders and the necessary work required to keep their tires in satisfactory condition will produce a very satisfactory return.

## CONVERTIBLE TOP RUST STAINS

Last year we had a number of reports on rust stains developing in convertible tops at the point where the binding is attached. The following article appeared in the Service Letter of March 15, 1942:

"In cleaning a convertible top, special attention must be given to those cases in which rust stains have developed in the material at the binding.

It will be found that the rust comes from the tacks which are used to secure the binding. It will also be found that the rusting is most likely to occur in those tacks which come in contact with the wire lacing in the binding.

"Even tacks which are rustproofed or cadmium plated (our own tacks are plated) may become rusty when they come in contact with



the brass wire. This is probably due to electrolytic action.

"The safest procedure to prevent rust from developing again is to renew both the tacks and the binding. We are now carrying in stock 'Hidem' binding which does not contain any wire, and the tacks which we are now supplying have a heavier cadmium plating than was formerly obtainable.

"When tacks and binding are replaced, the safest plan is to purchase both tacks and binding from us, specifying the purpose for which the tacks will be used and stating that the 'Hidem' binding is to be supplied."

We are repeating this information because some service stations are not using the new material in cleaning or recovering tops. We believe that the use of the binding and tacks which we are carrying is the best insurance against a repetition of the rust condition.

## PRESERVATION OF CHROME PLATING

The preservation of chrome plating is a very real problem.

We have already explained to you that all plating for decorative purposes has been discontinued by government order. It is extremely unlikely that it will be resumed until after the war.

This means that regardless of the condition of the chrome, it is all that the owner is going to get for the "duration." Everything possible therefore must be done to preserve the plated finish if the owner wishes to keep up the appearance of his car.

We have suggested that the plated surfaces be kept clean and that after the cleaning operation they be coated with an oil or wax preparation such as a body polish. This fills the pores in the plating and retards the formation of rust.

A further step can be taken in the case of the bumpers and hub caps. After being cleaned they can be sprayed with clear lacquer instead of applying a coat of polish. Under average conditions the lacquer will last for several months and can easily be renewed.

The small chrome parts can also be sprayed if desired although the work is not so easily performed as in the case of the bumpers and hub caps.

## GREAT FALLS, MONTANA

Distributor O'Rourke and dealer Burns are justly proud of the Packard establishment under the name, "Victory Motors, Incorporated, at Great Falls, Montana.



## OIL IN THE GASOLINE

Do you realize that there is a very definite reason for suggesting to certain of our customers that engine oil be added to the gasoline?

A large number of owners are operating their cars under abnormal conditions. The cars are driven at slow speeds and the trips are short. When a car is driven in this manner, the oil consumption is very low—in fact a car with low mileage will consume practically no oil at all.

Oil in the gasoline is the easiest way to provide the engine with the lubrication which it would receive if the car were driven normally. A pint of No. 10 oil to every 8 or 10 gallons of gasoline is the ratio which is usually followed.

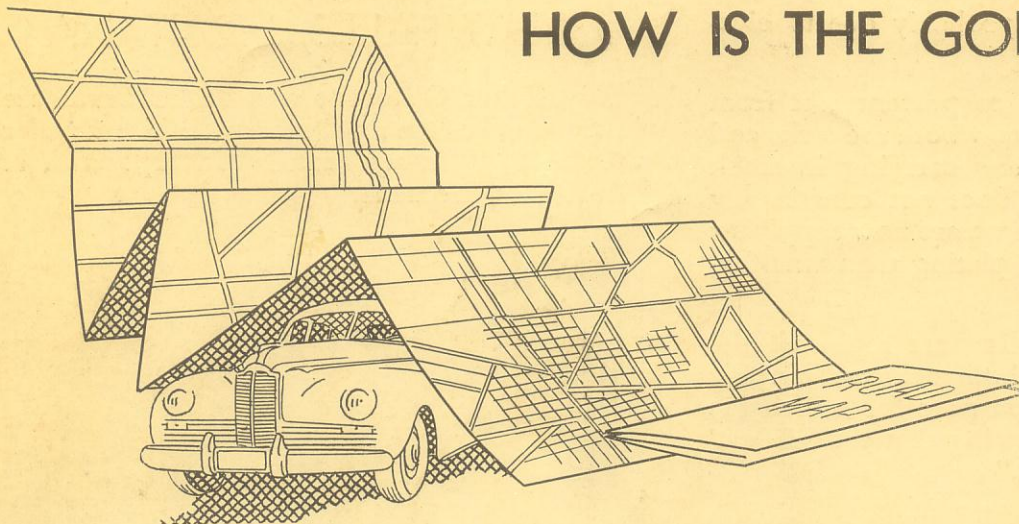
We are calling this to your attention because the procedure is a distinct help in preventing rusty valve stems and guides. The oil in the fuel provides a film which retards the collection of moisture in the guides and on the stems.

This is confirmed by the fact that the rust condition is very seldom found in high mileage cars. The normal increase in oil consumption provides the protection which is needed. It is seldom necessary to add oil to the gasoline in such cars.

Cars with high mileage may develop a carbon deposit on the valve stems and any car may get into trouble from gasoline gum, but the rust condition is typical of engines in which the oil consumption is small and operating temperatures low.



# HOW IS THE GOING?



IT IS WISE TO  
USE ROAD  
GUIDES WHEN  
THE GOING  
IS TOUGH!

When you have been over the road several times, you know just what to do on the sharp turns and the narrow parts. When the road is new and it's your first trip over it, you go slowly and watch carefully. You study the map and you check it from time to time.

The service road today is a new one with a lot of sections "under construction" and there are a lot of turns in it.

That doesn't mean we won't get through it. However, the wise driver is going to get the map out and do some real planning. He is going to check the map often to make sure he is right and he is going along slowly but surely.

Somebody may push the boundaries around or even the roads on a map but the general idea of a map stays about the same. The outward shape of Africa or Asia or even Europe isn't going to change. The general shape of the service problem has not changed either, although some of the roads and boundaries are different today.

The old service map is still in good shape. Too many of them have dust on them, when they ought to be taken out and used.

The service map has two parts to it. One is called the Service Managers' Guide Sheet and the other is the Quota Card.

You probably never needed these service guide maps as much as you do today. Yet the average man trying to run a service station today just hasn't got time to keep them up to date.

If you are going to travel a new tough road, get your road guide map out and be safe.

CUSTOMER QUOTA		FOR	MONTH
NUMBER OF REPAIR ORDERS	WORK DAYS	CUSTOMER LABOR SALES	
MONTH CUSTOMER QUOTA \$	31	CUSTOMER LABOR SALES QUOTA \$	MONTH
DAY CUSTOMER QUOTA \$	30	CUSTOMER LABOR SALES QUOTA \$	DAY
PERFORMANCE	29	PERFORMANCE \$	
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SELL THE RIGHT AMOUNT OF SERVICE TO OWNERS NOW COMING IN ...

GET MORE OWNERS TO COME IN ...

**MAKE THIS THERMOMETER BOIL!**

If you want to be safe on the Service highway get your service guide out and use it. Don't take chances without it.

CPS-97 Service Guide Sheets—daily 15 for 35¢  
CPS-98 Service Guide Sheets—  
Summary 2 for 15¢  
CPS-706 Rev. Customer Quota Cards 25 for 75¢

Order from Reynolds & Reynolds, Dayton, Ohio.

SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME. ADDRESS—EDITOR PACKARD SERVICE LETTER

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