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IT DOESN'T PAY?

In the past you paid good money for phone calls, mailing pieces, personal calls and even motorcycle pick-up equipment to get people to bring or send their cars in.

It wasn't unusual to send a man a letter and a couple of post cards, then telephone him and finally send out after his car for the doubtful pleasure of lubricating his car.



Your follow-up cost you about 30¢, the pick up and delivery 60¢ and you collected maybe \$1.50. It cost you 60¢ to do the job and 15¢ for grease. Your net profit was a red 15¢ piece.

Nowadays when you have the feeling that your old Uncle Sam has not been treating car dealers any too kindly, what happens? This same Uncle Sam has a law passed making it compulsory for each of 27,000,000 motorists and 4,500,000 truck operators to drive into somebody's Service station at frequent intervals.

More than that, he divides them into groups and labels them so the good ones are easy to find. Those who drive the most come in most often.

Better yet, they have to pay you for opening and closing the door and they ask you to look at their car.

You just can't look at five tires and walk all the way around a car without seeing something besides tires. It's easier to look at tires when a car is on a lift. While you are looking up at

the tires, you just can't help but see the muffler and tail pipe, shock absorbers, steering crank and cross tubes. In driving the car on and off the lift, you have to check the clutch, brakes, instruments, and floor mats. You almost have to look at the fenders and body—so you have inspected not just tires, but another car.

For years you have spent money for the privilege of inspecting cars on a no-charge basis. Now they come in with a quarter in their hands and ask for it.

Yet some of you service men are saying, "None of this tire inspection for me—it's just a big headache." It cost a lot more than 25¢ to inspect tires. Sure it does, but do you have service salesmen or lubrication men or a service manager who can walk all the way around an automobile and look at the under side and see absolutely nothing but tires?



As far as we know, nobody has cancelled the law of averages. It takes some good and some bad repair orders to average \$8.00 to \$10.00 labor sales per order. Maybe one tire inspection will result in a 25¢ sale but they don't average that. Not if you keep both eyes open—not if you still have your selling ability.

Tire inspection's a headache? Brother, you have a funny name for a Service man's dream—a law that makes them come to you—a system whereby you can pick the ones you want

to do business with. Our advice is to get into this thing quick. Concentrate on the B and C owners and keep your shop filled with paying customers.

Your decision that this is a headache may be based on local conditions. When we say it's a service man's dream, we are looking at it from a nation-wide viewpoint, starting from almost daily contact with the ODT, OPA, the Petroleum Administrator and the Rubber Administrator. The major tire companies have well worked out plans and lots of material. A particularly good one by Goodyear is worth your investigation. By all means, consult different tire manufacturers' representatives and go after this *now*.

RADIATOR INLET HOSE

Our 19th Series and 20th Series cars used an elbow type radiator inlet hose made of molded rubber.

It is no longer possible for us to supply this hose, but we have been able to obtain a special type of straight hose which will take the necessary bend and can be satisfactorily used.

Your orders for Super Eight hose piece No. 358002 will therefore be filled with the new straight hose piece No. 382494. Orders for Six and Eight hose piece No. 358003 will be filled with No. 382495.

No difficulty will be found in making the installation.

DON'T FALL DOWN ON FIXING GEAR SHIFTS

"Believe it or not," some owners still tell us that they have had trouble with their transmission sticking in gear and their Packard Service Stations have been unable to correct the condition satisfactorily.

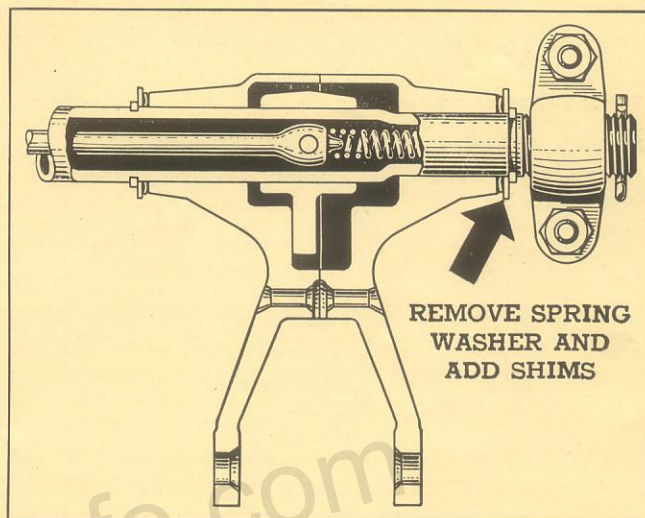
It is not a difficult job. A good mechanic can get a good result even if he has never worked on a Packard car and has received no instructions on the adjustment. It is necessary only to use ordinary mechanical common sense and *to be thorough*. Most cases where the owner comes back are where the corrective work was done in a sloppy, half-hearted way.

We cannot tell you anything new. We can only try to catch your attention by telling it in a

different way, although the subject has been covered many times in the Service Letter.

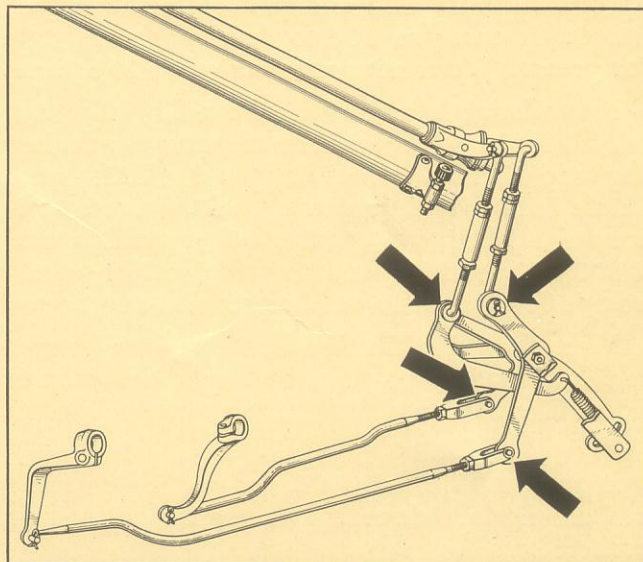
Don't think that you have to replace the steering column gear shift levers. In most cases this is not necessary at all.

Don't fail to check the end play in these levers. They should have just enough clearance to operate freely. If you find any spring washers they should be removed. Use the shims which are specified (Service Letter 3-1-41).

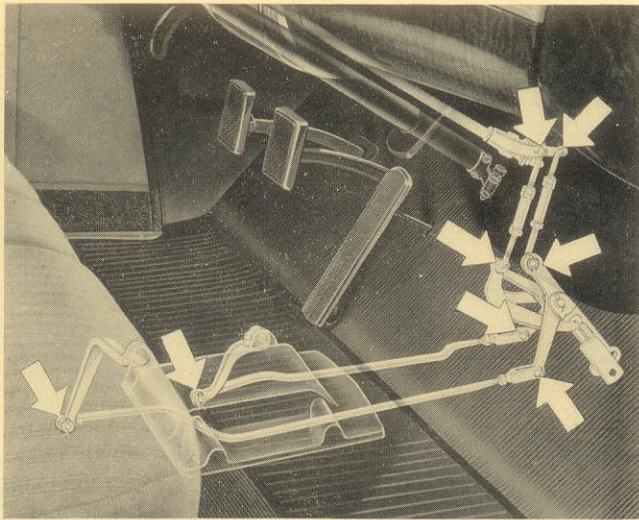


371520 Shim .035" 371826 Shim .015"
371827 Shim .005"

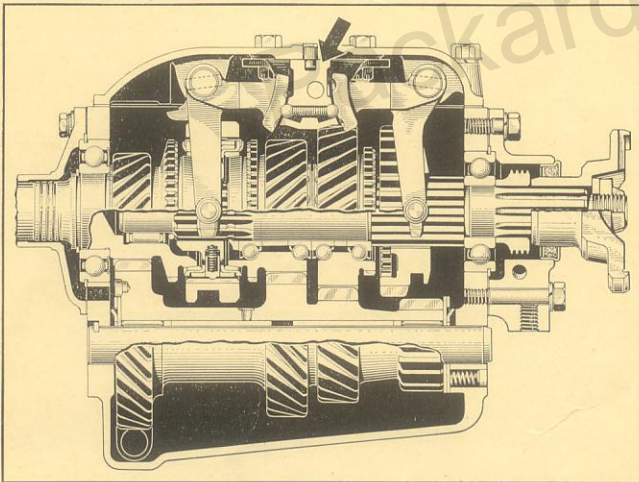
Don't forget that a few of the older cars may still have the rubber bushings in the idler levers. These would now be in bad shape and should be removed. (Service Letter 7-1-39).



Don't overlook worn pins. The pins in the adjustable links, the idler levers and the levers on the transmission covers can add up to considerable lost motion.



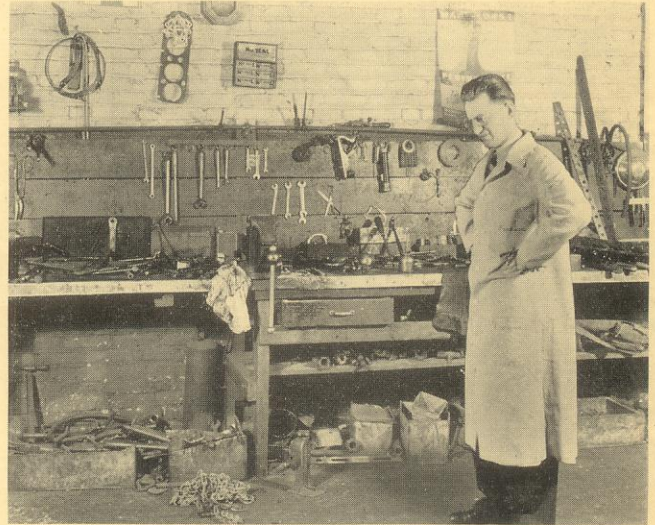
Don't fail to check the levers on the transmission for lost motion and sticky operation. If the interlock block in the cover is loose or worn, the owner may fight his way into two gears at the same time. When this happens, it is possible to strip the gears in trying to "break them loose." This breakage will not occur, however, unless the transmission is badly abused after the condition develops. (Either by having the car pushed or by racing the motor and dropping in the clutch).



Don't neglect the simplest thing of all. Make sure that the driver fully releases the clutch in shifting. Failure to get a proper release may be caused by too much free play in the clutch pedal or by the fact that the driver does not depress the pedal sufficiently. This is particularly apt to be the case in drivers of less than the average height.

Don't follow your first failure with other attempts which are equally weak and ineffective. Try to do the job right the first time, but if it should come back, make sure that you really find and fix the cause of the trouble.

KEEP THE SCRAP MOVING!



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.

GOODWILL

It requires long, persistent, careful effort to build goodwill and a good reputation. What is more, goodwill is a very elusive and perishable thing—What seemed so firm and lasting today is gone tomorrow.

Goodwill is like an acquaintance who grows in time to be a close friend. But let him separate from you for too long a time and that friendship will grow dim until finally the person is almost forgotten. The old saying "Out of Sight, Out of Mind," is as true today as it ever was.

We urge a consistent plan of direct mail contact between each distributor or dealer and his Packard owners. Regardless of whether his service department is busy or not, the goodwill contact should be maintained.

Obviously the owners must be contacted to bring in service business and to sell new or used cars, but we believe there has been a tendency during the past year, while service stations were crowded and short of help, to disregard the usual close, friendly owner contacts to the possible future detriment of your business and ours.

DOOR ALIGNMENT-CLIPPER

The realignment of the Clipper doors is a job which can be very easily performed.

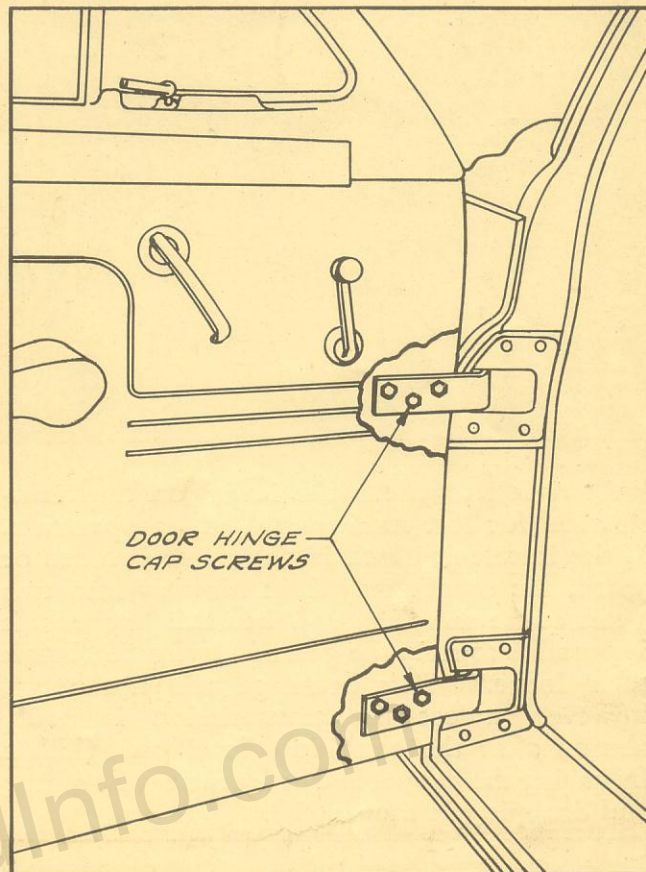
The door hinge cap screws pass through slotted holes in the door panel, and by loosening the screws, the relative position of the hinge and the panel can be changed.

It is not necessary to remove the door trim panel in order to get at the hinges. By removing the window operating handle, the forward and lower edges of the panel can be pulled away from the door far enough to expose the hinges.

You should make it a point to check door alignment whenever a car comes in for service work. All doors have a tendency to sag, and when this occurs, the door drops down out of position as it is opened. Then when it is closed, it is necessary for the latch mechanism to lift the whole weight of the door in order to bring it back into the closed position.

Most cases of badly worn or damaged latches are due to sagged doors, and if the doors are kept lined up, the life of the latches will be greatly increased.

The method of alignment described above can be followed on all Clipper doors except in the case of some of the early bodies in which the hinges were welded to the panel. In such cases, the door can be brought up into position



by loosening the stationary portion of the lower hinge and shimming between the hinge and the body pillar.

SPRING CLEANING TIME IS HERE!



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