

SPRING CLEANING



Spring cleaning is going to be tougher this year than usual. You probably are too busy and have too little help to do much about it. However, if you will take a minute to look around you will agree there is some room for improvement and some spring cleaning is very much in order.

Just a reasonable amount of straightening up and cleaning up will make a big difference. Maybe you can't spend a lot of money for paint but some floor scrubbing and window washing will go a long ways. You can take down those dirty and torn posters. You can clean up and freshen up those displays. They won't sell a thing for you the way they look now. A mop and broom don't cost much and where there's a will, there's a way.

Customers still like clean places and competition is not out of the picture for good. The business you now have came from people who were sold on your reputation. Your reputation was built on good workmanship, fairly priced, carefully done in a clean shop. Some people feel you can leave the last part of that sentence off. Maybe you can for a short time, but it's best to make it as short as possible. A business man can leave his shoes unshined, his pants unpressed and his whiskers unshaved, but if he wants to continue in business, even if he is busy, he finds time to spruce up.

The same goes for service stations. Clean ones today reflect good workmanship and good management just the same as always. Being busy is not a good excuse for being dirty. Dirty, untidy shops don't convince customers of careful skillful work.

Hoarding scrap under work benches can slow up the manufacturing of much needed material and equipment that will hurry the day when automobiles will be back in production.

VOLUNTARY RATIONING OF REPAIR WORK

Our contribution to the war effort as automotive service stations is to make sure that essential repairs, those which are necessary to the continued operation of vehicles, are made first.

We must make sure that a voluntary rationing of repair work and parts is in effect. We must in no case assume that the less essential but possibly more profitable work should prevent the prompt maintenance of essential vehicles.

Most Packard service stations have always offered a "preferred" service to doctors, owners of ambulances and other types of vehicles rendering necessary service. Under today's conditions, such arrangements should be extended to the owners and operators of any vehicles essential to our war effort.

Let us make sure that everyone in our organization is aware of the importance of assuming this very definite obligation and that we all consider of first importance the contribution we can and should make to assist the Office of Defense Transportation in their effort to assure a continued operation of the automotive transportation system of our country.

HOW A GOOD SERVICE SALESMAN SELLS—

STEP No. 2

Step No. 2 in selling follows the greeting and it's learning your customer's wants. We know there are different kinds of customers. There are those who know exactly what they want and that's all. There are those who think they know what they need. There are those who only know that something is wrong and some of them can't describe their trouble any too well.



The first kind are easy and are quickly handled. The others require some close listening. Get their story and help them tell it by some intelligent questions. Be sure you get all the symptoms of the troubles they are having. Be sure you know the result they are after.



Keep in mind the fact that your customer came in for one purpose—to get a result. He wants safe stopping. He wants more miles per gallon of gas. He wants the tires to wear evenly.

He didn't come in to buy 4 hours of labor and some brake lining, or 1 hour's labor and some wire. So you should think always in terms of the results he is after rather than in terms of what it will take to get those results when you are trying to find out what he wants or needs.

The quicker you find out the result he wants, the quicker you can make your recommendation. Save time by getting the customer to tell you what result he expects then you can start selling.

GASOLINE GUM

In the discussion of sticky valves we have constantly emphasized the rust condition because this has been the cause of most valve difficulty.

There is another condition, however, which has occasionally developed in the past. This is the sticking which is caused by gum formation in the gasoline. You will find more of it in the future than you have previously.

Gum formation is an oxidation process, and like other processes of oxidation it increases with AGE, with exposure to AIR, and with HEAT. This means:

1. That there is more gum in old gasoline than in fresh gasoline. (AGE)
2. That a car should be stored with the gas tank either empty or full. (It won't be full these days.) If a car is stored with two or three gallons in the tank, the gum formation will be heavy because there is so much air in the tank compared to the amount of gas. (AIR)
3. That there will be more gum in hot weather than in cold weather. Also, stale gasoline may not deposit gum in the gas tank but may do so when the fuel reaches the hot motor. (HEAT)

One of the indications of gum is the rapidity with which it may form. A motor may be in perfect shape and yet a gum deposit, acting overnight, may stick the valves so tightly that a heavy puller is required to remove them.

We have had reports of cars in which a sticky valve condition has repeated within a few days or weeks of the time the valves were removed and cleaned. If the original job was properly done this is a strong indication of gum because rust is very unlikely to form so rapidly.

If the gum content in the fuel is comparatively light you may find that only the exhaust valve

stems are affected. If the content is heavy you may find it on the intake valves and even in the carburetor and fuel pump.

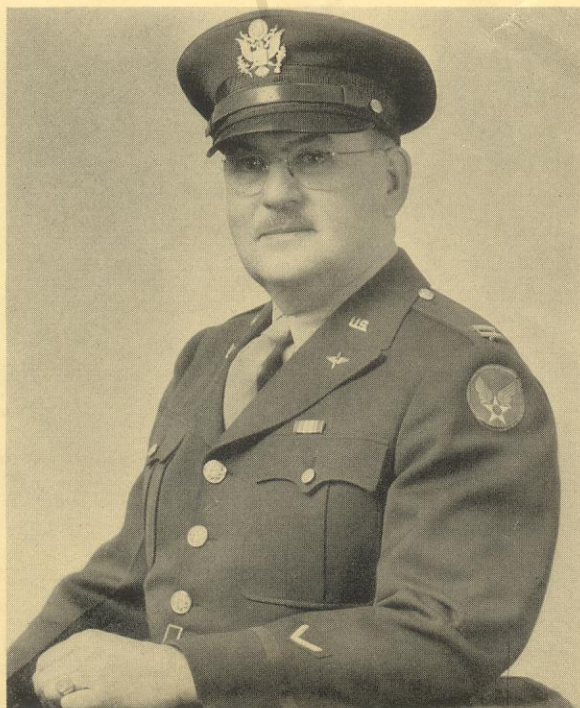
Gum is soft and tacky at first, but turns into a hard glazed deposit resembling shellac in appearance. On the intake valve stems or in the carburetor or fuel pump it is brown in color, but on the exhaust valves it will be darkened by heat or carbon.

Valves which are stuck tight with gum can seldom be cleaned by putting a solvent in the motor oil or injecting it through the spark plug holes. The removal of the valves is usually necessary.

After a valve has been removed, gum can be quickly dissolved by a solvent such as lacquer thinner, and this is the best way to tell whether the deposit actually is gum. Thinner dissolves gum almost instantly, while it can do no more than loosen a deposit of rust or carbon.

You can see that the collection of gum is something beyond the control of the car manufacturer or service station. The owner should try to obtain his gasoline from an active source and should not leave it in his tank for a long period. If he gets into trouble the responsibility must be his own.

CAPTAIN BOWLES



Recently Regional Manager and back in 1918 with the 312th Engineers. Now stationed at Miami Beach with the Army Air Force, TTC.

SET QUOTAS NOW— THEY HELP SELL

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. It looks as though we could expect to see a continuation of restricted unessential driving.

This changes the service picture to where you will 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.

Mr. Ward of Kansas City has his quotas set and ready to make plans to get the necessary volume. He has added a handy feature to the Customer Quota Card which makes it easy to follow day by day.

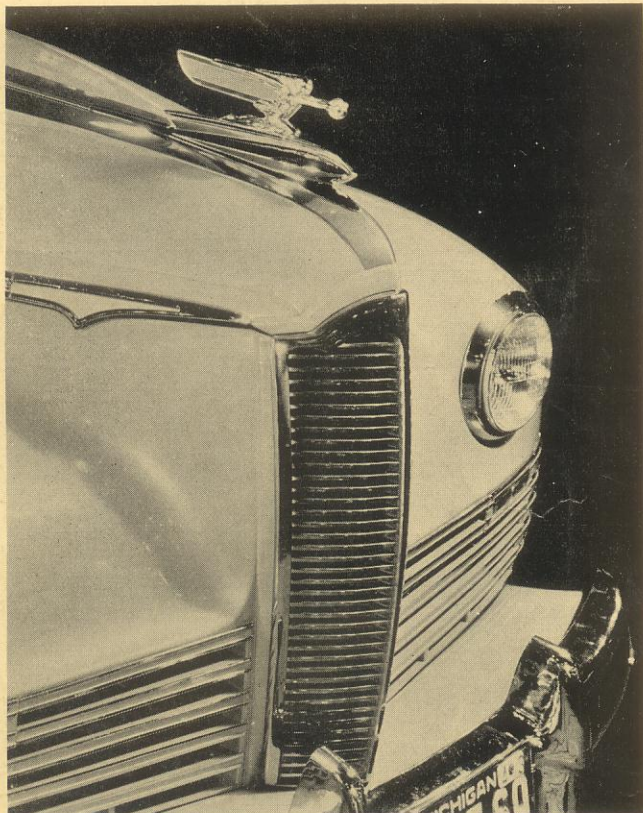
To the left of the column headed "Number of Repair Orders" he adds a column headed "Parts Sales Quota." To the right of the column headed "Customer Labor Sales" he adds a column headed "Labor Sales Quota."

In these two new columns in red ink he adds opposite each working day in the month a break down by days of the months' quota accumulated each day.

The two center columns are used for parts and labor sales. When the daily figures are entered in the two center columns it enables the service salesmen and the service manager to see the actual accumulated sales against the accumulated daily quota. They know each day how close they are coming to their quotas. If sales are below quota they know just how much extra effort they must put into promotion work to bring the sales up.

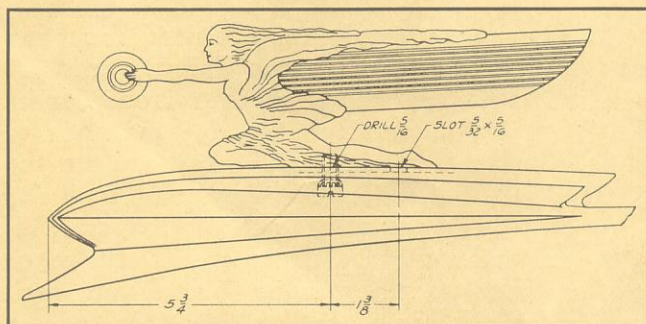
You need a service quota right now. You need to compare it every day with the actual sales—start your promotion work now and give it a chance with some good follow-up to do a real job for you. Direct mail and follow-up do not produce results over night. They require a little time. We urge you to start now.

RADIATOR EMBLEMS—CLIPPER



DeLuxe emblems with crystal wings may be installed on Clipper models. The drawing gives the necessary information and the photograph shows the pleasing result.

Reg. Mgr. Howell reports that many of these emblems are being sold to Clipper owners in his region and passes the information on for your benefit. It dresses up even the Clipper. It adds a note of distinction, a touch of beauty. They look good on "black out" cars.



They are easily and quickly installed in 30 minutes or less. The Suggested List is \$7.50.

CARE OF ANTI-FREEZE SOLUTION

There will probably be a shortage of anti-freeze solutions next winter, as there has been this year, and if an anti-freeze is in good condition, it should not be discarded.

On the other hand, a mixture which has been used for a considerable period may no longer contain an efficient rust inhibitor, and may cause corrosion if its use is continued.

We suggest that you get in touch with the organization from whom you have secured your anti-freeze. Obtain a recommendation from them as to the course which should be followed. Various inhibitors are used in different types of anti-freeze and it will be safest to follow the recommendations of the manufacturers.

Naturally, we cannot give you this advice because we do not know the anti-freeze which you have used.

NO PARTS SHORTAGE

As we call on Dealers around the country we frequently find a suspicion that it may be difficult to obtain parts or accessories, non-functional as well as functional.

The Dealer or service man, in talking to the car owner, "thinks" it may be impossible to obtain such and such a part, or maybe it's an accessory—heater, radio, hub caps, bumper, etc.

The real situation is this: In January 1942 the War Production Board authorized the manufacture of an estimated two years' supply of parts in addition to which accessories were already on hand for a larger number of cars than were eventually produced.

On top of this—and this is little known—we are still allowed to purchase or manufacture essential, functional parts to replenish our stocks within certain limitations.

Therefore, don't "think" there's going to be any difficulty in obtaining parts or accessories, but place your orders in the regular way. We believe we can continue to give excellent service, and you will be doing your car owners a real service with a profit to yourself.

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