



VOL. 2 No. 8

APRIL 16, 1928

Service Lesson No. 6---Should a Service Department Advertise?

ISN'T it true that the automobile dealer's service department has its business established for it by the exact number of new cars sold?

If the foregoing is true why should any money and effort be spent in service advertising?

Isn't it apt to prove harmful if the sale of repairs is pushed too vigorously by creating high upkeep costs for the owner?

Let us look into this matter and see just what is and what isn't advisable.

First, we find, that as far as the business is concerned, it is limited to the number of cars in the territory, with a slight allowance for the tourist business. Any additional cars to be worked on will have to come through the efforts of the sales department.

Second, no matter how good the merchandise is, it is a recognized fact that advertising is absolutely necessary in this day and age, not only to gain new customers, but to hold old ones as well.

There is a saying that goes something like this, "He who builds a better mousetrap than his neighbor, even though he be located in the wilderness, will find that the world will make a beaten path to his door."

All we have to say to this is, if you want to find a sure way to starve to death, just bury yourself in the woods with the mousetrap—don't advertise—and wait for the people to make the beaten path.

Certainly, you must have good merchandise (parts, accessories and labor) but you must expect also to do a certain amount of advertising.

There is one thing certain, and that is we do not do enough advertising in the service department.

As we see it there are three different kinds of advertising that should be used in service work. First, advertising of an educational nature. Second, advertising in the way of following up owners who do not come in for service. Third, direct advertising to sell needed repairs.

For example, a letter sent to your owners, advising them on operating their car in the best way, would be educational advertising. We, all, do too little of this kind of advertising. This type of advertising will be reflected in increased sales, because the owner appreciates our interest in him after he has bought his car.

Any kind of follow-up work is, of course, good advertising and goes far towards keeping the owner from going to other places for his repairs.



THE SILENT SALESMAN DOES ITS WORK

"Better Service Means More Car Sales"

Direct advertising of repair work is a delicate proposition, because we must be careful to keep between two extremes. The one, of overselling the owner and thereby creating high maintenance costs, and the other of failing to point out and sell necessary repairs, which, if made in time, will prevent more expensive repairs later on. Common sense should guide you in this. Do not sell repairs that are unnecessary, because that is plain dishonesty. Be quick, however, to assist the owner by recommending repairs that are necessary, because that is real service.

Along these lines we suggest you go back and read.
 "On the trail of the owner" P.S.L. Vol. 1 No. 10
 "How do you fight" P.S.L. Vol. 1 No. 13
 "Truck Parts" P.S.L. Vol. 1 No. 15
 "Following up the new owner" P.S.L. Vol. 2 No. 6
 "Courtesy Tags" P.S.L. Vol. 2 No. 7

These articles all deal with various phases of service advertising and cover methods which we heartily recommend should be used in your service work. The ideas represented are not idle theory, but have proved themselves of value through actual use in many service stations. The ideas are not ours, but were gathered from various service stations around the country where they are used successfully.

From D. E. McDaneld, Inc., Packard dealer in Pasadena, Calif., we find another idea being used with good success. This dealer has found that there is no advertising value to blank walls, so he has put his walls to work for him. Around the blind walls, they have put up a few neat signs, which call the owner's attention to various things. These signs are twelve by eighteen inches in size, black with white lettering. Of course, they do not allow these signs to become crusty with age, so they are replaced ever so often with ones expressing new ideas. Below we give you a few samples. Perhaps you will not like all of them and can think of others that will be more appropriate. We are merely trying to get over the idea and it is up to you to work out the details.

Lubrication
Don't Neglect It
Ask for Our Oil
and Grease Prices

Haste Makes
Waste
Please Give Us
Time to Do Your
Work Properly

For Sluggish Motors
Clean Carbon, Grind
Valves, Tune Motor
Six \$12.00
Eight \$16.00

Let Us Wash
Your Motor
Only \$

Going Touring?
Don't Forget a
Spot Light
\$ Installed

Don't Take a
Chance With Faulty
Brakes
Let Us Adjust Them
Price \$3.50

Signs of this kind are bound to attract attention and, in the course of a year's time, will be the means of selling considerable service, that would not be sold otherwise. These signs, made up locally by a show card writer,

are not prohibitive in cost. Get some of them, change them at least every two months, and you will have put the blind walls to work for you as billboards.

Another idea, that looks mighty good, is being put into effect by Howard Hardesty, Service Manager of our Detroit Branch. Here's what he says about the idea.

"Each month we send out about five thousand invoices, and the two cent stamp does not do its full amount of work so we have decided to enclose with each invoice an insert, which for want of a better name, we call our "Do You Know" slips. These inserts are to be printed on colored paper, and, of course, we will change the color as we change the wording.

"I do not believe we should use these altogether to sell maintenance, but, now and then, we should use them to give the owners some good advice. I have just scribbled out a few to give you the idea as to just how we propose to turn this trick."

DO YOU KNOW

Your wheel bearings revolve over six million three hundred times, while going ten thousand miles? You would not expect them to hold up without the proper lubrication. This lubrication must be taken care of at each ten thousand mile point.

Ask for operation L 13

Price \$2.95.

DO YOU KNOW

Lacquer bodies become dull from exposure, oil, grease and soap? The original finish and luster, however, are still under this tarnish. Our buffing machine and polishing operation will bring back the original gloss.

Ask for a special lacquer clean up, priced at \$12.50 to \$20.00.

DO YOU KNOW

Whether the brand of oil you pay for is the oil actually put in your crankcase? Packard motors will operate satisfactorily on any of the well known brands. To be sure you get what you pay for, let us change the oil for you.

Ask for operation L-1. Priced at \$1.95 for the Six and \$2.20 for the Eight.

DO YOU KNOW

That ninety per cent of the steering "whip" and "shimmy" is caused by low tire pressure? You cannot "guess" the pressure in a "low pressure" tire; you must use a gauge. Forty pounds is the correct pressure for your tires.

DO YOU KNOW

That the chassis lubricator does not lubricate the generator, starter motor bearings, distributor head or water pump?

Ask any of our service men to lubricate these points for you, and show you where they are.

DO YOU KNOW

That we vacuum the inside of any enclosed body for only one dollar? We will wash your motor absolutely clean with a power washer for two dollars.

"The foregoing will give you a general idea of what I am driving at, and, no doubt, many other "Do You Know" points will occur to you as you think this over.

"I do not claim these are the best that can be thought of, by any means, but I do believe the idea in general is worth while trying and will produce very definite results."

Here's another idea used, with excellent results, by Packard-Pasadena. Whenever the boys in the service de-

partment notice a tire that is in need of replacement, they attach a tag, such as described below, to the steering wheel. Ever so often we hear some one say, "there is no use trying to compete with the corner store tire dealer," and this is true when no sales effort is put forth. Pasadena on the other hand has sold many tires, by advertising,

The tire on your L. front ☐ R. front ☐
 L. rear ☐ R. rear ☐ Wheel Spare ☐ is
 in very bad shape. We will replace this tire with
 a _____
 at \$ _____
D. E. McDANELD, INC.
 1021 East Colorado St. Phone TErrace 3125

Actual Size 5" x 2 3/8"

with this simple little tag. Why not get some of these tags printed and put them to work for you?

Maxwell House Coffee is good coffee, but do not think for one minute it would occupy the place that it does without advertising. Ninety per cent of the people (including the brainy writer) didn't know what Halitosis was until the Listerine people told us "what even our best friends wouldn't tell us." The rapid advance in the Listerine Company's earnings, proves whether the advertising paid or not. We could keep on citing case after case, to prove that to conduct a business successfully, advertising must be used and used liberally. The business of rendering service is no exception to this rule.

Of course, the first requirement is that your merchandise (parts, accessories and labor) must be good, but don't forget — good merchandise, alone, will not carry you through.

Boost your business by using the various methods of advertising service. IT PAYS.

Vibration

RALPH WILLIAMS—Service Engineer

THERE are three different types of vibration, to be found in automobile motors, that are inherent in certain designs and which can be described as follows:

(1) Vibration resulting from unbalance of reciprocating parts, such as connecting rods and pistons. This vibration is inherent in four cylinder motors and can be termed "vertical vibration," because the motor has a tendency to want to jump up and down at certain speeds. This vibration is also apparent in certain types of eight cylinder V-type construction, but is absent in a well balanced six or eight-in-line engine.

(2) Another type of vibration is a result of torque reaction. This is caused by the explosive pressure pushing the crankshaft in one direction and the cylinders in the opposite direction, which makes the cylinders want to revolve around the crankshaft in the opposite direction from its rotation. The restraint to this movement that is imposed by the more or less flexible frame, springs, etc., causes what is known as "torque reaction." This type of vibration is, of course, worse in the four cylinder engine, is less apparent in the six and practically totally absent in the eight cylinder in line engine.

(3) The last type of vibration, known as torsional vibration, comes from the twisting of the crankshaft, and its amplitude, of course, depends upon the crankshaft, size, length and the number of main bearings employed. Crankshafts, of course, twist under the heavy impulses or driving forces caused by an explosion in the cylinders but this twisting is not harmful until the impulses get into step which might be termed the natural vibration of the crankshaft, in which case, it may be-

come very intense, just as the vibration of a bridge caused by soldiers marching across in step may actually cause the structure to break down. For this reason, soldiers are always made to break step in going across bridges. The Packard vibration damper is intended to control a vibration of this nature, that is, to break the step of the vibration at the critical speed.

As an illustration—suppose you took a clock pendulum, operated by the ordinary escapement, and allowed it to swing free. The force of the clock spring through the escapement applied to the pendulum would make it swing through a definite amplitude. If, however, you attach a flat vane to the bottom of the pendulum and immerse this in a bath of oil, the damping action of the oil would cause the pendulum to swing through a much smaller amplitude or arc, even though the same force is exerted on it through the escapement.

Our vibration damper acts in exactly the same manner except that solid friction is employed instead of a viscous friction. As the crankshaft vibrates it naturally tends to run ahead of the damper flywheel or lag it, but the friction acting between the flywheel and the crankshaft tends to slow down the amplitude of the crankshaft, just like the oil friction does on the pendulum.

Bear in mind that only the torsional vibration is controlled by the damper, and that since this vibration is set up by the power impulses driving the crankshaft, it will be most noticeable when the car is accelerating or under a heavy pull. A disturbance which is evident under deceleration on a light throttle will not be affected by the damper.

If you are interested in how to clean radiators properly, don't overlook reading Technical Letter No. 1844.

George Sauerman, of the Packard-Westchester, N. Y., service department, sold \$903.50 worth of accessories to the owner of a 336 Phaeton. That's a real accessory order and especially so since the equipment is going on a car that has been in service for a good many months. George, our hats are off to you.

Did you order your charts covering Standard Service Charges yet, as explained in Packard Service Letter Vol. 2, No. 6? If not, don't overlook a good bet, but get your order in now.

Jim Gaither, formerly service manager of Packard-Denver, is now service manager of Packard-St. Louis. Good luck, Jim, and we are all pulling for you.

Ask Me Another

1. *What has been done to prevent the rattle in the chassis lubricator tank plunger rod?*
Packing is now fitted between the rod and the upper end of the barrel.
2. *How can a rattle in the old style tank be corrected?*
By installing a new lubricator tank pump barrel assembly piece No. 157804.
3. *How can the new design be identified?*
By the slot in the brass nut holding the packing in place.
4. *What precaution is necessary in installing the reflectors in the Eight headlight?*
It must be installed with the word "top," stamped on the rim of the reflector, uppermost. Otherwise the headlight cannot be focused. On the Six the reflector is located by the dimmer bulb.
5. *When the motor starts to miss and lose power at the end of a hard pull or a high speed run, what is the probable cause?*
It is probably caused by pre-ignition of the spark plugs. Excessive heat—due to full throttle operation—will finally cause the porcelain to

- lose its insulating quality, and good full throttle performance will not be obtained unless the plugs are replaced.
6. *Will plugs which have failed in this way function under light throttle conditions?*
Yes. They will not give trouble until they become hot. If a car is driven hard, so that frequent plug changes are necessary a cooler plug such as the Champion No. 2 should be used.
 7. *Why are sticky valve stems encountered more often in cold weather?*
Cars are usually driven at slower speeds and the valve stems therefore receive less lubrication. Moisture will also condense on the stems to a greater extent.
 8. *What other cause may result in sticky valve stems?*
The stems may not be centered in the guides. This is most apt to occur in a comparatively new motor and seldom occurs again after the valve seats have been recut with the reseating equipment. See article on valves in Packard Service Letter, Vol. 1, No. 9, Aug. 1, 1927.

Speed and Quality

Says, the shop foreman, "These boys, who meet the owners, and write up the orders, let the owners sell them on the promise, with the result, that either the promise is not kept, or the job goes out wrong."

Says, the service salesman, "If the shop foreman had his way, he would always have at least a day to do an hour's job. Getting the shop to keep a promise, is like swimming the English Channel in a suit of armor." Ever hear anything like the foregoing? Of course you have and the funny part of it is both the S. F. and S. S. are right, and then wrong.

Rome wasn't built in a day, but it doesn't follow that the Twentieth Century Limited should take a week to go from New York to Chicago.

To begin with, the owner must not dictate the promise. Far better, to refuse the job by saying that in order to meet the desired time, a slipshod job must necessarily follow, than to take it in with a prayer to the Gods that it will turn out all right, when common sense tells you that four hours' work cannot be done in two.

We have met, but few owners, who were unwilling to listen to reason, especially, when they were told, that a standard price involved a certain amount



of time, and that when this time was slighted, so was the job. No owner, wants to be the cause of cheating himself. He will respect you for insisting on time enough to take good care of his car—and his pocketbook.

On the other hand some shop foremen are still content to travel by ox-cart — they are still talking of the good old days, when it took a month to overhaul a car (and an expert mathematician

to add up the bill). "Brother, them days has gone forever."

The up-to-date shop foreman, realizes that speed is a big factor in present day service—sensible, not destructive, speed. He does everything in his power, to get the maximum of work, out of his shop up to the point where quality beings to fall off—then he stops.

It is to our interest to oblige our owners, in getting the work out promptly, and we want all of the volume we can get, but never at the expense of that most desired element—Quality.

Co-operation, between service sales and shop, is imperative if good service is to be rendered. Each department must appreciate the problems of the other. The ultimate object, of both, should be the same—the satisfied customer.