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## Sell Regular Service—

THE service managers of some service stations would make the assertion that 90% of all of the work that is done in their shop is due to faulty lubrication.

Probably a more conservative estimate would place the figure at about 80%. Normally the bearings and the gears in the present day automobile will outlive the car. There is no reason for the bearings for instance in the connecting rods or the main bearings, ever burning out if the crankcase gets plenty of a good grade of oil.

Automobile companies and service stations are, we believe, equally to blame for this condition. The proper handling of automobiles, by which we mean the proper care from the owner, has not been made sufficiently clear nor has this message been repeated often enough to produce anywhere near the results which should be obtained from cars made today. This condition is equally true with many other lines of merchandise, the full service of which the buyer does not obtain because of his lack of knowledge in handling the article purchased.

This fact is made even clearer after you have talked with a number of these owners and have become convinced that most of them firmly believe that they have done all that was required of them and so far as they know they have done so.

An owner has perhaps left his car at the neighborhood gas station giving orders for the oil to be changed and the car greased. He has cheerfully paid his bill and gone on his way satisfied that his car has been properly taken care of.

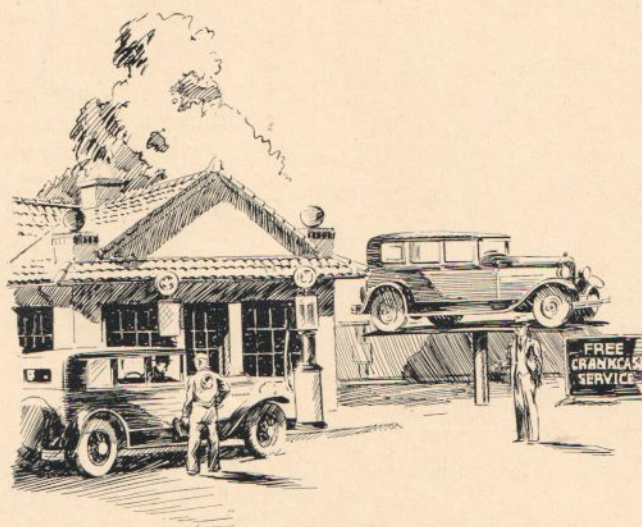
Sometimes this is true, but the average gas station attendant is not a mechanic—he may know how to grease the car and again he

may not. His knowledge has been derived from a study of oiling diagrams supplied by the company whose gasoline he sells; and granting that he does know how to do the job right, he is constantly being called away from the car to fill some other customer's gas tank and it may easily happen that he forgets just where he has left off and he may omit some very important point of lubrication.

Many owners have been sold on this gas station service partly because of the large sign indicating that the crankcase and greasing service was free, and that he would only have to pay for the oil and grease actually used. This sounds tempting, but on the other hand the charge made for such work in authorized service stations is very low and it should be easy to convince an owner that the job will be done right. Many a man has saved a dollar on lubrication at the expense of a fifty dollar repair bill.

Have we taken the time to point out these facts to owners, and are we continually stressing the point that it stands to reason that the maker of the car which the

owner is driving, will have much greater interest in the service that that car gives than any outside garage can possibly have. It is to his direct interest, from a sales standpoint, that this should be so. This implies no criticism of any garage selling any other make of car, nor of thousands of excellent repair shops maintained by independent garage owners. The fact remains that not having anything but service to sell, they are interested only to the extent of the repairs sold. Authorized service stations must not only maintain this same interest but go beyond that and make certain that the service being sold is of such a high



*How Much Has This Owner Saved?*

**"Better Service Means More Car Sales"**



grade that the owner will, without additional sales efforts, purchase another of the same make of car.

Let's make certain that all Packard owners, especially those who have just bought Packards understand the operation and care of their cars.

For some reason owners and information books never have mixed well, therefore our only chance of getting such information across is through the service salesman. Impress upon the owner the importance of care during the first 1,000 miles. Tell him that new cars leave the factory with minimum clearances for all moving parts and that this restriction that the manufacture urges, is necessary. Tell him again about the use of the choke and the evils of its too frequent or prolonged use. Tell him that first and second speed gears play an important part in the life of the transmission. Show him why he shouldn't "ride" the clutch. Show him the results of under-inflated tires. Caution him about the battery. Stress continually the fact that for long life, smooth performance and economy of operation his car should be properly oiled and adjusted at regular mileage intervals and sell him on the idea of having that work done by the men who best know how and who are most interested in his satisfaction.

## Clean Service

The three views shown were taken at the Detroit Branch service station. There are a few items of special interest in the matter of arrangement and cleanliness.



View No. 1 was taken at the entrance and is the view the customer sees as he enters the station. Arrows on the floor indicate where he should drive. A very neat lighted sign shows him the location of the service sales desk and plenty of light and cleanliness combines to favorably impress him with the idea that an organization which so carefully handles the matter of first impressions must use equal care in handling the mechanical detail of the work he wants done.

The high white table with plenty of telephones insures quick handling of the order. The white paint around the posts, the glossy finish of the wall, and the spotless floor marked for car locations insure quick and clean handling of the car.



View No. 2 shows "ready for delivery" section. The stalls are numbered and the place is spotless. At the end of this room may be seen a grease rack and lift. To the left is the grease and oil storage room. Drums are raised to the rack by the car lift and oil for the crankcase is handled by an electrically driven meter pump.



View No. 3 shows the shop. The floor is just as clean as in the service sales department and it is kept that way by a novel use of wrapping paper, rolls of which you will notice on the benches. If a dirty car is received or the work on the car is apt to get the floor soiled, the paper is used under and around the car as may be seen around the truck on the left. It is a simple matter to roll the paper up after the work is finished and the floor is still clean. Other items of interest are the white bench legs, the oil drain pan under each bench, and an old oil container every 30 feet. Mops and brooms are kept on the floor and thus kept in use; there are vises mounted on benches fitted with casters and a most complete assortment of tools.

The one outstanding feature in all three pictures is the clean orderliness that cannot help but be enthusiastically appreciated by every Packard owner who drives in.

This same result is yours for the small price of some good paint, plus a good brush, plus the desire to *Clean Up and Keep Clean.*



## Removing Lacquer from the Eye

Should you be unfortunate enough to splash or spray some lacquer in one of your eyes, the proper course to take is to wash the eye with pure amyl acetate which can be obtained at any drug store. Follow this with a 15% to 20% solution of boracic acid,—this soothes the eye. Then add two or three drops of pure castor oil. The amyl acetate dissolves the lacquer and the boracic acid washes it out of the the eye. The oil relieves the irritation and burning sensation.

## Ventilator Gaskets

A new cowl ventilator gasket has been designed to prevent leaking. This is of the sponge rubber type and tests on cars at the factory indicate very good results. A heavier spring for holding the cover closed when the new gasket is used has also been adopted for service. Your parts orders should read as follows:

- 1—0175939 ventilator cover gasket
- 1—0176761 ventilator cover spring.

## Productive Service Meetings

You Service Managers who have not yet sent in your subscription to the Educational Slide Film Service, let's have your names on the fast growing subscribers list right away.

This service gives you a pictorial lesson every month. The caption on the film is worded so as to tie in with the lecture. The interest of your men will be centered on the screen. No interruptions, nothing to distract attention from what they see and hear. You can make each meeting a more productive service meeting by the use of these slide films.

The films are prepared by the Factory Service Department for your organization. They cover in detail the construction and servicing of Packard products. The possibilities of slide films are unlimited as a means of educating either the service or sales departments, and the cost is very reasonable.

*Mr. T. E. Reigelman, service manager of Hollywood, California, says:*

"We have held our first service meeting in which the slide film, entitled 'Carburation and the Gasoline system' was used, and to say the least we are highly enthusiastic over the results obtained from this meeting. We find that our entire force in the shop now adjust carburetors uniformly.

"I earnestly believe that this step is the greatest one that Packard could have taken toward improving and standardizing its service throughout the field."

*Mr. S. H. Bowyer, president of Packard-Phoenix Motor Company, says:*

"Wish to say that we have received our projector and the film on 'Carburation', and feel that it is one of the greatest helps that the Packard Service Department has ever turned out.

"We have had two very enthusiastic service meetings since we received the service films and projector and are very anxious that you send us the rest of the films as soon as possible."

*Mr. A. K. Donaldson, president and general manager of Donaldson Motor Sales Company, Grand Rapids, says:*

"We have had a meeting and used the slide film covering the 'Front Axle and Steering Gear', and we think it

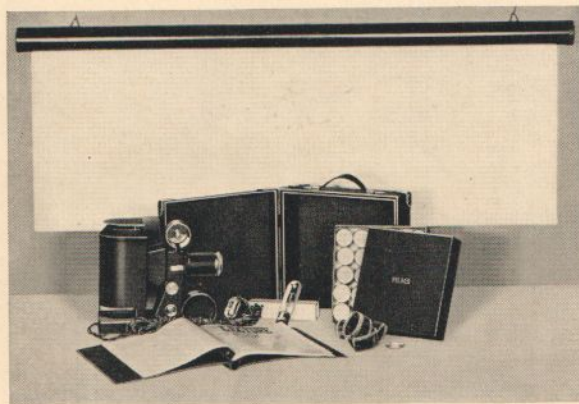
is one of the best things that the Packard company has gotten out to help not only the mechanics but the salesmen as well.

"We are strong for it and wish you to send us the other films.

"The film certainly shows very careful planning and detailed work and it is also of considerable value to the sales force."

Space will not permit further quotations from the many other enthusiastic subscribers to this slide film service—the modern way of holding service meetings.

Order the year's subscription to the service by filling in the coupon card at the bottom of the descriptive folder which you received with Technical Letter No. 1867. Also check the items of equipment you require and drop the card in the mail box.



*This Is What You Need*

## Film Equipment

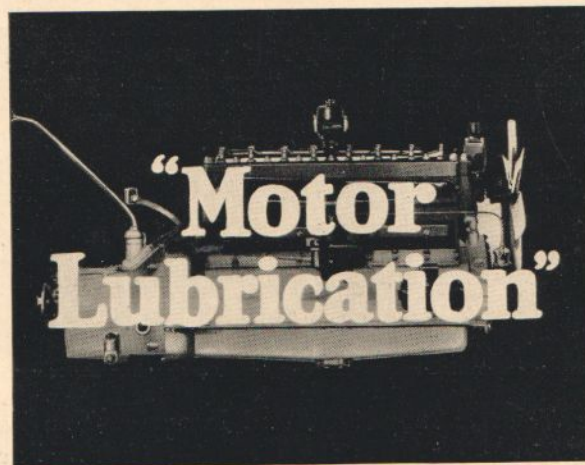
Group No. 1—consists of the slide film and lecture, at \$3.50 a month.

Group No. 2—consists of the slide film projector, extra bulb and carrying case—\$45.00.

Group No. 3—consists of a 4 x 4 screen, lecture binder and film box container—\$5.00.

If you do not have a coupon card, write a letter to the Factory Service Department outlining your requirements or any information you desire and we will get in touch with you immediately.

## The Film for July





## Service Posters



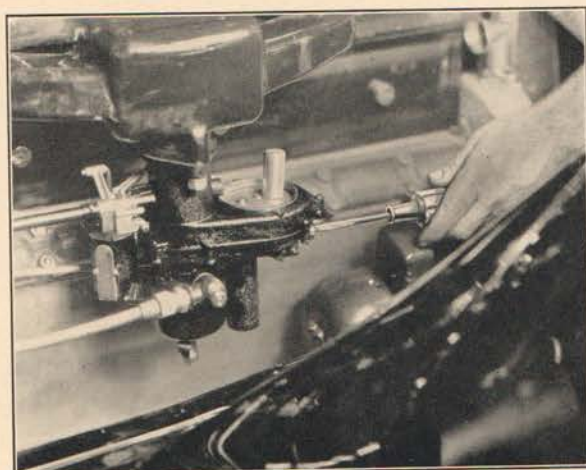
This is the second in the series of Posters designed to serve a long-felt want in service stations. They are strictly Packard and are finished in three colors. The messages are directed at both the customer and your own organization. The series of twelve posters will be mailed one a month, and they should be changed as received each thirty days.

A metal frame is supplied. It is finished in brown so that all of the colors on the posters will harmonize.

The set of twelve posters is \$6.00 net. The frame which will accommodate all of the posters sells for \$1.50 net.

*Service Advertising Does Pay.*

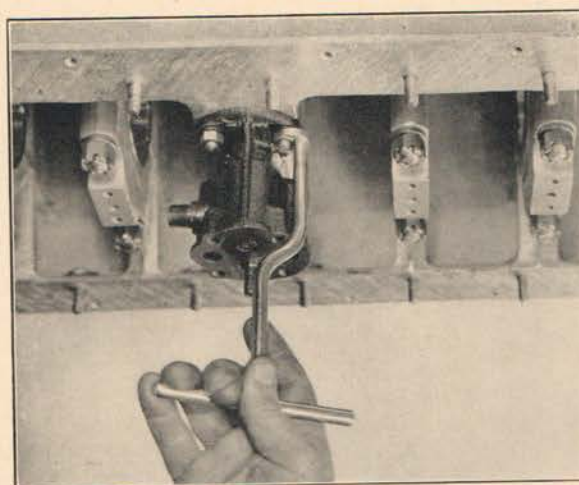
## Special Tools



**CARBURETOR VALVE WEIGHT**

*Tool No. S. T. 736—Models 626-640—Price \$0.50*

When the carburetor has been in use, the air valve gets out of adjustment and it is necessary to reset the air valve spring for standard carburetor adjustment. A better adjustment will be obtained by removing carburetor from the motor, drain the gasoline and remove the carburetor horn. Place weight on air valve and adjust choke idle adjustment screw until air valve has just opened. When this adjustment is made, the set screw on the idle adjustment should be in a vertical position.



**OIL PUMP WRENCH**

*Tool No. S. T. 740—All Models—Price \$1.50*

No distributor or dealer should be without this oil pump wrench. The oil pump can be removed without taking off the lower half of the crankcase. This is a real timesaver and the price is right.

**We Welcome Suggestions and Inquiries from Packard Service Men. Address All Communications Care Editor, Packard Service Letter.**