



VOL. 6 No 22

NOV.

This "New" Service

THE success of today's service department, as compared with yesterday's service department, is dependent upon two things. First, upon performing satisfactory repair work and second, upon merchandising. Yesterday's service department depended only upon repairing. There are many honest and capable service men, who with all their efforts have never been able to produce a satisfactory profit in the service department and will not be able to do so until they couple merchandising with repairing.

We have reached the point where many service men fear the results of the encroachment upon what they feel is their legitimate business. On the other hand, it seems to us that one of the best things that can happen to the ordinary service station is to have a super-service station operating in their neighborhood. No amount of preaching upon the subject will have the results that direct competition will bring. It is doubtful if the super-station can tell the average service station much about repairing their particular make of car, or much about greasing their particular make of car, but it is certain that they can tell the average service station a great deal about merchandising.

The automobile dealer has three departments in which he has some opportunity through extremely clever management to produce a profit. The super-station has only one department in which to produce this result. Since the super-station is still with us, it is evident that they have been able to produce a satisfactory profit from service work. This leads us to the rather large subject of how and why. The "how" part of the problem will take considerable time and will be covered by separate articles. It is sufficient at this time to say that it quite evidently is not simply a matter of changing the style of sign which is used in front of your service entrance. Likewise it is not a matter of purchasing some of each type of highly complicated appearing and loudly painted mechanical or electrical equipment, as presented by each

jobber's salesman, who may call upon you. There seems to be another line of reasoning which would indicate that the problem is solved by buying white service coats and filling your service salesmen with a line of high pressure steam and a supply of long impressive sounding words.

The truth of the matter seems to be that actually it is a combination of the better elements of all three of these things. It is not so much a case of a cut and dried plan, which can be made to stretch out over a large organization or shrink up to fit a small one, but rather a matter of most careful tailoring to fit a definite series of ideas to each individual organization. If you wish a name for this effort, it can properly be called "Today's service merchandising."

To get back to the "why" of this type of service, we feel certain that it will be found in the average general manager's fundamental idea of a service station, as compared with the idea behind the super-service station. The average service station is still just a place in which to handle policy service, or at best, a place to keep the owner satisfied. The basis on which super-service is built is that of profit through rendering a quicker and more pleasing type of service. This is the reason why these places are profitable and why the average service station is still struggling with red figures.

Undoubtedly our merchandising methods must be improved upon. Merchandising is not a sales plan, nor is it advertising, it is rather a matter of view point. It becomes immediately a management problem. The management is what directs the viewpoint of an organization, therefore, merchandising must begin at the top and work down through an organization. The aim of all merchandising is to increase the salability and the purchase of what we are trying to sell. Of first importance is the matter of becoming sufficiently sales-minded so that we can attractively present service from both a mechanical as well as a sales standpoint.

"EVERY OWNER A SALESMAN"

Winter Oil

on the crankcase low
reversed. ing

Sufficient educational value is called for so that most owners realize the importance of the change to a winter grade oil. It should be remembered that the first difficulty encountered by the average owner, when cold weather sets in, is caused by the summer grade of oil in the crankcase. This oil causes a heavy load to be placed on the battery for starting purposes.

The complete story is as follows:

Summer grade of oil in his car is especially suited for weather so that when it is thinned by the heat of the sun to correct viscosity, it correctly lubricates all parts of the engine in summer. When the temperature drops to the freezing point, the viscosity of the oil increases, (that is the oil gets thicker) thus placing a heavy load on the battery and starter. If the battery is not fully charged and in good condition, it may fail, resulting in the cost of recharging, repairing or replacing the battery.

Winter oil of proper viscosity, which will not thicken unduly, and which will not thin up as the engine becomes warm, insures perfect lubrication and eliminates strain on the battery.

When the temperature drops still farther, the summer oil may become a solid mass. Summer oils have a high pour point, winter oils a low pour point. If oil solidifies, it cannot be pumped to the bearings, therefore, summer oil must be replaced with winter oil, if correct results are to be obtained.

In changing oil, particularly from summer to winter oil, it is important to flush the crankcase in order to remove dirt, sediment and moisture.

These same facts are true of the transmission and differential lubricants.

Front Seat Cushions

903-904-905-906

Should you find that the front cushion springs are softer than is desired by the customer, a remedy is available by using the same cushion springs that are specified for the Standard Eight. These part numbers are 181043 right and 181044 left.

Hypoid Gear Lubrication

In the Service Letter dated November 1, we recommended that any hypoid gear oil which has been used during the warm weather be changed this fall.

It is of great importance that this change be made, and it is only by a careful follow-up of your customers that you will be able to avoid the possibility of channeled lubricants and scored gears when cold weather arrives.

Sell Satisfaction

General Letters 484 and 479 give you the prices covering the installation of 9th Series cylinder head equipment for 6th, 7th and 8th Series cars. Both of these letters point out the marked improvement made in these earlier series by the new type cylinder head. This is an item which you should push. It invariably makes owners of the earlier series cars well pleased with the improved results and, therefore, highly enthusiastic.

The two letters from Seattle customers bear this out. This deserves some real merchandising effort. As is usual where you sell a service which produces such satisfaction, you find that the transaction is mutually profitable.

MR. H. R. FRANKLIN,
Packard Seattle Company,
Seattle, Washington.

DEAR FRIEND:

All is well that ends well. We arrived back from our trip at 12 noon today. Enclosed find check for work done on car; please excuse delay in forwarding check.

We had a fine trip, in all made 2400 miles. Leaving here we went to Yakima, Pendleton and Walla Walla and were in Portland for the Rose Show.

Leaving Portland we went to Tillamook then South on the Coast Highway to Crescent City, California through the Red Wood Forests and then back by the way of the Pacific Highway and Crater Lake. The car worked wonderfully. No trouble of any kind with car or tires.

Your recommendation of the High Compression Head does not do it justice, it does all and more than what you claimed for it, and has increased the gas mileage a great deal more than I thought possible.

I made two very close checks on gas, one with the new Richfield in which I averaged 12 miles to the gallon on a 250 mile run and one using Richfield Ethyl in which I made 272 miles on 20 gallons of gas, averaging 13.6 miles to the gallon.

I will come in and see you the first time I am over.

Sincerely,

F. A. SMITH,
Master Machinist,
Bremerton Navy Yard.

H. R. FRANKLIN, Mgr. Service Dept.
Packard Seattle Company,
Seattle, Washington.

DEAR MR. FRANKLIN:

With reference to the new high compression head you installed about a month ago for me, wish to say the results have been beyond my expectations, and I really believe you are too modest in your claims as to what this installation can accomplish for a motor.

In the case of my automobile, I have noticed very much quicker pick-up and snap, which is particularly noticeable in making a quick get-away in traffic, also the action of the car on hills is decidedly better. We are now able to negotiate the average fairly steep grade as though it were the level road, and the car does not lose any momentum but maintains speed right to the top. Also find there has been a slight reduction in consumption of gasoline, as we are now able to average one and one-half miles per gallon more than before the head was installed.

Yours very truly,
W. H. GLORIUS

WHG:HB

Anti-Freeze

There has been some confusion in connection with the proper proportion by volume of the various anti-freeze solutions approved by the Factory. We believe the following information will clear this up.

The factory approves three different materials to be used as anti-freeze mixtures. The first is Ethylene Glycol which is sold under the trade name of "Prestone." Next is Glycerine. This is a commercial grade and is commonly known as "CP" or Chemically Pure glycerine. The next is what is generally known as Radiator Glycerine. This is a mixture of glycerine and water and in some cases includes a rust preventive such as soluble oil. This material is generally sold as GPA, or General Producers' Association, radiator glycerine.

The correct proportion by volume is given in the following table:

ETHYLENE GLYCO	GLYCERINE-CP	GPA RADIATOR GLYCERINE	FREEZING POINT
16%	21%	37%	20° F. above zero
25%	31%	55%	10° F. above zero
33%	40%	70%	Zero
39%	47%	81%	10° F. below zero
44%	53%	92%	20° F. below zero
48%	58%	100%	30° F. below zero

Accessory Folders

Are you taking advantage of the very attractive folder issued by the Accessory Department covering winter accessories? They should be ordered out immediately and used in your efforts to obtain some winter accessory volume.



Air Cleaners

Don't forget the periodic cleaning of the Air Cleaner.

In this type of cleaner, the intake air is cleaned or filtered by coming in contact with the oily surfaces of the copper mesh, which composes the cleaner element. However, after these surfaces have been entirely covered with the dust removed from the air, the cleaner element no longer functions as an air cleaner and dirty air enters the engine. Also in some instances, this dirt deposit in the cleaner may cause restriction to the carburetor to a certain degree.

Therefore, to have the constant protection of this air cleaner, it is necessary to periodically remove the cleaner, wash off the accumulated dirt from the cleaner element by plunging it up and down in a can of gasoline and then re-oil it by dipping it in heavy cylinder oil (SAE 50), allowing excess oil to drain off before reassembling.

This cleaning operation is recommended every 2500 miles and at more frequent intervals if the vehicle is operated under extremely dusty conditions.

We feel certain that you will want to call this to the attention of your car owners so that this important service operation will not be neglected.

It's Heater Time

Ques. 1 Why should I sell Packard Heaters in preference to other heaters now on the market?

Ans. Because they are approved by our Engineering Department and do not in any way affect the efficiency of the car.

There are many angles to consider in developing satisfactory heater equipment; such as, back pressure in the exhaust system which

2 motor; effect on the
multiplicity of installation;
with reference to proper
materials and . . . All of these points must
be approved by our Engineering Department
in any heaters offered by us.

Ques. 2 Can our heaters be purchased other through regular Packard Distributors Dealers?

Ans. No. All of our heaters are built to specifications and are available only through authorized distributors and dealers. This feature gives you a very attractive merchandising arrangement and there is no reason why you should not secure all Packard heater business if your organization is on its toes—and use the following methods for soliciting the business.

1. Check every car that comes into your service station and suggest a heater to owners on cars not equipped.
2. Be sure that all of your owners receive literature on our different heaters. This literature may be mailed them with invoices or any other advertising material.
3. Emphasize the fact that our heaters are exclusively Packard, built to our specifications and approved by our Engineering Department.
4. Have a display of heaters in your Service Department and be sure each one in your organization is familiar with the important features of your heaters so he can answer customers' questions promptly.
5. Recommend the proper heater for a particular body type. As an example, the dash heater for Roadsters, Coupe Roadsters and Coupes, and any other models where the owner prefers the maximum amount of heat in the front compartment. The Kelch Heater where the maximum amount of heat is desired—be sure and mention that with this type heater he may have a register in both the front and rear compartments. The Packard Under-the-Seat Hot Water Heater (not available for 900) This heater will appeal particularly to the owners who prefer a hot water heater but do not care to have the conventional type on the dash. To the best of our knowledge this is the only hot water heater that offers the advantage of registers in both the front and rear compartments and without in any way decreasing leg room.
6. HAVE IT. SHOW IT. AND ASK THEM TO BUY.

Oil Gauge

905-906

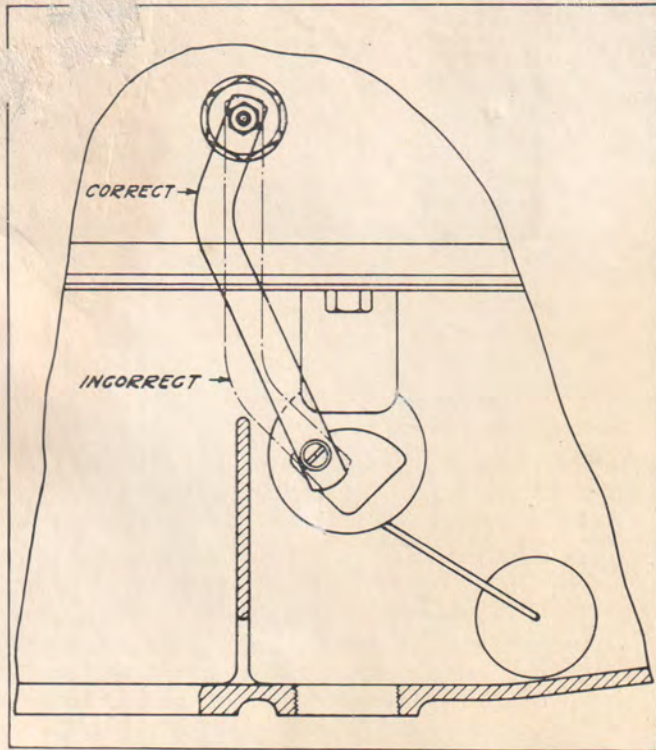
The cut shows the crankcase oil gauge on the Twin Six.

A metal strap runs from the insulated binding post on the side of the crankcase and connects with the operating unit. The proper installation of the strap is shown by the heavy lines in the blue print, but in the early motors the installation was made as shown by the dotted lines, and in this position a contact with the oil baffle in the crankcase lower half is very probable.

When the metal strap grounds against the rib in this manner, the oil gauge will show "full," regardless of the amount of oil in the crankcase, and in any case where you

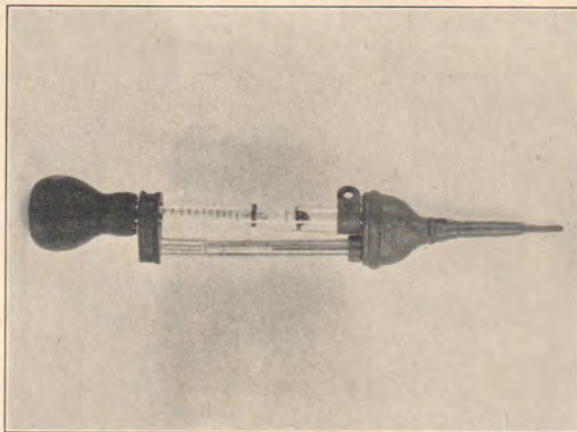
discover such a condition the crankcase lower half should be dropped and the strap reversed.

The strap was properly installed in all cars shipped and after May 24.



Batrometer for Testing Storage Batteries

Tool No. S. T. 791—Net \$2.04



With the "Batrometer" no matter what the temperature of the electrolyte you can get the actual and true specific gravity by reading the hydrometer, noting the thermometer and adding or subtracting the points shown on the thermometer scale from the hydrometer reading.

Tell Them Again

The Turner Automobile Company keeps their name in front of service customers by the use of blotters, carrying twelve sound reasons for using their type of authorized service.

Let's not assume that all of our service customers are as sold on the fact that we should service their cars as we are. These are facts which we must continue to present particularly to those customers who do not visit our service stations regularly.

Why You Should Use An Authorized Packard Service Station

1. Free pickup and delivery service at your command.
2. Our work is guaranteed.
3. We furnish only genuine Packard parts.
4. Our mechanics are expert and are specialized in Packard work.
5. The factory provides us with technical information about Packard construction and adjustments not elsewhere available.
6. We have special tools and equipment to facilitate Packard work.
7. Every care is taken to protect the upholstery and other delicate parts of your car.
8. Our charges are reasonable.
9. We are interested in the satisfaction that your car gives and in your cost of maintenance. We keep a record of the total cost of all work done on your car that we may help you to maintain it in the least costly way.
10. Our recommendations for work are predicated upon the continued maintenance of your car in as good mechanical condition as when new. Properly cared for, a Packard car will be as good for service after 50,000 miles as when new.
11. Our adjustment and lubrication schedule helps save your car from deterioration. It provides preventative work at stated intervals. It practically eliminates occasion to have corrective work done at unexpected and inconvenient times. When regularly followed, the increase in the trade-in value of your car will offset much of its cost.
12. Some other shops may give you a lower price for an individual "get-by" job. No other shop will maintain your car up to so high a standard at so reasonable a total cost.



TURNER AUTOMOBILE CO.

261 E. Fayette St.

Uniontown, Pa.

Phones: 2205 - 2206

SUGGESTIONS OR QUESTIONS FROM READERS ARE ALWAYS WELCOME. HOW CAN WE MAKE THE SERVICE LETTER OF MORE VALUE TO YOU? ADDRESS LETTERS—NORM. LULL—EDITOR—PACKARD SERVICE LETTER.