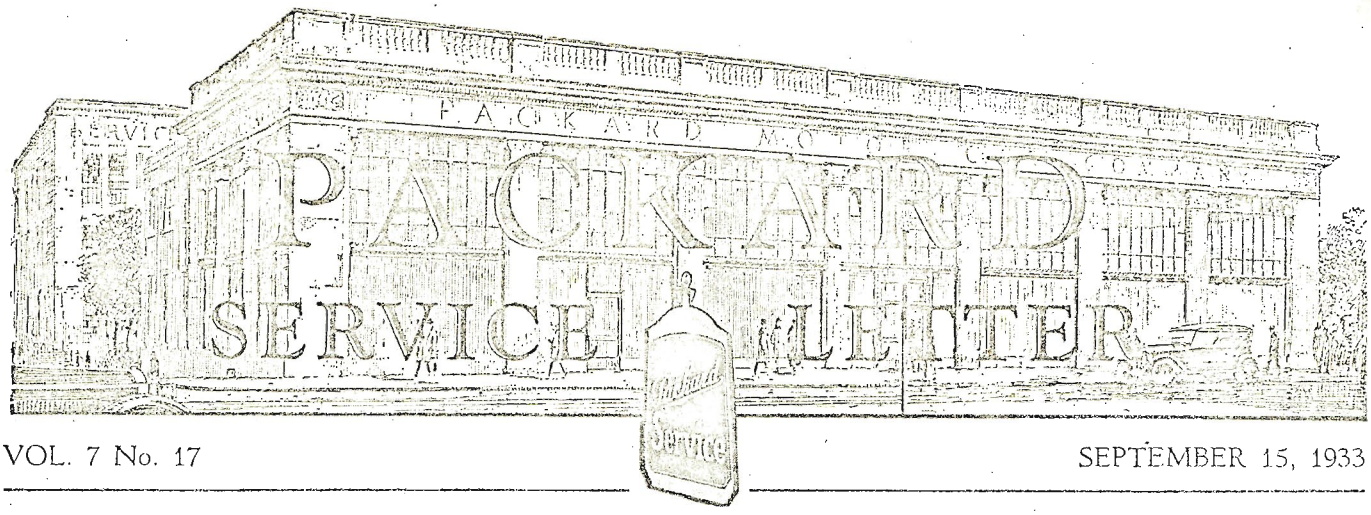


VOL. 7 No. 17 SEPTEMBER 15, 1933

Looking Ahead

THERE are a few figures which are interesting when considering the possibilities in connection with a satisfactory service volume.

It has never been our intention to stress the excessive selling of service. Our aim and we feel that your aim should be the obtaining of a sufficient volume of service business from each Packard Owner in your territory up to an amount which would adequately provide for the maintenance of his Packard, the amount per customer naturally will vary. A purchaser of a new car wishes to keep that car in exceptionally fine running order while the owner of the 526 is not so particular and the approach to his service needs is an entirely different one.

Some time ago we established a tentative quota based on what figures were available as to what might be expected for the reasonable maintenance of a Packard Car. No figures have been obtained since that time to indicate that the figure is very far off. We believe that on cars one, two and three years old $80.00 per customer per year will adequately maintain and lubricate a Packard. Again, for the man who is super-critical about his car this amount should be higher. For older series cars approximately half this amount can be expected although in this class after you obtain all of the lubrication from the customer, this will give you a volume of $35.00 to $40.00 and a possible $20.00 for general maintenance, making a possible $60.00 on this type of customer.

A survey has determined that the average owner spends for complete operation of a car, $293.00 a year, this includes parts, labor, accessories, tires, gas and oil.

If you take the total number of Packard cars registered as of January 1, 1933, you will find that there are 232,000; multiply this by $293, which would be a very conservative figure, you have $67,976,000. Now take the same registration figure and assume that you were going to get $80.00 per car, this would give you $18,560,000; reduce this again to take care of your owners who would not spend the conservative amount of $80.00 for lubrication and maintenance and let us assume that we have a potential market of $15,000,000. Now, let us look at the service figures for the last six months. If we include all the reporting distributers and branches we find that for six months the total service sales would amount to $4,500,000; if we double this to approximate a year's volume we arrive at $9,000,000 which is $6,000,000 short of what can be expected in the way of service volume without over-selling a single Packard Owner.

There is another interesting angle if we notice that the present average total of new and used car sales volume is approximately 90% of the total

volume of business done by distributers and dealers and that the total service volume is approximately 10 %. It has already been called to your attention that this 10 % service volume produces a large share of your total profit. You would be surprised to find at the present time what a large share of your total profit is actually produced by the smallest part of your total volume.

Again, it has been estimated that a reasonable potential service volume is close to 30 % of the total business which leaves 70 % for new and used car volume. If a large share of our total profit can be obtained from 10 % of our volume, what could be done if this same rate could be obtained on 30 % of the volume?

All of which means just one thing—get more Packard Owners coming to Packard Service Stations for all of their service requirements and a reasonable amount from each Packard Owner which will adequately take care of the service requirements on his car and your problem of service volume is answered.

Transmission Hoist

We have obtained a special price of $7.50 on ST-844, Transmission Hoist. This is a reduction of $6.50 and is subject to change.

If in need of this tool place your order as soon as possible. This equipment can be used on all models including the Eleventh series.

Radio Service Policy

Both the Packard DeLuxe and Packard Standard Radios are built especially for us to specifications furnished by our Engineering Department based on several months of research work on car radios in our laboratories and at our Proving Grounds.

These sets are exclusively Packard and are available only through Packard Distributers and Dealers. We realize that national service is very important on an item like radio. Some of our large distributers are equipped to make their own installations and handle their service work. There are a number of distributers and dealers, however, who are not equipped to properly service radios, and we have, therefore, arranged with the Philco Automobile Radio Corporation to service the Packard Radios through their regular service stations.

In this connection it is recommended that Packard Distributers and Dealers who are not adequately equipped to handle their own installations, arrange with an authorized Philco Service Station to handle this work for them. Upon request we will be glad to furnish you the name of a recommended service station in your city.

The manufacturer warrants each new Radio Receiver and Speaker manufactured by them to be free from defects in material and workmanship under normal use and service, their obligation under this warranty being limited to making good at their factory or factory depots any part or parts thereof which shall, within ninety (90) days after delivery of such Receiver to the original purchaser, to be returned to them with transportation charges prepaid, to their factory or factory depots which are:

PHILCO-TRANSITONE, A and Allegheny Ave., Philadelphia, Pa.

PACKARD MOTOR CAR COMPANY, Detroit, Michigan.

PHILCO-TRANSITONE, 3335 W. 37th Street, Chicago, Illinois.

PHILCO-TRANSITONE, 218 Fremont Street, San Francisco, Calif.

And which their examination shall disclose to their satisfaction to have been thus defective; this warranty being expressly in lieu of all other warranties expressed or implied and of all other obligations or liabilities on their part, and they neither assume nor authorize any representative or other person to assume for them any other liability in connection with the sale of their Receivers or Speakers.

This warranty shall not apply to any Receiver or Speaker which shall have been repaired or altered outside of their factory or factory depots in any way so as, in their judgment, to affect its stability or reliability, nor which has been subject to misuse, negligence, or accident, nor which has had the serial number altered, effaced, or removed. Neither shall this warranty apply to any Receiver or Speaker which has been connected otherwise than in accordance with the instructions furnished by them.

You will note that under this warranty, Manufacturers' obligations consist of replacing defective parts only at Philadelphia, Chicago, San Francisco and Detroit. However, the manufacturer has gone beyond this standard warranty and has authorized all Philco Transitone distributors and Philco auto radio service stations to replace defective parts, under the warranty, for Packard distributers, f. o. b. said service stations without charge.

Labor extended in the repair or replacement of parts during the ninety (90) day warranty period, by Philco Transitone distributors or authorized auto radio service stations, must be paid for by the Packard Distributer or Dealer participating in the sale of the radio set. Some Philco service stations will quote you a price for installation which will include labor during the ninety (90) day warranty period.

If satisfactory service cannot be secured on the replacement of defective receivers or parts, such defective receivers or parts will be replaced or repaired without charge for labor or material during the warranty period if these receivers or parts are returned transportation charges prepaid to the depots mentioned above.

Before returning an alleged defective receiver or part to any of the above points, the distributer and dealer must write to the nearest depot and secure permission to return the alleged defective material.

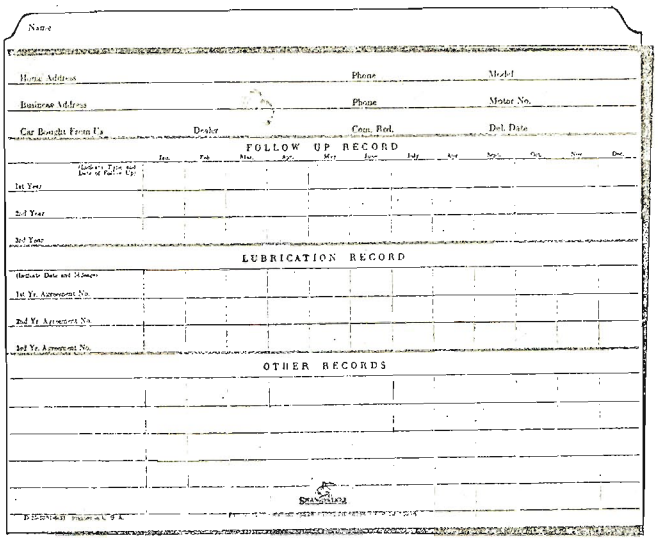
Repair Order File Folder

We have designed and will carry in the Service Literature Department repair order file folders under Form D-25. These are priced at $1.30 per hundred.

You will notice at the top that there is a space provided for both the home and business addresses and 'phone numbers. The next line indicates whether or not the car was originally purchased from you, from one of your dealers or from outside your territory, and whether or not the commission was received so you are responsible for the warranty work. The last item is the delivery date of the car.

The balance of the front of the folder is divided into three sections: First, a follow-up record to cover a three year period. In these spaces you indicate the follow-up of the owner whose repair orders are filed in the folder. Simply show the date and type of follow-up. This record will be

found very valuable in connection with the wall board type of owner record.


Name

Home Address — Phone — Model

Business Address — Phone — Motor No.

Car Bought From Us — Dealer — Cons. Rel. — Del. Date

FOLLOW UP RECORD

Jan. Feb. Mar. Apr. May. June. July. Aug. Sept. Oct. Nov. Dec.

(Indicate Date and Kind of Follow Up)

1st Year

2nd Year

3rd Year

LUBRICATION RECORD

(Indicate Date and Mileage)

1st Yr. Agreement No.

2nd Yr. Agreement No.

3rd Yr. Agreement No.

OTHER RECORDS

The next section is devoted to a lubrication record and ties in with the lubrication contract or coupon books; indicate the date and the mileage at which the customer brings his car to you for lubrication attention. This will eliminate the use of a separate card file in connection with the lubrication contracts.

The balance of the form may be used in any way you see fit. Some will prefer to keep track of the amount of policy work spent.

You will find the standard repair order form supplied by the factory has a white tissue paper copy. This copy is the one that should be filed in these folders in alphabetical order according to owners' names. This file should be kept in the Service Department.

Vapor Lock

A number of times during the past few years we have advised you of changes in the carburetor and the gasoline system which have been made necessary by the changing character of the gasoline.

In the Service Letter dated August 15, you were advised that in the case of any Super Eights and Twelves which developed a miss at high speed in hot weather it might be necessary to eliminate the cross over tail pipe in order to reduce the temperature of the gasoline in the tank as much as possible. You have noted that in the Eleventh series cars the cross over pipe is not used.

While the elimination of winter gasoline has greatly reduced vapor lock trouble, you may still find occasional cases, particularly if the gasoline has a vapor pressure higher than normal. If it is impractical to obtain a better gasoline, the old tail pipes may be removed, and the new design substituted. The following parts are required:

98141—Exhaust Muffler Outlet Tube Assembly—1003

98143—Exhaust Muffler Outlet Tube Assembly—1004

98145—Exhaust Muffler Outlet Tube Assembly—1005-1006

We have found extreme cases where even the change-over of the tail pipe did not reduce the temperature of the gasoline tank sufficiently to take care of the situation. We have designed a shield which may be attached to the tank, and which will protect the tank from the heat of the motor. While these shields will seldom be required, they may be ordered as follows:

215865—Gas Tank Shield—1003-1004

215864—Gas Tank Shield—1005-1006

The outline above covers the application of the material to Tenth series cars. The tail pipes may be applied to the Ninth series Super Eights and Twin Sixes, although they must be heated and bent slightly in order to obtain the proper clearance.

The gas tank shields may also be used on the Ninth series. The shield for the Tenth series Super Eight can be applied to the Ninth series Super Eight. The shield for the Tenth series Twelve can be applied to any Ninth series Twelve, using the thirty-two gallon tank. A Ninth series Twelve having the twenty-five gallon tank requires the Super Eight shield.

Battery Registration

There is one item in connection with the delivery of new cars that does not always receive the necessary attention and that is the filling out and registration of the battery on the new car.

A registration card is supplied in the equipment shipped with each new Packard. This card should be filled out and turned over to an authorized Prest-O-Lite Service Station, not later than one week after delivery of the car. It is not our suggestion that you leave this to the purchaser of the car, you should take care of this and endeavor to handle all service in connection with the battery. It is not good practice to get the owner into the habit of going to the Prest-O-Lite Service Station for such attention as very often the authorized Prest-O-Lite Station is also a general repair shop or a super-station and soon you will find that your customer is obtaining other types of service which should be coming into your own shop.

Make it a practice to register all new batteries and in this way protect yourself and the owner by making certain that the terms of the Prest-O-Lite warranty can be carried out.

Fenders—Eleventh Series

There have been some inquiries as to the possibility of attaching Eleventh series fenders to Tenth series cars.

The fenders are interchangeable, and the installation can easily be made, but it will not be possible for us to allow any credit upon the fenders which are removed, because we already have an ample supply of this material in stock.

The labor will be between six and seven hours, but the cost of the fenders themselves will bring the installed price to the customer considerably over $100.00, unless you wish to make an allowance on the old fenders against the possibility of being able to use them yourself at some future date.

Adjustable Radiator Thermostat

When installing piece No. 213465 adjustable radiator thermostat in place of No. 207518, it is necessary to also use No. 213635 operating rod assembly for Models 1001-1002-1003-1004 and No. 213567 operating rod assembly for Models 1005-1006.

Chassis Lubricator Tanks

We suggest that you review the article on the automatic chassis lubricator which was included in the SERVICE LETTER of January 15, 1932.

You may find that cars which are driven in the city or on short trips will use an unusually large amount of oil. This is because the frequent changes in throttle opening cause a more frequent operation of the automatic pump.

If you find that cars in service of this kind are consuming a tank full of oil in less than 1,000 miles, and are showing excess lubrication at the spring shackles, etc., the operation of the automatic lubricator can be reduced.

All cars are now using a No. 2 damper connection as illustrated in the SERVICE LETTER mentioned above. In order to reduce the amount of oil a No. 1 connection may be installed.

The Rear Axle Oil Change

In the SERVICE LETTER dated November 1, 1932, we printed the following information, regarding the changing of hypoid gear lubricant in the fall:

"Heavy black oils such as are used in the lubrication of hypoid gears have a tendency to become thicker when subjected to high temperatures.

"Our experience has indicated that most scoring of ring gears and pinions occurs after the lubricant has been in the differential for a long period of time, and the condition is naturally aggravated as winter approaches, because cold weather further increases the viscosity of the oil.

"Oil which has been used all summer, for instance, may channel with the first cold weather. This may not occur when the car is driven slowly because the heat developed in the differential may cause the oil to become fluid before trouble occurs. If, on the other hand, it is driven fast, or under a heavy load, the gears may score before the oil regains a fluid condition.

"For this reason we recommend that the differential lubricant be changed in the fall in order that the car may go through the winter with an oil of the proper viscosity. This should be done in the case of all cars which have experienced a normal amount of summer and fall driving.

"Now is the time to cover your owners' list very carefully, because attention given to this feature will prevent gear trouble at a later date."

We wish to emphasize again the importance of this warning. You should be very sure that a contact is made with each of your owners, and that they realize the importance of the change.

New Motor Oil Recommendations

A survey made last winter has shown that difficult or impossible starting is largely due to too heavy motor oils being used. Cold room starting tests have shown that when oil passes a certain point in viscosity cars will not have sufficiently high cranking speed to start, therefore, it is important to advise customers and be sure you are selling an oil which will allow starting the car at the lowest temperature expected to be encountered.

We have previously recommended SAE-20 oil for temperatures down to 0 degree F., and SAE-10 for temperatures below 0 degree F. This is no longer recommended and should not be followed. There are many SAE-20 oils on the market which will not allow the car to start at plus 15 degrees F., and many SAE-10 oils will not allow the car to start at 0 degree F. The Society of Automotive Engineers has, therefore, prepared new numbers of 10-W and 20-W (note the addition of "W" denoting Winter), which are so classified that cars can be started at the temperature for which the oils are intended. All 20-W oils are satisfactory for temperatures down to 0 degree F., and all 10-W oils to minus 15 degrees F. Our new table of recommendations is as follows:

Below minus	15° F.	10-W plus 10% Kerosene
Minus 15° F. to	40° F.	10-W
0° F. to	60° F.	20-W
30° F. to	100° F.	30
Over	100° F.	40

These recommendations should work as follows: The oil is to be changed on a car in Detroit December 1; the lowest temperature normally encountered for the next month will not be below 0 degree F. but will certainly be below 30 degrees F., therefore, use 20-W oil. Now, if the next day the paper says the temperature will drop to minus 10 degrees F., the customer should be advised to either change his oil to 10-W or add one pint of kerosene to the motor oil. This information should by all means be given to the owner because it may save him a service call and the inconvenience of not getting his car started.

This table also recommends the use of SAE-30 oils for temperatures between 30 degrees F. and 100 degrees F. This is somewhat different than previously given but with present day cars this is the best recommendation and should be followed. Many distributers and dealers are using SAE-40 and 50 oils but this should not be, particularly with the Eleventh series cars. Too heavy an oil reduces power and increases gasoline consumption as much as 6%, and on the other hand, has no advantages except slightly lower oil consumption. Recent tests have shown that oil consumption is so much more dependent on speed of driving than body of oil that this reason for using a heavy oil can be neglected. Reducing speed of the car only 3 m. p. h. from 53 to 50 will save as much oil as using SAE-50 instead of SAE-20.

A light oil has sometimes been held accountable for burned out bearings. This is not the case; burned out bearings are due to lack of oil or too high temperatures, and heavy oils will not correct this condition, in fact, with the new Temperature Regulators, they may prevent rapid flow of the oil thus reducing cooling efficiency.

Follow the above table of recommendations.

NOTE: 10-W and 20-W are new numbers and may not be stamped on all makes of winter oil; however, it will do no harm to tell customers and be sure you purchase and sell oils in accordance with these latest numbers.

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.*

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