PACKARD SERVICE LETTER

VOL. 9 No. 14 JULY 15, 1935

IS THAT ALL?

In the last year or so a great deal has been said about reducing expenses. In fact, so much that it is rather a painful subject.

With the increase in service volume, which we are beginning to enjoy, there is one thing that should be watched closely. It deals directly with increasing profits, and is the best way to reduce expenses. The secret is to increase the sales for each service salesman, or to say it in a simpler manner—increase the average sale.

By average sale we mean, that amount of money secured by dividing the total sales volume by the number of customers served. To obtain a better average figure, this should be done on either a weekly or monthly basis.

It is easy to see that by increasing the amount of the average sale a surprisingly large increase in net profit is obtained. This is due, mainly, to the fact that operating expenses remain practically the same. We fully realize this is a dangerous suggestion, since watching the amount alone usually results in attempting to serve only customers easy to sell. Two things must go together: higher average sale, and lower cost per sale.

What is your service selling cost? What is your cost per sale? Can you operate intelligently without knowing? To bring this about, remember the following:

First: Suggest additional needed service.

Second: Always remember the associated services.

Out of the last ten lubrication coupons received from customers, how many of them did you sell on the idea of cleaning the air cleaner? How many of these cars were equipped with purolators, and how many did you check?

As a service salesman, are you making a real effort to sell, or are you taking orders? Did not most of your customers come in today with the intention of buying something? Did you connect your selling efforts with the kind of a day or with the season? Did you classify your customers and determine their needs?

After learning his requirements did you ask him "is that all"? Can you think of a better way to close a selling opportunity? It gives the customer a beautiful chance to get away in a hurry. It is just *one* of those things that a good salesman never says.

Another one is: "What can I do for you today"? This question eliminates you as a salesman. It gives the customer an opening to state his single want. Just as soon as he does this the conversation is complete. You have then lost your chance to make further suggestions.

If you have not tried this little scheme, do so. It is very interesting and gives you something to do with your spare time. Take a calling card, and draw a line lengthwise through the center. At the top of the left side write "I sold him"—on the right side write "he sold me". Be honest with yourself, and after handling each customer make a little mark in the proper column. At the end of the day look it over carefully. You may not get a good score for one day, but try it for a week, and see how you come out. Undoubtedly, by Saturday you will find you are getting more marks on the left than you did at the first of the week.

Any attempt to increase business includes bringing back inactive customers as well as increasing the average sale to the active ones.

TIRE NOISE

Tire noise is a condition which should be familiar to every service man. It has existed for years and is present to a greater or less degree in all cars and with all tires.

The noise is more noticeable on some tires than others. It is worse with worn treads than when the tires are new and it is louder when the air pressure is low.

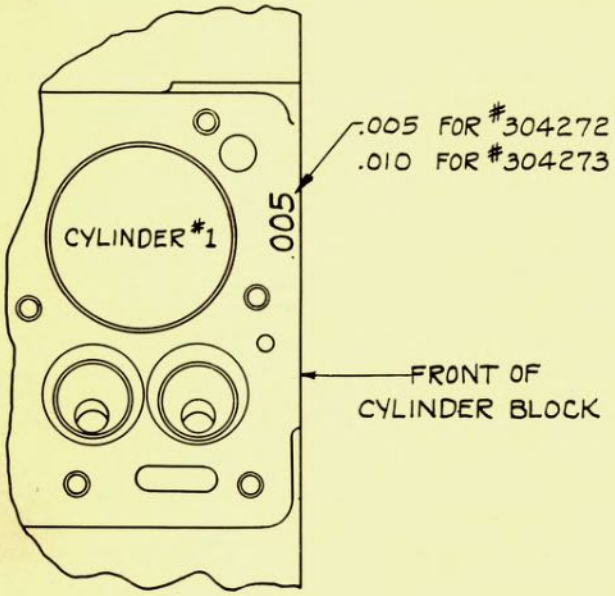
In spite of the universal nature of this condition there are still service men who seem unable to distinguish between tire noise and gear noise. It cannot be expected that an owner will be able to make this distinction, but everyone connected with a distributership or dealership should be thoroughly conversant with the situation.

Gear noise usually varies with the speed of the car and a distinct difference is noticeable between the pick-up and the coast. Tire noise, on the other hand, is constant at a given speed whether the car is accelerating or coasting. It varies greatly according to the character of the road surface.

An easy way to distinguish tire noise is to turn the switch off and allow the car to coast to a stop. This identifies the condition very readily. It can be improved by increasing tire pressures or by reversing the tires themselves.

There may occasionally be an axle noise, but our experience indicates that tire noise is far too often diagnosed as axle noise.

OVERSIZE CYLINDERS—120



For convenience and economy in manufacturing, oversize cylinder blocks are being used in production. They are being marked as illustrated, with the size of the cylinder.

In ordering pistons, not only the paint marking on the piston pin boss, but the oversize figure stamped on the upper face of the cylinder block, should be noted.

WATER TEMPERATURE—120

The most severe tax on the cooling system of the 120 is an open throttle pull at slow speeds in high gear.

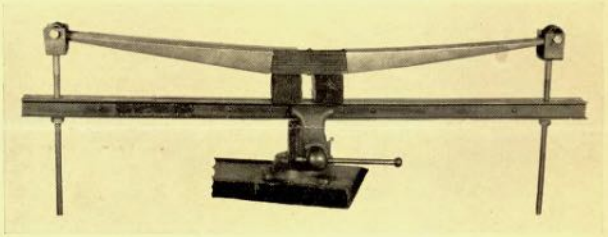
Under this condition the motor is developing its maximum heat and the fan speed is not sufficient to draw a large volume of air through the radiator. The condition will be noticeable to a lesser degree in slow speed driving in very hot weather, even when the motor is not pulling hard.

A change has recently been made to increase the efficiency of the fan and the new fans are now in production and are available in our service stock. They can be obtained in case slow speed overheating is encountered.

We suggest that the replacement of the fan be made only when actual difficulty develops, because the new fan increases the fan belt load and naturally increases the fan noise which develops at the higher motor speeds.

Before replacing the fan you will, of course, check the motor adjustments with particular reference to the spark timing. You will also bear in mind the stiffness of a new motor, and that after it has "run in" it will be cooler at all speeds.

SPRING DEPRESSING TOOL—120

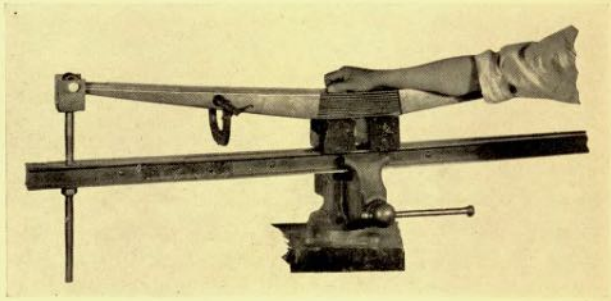


Tool No. ST-5069. Price $7.50.

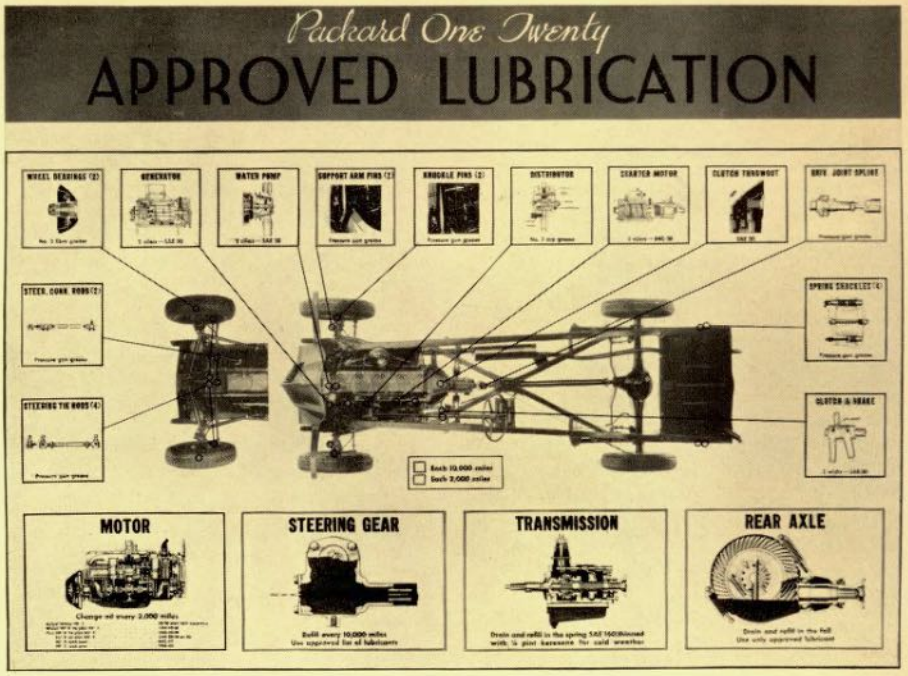
Either the installation of spring covers or of the rear spring itself is a rather difficult job unless the spring has been deflected to the loaded position.

The tool shown reduces the time for replacing the cover to a minimum and allows the operation to be done without damage to the cover. Use a screw driver or chisel, raise the cover ends upward on both sides. Then slide the spring cover from lower assembly.

This tool has two long bolts with a yoke on one end and a thread on the other. The yokes are fastened to the spring eyes and the bolts placed through the channel iron. By taking up on the nut under the channel iron, the spring is straightened out. This allows the mechanic to remove the spring cover.



DISPLAY MATERIAL THAT WILL HELP YOU SELL 10,000 MILE LUBRICATION AND INSPECTION SERVICE TO MORE OF YOUR CUSTOMERS



The new 120 lubrication chart is priced at 50c. and is 32¼" in width x 44" in length. This is finished on heavy cardboard in black and green, and matches in design the 12th Series lubrication chart.

Order from Packard Service Promotion Department.

CORRECTION

The 120 door pull handles, illustrated in the July 1, Service Letter—Volume 9, No. 13 are listed at $1.25 a pair installed. This is incorrect. The price should be $1.25 *each*.

DUST PROTECTION—120

In sections of the country where there is much driving over gravel roads, you may receive some plaint of dust getting into the body of the 120.

The majority of complaints will be on dust getting into the tire and luggage compartment in the rear of the body, although you may also hear about dust getting into the front compartment and tonneau.

An article in the June 15 issue of the Service Letter, covering sealing the front compartment against heat, may be followed to effectively seal the front compartment against the entrance of dust.

In sealing the job for dust only, first see that both front and rear doors close tightly. This may necessitate a slight adjustment of striker plates and door bumpers. In some instances it may be necessary to shim out the windlace so that it bears tightly against the door when closed. Also be sure that the scuff plates below the doors are sprung out far enough to bear tightly against the door at the bottom.

Plug up the open ends of the scuff plates with a rubber plug or Dum-Dum.

Remove tonneau mat and rear seat cushion and plug up any openings or holes in the rear floor board and rear seat pan. Openings at these points will probably be found only in the early production cars.

Close opening (early cars) between front side of rear door, rear pillar, both sides.

Seal joint between seat pan and wheel housing with Dum-Dum (both sides).

An examination of the tire and luggage compartment, before cleaning, will show pretty definitely where the dust has been entering. Remove all articles from rear compartment and thoroughly clean out all dust so that Dum-Dum will adhere properly.

Seal the joint between rear cross member and tire pan.

Seal joint between tire pan and cross member at front edge of pan.

Seal opening around spare tire clamp bracket.

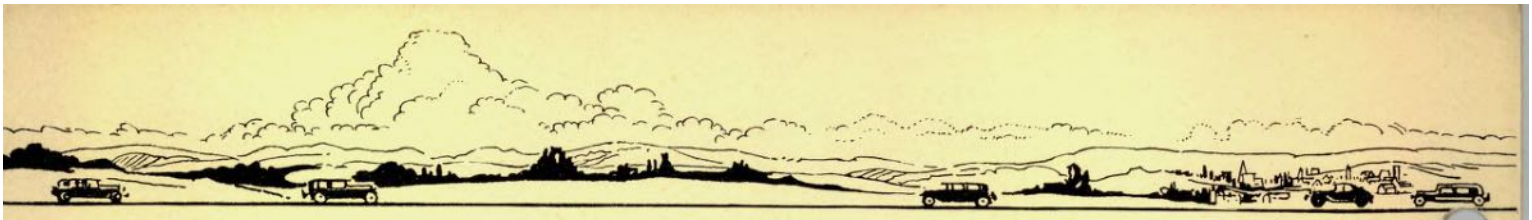
Probably the most important point is the opening where the gasoline tank filler neck comes up through the tire compartment. Clean thoroughly around filler neck and cement rubber grommet in place. Then seal around rubber grommet and filler neck with Dum-Dum. Smooth surface down to get neat appearance.

Seal thoroughly the joint between the rear cross member and the back panel along lower edge of door opening, just inside rubber retainer.

Seal rear compartment at rear corners of luggage board. This is a precaution against dust entering the rear compartment, getting up behind the rear seat cushion and into the tonneau.

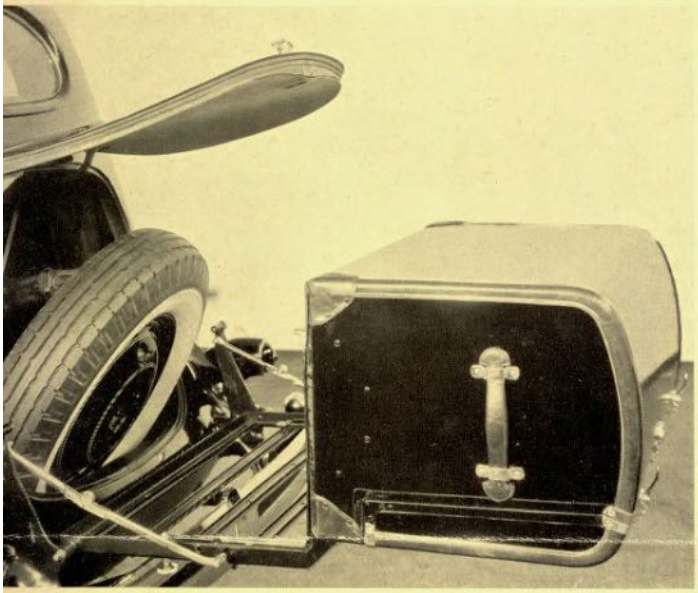
This operation is not as difficult as it may sound, but it is very important that a *careful* and *thorough* job be done.

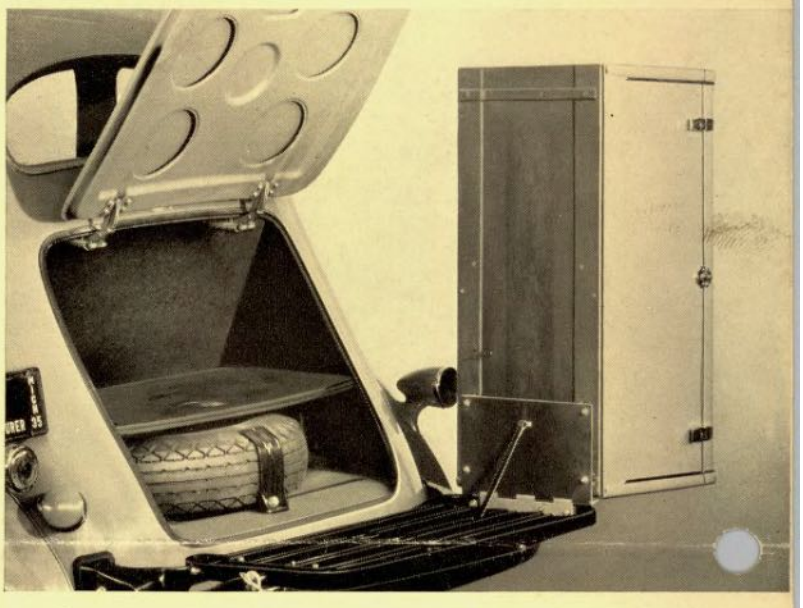
The work outlined has already been performed on the cars which you are now receiving, and if any corrective work should be necessary on these cars it will be very minor in its nature.



A Solution for that Baggage Problem—

The touring season is now well under way—and what takes the joy out of a trip more than having the tonneau cluttered up with suitcases and other luggage. Packard trunks and case equipments have eliminated this objectionable feature of traveling.

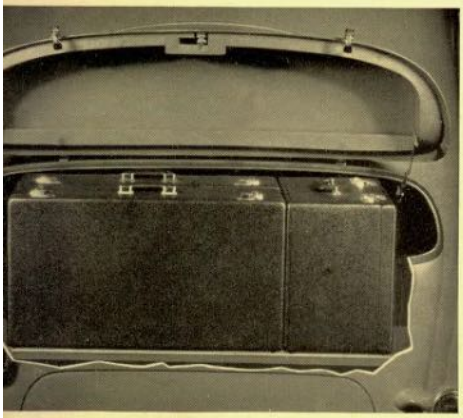




As far as we know, this is the only hinge arrangement offered for a rear rack trunk. It allows free access to the rear compartment without removing the trunk from the rack. This convenient equipment is now available for both the Twelfth Series and 120 cars.

Fastened with this unique hinge and bracket the trunk easily swings clear of the rear compartment opening. Trunks designed to give maximum luggage capacity are furnished with or without cases. They can be lacquered to match any color scheme.

We also offer case combinations for the luggage compartments of all body types. These cases utilize the space to the best advantage. All cases have a wood frame construction covered with a leather grained fabric and lined with an attractive, durable material, including a shirred pocket.

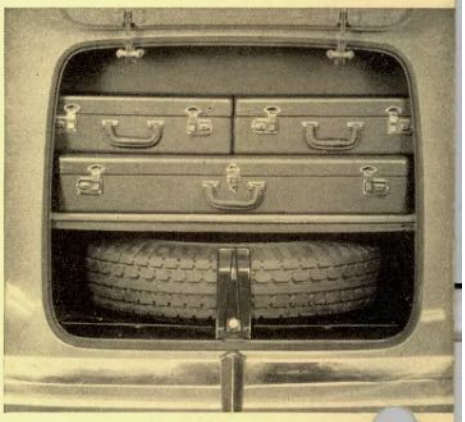


120 TOURING SEDAN

2—Cases . . . . . 27½ x 15 x 8
1—Case . . . . . 16 x 15 x 11

120 CLUB SEDAN AND TOURING COUPE

2—Cases . . . . . 27½ x 15 x 7
1—Case . . . . . 15 x 14 x 11



120 5-PASSENGER SEDAN

1—Case . . . . . 32¾ x 15½ x 5¼
2—Cases . . . . . 18¾ x 9¾ x 5¼

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