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SELLING LUBRICATION-INSPECTION

Looking over some distributor and dealer statements confirms an idea that we have had for some time, i.e., service department sales volume increases in proportion to the number of Lubrication-Inspection plans sold. This is logical because service business is based upon the number of owner visits you can get. If you wish to call it something else it's traffic, and that is what you want in your service department. If Lubrication-Inspection plan sales are definitely connected with an increase in service sales volume, then the sale of these plans should be concentrated on throughout the year.

Take an inventory of all the plans in effect at least once a month. When you do this you are sure to find a number of owners who are ready for their second or third plan, and these are your best prospects.

All service salesmen should carry sample coupon books with them. They should make it a point to know which owners have and which do not have books and ask the ones who don't to buy.

A good time to put some extra effort into the selling of lubrication is in the spring and in the fall. Oil company advertising and all gasoline stations are making people think about lubrication at these times. Take advantage of this.

Make sure that your sales force is definitely familiar with the plans. They should be especially interested in the fact that cars which receive a roundhouse type of service are more satisfactory

to the owner, and the more satisfied their owners are the more apt they are to buy another Packard with very little effort on the part of the salesman. Each new car salesman should have copies of the plan in his kit.

The used car department should promptly report to the service department the sale of any used Packard of a value of four hundred dollars and up. The service department should write a letter to the owner urging the purchase of one of the Packard Lubrication-Inspection plans.

Displays always help selling. Why not get up a display of some parts that have been ruined or worn out by lack of lubrication and have a local sign man fix up a sign to which these parts could be attached.

You have available from the factory service promotion department large, colorful posters on this subject. Are you using them? Do you have them neatly framed and hung in conspicuous places?

Don't forget to emphasize the selling argument of inspection. It's the one thing you have that your competition doesn't have and cannot get. Talk "Roundhouse" attention—give them the airliner "Ground Service" story. Sell the "stitch in time" idea of inspection.

While the sale of Lubrication-Inspection plans is essentially a service department job, it requires the cooperation of the new and used car departments; but, above all, to be most effective it must be concentrated upon throughout the year.

REPLY CARDS

LET YOU KNOW WHAT CUSTOMERS LIKE

WE are anxious to provide satisfactory maintenance and repair service to our customers. ¶ If our service on your last visit was not entirely satisfactory, we ask for your frank comments on the attached card. ¶ We appreciate your patronage and the opportunity to be of further service.

PACKARD SERVICE MANAGER

Postage

REPLY CARD

THIS SIDE OF CARD IS FOR ADDRESS

Attention
Service Manager

No organization is strong enough and no product good enough to survive without customer goodwill. This applies just as much to service as to anything else.

Have you a means of determining the value of the goodwill the type of service you are rendering produces? You may have a general idea, but don't forget that lots of people don't like to complain. They just leave and don't come back, and this is what we are trying to guard against by recommending the reply card as a part of your follow-up and follow-through on service customers.

We suggest that once or twice a year you mail a card of this type a few days after each repair order for about a ninety-day period. You will soon find out what your owners think of you and that is what you want. You will receive complaints but if things are not as they should be, certainly you will want to know about it. Make it convenient for your customers to bring their troubles back to you. This keeps them from telling other people.

Some service stations use this card as suggested but continue it throughout the year on all larger repair jobs—for instance, any jobs over twenty-five dollars. In other cases the limit is set at fifteen dollars.

It is extremely important that you know whether your owners are satisfied with your service. Your business is almost limited by the number of Packard cars in your vicinity. You need a steady volume of work, and you need a fair share of service business from each owner in your sales area. On the other hand, you just can't afford to have a group of dissatisfied owners, most of whom have left your place without even telling you why they were dissatisfied and giving you a chance to correct what might be a perfectly justified complaint.

Before you start using this card, do a little checking to make sure that everything is ship-shape and that your jobs are going out right. Otherwise, you may have more mail in a few days than you can handle.

These cards are supplied without stamps. You should add a one-cent stamp to the reply card on the address side, and by using pre-cancelled stamps you can seal the card with the stamp. The cards are printed in blue on a light blue paper, and imprinted, sell for \$1.30 for the first hundred and 65c for additional hundreds.

Postage

THIS SIDE OF CARD IS FOR ADDRESS

Order No. _____ Date _____ Service Man _____

Were you unreasonably delayed? No ☐ Yes ☐

Did you receive courteous treatment? Yes ☐ No ☐

Were you satisfied with the work done? Yes ☐ No ☐

Was Windshield, Steering Wheel, Gear Shift clean? Yes ☐ No ☐

I suggest or noted: _____

Name _____

Address _____ Phone _____

VT-32

VT32 imprinted on address side of reply card.
Reply Card \$1.30 for first 100, \$.65 for additional
100s; not imprinted, \$.50 per 100.

SHOP MANUAL CORRECTIONS

Page 3—Crankcase oil capacity now reads 6. Should read 5 for 1938 and 1939.

Page 50—Cooling system capacity now reads 15 quarts. Should read 16 quarts.

Page 81—Transmission oil capacity, 1938, now reads 2 pints. Should read 4.5 pints. Transmission oil capacity on 1939 now reads 4.5 pints. Should read 2 pints.

Page 81—Tappets, warm, inlet, now reads 5/16". Should read .006. Tappets, warm, exhaust, now reads 5/16". Should read .008.

Page 82—Starter motor oilers now reads 2. Should read 1.

Add after clutch relay lever—1939 only.

GRABBING BRAKES 1700-1701

We have had some reports of a severe brake action in some of the 17th Series Junior cars.

It has been found that this is caused by the collection of the brake lining dust inside the drums. The immediate correction, of course, is to remove the drums and clean the dust from the drums and shoes.

Steps can be taken to prevent the recurrence of the condition. The removal of the dust shields and the inspection hole cover on the brake drum will permit the lining dust to find its way out from the inside of the drum. These two steps should be taken before the drums are replaced.

In addition to this the brake action may be made less severe by removing 1 1/2" of the brake lining at the toe of the primary shoe, cutting off the lining about 1/2" in front of the second row of rivets. The primary shoe is the one on the forward side and the toe is at the upper end.

After the toe of the primary lining has been cut off as indicated, the end of the lining should be dressed back on a gradual slope as far as the rivets in order to prevent the end of the lining from "stubbing" against the drum.

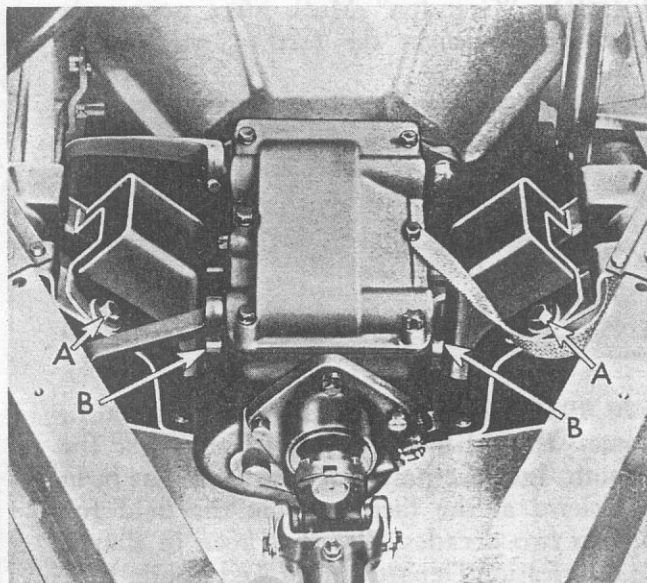
CLUTCH CHATTER - JUNIOR CARS

In previous issues of the Service Letter we have discussed the clutch chatter which sometimes developed in the Junior cars and which was most noticeable in backing up. It was most apt to be found in the 1600 and 1601.

We have suggested the installation on these models of the fore and aft stabilizer which is mounted to the frame X-member and to the transmission case, preventing excessive fore and aft movement of the motor.

In making this installation care should be taken

to see that the rubber motor mounts are properly neutralized. First of all the front and rear motor supports should be loosened and the motor placed in a vertical position in the frame. This can be checked with a straight edge the length of a yardstick laid across the cylinder head just behind the horn bracket. The distance between the straight edge and frame should be the same on both sides.



The rear motor supports are secured to the frame member by bolts "A" with slotted holes in the frame and the bolts can be moved in the slots until the motor is vertical. These bolts should then be tightened.

After this is done the rear motor mounts should be loosened at the inner side where they are fastened to the transmission to be sure that the case is centered between the mounts, and one side or the other should be shimmed at "B" if necessary so that the tightening of the cap screws which hold the mounts to the transmission will not put a bind on the rubber.

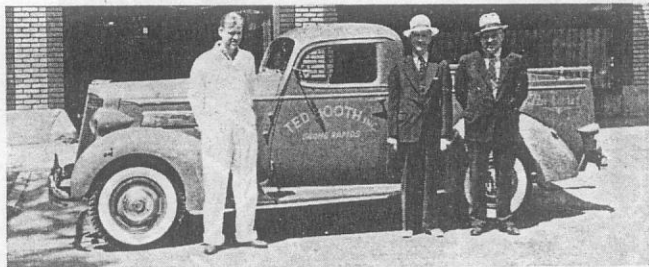
After this has been done the motor should be run before the front and rear supports are tightened so that it can neutralize itself properly in the supports. The tightening of all of the supports is then the last operation.

If you find cases of clutch chatter in other models or in 16th Series cars to which the stabilizer has been added, we suggest that the above practice be followed. It will usually be found successful.

The only exception to this will be those cases where the rear shock absorbers or the inserts in the rear springs are not properly steadying the rear axle or where the clutch chatter has persisted over so long a period that the clutch facing itself has become ridged.

GRAND RAPIDS, MICH.

What distributor or dealer in the United States can tie these extraordinary pictures, taken June 15, 1939, in front of headquarters store of Ted Booth, Inc., Western Michigan Packard distributor? Here we have three generations of a Packard family, including Ed Mull (center), father of Harold E. Mull (right) and grandson Ira (Pete) Mull (left). "Grandpa" Mull, after twenty-six years' active service at the factory, was retired



Aug. 20, 1936, and now makes Los Angeles, Calif., his home. Harold has been service manager for Ted Booth, Inc., the past nine years and has been with Packard at the factory or in the field for more than two decades. Pete has been in charge of the Lubrication Department of Ted Booth, Inc., since he graduated from school three years ago.

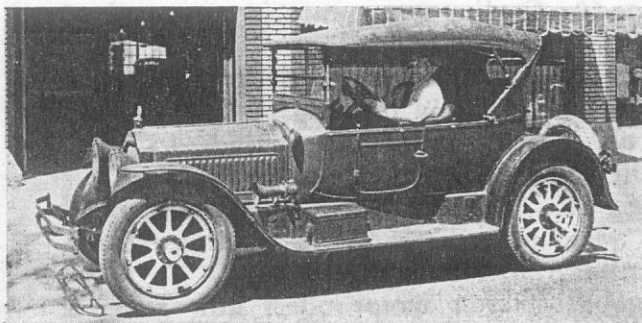
Here we have Ted Booth's junior baseball team, runner-up in its division last year and favorites to cop the 12 to 14-year-old 1939 pennant in the



American Legion Junior Baseball League. Photo taken just as the team was getting ready to ride in the company's pickup wagon in the big parade held on Flag Day honoring American Legion National Commander Stephen F. Chadwick.

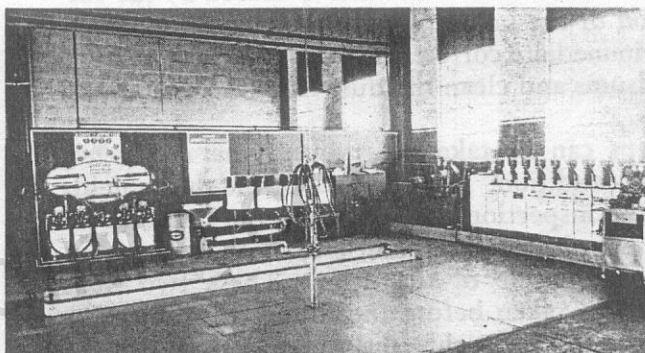
And last, but not least, twenty-three-year-old Packard "Twin-Six" taken in trade from its original owner this summer by Ted Booth, Inc., in connection with the sale on a new Super-Eight Limousine. This fine old motor car will be kept as a museum piece. Several trips to distant dealer

points under its own power have been made in it. Harold (at the wheel) was employed at the Packard factory when this oldtimer came down the line.



LUBRICATION

The Jordan Motor Sales of San Diego, California has submitted these views of their lubrication department before and after modernizing.



BEFORE

The sales appeal of the new set up is much greater than in the original set up and was obtained without much change in equipment.



AFTER

This background was built with the view of making it not only look better but serve a very practical purpose. It covers up some otherwise unsightly equipment and produces a very effective lubrication department.