

MOBILEHOME PRODUCT SERVICING



Prepared by Members of MDNA Service School Faculty

MDNA Service School Faculty



Associated Specialties Co.

Atwood Vacuum Machine Co.

Bastian Blessing Co.

Bowen Water Heater Division

Coleman Co.

A-P Controls, Controls Company of America

Dayton Tire & Rubber Co.

Dixie Products

Duo-Therm Division, Motor Wheel Corp.

Electric Paint & Varnish Co.

Florence Stove Co.

Grand Rapids Varnish Co.

Hub Industries

International Oil Burner Co.

Jalousies of Ohio

Kennedy Mfg. Co.

Marsh Wall Products

Mobilehome Equipment Co.

Norge Sales Corp.

Payne Products

Philco Corp.

Silvercote Products

Warner Electric Brakes

Contents

Heating (Coleman Co.).....	5
Couplers and Jacks (Atwood Vacuum Machine Co.).....	7
Gas Water Heaters (Bowen Water Heater Div.).....	9
Anti-Freeze Protection (Associated Specialties Co.).....	11
Electric Wiring & Grounding (Hub Industries).....	13
Tire Care and Maintenance (Dayton Tire & Rubber Co.).....	15
Gas Stoves (Dixie Products).....	17
Gas Stoves (Florence Stove Co.).....	19
Heaters (Duo-Therm Div., Motor Wheel Corp.).....	21
Roof Repair and Maintenance (Electric Paint & Varnish Co.).....	23
Heating Controls (A-P Controls, Controls Co. of America).....	25
Heating (International Oil Burner Co.).....	27
Window Installation and Maintenance (Jalousies of Ohio).....	29
Wall Paneling (Marsh Wall Products).....	31
Plumbing and Sanitation (Mobilehome Equipment Co.).....	33
Refrigeration (Norge Sales Corp.).....	35
Electric Water Heaters (Payne Products).....	37
Laundry Equipment (Philco Corp.).....	39
Insulation (Silvercote Products).....	41
Electric Brakes (Warner Electric Brakes).....	43

Service Schools

MOBILEHOME owners throughout the country reap benefits from a school they never attend. It's the Dealer Service Training School sponsored by the Mobilehome Dealers National Association.

More than 5000 mobilehome dealers and service men have been trained at the unique school, where they learn in detail the many facets of mobilehome maintenance and repair.

A hot water heater that doesn't function properly, a window mechanism that sticks, an air conditioner that seems to run too much and cool too little—these are simple problems for the service school "graduates." Each of them has had demonstrated to him the detailed construction of the water heater, the window mechanism, the air conditioner and the many other components of the modern mobilehome. Most of these alumni have taken the opportunity presented at the school to "learn by doing," dismantling and reassembling various components from plumbing installations to wall switches.

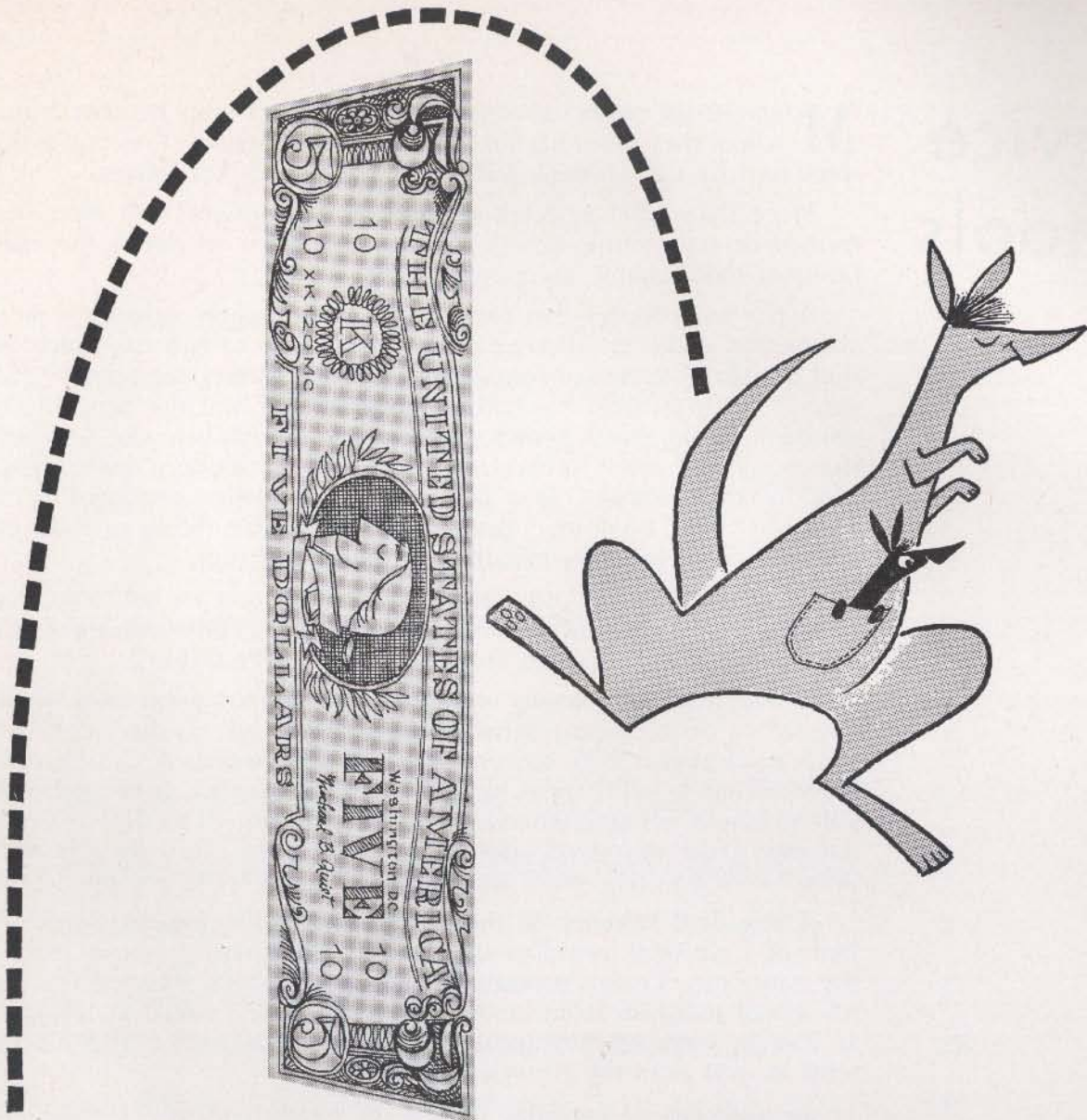
The increasingly popular MDNA service schools are held four times or more each year in various parts of the country. The training sessions have been held in 35 cities, from Seattle to St. Petersburg.

The business philosophy underlying the MDNA program is simple: proper servicing means satisfied customers, and satisfied customers mean more repeat sales, more referrals of new customers. The mobilehome owner benefits from having competent service personnel available to handle his maintenance or repair problems. The dealer benefits not only from improved sales volume but, even more directly, from lower servicing costs, more service business and fewer complaints.

These dual benefits—to the public and to the industry—were the basis of a national award to the dealers' association given in 1955 by the American Trade Association Executives, which selected the service school program from among scores of other association programs as "having rendered outstanding service to the industry which it represents as well as to the American public."

In addition to training dealers to handle routine maintenance problems, the school indoctrinates its students in the proper make-ready of new mobilehomes prior to delivery of the home to the customer. This phase of the MDNA training program is called "preventive maintenance," and is supplemented by an elaborate film. Proper preparation of the mobilehome for delivery, MDNA tells its "students," prevents many callbacks which are costly and annoying to the customer as well as to the dealer.

One result of the training program during the seven years that it has been in operation is a vast improvement in the merchandising of used mobilehomes. A large number of mobilehome dealers today have complete repair shops in which used units can be rebuilt and refurbished from hitch to tail light. This development also benefits both the public and the industry: the purchaser of a used mobilehome obtains a better product, often fully as livable as a brand new home, and at less cost; the purchaser of a new mobilehome finds, through the dealer, a readier market for his trade-in, and the dealer can offer more attractive trade-in allowances without fear of being "stuck" with a high inventory of slow-to-sell used mobilehomes.



Jump your coach sales with Coleman® comfort

Ask any baby kangaroo. After all, he ought to know the mobile home business. He'll tell you buyers like coaches better when they're equipped with Coleman mobile home furnaces and water heaters.

Why? Because everyone knows and recognizes the Coleman name. It has appeared on millions of products around the world. It's a name that means dependability.

Next, Coleman has the biggest and the best heater service system in the mobile home industry.

Across the U. S. there are 157 authorized

Coleman service stations—staffed by factory-trained servicemen ready to make quick, economical repairs with factory parts. No other mobile home furnace is backed by this kind of service organization.

How about you? Want to jump ahead to more mobile home sales with Coleman quality, Coleman service, Coleman's worldwide reputation for dependability? Write us now.

FREE: Complete list of Coleman authorized service stations in the U.S. from coast to coast. Write the Coleman Company, Mobile Home Division, Dept. 22, Wichita 1.

MOBILE HOME DIVISION

The Coleman Company, Inc. / Wichita 1, Kansas

Heating

By Coleman Company

Every year dealers in the Mobile-home industry spend hundreds of thousands of dollars on needless service calls—calls which could have been eliminated by either inexpensive preventative service or by better education of the mobilehome buyer.

Service—preventative service—and the knowledge of the product which goes with it is like money in the bank. It even draws interest. It accumulates customer satisfaction and pays off in dollars of additional sales.

What's the secret? No secret. Just good business practices and a minimum of technical background.

Let's take a look at typical "service calls" which have cost dealers money in time and travel:

Mrs. Customer, calling her dealer (from a town 100 miles away), says: "My new furnace is sooting and fuming something terrible. Get out here right away and shut it off before it burns the coach down."

Mr. Dealer is concerned, worried. Mrs. Customer is in obvious danger. There's nothing to do but leap in the truck and rush down the highway to Mrs. Customer's mobilehome—one hundred long miles away.

Mr. Dealer's thoughts are black. Besides the danger Mrs. Customer is in, there's the matter of a whole day lost, lost sales from not being at the lot—and think of the money lost!

And the horrible part of the whole situation, though Mr. Dealer doesn't realize it, is that the customer isn't in danger, there is no necessity to lose a whole day, there needn't be lost sales and the money he lost could really have been kept in the bank. This is true because there was nothing wrong with the furnace.

How can a furnace soot and fume and have nothing wrong with it? Very simple.

Mrs. Customer's furnace has just been lighted for the first time. It really didn't soot. When it heated up, the oil on the combustion chamber—put there in the manufacturing process when the furnace was made—simply burned off. Any furnace does it. Mr. Dealer knew it as well as anyone. Yet, in the heat of the tele-

phone conversation with Mrs. Customer, he overlooked the obvious.

How could he have prevented it? That's easy. If he had lighted and checked the furnace while the coach was still on his lot, Mrs. Customer would never have called. Just a simple thing, but a smart, cost-eliminating business practice.

Think that one "service call" doesn't prove anything? Well, read these "service complaints." All of them actually happened. In each case, a service call was made. Could you have solved these problems over the phone and eliminated the expense of a service call?

Complaint: My gas furnace keeps going out. Even when it does run, it won't put out enough heat.

The dealer found the customer was using an L.P. gas furnace on natural gas. If the dealer had asked the customer to check the nameplate on the furnace for the type of gas to be used, he could have brought along a conversion kit to convert the gas furnace to natural gas.

Complaint: Sometimes my oil furnace puts out plenty of heat. At other times, it just won't put out enough heat though the outside temperature remains the same. The furnace also goes out every now and then.

The old storage tank was too low. When the tank was full, sufficient oil would flow to the furnace. As the oil was used up, and the oil level in the storage tank dropped, the flow of oil to the furnace was reduced till finally the pilot went out. The bottom of the oil storage tank should be at least 6"—preferably 18"—above the oil level in the fuel control valve on the furnace.

Complaint: I live in a mobilehome located in the mountains. My furnace keeps sooting. It certainly must be a defective furnace.

The furnace was located in a high altitude area, where there was not enough oxygen in the air to operate the furnace at maximum output. The furnace was equipped with a draft booster having an adjustable air de-

livery. When the booster was adjusted for high altitude operation, the furnace operated properly. If a furnace is not equipped with a booster, and none is available as an accessory, it would be necessary to operate the furnace at a reduced output or extend the flue above the coach in order to increase the draft.

Complaint: I can't get enough heat out of my oil furnace. I can turn the thermostat clear over to 90 degrees and it still doesn't make any difference.

The dealer should have asked about the setting of the fuel control valve. Knowing the setting on the fuel control valve determines the output of the furnace, not setting the wall thermostat. Proper setting can be determined over the phone.

Complaint: When I first started using it, my furnace worked fine. Now it will go to high fire, run a little while, then go back to low fire for a while. It never runs long enough to really get the coach warm.

In this case, the blower needed cleaning. (If the furnace had been equipped with a filter, both the filter and the blower would probably have needed cleaning.) Whenever air being brought back into the furnace becomes restricted, it will cause the furnace to limit, reverting from high fire to low fire. When the furnace cools off, it will go back to high fire, then the process will repeat itself.

Complaint: My oil furnace seems to act up every now and then, usually in the evenings, while I'm watching television. The coach will be warm, and then, after a while, it will get cold. When I look at the furnace, it's on low flame. Turning up the wall thermostat doesn't seem to make any difference.

Always ask for the location of the thermostat. It so happened that the TV was put in a location where the wall thermostat was immediately above it. When the TV set was on for any length of time, heat from the set caused the thermostat to overheat, shutting the furnace down to low fire.

