

PACKARD

Service Counselor

PARTS ★ ACCESSORIES ★ PRODUCT ★ PROFITS

INSTITUTIONAL

PROMOTIONAL



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Answer

To Packard Service Men

With the beginning of the New Year, and because of the many uncertainties directly attributable to the war, it is not too easy to make sound, long-range plans. However, we want to discuss with you the job that lies ahead of us all—As we see it NOW.

If automobile production were to start immediately it would still be several years before everyone could replace his present car. Packard owners' cars must be made to last until new cars are available, and it is this important responsibility that rests directly with all of us in service.

It will not be easy since more work will be required as the cars get older; certain essential parts will not be readily available, and worn out or broken tools and equipment will be still more difficult to replace.

In spite of the difficulties which will be experienced, everything must be done to preserve the automotive transportation of Packard owners as economically as possible so that they will continue as satisfied owners—and when new cars again become available they will think only of Packard and will influence their friends likewise.

You are to be commended for the fine work you have been doing, and we urge you to keep it up. We, here at the factory, will do everything possible to keep an increasing amount of essential parts available and, through the Service Counselor, will give you all the helpful aids we can develop or that come to our attention.

Karl McGreiner.

Parts and Service Manager

CLIPPER REAR FENDERS

After a Clipper model has been in service for some time, a series of depressions or dimples may develop along the curve of the rear fender where it meets the body. In cases where the owner has been critical of the appearance, the condition has usually been corrected by cleaning the surface, wiping with solder and refinishing.

While the dimples themselves do no harm, their appearance is an indication of another and more serious condition which should be taken care of before more serious trouble develops.

In the production of the Clipper rear fender, the wheel housing is secured to the rear quarter panel, which forms the rear fender and body side, by a series of spot welds. After the Clipper has been in service for some time, the surface of the fender may lift slightly between the welds. The position of the welds is then indicated by the series of depressions or dimples.

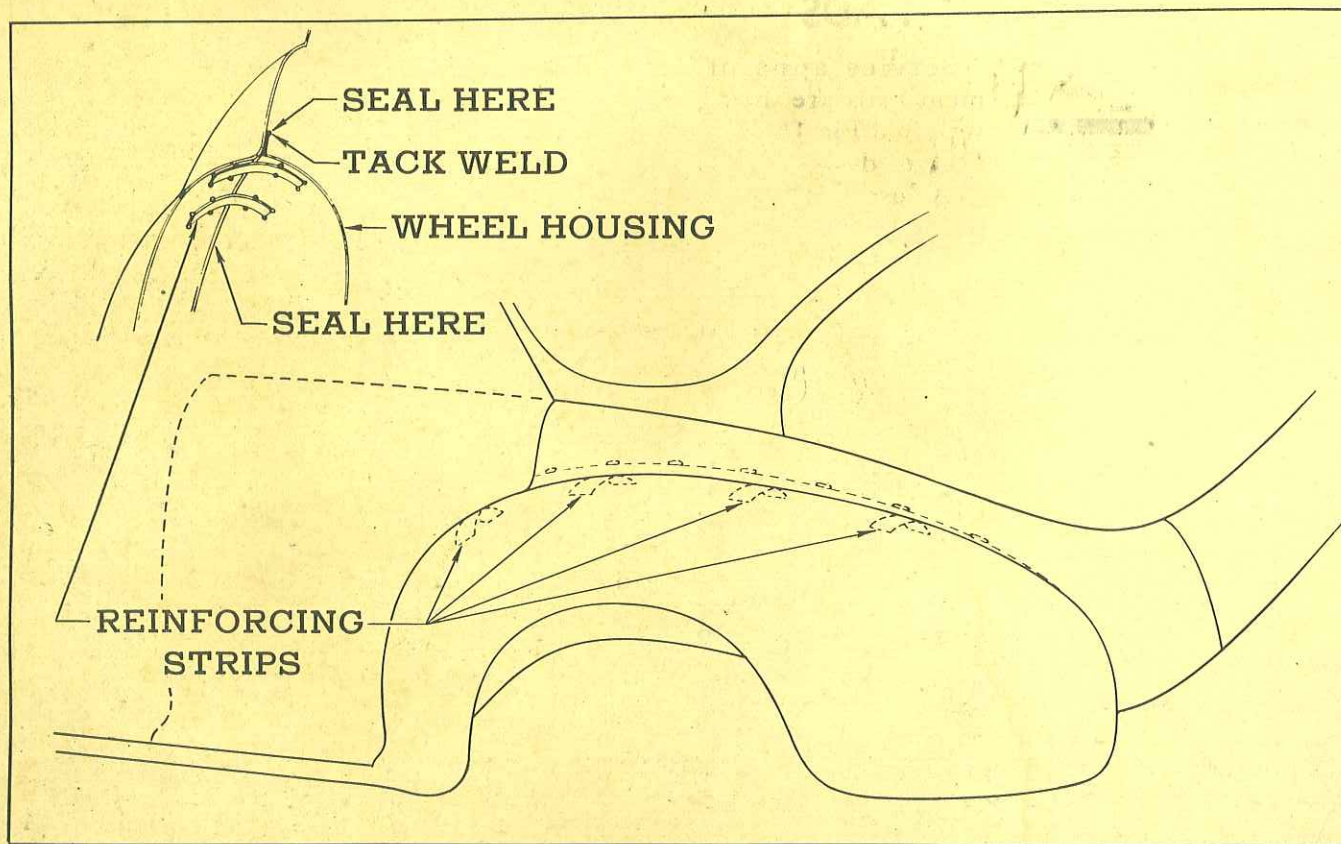
When the metal separates between the welds, a gap develops between the fender and wheel housing. Water splashed from the road entering this gap causes the metal to rust. This rust will eventually work through the fender

metal and lift the painted surface in a number of small projections. If not corrected, the rust will, in time, spread to such an extent as to weaken seriously the entire fender at the line of the welds. The condition should not be allowed to develop to this extent because replacement or repair of the fender is an expensive operation.

It is not enough simply to fill the depressions and refinish the outside of the fender without taking steps to seal the opening between the metal and prevent further rusting.

The rust which has already formed cannot be removed but the joint should be sealed to keep out water and prevent the rust condition from getting any worse. It is not advisable to seal the joint by running a continuous weld between the two sections of metal because the metal is too thin to stand this amount of heat. The joint is best sealed with a non-hardening sealer forced in the joint to completely fill the opening. Since there is no way of knowing how much the rusting might have weakened the metal, the joint should be reinforced before it is sealed.

The upper edge of the joint, which is reached through the rear compartment, should be reinforced by tack welding at four or five points. In order to do this, the flock and the adhesive



vice purchased. If several different types of service were purchased, you don't need to repeat the mileage, just insert a check mark for each one. These entries are made each day as the repair order is filed. If you write 10 repair orders a day and average 3 items per order, you will locate 10 folders or cards and make 30 entries.

NAME _____
 STREET _____ PHONE _____
 CITY _____ MOTOR No _____ VEHICLE No _____
 DATE DELIVERED _____ UPH No _____ PAINT No _____ KEY No _____

SERVICE RECORD

MO.	LUBRICATION	TYPE	ENG. TUNE	COOLING	ELECTRICAL	BRAKES	STEERING	TIRES	SHOCK ABS.	MISC.	CONTACT RECORD
JAN.											
FEB.											
MAR.											
APR.											
MAY											
JUNE											
JULY											
AUG.											
SEPT.											
OCT.											
NOV.											
DEC.											

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THE CONTACT RECORD

The follow-up or contact work first requires a decision as to the frequency of contact. This may be each 30 or each 60 days. If you select the 30 day period divide the number of owners by 20, the number of working days, minus Saturdays in one month. If you select the 60-day basis, divide the number of owners by 40, the number of working days in two months, minus Saturdays. This is the number of Reminder Cards to be sent out each day. You start with the first card in the A section of the file and mail cards to 10 or 15, or whatever the number is in your particular case. Since the cards are imprinted with the firm name and are stamped, addressing them in longhand is a simple job.

After each day's mailing, insert a divider in the file after the last card or folder on which a mailing has been made. When the mailing is made, insert the post card number in the section headed—Contact Record—opposite the month in which the mailing was made. At the end of either the 30-day or 60-day period, you will have contacted every owner in the file. Then you start again with the A's.

TYPE OF CONTACT MADE

In the Contact Section you keep track of the type of contact made. If you call on the phone, use the letter T. If you call on him in person, use a P. If you write him a letter, use an L, and if you use the Reminder Postal Cards, insert the number of the card used.

The new series of Reminder Postal Cards has been designed to use as follows: Send a customer any card covering a type of service that

the Service Record indicates he has *not* purchased recently, or that you know his car needs. If he has not purchased any service lately, then any card may be used that is appropriate to the season: such as, cooling system, Blue Coral, transmission oil changes.

There are a few general cards that may be used as the subject indicates such as the Thank You card, the specific item reminder of some attention needed and discovered when the car was in the shop.

KEEPING THE FILE UP TO DATE

This is the procedure for adding or removing cards or folders from the file. Every time a repair order is written on a car not listed; except on the occasional tourist, a new record card or folder is made out and added to the file. Every time a new or used Packard is sold, add a new card or folder at once to the file. At 120-day intervals you should go through the file and remove cards or folders which indicate that the owner has not been in at least once. These should be given to the general manager for personal calls to determine if the car is still owned and being serviced in your area. If the contact is not satisfactory they are placed in a separate file marked "inactive".

CHECKING THE RESULTS

Also at 120-day intervals count the record cards or folders remaining in the file. This count will indicate an increase or decrease in the number of active owners and determine whether sufficient effort is being placed on the owner contact work.

THE NECESSARY MATERIAL IS AVAILABLE

You need either the file folders on the cards and index guides to match. For files of not over 800 names a file box is available. The cards are standard 5 x 8 size and fit standard files for this size card. The folders fit any standard letter size file.

PD 1701 Service Record File Folder

100—\$1.65; 250—\$3.95; 1000—\$14.50;
 2000—\$27.50

PD 701 Service Record Card

125—\$.95; 250—\$1.75; 500—\$2.75;
 1000—\$4.25

Weis 95PX21

A to Z Guide Set for Folders.....ea. \$.90

Weis 5258

A to Z Guide Set for Cards.....ea. \$.35

Weis 858NX

File Box 8½" Square for PD701....ea. \$2.65