

PACKARD

Service Counselor

PARTS * ACCESSORIES * PRODUCT * PROFITS

INSTITUTIONAL

APPROVED
Packard
SERVICE

PROMOTIONAL

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THOSE POLICY ADJUSTMENTS

Practically all Packard cars are now in the hands of owners, and have been for such a length of time that from the standpoint of age and mileage the terms of the new car Warranty have expired.

Owing to lower mileages being driven these days, occasionally an owner feels justified in asking for an adjustment. In such cases prompt handling is just as important in making decisions as it is during the terms of the Warranty.

If the car is not out of service, simply tell the owner you will submit the facts to the Zone Office for a final decision.

First, you will make the statement that since the car is outside the terms of the Warranty a charge will have to be made for the repairs. Follow this with a suggestion that, since the owner feels an adjustment should be made, the parts involved can be submitted to the Zone Parts and Service Manager for inspection with the understanding that any reimbursement will be passed along to the owner.

The conversation in such a case might run like this:

"Of course, Mr. Jones, we want to take our full share of responsibility. The Owner's Service Policy is written so that both you and we know just what can be done in making adjustments. The terms of the Warranty and Service Policy are liberal, as you know. Any actual defects in material and workmanship will, of course,

develop well within the terms of the Warranty. In this case the car is outside the Warranty period, but we want to be sure you are satisfied, and since you feel there is a basis for your position, we will be glad to submit this to the Zone Office for their consideration. Should they decide your contention is justified, we will of course pass on to you any reimbursement made. That's perfectly fair, isn't it?"

If the car is out of service, the first thing is to get it back into service. Then you must decide whether or not to charge the owner.

In an emergency it is often good business, when consistent with the policy of your organization, to go a step further. If you are sure from the facts presented that the owner is entitled to an adjustment, and you know the car has had proper care and there are no signs of misuse and the mileage is not too high, you should make an immediate adjustment—with, of course, the approval of the Service Manager.

In either case make or obtain a decision as promptly as possible. All correspondence on such subjects should be sent to the attention of the Zone Parts and Service Manager. Write immediately and completely, giving all the facts. Identify the car with the owner's name, date and place of delivery, mileage, engine and serial numbers. Give an exact description of the trouble; What does it look like? What does it act like and what is the cause of the trouble? Then tell why you think the claim is justified.

(Continued on Page 2)

Your letter to the Zone Parts and Service Manager need not be a masterpiece. Just put in the facts, the same facts you would need if you were making the final decision. Write promptly so that you can close the case promptly.

In an adjustment on car finish or anything not affecting performance, the owner should be asked to wait until you obtain authorization.

There is only one good rule: settle all adjustments promptly, and on the spot. When a Zone decision is needed, write promptly and follow through.

SERVICE EQUIPMENT CATALOG

A copy of the newly released A.A.A.M. Research Institute catalog of SERVICE STATION EQUIPMENT has been sent to all Dealers. This catalog is made up of the condensed catalogs of a number of leading automotive equipment manufacturers and practically all of the items listed are currently available.

We have distributed this catalog as a service to Packard dealers. Packard's action in so doing does not necessarily imply endorsement of each item listed in the catalog; however, the equipment is of good quality, is produced by well known manufacturers and will, we believe, satisfactorily perform the functions for which it is designed.

Surveys recently made among dealers indicate clearly the need for service station equipment. Packard's postwar Service Development Program will be directed toward assisting dealers to determine what equipment is needed by means of an analysis of past performance and service income. In the meantime, any of this equipment purchased by dealers will be acceptable to the program.

Two factors should influence the dealer in the purchase of specific equipment:

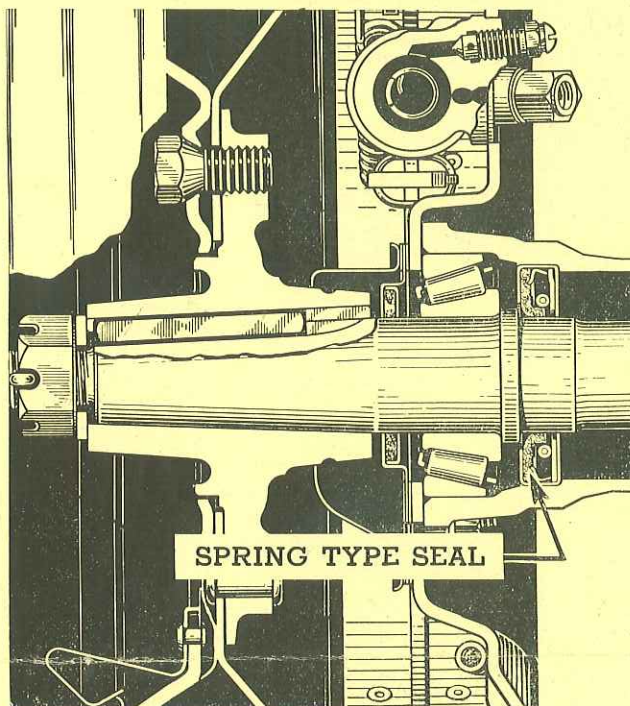
1. Will the type of service represented by the equipment tend to hold more of his Packard owners?
2. Can the cost of the equipment be justified by the existing potential for the service?

An affirmative answer to either or both of these questions should lead the dealer to favorably consider the purchase of the equipment.

At the back of each catalog will be found specially addressed post cards for use in obtaining information relative to price, availability, etc. or additional information.

REAR AXLE SHAFT OIL SEAL, INNER (Index No. 12.0315)

An improved type of rear axle shaft inner oil seal has been approved for the sixes, eights and seventeenth Series and later Super Eights. Only new type seals are being shipped.



In the new type seal, shown in the illustration, a coil spring holds the leather seal in contact with the axle shaft. Experience has shown that this construction is much more effective in preventing oil leaking out onto the brakes than the previous design which depended on the sharp edge and inherent tension of the leather alone.

The part numbers of the new seals and the model application is shown in the table. Please mark your part book accordingly.

12.0315 Oil Seal (Rear Axle) Shaft Bearing

302587 Inner (Supersedes 323135) 120-120A, 120B, 120C - 120CD, 115C, 1600 - 01 - 01D, 1700 - 01 - 03, 1801 - 03 - 04 - 06 - 07, 1901 - 03, 04 - 06 - 07, 2003 - 04 - 06 - 07 - 21 - 23

309522 Inner (Supersedes 323151) 120BA - 138CD, 1601A - 02, 1701A - 02 - 03A - 05, 1801A - 03A - 05 - 08, T1900 - 1901A - 03A - 05 - 08, 2001A - 05 - 08 - 30 - 55

382864 Inner (Supersedes 347052) 1800, 1900, 2000-01-10-11-20

NATIONWIDE BRAKE CHECK PROGRAM

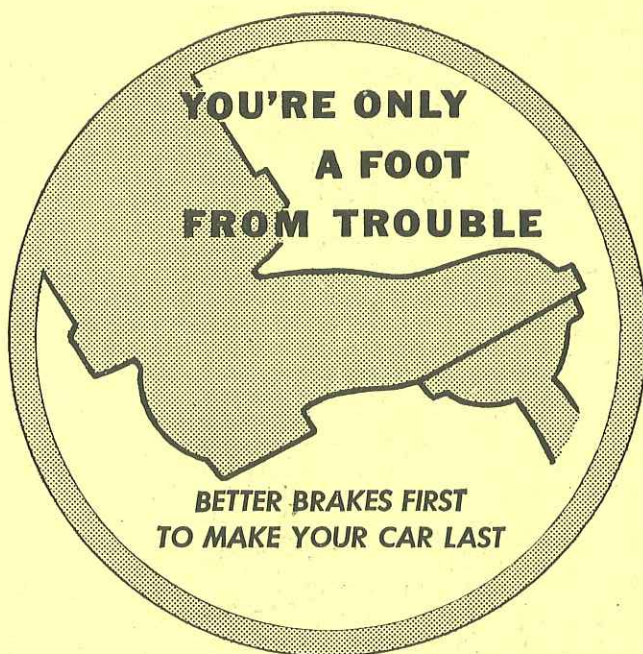
Brakes, good or bad, are called into play in nearly all traffic accidents. Many accidents would have been less serious or entirely avoided had all the brakes involved been good brakes.

While accident reporting in general is not in sufficient detail to determine exactly how great a factor brakes are in traffic accidents, there is ample evidence that brakes are a major cause. Records of fatal accidents in twelve states show that unsafe brakes were responsible for up to 11 per cent of the deaths.

In motor vehicle inspections made in New Jersey last year, 15 per cent of the total inspected failed to meet brake requirements. In New Hampshire, of the total cars inspected last year in a five month period, 19.5 per cent were rejected because of inadequate brakes. Those figures are regarded as indicative of conditions throughout the country.

That motor vehicle accidents interfere seriously with the war effort is shown by the fact that more than half of the persons injured or killed in traffic accidents were workers. In 1944 traffic accidents claimed the lives of 12,700 workers, and injured 450,000.

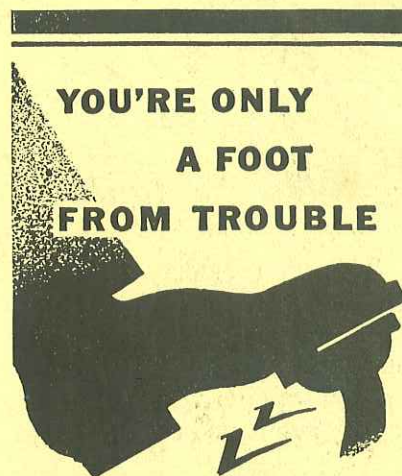
Today's cars, on the average, are nearly twice as old as in pre-war times and are naturally far more susceptible to breakdown.



The war-time strain on motor vehicles is shown by the increase in accidents attributable to vehicle defects. The percentage of fatal accidents which involved a defective vehicle

increased from 8 per cent in 1941, and 10 per cent in 1942, to 15 per cent in 1943. One-third of the defects were reported as defective brakes.

Good brakes should stop a car at 20 m.p.h. within 30 feet after they are applied. Brakes which do not begin to grip until the foot pedal is within an inch or less of the floor-board often require up to 60 feet for stopping — or twice the legal distance required by most state laws. At higher speeds, poor brakes place the driver at a much more dangerous disadvantage.



CHECK YOUR BRAKES!

**NATIONWIDE
POLICE PROGRAM**

April 15-June 1

A brake check in one state, Michigan, similar to that being conducted nationally by the International Association of Chiefs of Police, produced results that should be studied by all motorists. In that state accident rates had been rising for seven consecutive months when the brake-check was started. As compared with the same months of the previous year, in the first month of the program, fatal accidents were less by 33 per cent; in the second month by 31 per cent; and in the third month, after the program ended, by a carry-over of 16 per cent.

As a result of the Michigan brake-check program conducted in 1944, motorists gave more attention to their brakes and to general car care. When the program started, one of every seven cars checked failed to meet the brake requirements. By the time the program ended, only one out of twenty-three cars checked failed to pass.

On the basis of previous experience, upwards of 10 per cent of all cars to be checked in the Nationwide Brake Emphasis Program will fail to meet requirements.

Let's all cooperate in this Program.

BERRY MOTOR CAR COMPANY BUILDS NEW PARTS STORE



George M. Berry of St. Louis decided the location of his Parts Department on the third floor was in the wrong location from a merchandising standpoint. He planned carefully with some factory assistance and moved his old style parts room to the first floor. He made a modern parts and accessory store out of it and put it where the customers couldn't help but see it. The curved front and windows with rounded ends lend a modern touch and the neon signs add much to the generally improved result.

BLUE CORAL COUNTER DISPLAY

This display holding a bottle of Blue Coral and a jar of Sealer is furnished in four colors as long as the supply lasts to those dealers ordering a dozen bottles and a dozen jars from their Zone Parts Warehouse. Spring is the time to sell Blue Coral.

YOUR *Packard* DESERVES A **BLUE CORAL** TREATMENT



- STREAK PROOF
- RAIN PROOF
- SPOT PROOF



RESTORES THE LUSTRE - PROTECTS THE FINISH AND MAKES IT LAST LONGER