


PACKARD

Service Counselor

PARTS * ACCESSORIES * PRODUCT * PROFITS

INSTITUTIONAL PROMOTIONAL



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GET THE PULSE OF YOUR CUSTOMERS


It takes nerve to go right out and ask customers what they think of you, but it's a good idea. Here is a very clever way of doing it and what the customers will say will be a real help in making sure the type of service being rendered is satisfactory.

During the war period we have all become somewhat indifferent in our handling of customers. This was due to shortage of manpower, parts, and space. It is a condition not confined by any means to the automobile service station but is quite general.

Recognizing this condition and taking steps to correct it is the important thing. The first step is to find out just what customers think about your service and then correct the conditions that do not please them.

Haley's Inc., Packard Dealer in Washington, D. C. has sent out a card which does this job very nicely and the card is reproduced as a suggestion which you may wish to follow. The bottom section is a return post card on which the Dealer pays the return postage.

Since this type of mailing should be sincere and personal, we suggest an individually signed letter similar to the style shown. Cover a sufficient number of owners to get a real picture and then satisfy not only the customer who replies, but correct the condition he calls to your attention so it can not happen to other customers.



HALEY'S INC.


Dear Recent Customers:

Will you kindly fill in and mail the attached card giving your frank and honest opinion regarding the work done on your car on your last visit to our plant?

Our success depends entirely on "repeat business" and we are constantly endeavoring to improve our service with that thought in mind.

Your cooperation will be greatly appreciated.

Sincerely,



HALEY'S INC.

By *A. Leftwich Sinclair, Jr.*

A. Leftwich Sinclair, Jr.
President

Please answer and mail this reply card — no postage is required

Were you waited on promptly? _____ Did you receive courteous attention? _____

Were you entirely satisfied with the work? _____

If not, state why _____

In what way could we improve our service to make it more efficient and satisfactory? _____

NAME _____

ADDRESS _____

LUBRICATION-INSPECTION PLANS

It has been proven many times that the most successful way to get the owner's complete service business—labor, parts, and accessories—is to follow a definite plan which will bring his car to you regularly every 30 or 60 days.

Of all the various plans to accomplish this tried out by Dealers, none compares with a Coupon Lubrication-Inspection Plan. Packard has two workable plans based on ten thousand miles of car service.

Experience indicates the customer will come in at regular intervals and use the coupons, especially if it can be proved that the cost shows an actual worth-while saving compared to single lubrication jobs.

Every dollar of expense absorbed through service business means a greater profit from your entire operations. We, therefore, strongly urge that you use these new Lubrication-Inspection Plans.



V-84

V-83



Order the new Lubrication Books from Packard Zones. They are priced as follows:

V-83 Blue—Chassis Lubrication Book
\$4.00 per 100.

V-84 Red—Complete Lubrication Books
\$7.00 per 100.

By selling the Book you have one selling expense for ten or twelve items. Isn't this cheaper than trying to sell him a dozen separate items at different times? Another definite advantage from the Book is that you are paid in advance for 10,000 miles. Is there any other part of your service you can collect for in advance?

The Packard Lubrication-Inspection Coupon Book Plans have been successful in bringing service business to Packard Dealers and in producing contacts that in themselves are profitable.

For details and prices, see Service Development Bulletin 46D-3, Dealer 3.

CLUTCH AND BRAKE PEDAL SHAFT LUBRICATION

21st Series Models

Attention is drawn to the fact that, in some cases, the clutch and brake pedal shaft lubricator fitting has been improperly positioned in the shaft at assembly.

If the fitting is not properly positioned it is practically impossible to lubricate the shaft, so particular attention should be paid to the position of the fitting when the chassis is lubricated prior to customer delivery.

The lubricator fitting is located at the inner, or transmission end of the shaft. It is most easily accessible when pointing downward and toward the radiator at an angle approximately 45° from a vertical position.

At the time of installation, these fittings may have been tightened to a point where further tightening cannot be accomplished and it may be necessary to back out the fitting to a point where it is accessible.

Failure to maintain lubrication between the pedals and pedal shaft will, in time, cause the pedals to bind on the shaft and the shaft will then have a tendency to rotate in the frame. The hole in the frame has a flat projection which matches the milled surface of the shaft thus preventing the shaft from turning in the frame. However, binding of the pedals and the constant tendency of the shaft to rotate will cause undue wear and may eventually result in a major repair job.

VEHICLE NUMBER PLATE STAMPING SET

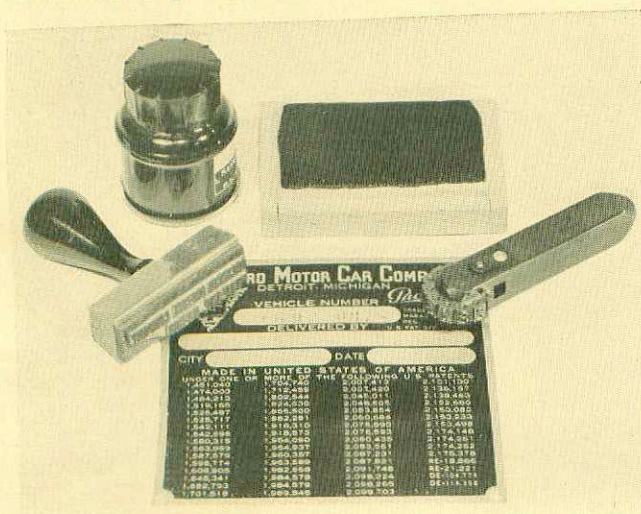
When preparing a new car for delivery to the purchaser, or for demonstrator service, the Vehicle Number Plate must be stamped to show the firm name and town of the selling Dealer and the date.

It is the responsibility of the Dealer, when delivering the car to the purchaser, to properly stamp the Vehicle Plate. Since the purchase date governs the disposition of Requests for Adjustment, it is important that the Vehicle Plate be stamped showing the date of purchase.

The tool set for stamping the Vehicle Number Plate, shown on the illustration, is now available

through the Kent-Moore, Organization Inc. at a cost of \$7.85.

The set, part No. KMO-600, consists of a metal die for stamping the delivery date into the plate, and a rubber stamp with the Dealer's firm name, city and state, positioned so that they may be stamped in the spaces provided on the Vehicle Number Plate in one operation. An ink pad and bottle of opaque, black, water and oil proof ink are also provided.



Orders should be sent direct to the Kent-Moore Organization, Inc., 485 West Milwaukee

Avenue, Detroit 2, Michigan. Regular terms are cash with order or C.O.D. A 5% discount is allowed when check accompanies the order. All C.O.D. orders are net.

Carefully *print* the firm name and city on the order *exactly* as you wish it to appear on the rubber stamp. The supplier will be responsible for supplying a stamp exactly as ordered but will not be responsible for errors on the order.

Each stamp must be custom-made on order. Shipment may be expected approximately two weeks after receipt of order.

PARTS STOCK IS NOW AVAILABLE ON—

Part No. 366332 Rear Fender Gasoline Filler Lid Assembly 19th Series

331787 Rubber Floor Mats 1700

352624 " " " 1900

339398 " " " 1800

352626 " " " 1900

339400 " " " 1701-1801

and about April 1st:

363216 Rear Fender Right }
925299 Rear Fender Left } 19th Series Bodies
—1432-42-52-62-72-5-7-8-9-92-5-4-6-7-8

"QUIZ TEST"

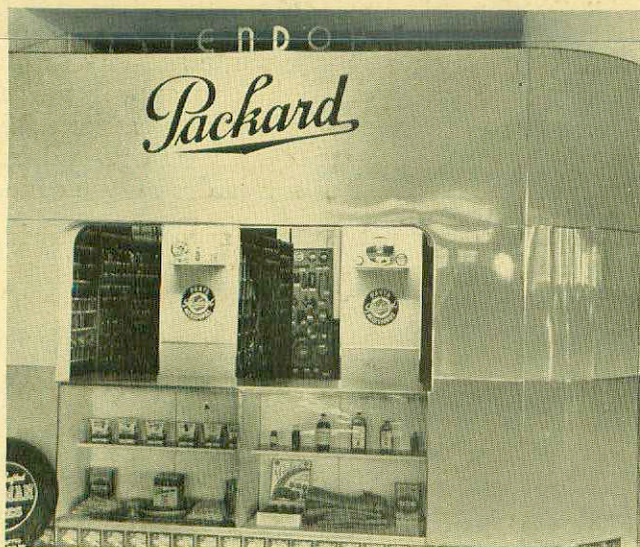
HOW MANY DO YOU KNOW—
without looking at the answers?



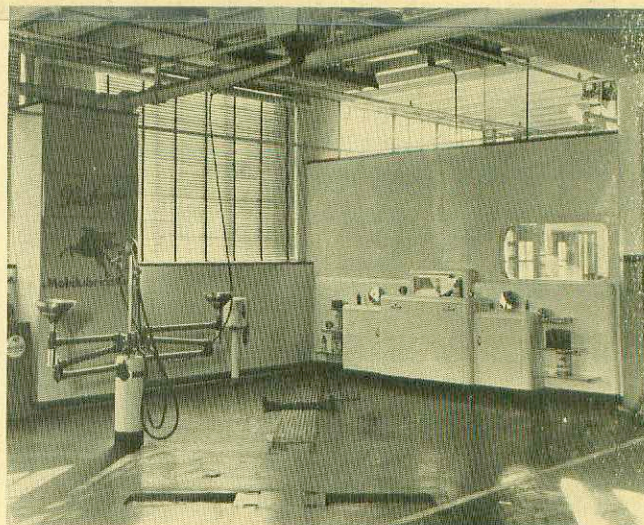
1. A leaky carburetor float should be repaired by soldering. True ☐ False. ☐
2. If the transmission low gears remain in mesh occasionally after the gear shifter lever is moved to neutral, correction should be made by:
 - (a) Replacing worn parts of the gear shifter linkage. ☐
 - (b) Installing a new transmission. ☐
 - (c) Adjusting the slack out of the gear shift linkage. ☐
3. Free play of the brake pedal before the piston in the master cylinder begins to move should be adjusted to: (a) 0" to 1/8" ☐ (b) 3/8" to 7/8" ☐ (c) 1/4" to 1/2" ☐ (d) 1/2" to 3/4" ☐
4. A leaky vacuum spark advance connection will:
 - (a) Not affect engine operation. ☐ (b) Result in poor economy. ☐
 - (c) Cause inefficient engine operation at high speed. ☐ (d) Cause a lean mixture. ☐
5. If a car leads to the right side of a level road, there is an indication that:
 - (a) The camber on the right side is too great. ☐
 - (b) A new left front tire should be installed. ☐
 - (c) The steering gear is worn excessively. ☐

For Answers, See Back Page.

OSTENDORF—BUFFALO HAS NEW FACILITIES



Ostendorf Motor Car Corporation, Buffalo Dealer, is revamping his service facilities with very pleasing results. The display and mer-

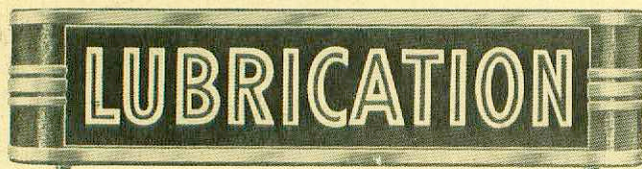


chandising value of such departments will materially affect service volume. They are to be congratulated on such a splendid job.

CHECK AVAILABLE TOOL LIST

Service Development Bulletin 46D-5, Dealer 5, lists special tools available at the Factory. We suggest Dealers' shop foremen check the list as the items are available and the pre-war prices are attractive. Orders should be sent to Zone Offices.

DEPARTMENTAL SIGNS



New Departmental Signs are announced in General Letter 46G-9. Full information and prices are given with instructions for ordering direct from the manufacturer.

Eighteen different readings are available for immediate delivery. The sign is metal in maroon color, chrome-trimmed, 27" x 8½" complete with hanging equipment and tube lighting. The glass panels are black with red bordered white lettering and offer excellent illuminated sign value.

Check your requirements with the bulletin and place your orders.

ANSWERS TO QUIZ

1. ANSWER: False. A new float should be installed because the additional weight of the solder will change the float needle valve metering characteristics.
2. ANSWER: a and c. See Service Letter March 1, 1943.
3. ANSWER: c. See Service Counselor, January, 1944.
4. ANSWER: b and c. A loss of suction from the vacuum spark advance would prevent the proper spark advance for efficient operation.
5. ANSWER: a. The car will lead toward the side where the camber is the greatest. See Service Counsellor, July, 1944.