



VOL. 10 No. 7

APRIL 1, 1936

SPRING SELLING

Winter weather plays havoc with car finishes and upholstery. Make it a point to suggest to your customers, waxing, polishing, and other cleaning materials. You have a very complete Packard line.



Don't forget "related items" in selling material of this type. Start out with a can of body polish for the outside and one of fabric cleaner for the inside. Then try to add to the sale a can of Road Tar Remover and a can of Chromium Cleaner. If the car has white side walled tires, don't neglect the White Tire Cleaner, and if it is an older model car you might add some Top Dressing. In addition to these standard items you have the new Cleaner and Wax Kit. This is for use on cars where a more lasting finish than is obtained by the body polish is desired. An application of this cleaner and wax leaves a high luster for a long time. The kit including polishing cloth is \$1.25.

Additional business at this time of the year is available, but you have to go after it. Maybe you have

designed your own mailing piece or maybe you have ordered some from the service promotion department, or possibly you prefer the letter type of follow up. Therefore, a suggested letter is shown.

PACKARD DEALER & COMPANY
Huntington, W. Va.

Dear Mr. Owner:

Winter's gone - and now you can really begin to enjoy your Packard!

How much more responsive your car is, these first mild days, with a touch of summer in the air! And when snow and ice have disappeared, and the green begins to show at the roadside, what temptation to leave city streets behind and speed mile upon mile over the smooth, rolling highway!

With winter over, now is the time to give your Packard the attention it requires if you are to get the most enjoyment and best service from it this spring and summer.

Radiator and cooling system ought to be drained of anti-freeze solution, flushed out and refilled with clear, clean water; hose connections tightened; water pump checked. Transmission needs new lubricant; battery should be inspected (winter is hard on batteries); generator charging rate reset; lighting and ignition system checked; brakes tested and adjusted. Our special price is \$0.00.

Bring your car in soon - let our service men take care of these important points. Then you'll be sure your Packard is in condition for many enjoyable miles of carefree motoring this spring.

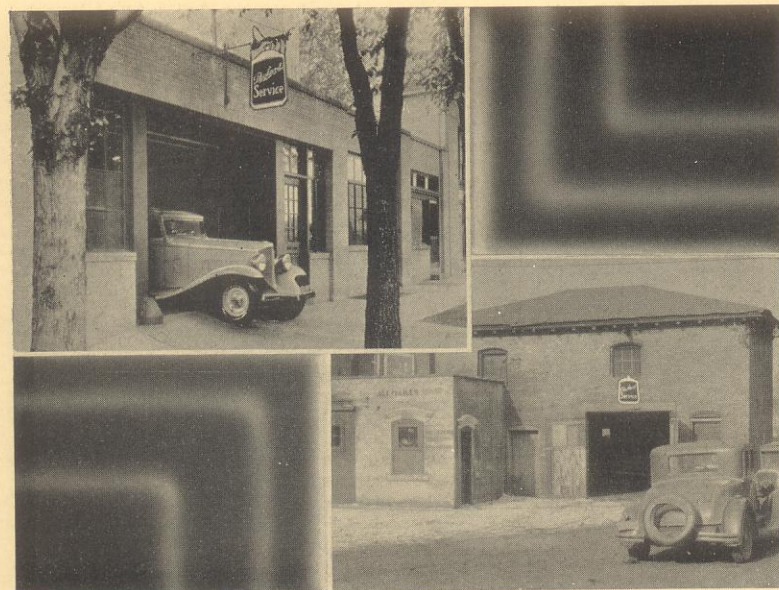
Yours truly,
Service Manager

The exact time at which it is best to send out a spring mailing is rather hard to determine, but you should give it a great deal of thought. Don't get it out too early as the owner puts it to one side and completely forgets it. Get weather reports and try to determine just about the proper time. In some localities it may be as early as the middle of March, in others it is about April 1. Keep a record from year to year and determine at which time best results are obtained.

HOW DO YOU RATE — GO

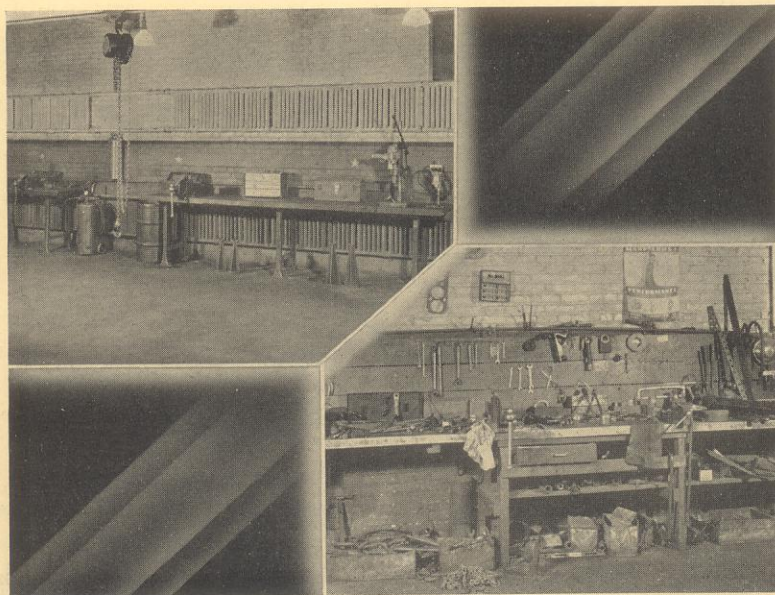
WE seem to have the habit of judging from averages, and we presume that most people think of an average as something quite definite. It seems, however, that a definition might be that an "average" is a fence that runs between the good and the poor. Like all fences it would be extremely difficult to sit upon comfortably. You just naturally would fall off either on one side or the other.

It seems to us that this is true if you are trying to find an "Average" Service Station. We have seen lots of stations, but probably no one yet has seen the so-called "average" station. They are either below this point of comparison or above it. Let's take a few examples and see if we can prove this.



Take first the outside of the building. Particularly the approach and entrance to the service door. We show you not necessarily two extremes but a contrast. Undoubtedly there are dozens of each of these two types in existence, not only with Packard signs but with others. If you were dealing with these two types alone what would the average building look like? It might, we presume, be possible to make one, but does it really exist or are our places in either one condition or the other?

Let's go inside. Again we show you a contrast. The well lighted, clean service floor, everything in order, and a place into which it is a pleasure to drive to obtain service work. The other? It's usually a case of can you safely drive into it? Is your confidence in the place increased as you drive farther in? Are you impressed with the fact that the work on your car will be carefully done, that the car will be properly safeguarded? Can you imagine a



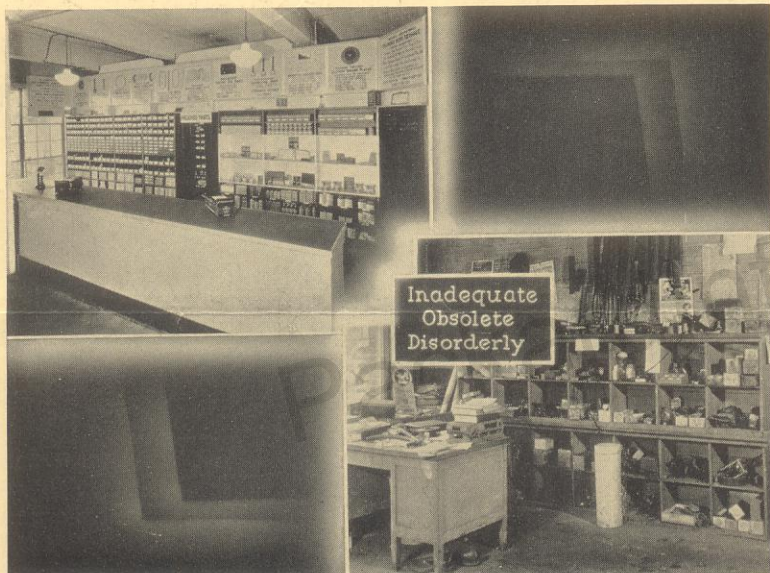
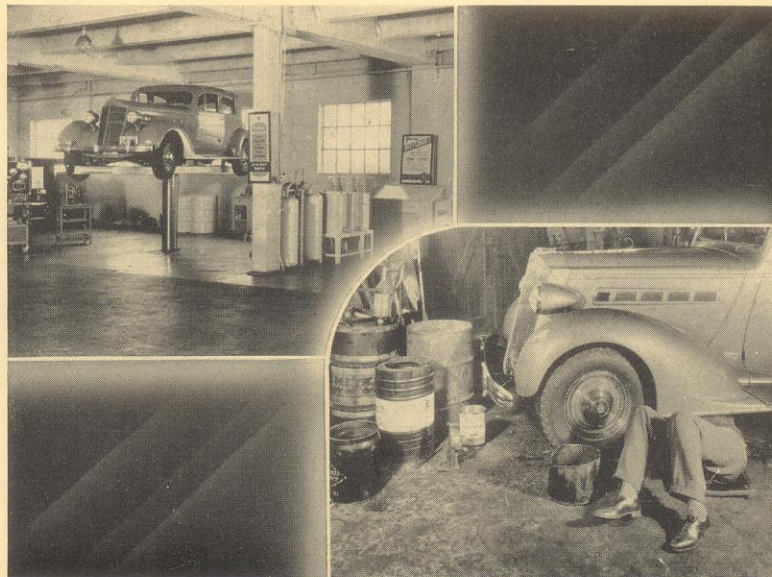
composite picture made up of these two places? Is there really a half-way point for the word clean, and isn't a place either clean or dirty? Many places are operated on the basis that there must be a happy compromise that can be reached. Maybe there is, but if it exists it is on top of the fence, and it is a hard position to maintain.

Now let's go out in the shop. Try to draw a combination picture of these two. Something that you would call an "average." It's rather hard to do, and if you could get a shop into that condition, how long would it stay there? You would quickly finish the job and make it look right or you would give up in despair and soon get it into the opposite condition. It may not be quite as easy to keep a place neat and clean as it is to let it continue dirty and untidy, but it certainly gives one a better place in which to work, and it has been proven many times that the clean place produces more profit.

GOOD? AVERAGE? POOR?

Do we need to mention lubrication equipment? If lubrication is sold in any volume at all, isn't it sold on the basis of your being more efficient, and on the fact that you can do a better job than the other fellow? Doesn't it follow then that there is only one type of a lubrication department that you can operate? Again, try mixing these two pictures up. If you move only two items from the wrong picture to the right one you completely spoil the effect of the right one. There may be an average lubrication rack, but the only two kinds we ever saw were the Right kind and the Wrong as shown in these pictures.

Let's stop for just a moment in the parts department. Just one look at these two pictures

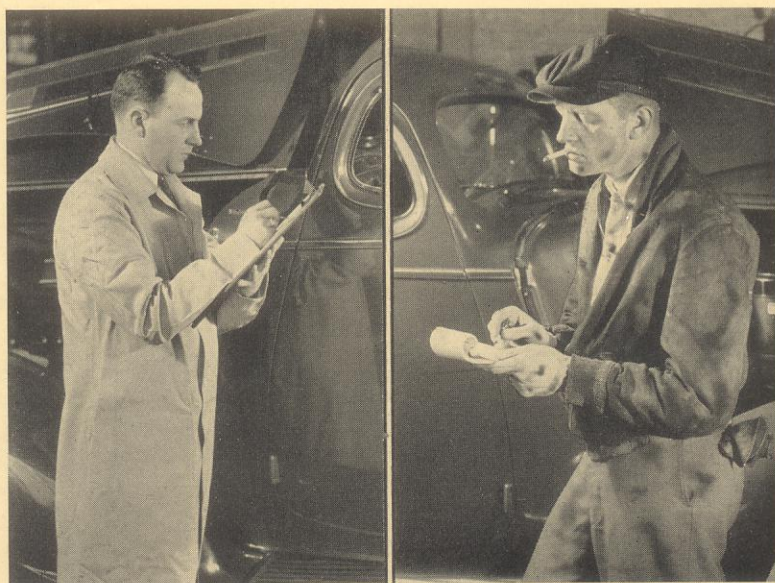


gives you the idea. You may be able to work out an average or a compromise between the two but to our way of thinking, you are right back on the fence. Just move one bin from the wrong picture to the right one or take half of the right one and move it to the wrong one or work out any other combination you want. You just haven't anything that you could call a parts department. There isn't any half way or any average about it. It's just bound to be one or the other.

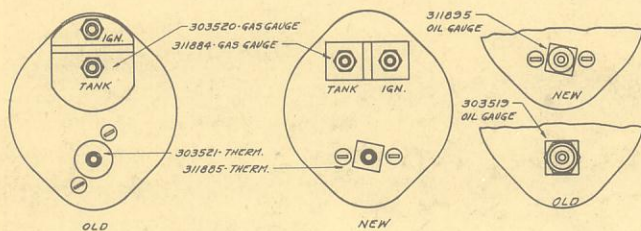
You've heard a lot of talk about the "average" man, but we doubt if you have ever met him. Try making an average out of these two, and you'll find again that it's just about impossible to do it. It isn't very often you find a service salesman needing a shoe shine and a shave, wearing a clean, well fitting service coat, and you might give the other fellow a shave and a shine, but unless you remove the cigarette and give him a clean

coat you still haven't a service salesman.

Now please don't start an argument with us about whether or not there is an "average." We have supposed that there may be such a thing. Our point is that if there is an average service station as far as the exterior appearance is concerned, the interior appearance, the lubrication department, parts department and service personnel, that the line you must draw between the Right and the Wrong is so thin a line that it isn't possible to build upon it this thing that might be called an "average." It immediately becomes a compromise, and when you compromise the Right way of doing a thing with the Wrong way you haven't anything left that is very satisfactory. What you have won't stay put. It has to be pushed over onto the Right side of the line or soon it will fall back onto the Wrong side. And any way WHO WANTS TO BE JUST "AVERAGE"?



CHANGE IN GAS, OIL GAUGE AND THERMOMETER—120B



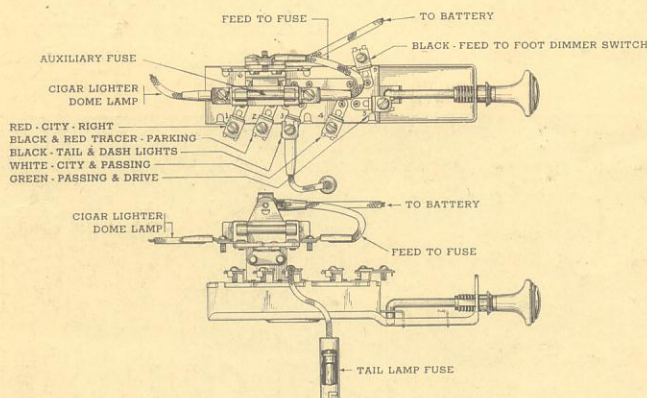
Beginning with motor No. 49263 you will find a slight change in the construction of the instrument board gasoline gauge, thermometer and oil gauge. Without considerable extra labor the new instruments cannot be installed in cars prior to motor No. 49263. Consequently, the Service Stores Division will carry both designs.

For identification purposes we are illustrating both types with their Packard piece numbers. The view shown is taken from the rear of the instrument board and shows the difference in terminal and fastening screw location.

LIGHT SWITCH—NEW TYPE

A new type light switch is now in production and is interchangeable with the present type switch. The new one is considerably heavier and more sturdy in construction.

An overload relay is attached to the switch and safeguards the headlight wiring circuit. When a short in the circuit develops the headlights intermittently go on and off as a warning.



A twenty ampere fuse is attached to the relay frame and protects the body and accessory wiring circuit. A twenty ampere fuse enclosed in a socket in the tail

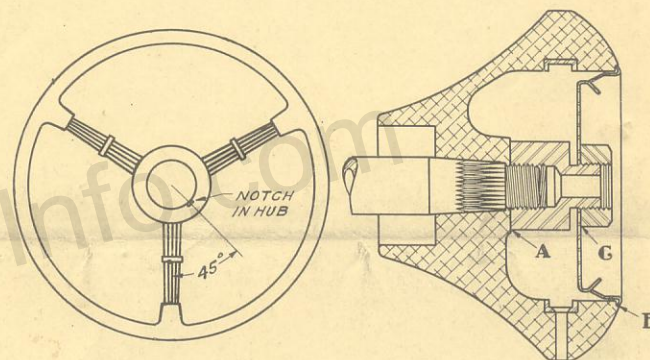
lamp line is provided as a safeguard for the tail lamp circuit. This is also connected with the instrument panel lights. If the tail lamp fuse blows out the instrument panel lights are extinguished as a warning. No spare fuse is supplied with this new switch.

The blinker type relay makes it possible to continue driving the car in case of a short circuit developing on the road at night. Whereas in the previous arrangement with the fuse blowing out, the owner was left without any headlights.

Owners should be notified of this new arrangement where either the instrument panel lights go out or the headlights start blinking, so that they will know that attention is required as promptly as possible.

ACCESSORY STEERING WHEEL—120-120B

The special spring steel steering wheels sold as an accessory are not marked to indicate which spoke is to be placed in the downward position and as a consequence some service difficulties have been reported.



When viewed from the top the spoke to the left of the keyway should be in the down position with the road wheels in their straight-ahead position. If otherwise positioned the crest on the horn button will assume an oblique position. The sketch indicates the relationship between keyway and spoke.

The spring type wheels have been criticized as being noisy. The fault lies in the fact that the nut is too long. This results in the horn button retainer being clamped between the two nuts before it engages the hub of the wheel, in which case it has somewhat the properties of a bell. With reference to the accompanying sketch, this difficulty can be completely eliminated by turning $\frac{3}{32}$ of an inch off the bottom of the nut at point A. This insures contact between the horn button retainer and the hub of the wheel at point B and also provides that the cup will be put in tension at point C. This alteration will be found a one-hundred-per-cent cure and no other means of sound absorption or insulation need be employed.

SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME. ADDRESS—N. A. LULL—EDITOR PACKARD SERVICE LETTER.