



VOL. 11 No. 11

JUNE 1, 1937

THE STRANGER FROM LOUISVILLE

or Does He Come Back?

Joe noticed the Kentucky license plate and the Louisville tag on the 120 coupe that came to a stop in his service station in Morristown.

"Yes, sir," Joe smiled a welcome and said, "What seems to be the trouble?" The man who stepped out of the car was a full head taller than Joe. "Why, the motor's pretty sluggish. No pep . . . no pickup. Seems to be missing sometimes. Are you the service man?"

Joe explained that he was and suggested a motor tune-up. "We'll find what's wrong that way as we handle all the items that might be giving trouble." The tall man was very pleasant. "Do whatever you think it needs. I'll be back about six."

Joe called Mike. "A motor tune-up, old-timer, and have her ready at six." Joe knew he would do a good job. Mike knew his stuff on motors.

Joe walked back in the shop as Mike was finishing up. "I gave her a regular motor tune-up, Joe, and it runs a lot better than it did. But the valve stem guides are in bad shape. I couldn't put in new ones tonight because there aren't any more left in the stockroom. Bill used the last set this afternoon." Joe took the repair order Mike handed him. "Well, see you tomorrow,

Mike. I'll stay here until he comes for the car." Too bad Mike couldn't fix that car right." Joe thought he'd explain it to the owner. But why bother? The car ran better than it did, and besides, Joe thought he'll be halfway to Louisville before he has any more trouble with that engine.

It was a few minutes after eight when the tall man came in through the side door. "She's all set now," Joe explained. "We cleaned and checked the points, cleaned the plugs and cleaned and adjusted the carburetor and carefully tuned the motor. You'll find it runs like a top now."

The traveler handed Joe the right change, climbed into the car, and called out "Good-night" as he drove out through the door.

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It was about two weeks later when Harry told Joe about the new prospect for service. Harry was a live wire new-car salesman. Sometimes he dug up a little business for the service department, too. "I heard about this prospect from the boys at the Super Service down the street," Harry explained. "He's been in there for some sort of repair work. He's the new sales manager out at the woolen mills. Drives a One Twenty himself and his wife drives a Super Eight."

Joe's eyes brightened. "Two Packards! Say, that's pretty good for a town of this size. There's money in servicing those big jobs, too." "Sure," Harry agreed, "he's ripe for some service. The boys said they had the head off of his One Twenty. He was complaining about the way it ran."

Joe was scornful. "What do those guys know about motors? Why I'll bet that's the first Packard they ever saw the inside of!"

"That's just it," Harry nodded. "This fellow probably doesn't know there's a Packard service station in town. He just happened in there, I guess. He said his motor wasn't right and they took the head off and told him he needed new valve stem guides."

"New guides?" "Yeh," Harry went on. "They showed him he needed new ones and he acted surprised. Said he thought all that sort of thing had just been fixed. The main thing is that you ought to get in touch with him before he ties up his business with those alley mechanics down there at Super Service." Joe's eyes seemed to stick out. "What did you say his name was?" "I didn't ask them, but I heard them say he was a real tall man and new here in town." Joe took a quick breath, "New here?"

Harry had already started back to the showroom. He didn't see Joe's face when he answered, "Yes, they say he comes from Louisville."

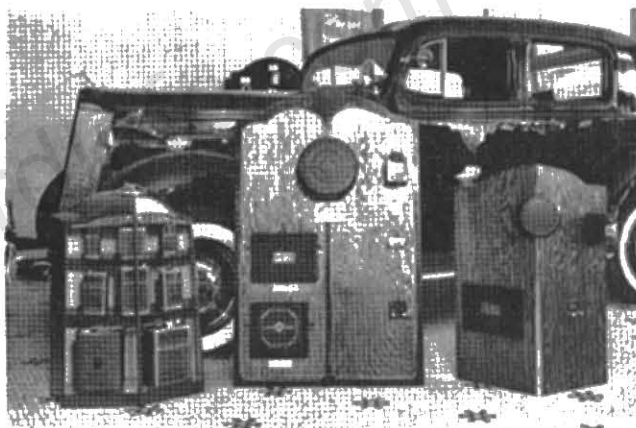
MECHANICAL INFORMATION

Supplementary pages for the Reference Book of Mechanical Information are now available. These pages represent a reprint of mechanical articles previously published in Service Letters. They are arranged in groups so that they can be filed for ready reference. Index tabs and additional copies of the supplementary pages will be furnished upon request.

We are out of print of the original run of mechanical reference books. We have supplementary pages available which include all mechanical articles published in the Service Letters for the past three years.

SELLING ACCESSORIES

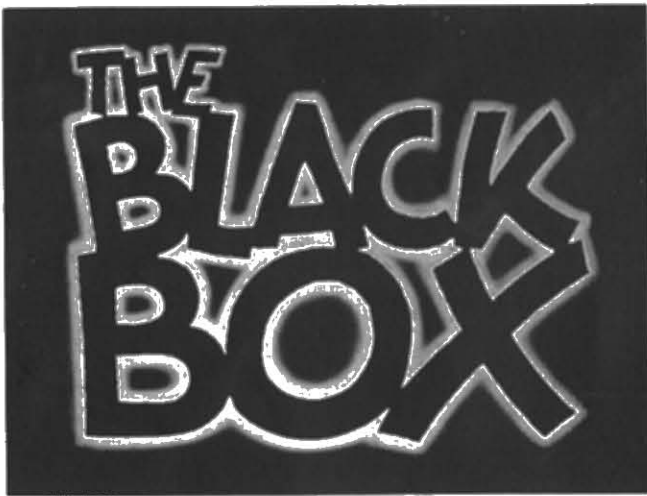
Mr. E. H. Randall, Accessory Manager at the Packard Wichita Motor Co., has used his ingenuity in constructing these fine accessory displays, especially the counter display made of a wrecked radiator shell. We believe Mr. Randall deserves special mention for his effort to increase accessory sales.



LICENSE DATA AND CAPACITY INFORMATION

Series	No. of Cylinders	Cylinder Bore	H. P. A. M. A. Rating	Piston Dis- placement	Stroke	Wheelbase	Crank- case	Trans- mission	Rear Axle	Cooling System	Fuel System
1200-1-2	8	3 $\frac{3}{8}$	32.5	320	5	127-134-139	8 Qts.	4 $\frac{1}{2}$ Pts.	6 Pts.	5 Gals.	25 Gals.
1203-4-5	8	3 $\frac{1}{2}$	39.2	384.8	5	132-139-144	9 $\frac{1}{2}$ Qts.	4 $\frac{1}{2}$ Pts.	6 Pts.	5 $\frac{1}{2}$ Gals.	25 Gals.
1207-8	12	3 $\frac{1}{8}$	56.7	473	4 $\frac{1}{4}$	132-139-144	10 Qts.	4 $\frac{1}{2}$ Pts.	6 Pts.	10 Gals.	30 Gals.
1400-1-2	8	3 $\frac{1}{8}$	32.5	320	5	127-134-139	8 Qts.	4 $\frac{1}{2}$ Pts.	6 Pts.	5 Gals.	25 Gals.
1403-4-5	8	3 $\frac{1}{2}$	39.2	384.8	5	132-139-144	9 $\frac{1}{2}$ Qts.	4 $\frac{1}{2}$ Pts.	6 Pts.	5 $\frac{1}{2}$ Gals.	25 Gals.
1407-8	12	3 $\frac{1}{8}$	56.7	473	4 $\frac{1}{4}$	139-144	10 Qts.	4 $\frac{1}{2}$ Pts.	6 Pts.	10 Gals.	30 Gals.
1500-1-2	8	3 $\frac{1}{8}$	32.5	320	5	127-134-139	8 Qts.	4 $\frac{1}{2}$ Pts.	6 $\frac{1}{2}$ Pts.	6 Gals.	25 Gals.
1506-7-8	12	3 $\frac{1}{8}$	56.7	473	4 $\frac{1}{4}$	132-139-144	10 Qts.	4 $\frac{1}{2}$ Pts.	6 Pts.	10 Gals.	30 Gals.
120	8	3 $\frac{1}{4}$	33.8	257	3 $\frac{7}{8}$	120	6 Qts.	1 Qt.	4 $\frac{1}{4}$ Pts.	4 $\frac{1}{8}$ Gals.	20 Gals.
120-B	8	3 $\frac{1}{4}$	33.8	282	4 $\frac{1}{4}$	120	6 Qts.	1 Qt.	4 $\frac{1}{4}$ Pts.	4 $\frac{1}{2}$ Gals.	20 Gals.
120-C	8	3 $\frac{1}{4}$	33.8	282	4 $\frac{1}{4}$	120	6 Qts.	1 Qt.	5 Pts.	4 Gals.	20 Gals.
115-C	6	3 $\frac{1}{2}$	28.36	237	4 $\frac{1}{4}$	115	6 Qts.	1 Qt.	5 Pts.	4 $\frac{1}{4}$ Gals.	17 Gals.

Supplement to License Data and Capacity Information printed in the Service Letter of June 1, 1934.



Service is too often thought of as only the mechanical fixing of the owner's automobile.

Good service—the kind that builds owner satisfaction and service volume—requires more than merely doing the mechanical work the owner asks for when he happens to come in.

The current Service Training Film, "THE BLACK BOX," gives a picture of service as a whole—Service As The Owner Sees It.

The story presents a summary of the proper functioning of the various activities of the service department and shows the part each member of the department has to play in order to accomplish that final result—GOOD SERVICE.

Do not fail to see "THE BLACK BOX"!

VACATION MAILING PIECE

A Sample Will Be Found With General Letter 153

The 1937 Service Mailing Campaign as presented last fall included a vacation piece. This offers you an opportunity to get in touch with your customers just prior to their vacation period.

Each year more owners are planning vacations which take them farther from home. Cars should be in such condition that there is no worry concerning their operation. Safe, reliable transportation can best be assured by proper preparation.

This business will not just naturally come to you. You have to put forth some effort in the form of strong, appealing reminders to get it into your place. We are confident that this mailing piece will be of great assistance in doing this.

Your own No. 10 envelopes are to be used. Three or four days are required for imprinting the pieces. Prices are explained on the order blank attached to General Letter 153. A wall poster, 33" x 44", in five colors, tying in with the piece is supplied, no charge.

PARTS TRANSFERS

Transfers for identifying or decorating the Parts Department are now available in either the slide-off type for use on bin ends, panels, etc., or the type for use on windows. Specify slide-off or window type when ordering from the Service Promotion Department. The price in either case is 50 cents each.



BODY WAX QUANTITY PRICE

The larger dealers and distributors, finding Packard Body Wax unsurpassed for long life and ease of application, have asked to buy it in larger quantities. It is now available as follows:

PA-239782 Packard Body Wax in one pound cans. Dealer's Price 65c each.

PA-1514 Packard Body Wax in 7 oz. popular size cans. Dealer Price reduced to 35 cents each.

Order from your distributor today!

SERVICE REPRESENTATIVES' TRAVELING CASES

All distributors will soon have available for the use of their traveling service representatives a set of two guides, the Packard Service Representatives Guide and the Packard Service Development Guide. The material was described in a general letter and details are being supplied by the factory service representatives for the distributor's service representatives.



A case to hold the two manuals and other material which he may require in contacting dealers is available in the form shown at a quantity purchase price of \$8.00. It is a very sturdy bag and will hold about everything he needs to have with him to properly present and develop the new service program. These are made up of genuine cowhide grained finish and will last a long time.

WHAT THE OTHER BOYS ARE DOING—

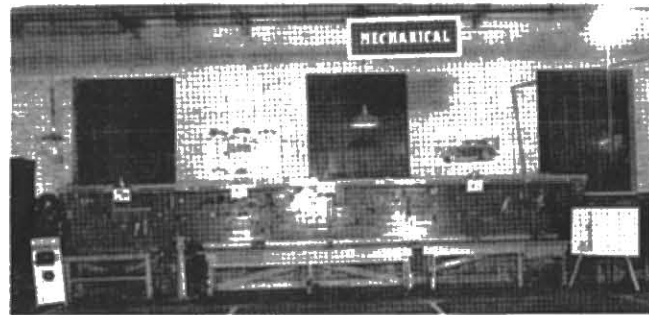
GREENSBORO



We thought you might like to meet the boys from Greensboro. Here is the whole line-up, including the boss, T. C. Hunt, Service Manager Sam Hyman, and the rest of the boys, who are putting real effort into making Greensboro service sell more Packard cars.



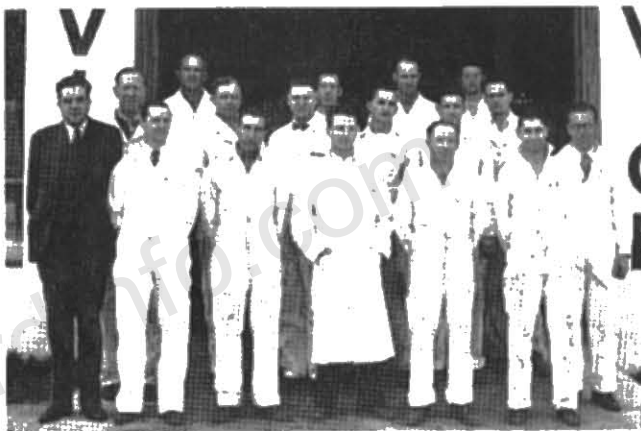
The second view is what is seen as he drives into the shop and the third view is the service force very ably headed by Mr. Schlegel, Service Manager.



This shows their tool board which combines convenience with showmanship. Notice the lighting for the board, the stall lines and the departmental sign—all good.

RENO

These views were brought in by Bill Hall, Field Service Representative of the far west. The first view the customer sees as he drives in. It presents



TORONTO



the modern lubrication set-up, a very attractive accessory display and motor analyzing equipment with a modern background. The appearance is very pleasing.



Another view of the very attractive lubrication department as installed in Toronto.

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