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OUR OUTSPOKEN OPUS ON OWNERS' OBJECTIONS

Self preservation is the first law of nature. Possibly we can tie that to the reason for sympathizing with ourselves and this, in turn, doubtless accounts for each man in the organization thinking his job is the toughest. The man whose job it is to restore the satisfaction or good will of a disappointed customer certainly has no bed of roses.

Whether that man is in the employ of the manufacturer, or distributor or dealer, he must be resourceful, diplomatic, and tactful. He must be able to read personalities, whether between the lines of a letter, or during the owner's verbal report, or possibly his tirade. He must have a dab of psychology, a sense of humor, and the ability to wax extremely sympathetic without becoming prematurely committal.

When a customer lays out anywhere from one to five thousand dollars for a car and finds in it a justifiable excuse for regretting the investment, he immediately proceeds to put the eight ball in front of someone.

Whether the owner drives a Twelve or a Six, he is a member of the Packard Family and is deserving of the finest service it is possible to give. We are not very proud to say that we have known cases where after the customer had written the factory and had been duly referred to the selling dealer or distributor, he had been treated like the proverbial stool pigeon. This is an unpardonable breach.

No producer has made a perfect automobile, but we do have a procedure which, if properly applied, will make these cars as near perfect as possible before they are turned over to the customer. If this procedure is not properly applied, the result is a poor first impression, and it should not be forgotten that the first impression is often a lasting one.

If possible, the customer must be permitted to believe that he is right, and he must be given to understand that we are willing to do everything within reason to bring about his satisfaction.

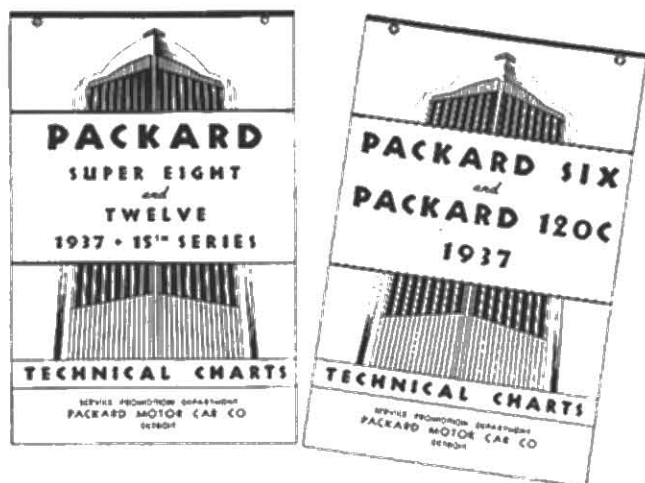
If we were to choose certain items on the New Car Fitting and Delivery form, we believe carelessness in handling the following do more to contribute to the customers writing the factory than any others: hard starting—windshield wiper operation—leaks in water and gas systems—transmission—improper tire pressure—shocks—tightness in steering—door and window operation and fit. Lack of attention to these particular items plants the seed which results in approximately 90 per cent of the harvest of customer complaint letters to the factory.

An ample conditioning and handling charge is incorporated in the new car delivery price to cover any work which may be necessary to properly fit cars for delivery. It would be well to appoint one man in the service department and make him responsible for the preparation of new cars for delivery, including mechanical inspection, lubrication and final inspection, after cleaning, polishing, touch-up work, and last and by no means least, road testing.

A good way to beat the dissatisfied customer to the draw is to get to him in not later than the 500 mile period. If this is done there will be less possibility of him finding any cause for dissatisfaction, and owners' dissatisfaction is money out of the dealer's or distributor's pocket. Therefore, about a week to ten days after delivery has been made, someone in the organization, possibly the salesman who made the delivery of the car, or a service salesman should call on the customer for the purpose of determining whether or not he is "happy and satisfied." If he is not, you have a second opportunity to start him off on the right road with the right feeling.

If all cars are in proper condition when delivered, a greater number of new and repeat sales will be enjoyed through the good will created by the proper "first inspection." No one will deny that this will insure "CONSTANT PROTECTION" and we can continue to urge prospects to "ASK THE MAN WHO OWNS ONE."

TECHNICAL CHARTS



We have available a number of technical charts covering enlarged mechanical and sectional views of the Super Eight, Twelve, Six and One Twenty-C. These charts are 34 x 22, and will be found very handy on the service sales floor for explaining the necessity of certain work or adjustments to technically minded owners. They are very valuable for service meeting work and offer an opportunity to explain the construction and function of parts.

You will also often find a need for a set in the showroom. They can be used to advantage where the customer wishes to go into mechanical detail.

They should be ordered by name from the service promotion department at fifty cents each. Specify whether you wish the Junior Series or the Senior Series Chart.

OMAHA DISPLAY



Mr. McIninch, General Manager of Packard-Omaha, brought in a picture of his newly arranged and very attractive parts and accessories department. The new arrangement combines neatness, attractiveness and convenience. While giving due credit to Omaha for their newly designed department we can't miss the opportunity of suggesting that others do likewise.

DO NOT MISS THIS FILM



The only instructions so far published for servicing these important units on the Junior line cars.

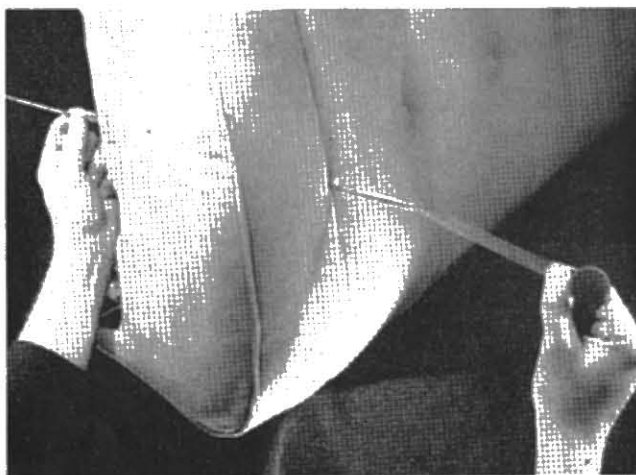
WATCH FOR THE ANNOUNCEMENT of the next Sound-Slidefilm Meeting. It will cover the **DIAGNOSIS—ASSEMBLY—ADJUSTMENT** of these units. **GET A FILM SUPPLEMENT** for your personal file. The complete story told in the film for your future reference.

SEAT CUSHION TRIM BUTTONS

At times it will be necessary to renew seat cushion buttons which have become damaged or lost.

The buttons are held in place by a long tape which extends through the cushion and is fastened with a metal cross bar to a retaining strip on the underside of the cushion.

Guiding the tape between the coils of the cushion springs and through the fastening hole may be quickly and easily done by using the Trim Needle.



ST5097—Suggested Price \$3.40

To install a new button, slip the metal cross bar at the end of the tape into the slot in the end of the needle. Thrust the needle through the cushion,

entering at the spot from which the old button was removed and coming out through the corresponding hole in the bottom cross bar. Pull the needle through until the end clears the bar, then tip the needle at right angles and disengage the tape. The cross bar in the end of the tape will snap into position across the hole and hold the button in place.

Front and rear seat backs and front and rear cushions require different length tapes. The different lengths of tapes are indicated by the color. When installing a new button be certain to use a tape of the same color as the one removed.

OWNER FOLLOW-UP SUGGESTION

This card should be used occasionally so that you may determine your customer's reaction to the type of service work rendered. It is also valuable as a follow-up on the larger repair jobs such as motor reconditioning and brake relining. It is supplied with dealer imprint, which serves as the return address, on government post cards. When ordering give Postal Permit number, and specify VT-32.

If our Service was entirely satisfactory to you, kindly disregard this card. We will consider it a courtesy if you will note and return it if we have failed to please you, or please drive in with your car at your earliest convenience.

SERVICE DEPARTMENT.
PACKARD-SERVICE

BUSINESS REPLY CARD
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

FIRST CLASS
 PERMIT NO.
(See ZIP CODE)

NO POSTAGE WILL BE PAID BY

Attention
Service Manager

Order No. _____ Date _____ Service Station _____

Were you unreasonably delayed? No ☐ Yes ☐

Did you receive courteous treatment? Yes ☐ No ☐

Were you satisfied with the work done? Yes ☐ No ☐

Was Windshield, Steering Wheel, Gear Shift clean? Yes ☐ No ☐

I suggest or noted: _____

Name _____ Address _____

Phone _____

VT-32 \$1.25 per 100 imprinted

ATTRACTIVE PARTS DISPLAYS



Packard-Chicago again deserves mention for their very attractive parts display. You will notice that they use the boards previously designed for the quality display and have built up with the assistance of some chrome-plated shutters and have added a touch of spring. On the left corner of the display you will notice a technical chart in use, and on the right corner is the standard radio demonstrating display. Other accessories are added and a colorful springtime note is found in the flowers.

GARNISH MOULDING SCREWS

Window garnish moulding screws sometimes loosen and enlarge the screw holes so that they cannot be tightened.

A new Parker Kalon screw having a No. 8 body and No. 6 head is now available through Service Stores. The larger body will fill the enlarged hole and permit the screw to be tightened. The head not having been enlarged, will fit the recess in the garnish moulding the same as the original screw.

The new piece number 0-324208 replaces the old one 6958, and may be ordered from Service Stores by specifying:

0-324208—Screw, 2c list.

CASTER ADJUSTING SHIMS

Six—All 120's—1500-1-2

The tapered shims which are inserted between torque and support arms to adjust the caster angle on the Six and 120 have been altered so that they may also be used on the 15th Series Super Eight.

The new shims have 23/32" holes, instead of 21/32" as previously, and a 13/32" dowel hole has been added.

The new shims are carried under the old piece number.

0-304699—Shim 1/2°

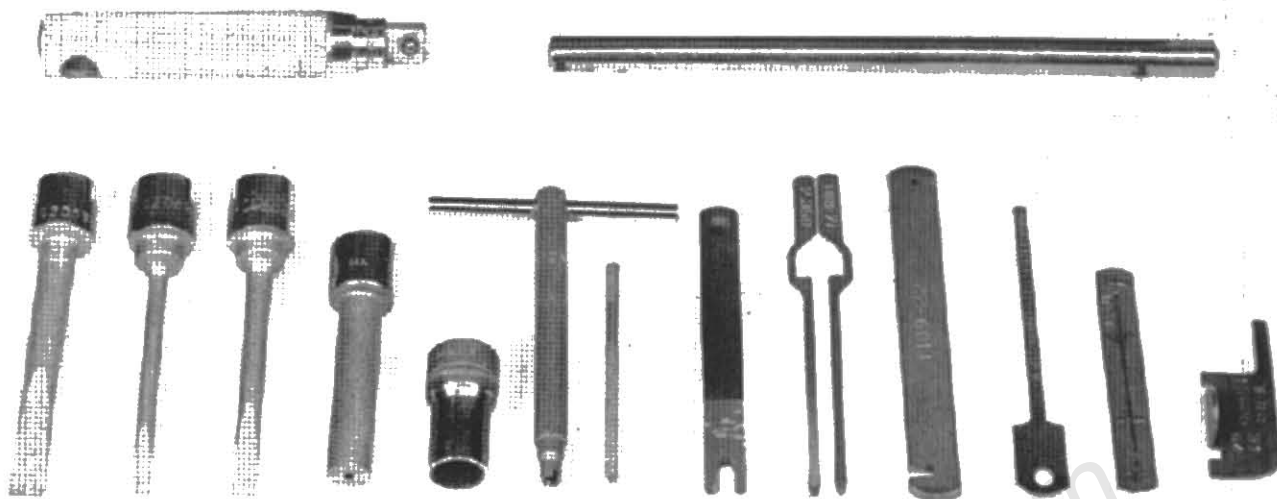
0-304698—Shim 1°



CARTER CARBURETOR TOOLS 120-C

These are standard tools designed to service Carter Carburetors. Every tool is designed to do a certain job exactly as it should be done. The tools are made of vanadium steel to assure the highest quality.

Tool No. ST-5095—Suggested Price, \$9.80



T Handle Nozzle Puller.....	15196B
Grip Handle for Sockets.....	15204
Handle Bar (for Grip Handle).....	15205
Screw Driver Bit $\frac{1}{8}$ " Blade.....	15206B
Screw Driver Bit $\frac{1}{4}$ " Blade.....	15207B
Screw Driver Bit $\frac{3}{8}$ " Blade.....	15208B
Screw Driver Socket $\frac{1}{8}$ ".....	15210B
Nozzle Puller.....	15225
Percolator Socket $\frac{1}{2}$ ".....	15451
Fast Idle Gauge .018".....	15596
Rivet Extractor for Small Rivets.....	15604
Pump Stroke Gauge $\frac{3}{4}$ ".....	15605
Percolator Arm Bending Tool.....	T109-22
Metering Rod Gauge Marked 2.359.....	T109-27
$\frac{1}{8}$ " Float Level Gauge.....	T109-36

A NEW SERVICE SIGN

Illustrated is a new service sign which has the same size panel as the P-1500. The new sign is not lighted and hangs from a wrought iron scroll type bracket.

We have felt for some time that the P-350 small flange type sign was too small to adequately designate a Packard Service Station, and THE P-350 SIGN HAS THEREFORE BEEN DISCONTINUED. We will continue to carry the standard lighted P-1500 service sign along with the new unlighted sign with the same size panel, which will be designated as P-950. Rental price of \$9.50.



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