



VOL. 12 No. 14

JULY 15, 1938

BUILD VOLUME WITH BEAUTY TREATMENTS

Packard Hard Gloss has recently been added to the accessory line.

The material used both as Hard Gloss Cleaner and Hard Gloss Lustre have been very carefully analyzed and thoroughly examined by the Packard chemical laboratories.

The object has been to find a car finish treatment which would give a hard gloss finish that would last for a long time. The material should have no harmful effect upon the finish of the car and should be as easy to apply as other treatments of this kind. These features were found in a greater degree in the material now sold as Packard Hard Gloss than in any other similar material.

Beauty treatments with hard gloss are easy to sell. The cost of a spring and fall treatment would not be much in excess of an ordinary wax job done as often as necessary to keep one car looking as well as another with the two hard gloss treatments.

Selling treatments is greatly aided by proper display. Fix up half of a car. Pick one so that you will have quite a contrast between the halves. Put this on the service floor in a conspicuous place and have a nicely lettered sign explaining what the display is about and the cost of the treatment.

Have counter displays of the hard gloss kits, also priced. Hang up the cloth banner where your customers can see it, mail out post cards and folders which can be obtained from Distributors. Call up a few people every day beginning with those you think would be interested. You will find that you can build up quite a volume in this type of work.

The application of Packard Hard Gloss varies slightly from the products you have used; however,

both the cleaner and lustre work easily and quickly when properly handled. Plenty of SOFT, POROUS CHEESE CLOTH is essential for good work.

Use Packard Hard Gloss cleaner sparingly on a good sized pad of DRY cloth, keeping the face of the cloth smooth and free from wrinkles. Employ the full flat of your hand, thus avoiding uneven pressure by your fingers.

Use straight, full length strokes along the top and sides of the hood; lengthwise along the fenders; and straight up and down on doors and side panels. Continue use of the cloth until all the cleaner has worked back into it, taking full advantage of the polishing action. Use a second cloth to remove any residue of the cleaner. Deeply stained or water-marked finishes may require more than one application. A new car must be lightly cleaned with very little cleaner to remove any residue of wax or oil left by rubbing compound.

Hard Gloss Lustre is applied quickly and evenly with a small, DRY pad of cheese cloth to an area about the size of half a door panel. Rub it into the finish IMMEDIATELY with a second dry cloth, using a circular motion, continuing until the finish is dry and shining. Burnish to a clear lustre with a third cloth, using straight line motions. Failure to secure a clear, dry finish indicates need for more cleaning.

Cleaning a car with an electric buffer results in circular marks on the finish, and does not give as good a tone as straight line hand cleaning. Neither the Packard Hard Gloss Cleaner nor Lustre were designed for use with a buffer. Follow instructions for best results.

EXAGGERATION LOSES CUSTOMERS, STICK TO FACTS

NATIONAL PACKARD SERVICE CAMPAIGN NEWS

CHECK SHEET

Packard New York, Los Angeles, San Francisco and some other distributors are using a check sheet to assist in increasing their service volume.

The idea behind the plan is that basically every car needs certain service at certain times or mileages and if the information is in front of the man contacting the customer, it serves as a reminder to him to talk to the owner about certain definite service requirements.

OPERATION	MILEAGE AT WHICH WORK IS RECOMMENDED															
	2000	4000	6000	8000	10000	12000	14000	16000	18000	20000	22000	24000	26000	28000	30000	
1 Air Cleaners																
2 Ignition Points and Timing																
3 Brakes—adjust																
4 Adjust steering gear																
5 Wheel alignment																
6 Brakes—remove wheel																
7 Purge/ator cartridge																
8 Spark Plugs																
9 Crankcase flush out																
10 Springs—lubripack																
11 High Tension Wires																
12 Shock Absorbers																
13 Caster, Camber and Toe-In																
14 Carbon and Valves—"8"																
15 Front Wheel Bearings																
16 Lamps																
17 Starting Motor																
18 Generator																
19 Battery cables																
20 Fuel Pump Diaphragm																
21 Water Pump—Repack																
22 Torque Arm Rubber Sockets																
23 Fan Belts																
24 Battery—replacement																
25 Carbon and Valves—"12"																
26 Universal Joints																
27 Timing Chain																

EXPLANATION	
21. Brakes—adjust. Quick adjustment.	21.6. Clean oilfilters and fanbelts and inspect complete set of tires.
22. Check fan and drive.	21.6. Battery system—inspect. 25,000 miles or 18 months.
23. Lubricate wheels. Make adjustment and examine drive.	21.6. Universal joints. All manufacturer bearing joints not provided with lifetime lubrication.

The check sheet may be located on the inside front cover of the customer's repair order folder or it may be a separate card. In New York it is on the inside cover of the folder, Mr. Kloetzer, General Service Manager and Mr. Anderson, Eleventh Avenue Branch Service Manager, give us the following information:

"In our system of servicing cars, the service salesmen are supposed to refer to the customer's back order file when a car is left at the service station for repairs. The check sheet is a material aid in calling to his attention the things which should be done periodically to every automobile and when the work has been done, it is checked against the mileage at which the work was done.

"If the service file is referred to in the owner's presence the service salesman at that time has an opportunity to sell the owner what is necessary. He can then show the owner in his own personal file what is necessary. If he refers to it after the owner has gone, he can call the customer for his authority to do the additional work.

"A big blow-up of this check sheet is hung in the service sales area where it is in plain view of the customers and can be pointed to by the service salesmen without even referring to the customer's folders.

"The boys in the office all tell me that they are of material help in reminding them of regular service operations. They also tell me that the big blow-up of the check sheet is of material help and that a great many customers and chauffeurs look at it and refer to it."

OWNER FOLLOW-UP

Thank goodness the service market is not limited to the new cars sold in the last six months, nor in the last twelve months. It is made up of both new and used Packards that you have sold or that are being driven in your vicinity. It includes Packards sold new or used that are still in condition to run regardless of the date they were made.

Don't let age fool you. These old Packards are like the ladies—they hold their age well and they don't care to be reminded of it. We don't say that all of these old cars are worth going after, but a lot of them are; and the point is, study **all** of your possible business. Don't limit your follow-up activity to certain models nor back to a certain date.

An active owner file is a fine thing and it gives you a nice percentage figure of owners serviced, but it isn't as good a source of business as a list of owners who aren't active customers. Keep after everyone where you see any chance of service, used car or new car business.

The personal call is the most successful owner follow-up, but likewise the most expensive. Telephone calls, properly handled and carefully planned ahead, are effective. They require a lot of time and it's almost impossible to reach everybody by telephone at a time when they can talk about their cars.

This leaves one method, the use of which has increased steadily in the past few years. Direct by mail advertising will work for you if it's planned right and used right. Direct mail has to shoot at your customer's need. It has to answer the question—What is your customer concerned with or what is he worrying about? It has to tell him what you have to overcome his need. It has to have human interest which will appeal to his buying motives.

Getting up advertising is a hard job and is often best left to experts in this line. Personal letters are less difficult and are often very effective.

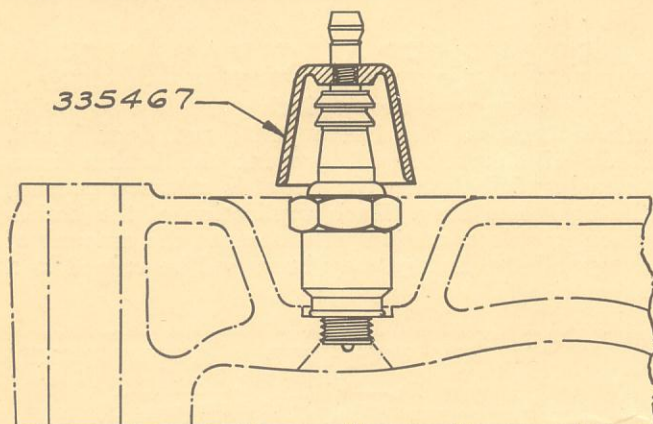
Any advertising has to be steady to be effective. Charlie McCarthy twice a year wouldn't do much good but once a week he does marvels. Service isn't bought every week but it is needed every sixty days, and Reminders get results.

Don't try direct mail once or twice and then tell us it doesn't work. Direct mail built Sears and Roebuck, Montgomery Ward and such concerns. Automobile companies who used to use 10% to 15% of the advertising budget for direct mail now use 25% to 27%. Direct mail is a big help in the selling of both new and used cars. Gasoline and oil companies spend thousands every year, and records from Packard distributors and dealers who use it properly for added service volume and follow through with it prove its value. If you really want to follow up owners use direct mail.

SPARK PLUG COVERS

You have undoubtedly found that after a car has been out in the rain or after atmospheric changes have caused condensation under the bonnet, the motor will start with difficulty and sometimes will not start at all.

You have found that when this occurs the wiping off of the spark plug porcelains is usually all that is required to provide a correction. You may also have noticed that dirty porcelains are susceptible to this moisture collection, and that clean porcelains will seldom give trouble.



The illustration shows a molded bakelite cover which can be attached to the top of the plug. This cover protects the porcelain from dirt and, although the cover itself will eventually become dirty, the air gap at the lower end prevents the current from grounding.

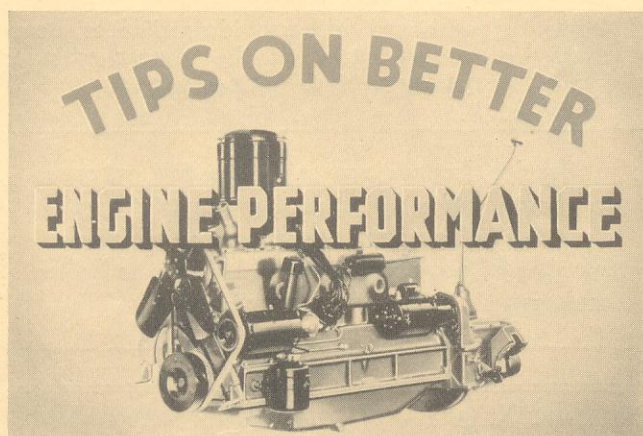
A spark plug to which this cover has been attached requires very little attention as far as dirt and moisture are concerned. The cover, moreover, can be easily cleaned if it finally becomes so dirty that the current is able to short across to the cylinder head.

You should find it a very easy matter to sell these covers to almost all of your customers. They list for 8 cents a piece and may be ordered as follows:

No. A-335467—Spark Plug Cover.

We suggest that every service salesman and every individual who meets customers in the service department carry one of these covers in his pocket. An explanation and a demonstration should be all that is required.

THE NEXT FILM



ACCESSORY PROFITS

All successful merchants advertise their complete line regularly. The General Accessory Division will help you do this for your Packard Approved Accessories. We will provide any Packard distributor or dealer with a liberal supply of circulars and folders advertising any one of these sixteen items.



These circulars are furnished free of charge.

- | | |
|-------------------|---------------------|
| Seat Covers | Trunk Lid Guard |
| Fender Guide | Grille Guard |
| Gas Tank Cap | Glare Shield |
| Lamp Bulb Kit | Purolator Cartridge |
| Bug Screen | Spot Light |
| Radio | Vanity Mirror |
| No-Rol | Backing Light |
| Exhaust Extension | Rear View Mirror |

Display these circulars near the service cashier or on the accessory showcase. Give them to your service customers with their invoice or receipt. Mail them with the monthly statements to all owners. The consistent use of direct mail will help you increase your profits through the sale of Packard Approved Accessories.

If you need additional accessory literature, write your distributor today.

Display your Accessories! Advertise them consistently! Ask the public to buy!

PEBBLE DEFLECTORS—6-120 B-C


Service Letter, Volume 11, Number 15, of August 1, 1937, introduced the Pebble Deflector for Packard Six and 120-B and 120-C, part numbers 326790 and 326789, quoting a suggested list price of \$5.00.

Our cost on these has increased considerably over the original estimate, which has brought about an increase in the suggested list price from \$5.00 to \$7.50.

NEW REMINDER CARDS

Constant Reminder Post Cards are bringing in service for dealers all over the country. Well over half a million cards have been put to use, and additional orders are received every week. When instructions for mailing are carefully followed real results are produced.

The last issue of the Service Letter told you about the illustrated cards 14 and 15. Illustrated in this issue are cards 16 and 17 of this series.



**The PACKARD
LUBRICATION-INSPECTION PLAN**

- Costs less than ordinary "greasing." It assures approved lubricants of the correct grade at the right time and place. Including inspection it is a preventive service at a real saving.

MOTOR SALES & SERVICE, INC.
517 Forest Avenue
PORTLAND, MAINE

Card 16 is on the Packard Lubrication-Inspection Plan. The reading on the card is general and designed to cover your plan. If you wish to include a price, the dealer imprint can be made smaller, thus giving space for a selling price of your particular plan.

This card should be mailed only to your owners that are not already on the plan, or if you wish to have a card to mail to those whose plan is about to expire, the wording on the card can be changed accordingly at a cost for setting the type of ten cents a line.



**Your Packard
IS NOW ONE YEAR OLD**

- A birthday present awaits its arrival in our service department, please drive in at your convenience.

MOTOR SALES & SERVICE, INC.
517 Forest Avenue
PORTLAND, MAINE

Card 17 is another goodwill builder. It is to be mailed out just as closely as possible to the time when the owner's car is one year old. Care must be used in selecting the "present". Otherwise, the cost will be prohibitive. This present might be a safety inspection. For your customers not on your regular lubrication plan it might be a chassis lubrication, or if you have had made up some Packard key tabs with your imprint on them you might use this as the occasion to present one to your owners.

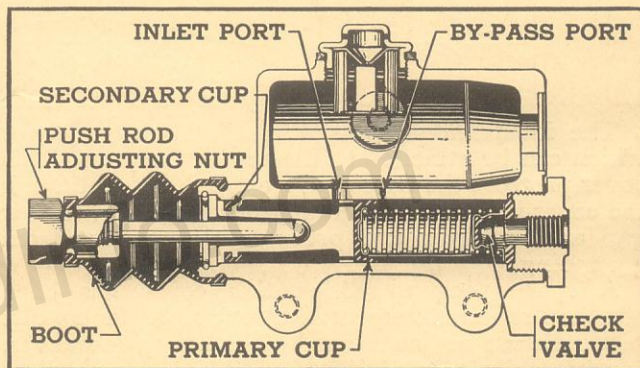
The mailing, of course, must be timed correctly, and you should determine in advance what the

present to that particular owner is to be, keeping in mind that your effort here is to resell him on your Packard Service if he is not a steady customer, and if he is a steady customer to show your appreciation of his business.

Each different card costs \$1.25 a hundred, plus imprinting at 80c a hundred for the first hundred. Add 15c a hundred to the card cost of \$1.25 a hundred for each additional hundred of the same card. Should you desire to change the text on the card following the black dot, add 10c a line to the total order. Do not specify more lines than now appear on the card.

BRAKE PEDAL CLEARANCE

It is important the $\frac{1}{4}$ inch clearance be maintained between the brake pedal and floor board. Lack of clearance will prevent the brakes from releasing fully when the pedal is released causing the brakes to drag. Each application of the brakes when in this condition will increase the amount of drag and the linings may burn and be ruined in a short time.



In the fully released position the piston in the brake master cylinder must be back far enough to uncover the by-pass port thru which excess fluid is returned to the reserve chamber. Failure to uncover the by-pass port will trap excess fluid in the brake cylinder and lines and thus prevent the brake shoes releasing fully. Each application of the brakes under this condition will trap additional excess fluid and increase the amount of brake drag.

To insure complete return of the piston there must be clearance between the end of the push rod and the piston when the brake pedal is released. The clearance is adjusted by means of the push rod adjusting nut. $\frac{1}{4}$ " free travel between the brake pedal and floor board will provide sufficient clearance to insure full return of the master cylinder piston and opening of the by-pass port.

Service Letters are available for everyone connected with Packard Service Stations. If service managers are not receiving a sufficient number of copies, they should write the Editor and give the extra number needed.