

JAN 24 1938



Make 1938 a "Service Year"
Make Service Produce a Profit
Get More Owners In
Sell Everything the Owner Needs

LUBRICATION

REPAIRS

ACCESSORIES

TIRES

BATTERIES

POLISHING

METAL WORK

TOUCH-UP PAINTING

GASOLINE

OIL CHANGES

Then Watch your Gross Profit Grow
There's Real Money in Complete Service

"MANY HAPPY RETURNS"



The Earle C. Anthony organization has produced a very novel mailing piece. Credit is given to Ed. Sturgeon, San Francisco Service Manager, and the purpose of the piece, aside from its goodwill building value, is to get the owner in after which quite a ceremony is made of rather a complete inspection of the car. Considerable effort is laid upon the usual courtesy service of cleaning the car up and making sure that it gets back to the owner in cleaner condition than when it came in. Some minor adjustments are made which have a direct effect upon the performance of the car and a general reselling on the advantages of Packard Service can be tactfully made at this time.

We will let them explain it in their own words and our answer to their question of "What do you think of the idea" is that it does appear to be a really good one.

The idea is this: We have taken our owner files and made a list of the delivery dates. A day or so before the owner's car becomes a year old, we will send out this greeting card. Naturally, only a few cards will go out each day.

The birthday present will consist of a general inspection of the car, thorough cleaning, checking of light bulbs, with free replacement if necessary, etc. In fact, it will just be a detailed inspection of the car, including the little things that the average owner might from time to time neglect. We plan some little ceremony in this connection and believe it will result in considerable business for our Service Department, although at this particular time we don't plan to try to sell him a lot of service work. In other words, our interest will be in the owner on the occasion of his car's birthday and we are going to try to keep it on that basis.

What do you think of the idea?

Yours very truly,

EARLE C. ANTHONY, INC.

(Signed) Earle C. Anthony

President & General Manager

ECA-VL

USED CAR RECONDITIONING REPAIR ORDER

The prompt handling of used car reconditioning is largely a service responsibility. If detailed instructions are given the service department by the used car department, delays are avoided. This is one of the reasons for our suggesting the use of the new repair order illustrated.

Each used car taken in trade should be carefully inspected, any needed repairs decided upon and an estimate of the cost made at the time the used car is taken into stock.

APPRAISAL SHEET AND USED CAR RECONDITIONING REPAIR ORDER				1000
STOCK NO. _____	HOMETOWN PACKARD CO. HOMETOWN, U. S. A.		DATE _____	193 _____
MAKE _____	MODEL _____	YEAR _____	MILEAGE _____	INSIST ON 48 HOUR RECONDITIONING
MOTOR NO. _____	SERIAL NO. _____	LICENSE NO. _____	TO BE FINISHED BY _____ WAS FINISHED _____	
IMMEDIATELY — PERFORM THE FOLLOWING WORK ON EVERY CAR TRADED IN — IMMEDIATELY				
THOROUGHLY WASH BODY AND CHASSIS <input type="checkbox"/>	ADJUST BRAKES OR RELINE <input type="checkbox"/>	VACUUM, WASH OR DRY CLEAN UPHOLSTERY <input type="checkbox"/>		
CLEAN MOTOR OR RE-PAINTING <input type="checkbox"/>	ADJUST STEERING <input type="checkbox"/>	CLEAN OR REPLACE FLOOR MATS AND RUNNING BOARDS <input type="checkbox"/>		
REPLACE OR RECHARGE BATTERY <input type="checkbox"/>	LUBRICATE <input type="checkbox"/>			
TUNE AND ADJUST MOTOR <input type="checkbox"/>	ROAD TEST CAR <input type="checkbox"/>			
EXTRA EQUIPMENT ON CAR <input type="checkbox"/>	OTHER NECESSARY REPAIRS TO MAKE CAR SALABLE			
RADIO <input type="checkbox"/>	BODY: <input type="checkbox"/>			
HEATER <input type="checkbox"/>	O. K. <input type="checkbox"/>			
CLOCK <input type="checkbox"/>	FENDERS: <input type="checkbox"/>			
SPECIAL STEERING WHEEL <input type="checkbox"/>	O. K. <input type="checkbox"/> RF <input type="checkbox"/> LF <input type="checkbox"/> LR <input type="checkbox"/> RR <input type="checkbox"/>			
HORN <input type="checkbox"/>	CHASSIS: O. K. <input type="checkbox"/>			
SPOTLIGHT <input type="checkbox"/>	REAR AXLE O. K. <input type="checkbox"/>			
FOG LIGHTS <input type="checkbox"/>	TRANSMISSION O. K. <input type="checkbox"/>			
EQUAL TAIL LIGHT <input type="checkbox"/>	TIRES: <input type="checkbox"/>			
SPARE TIRE <input type="checkbox"/>	O. K. <input type="checkbox"/> F <input type="checkbox"/> R <input type="checkbox"/> REPLACE <input type="checkbox"/> F <input type="checkbox"/> R <input type="checkbox"/> GROOVE <input type="checkbox"/> F <input type="checkbox"/> R <input type="checkbox"/>			
TOOLS <input type="checkbox"/>	ENGINE: O. K. <input type="checkbox"/>			
OTHER <input type="checkbox"/>	CLUTCH: O. K. <input type="checkbox"/>			
THIS WORK AUTHORIZED BY _____				
MODEL OF CAR INTERESTED IN: _____	ESTIMATED SELLING PRICE \$ _____	TOTAL LABOR ONLY _____		
NEW _____	RECONDITIONING ESTIMATE _____	PARTS _____		
USED _____	AUTHORIZED ALLOWANCE PRICE _____	ACCESSORIES _____		
PRICE \$ _____	OKED BY _____	CAR OIL, GREASE _____		
		BURNISH REPAIRS _____		
		TOTAL AMOUNT _____		
		DIFFERENCE XXX XX		
		DIFFERENCE XXX XX		

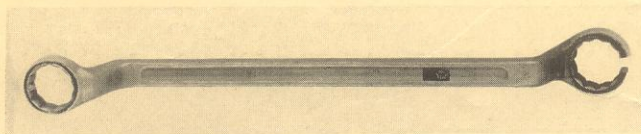
For a better control both of reconditioning and its cost, this newly designed repair order has been made available. If you desire, the various operations can be put upon a flat rate basis and the work is so arranged on the order as to speed the job through the shop.

The new form can be used as an appraisal sheet as well as a shop order, you will notice several un-

usual features on the order. If the column marked equipment is used, pilfering is avoided. By checking the items at the top of the order a more standardized procedure will be used. The estimated conditioning cost, the actual cost and the difference is clearly shown, and any misunderstanding can be avoided before the work is done.

These orders may be obtained from the Reynolds and Reynolds Company of Dayton, Ohio under form PD 626. The uniset style is \$15.45 a thousand and the padded style \$14.45 a thousand. When ordering specify the firm name imprint and numbering instructions.

HEADLAMP UNIT WRENCH



Tool No. ST-2019—Suggested Price, \$1.75
Model 1600-1601-1603-1608

This wrench is used for removing headlamp nut. The large end is 1-1/16 opening with slot cut through the center for the headlight cable to slip through.

It is very difficult to remove this nut without this special wrench.

COLLECTING

Setting quotas and selling service are all very well but they won't do you much good without taking the third step and that is collecting.

To increase your service volume only to increase your accounts receivable doesn't do you as much good as you think. You may chalk up a fifty per cent gross on this business to start with, but if you don't collect for it right away you may end up by settling for fifty cents on the dollar. On this basis there is, of course, no profit.

ALL SERVICE CHARGES ARE RENDERED ON OUR

PAY-AS-YOU-GO

POLICY

This Courtesy Invoice IS FOR YOUR
CONVENIENCE AND PAYABLE NET WITHIN 48
HOURS. THANK YOU FOR YOUR COOPERATION

PACKARD SEATTLE COMPANY

PIKE AT MELROSE SEATTLE, WASHINGTON

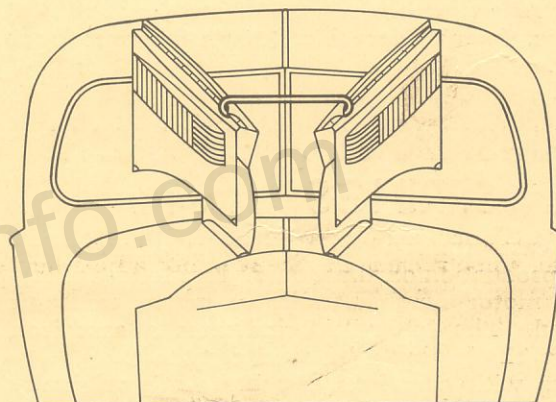
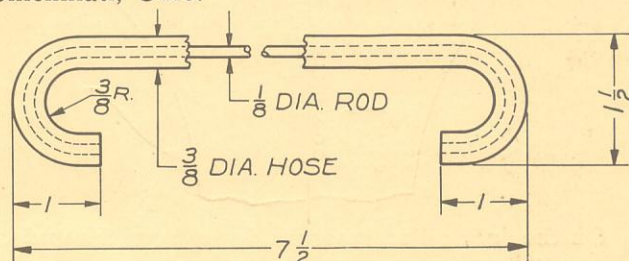
The Packard Seattle Company has worked out a clever little stunt for aiding the solution of this problem. Get as much of your business on a cash basis as you can. They do it in a very polite way.

BONNET HOLDER

Illustrated is a line drawing of a very convenient bonnet hook which holds both sides of the bonnet out of the way while working on the motor. You will find this hook will save considerable damage to the paint on the fenders and can be made very easily from a windshield wiper hose and a piece of 1/8" round steel.

We are giving the measurements and suggest that each service station make one of these hooks in their spare time.

The suggestion was sent to us by Mr. Raymond Young, from the Citizens Motor Car Company, Cincinnati, Ohio.



PARTS DEPARTMENT POSSIBILITIES



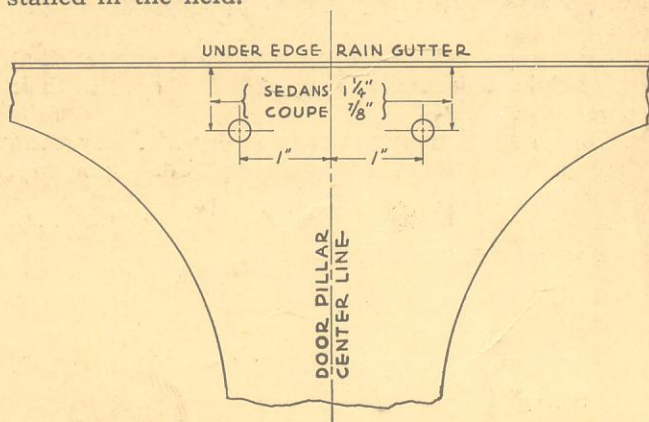
The old style parts department gets its face lifted, and with these new style bin fronts certainly takes on the appearance of a store.

DOOR BUMPERS

1600-1-2

Production is now fitting both sedans and coupes with small rubber bumpers under the upper corner of the doors to prevent movement when closed.

Where desirable these bumpers may be easily installed in the field.



On the door pillar, measure down from the underside of the rain gutter and back from the center of the door pillar, as shown in the illustration, and drill $\frac{1}{4}$ " holes. Install Piece No. 328601 — Front Door Bumper.

CAMSHAFTS AND VALVE SPRINGS 1600-1-2

Both cast iron and steel camshafts are being used in production on these cars. The letter following the motor number indicates which camshaft was used. The letter "A" indicates a cast iron camshaft, the letter "B" a steel camshaft.

Motors with cast iron camshafts are originally fitted with 40 lb. (36 lb.—44 lb. @ $1\frac{5}{8}$ ") valve springs, and those having steel camshafts with 50 lb. (47 lb.—52 lb. @ $1\frac{5}{8}$ "). Cast iron oil pump gears are used with cast iron camshafts and steel gears with steel camshafts.

Service Stores Division furnishes the steel cam-

shaft and 50 lb. valve springs only. For replacement, the 50 lb. valve spring may be used with either camshaft. However, both steel and cast iron oil pump gears are available as well as oil pump assemblies with either steel or cast iron gears.

When replacing the camshaft in motors having the suffix "A" after the motor number, also install a new steel oil pump drive gear.

When replacing oil pumps or oil pump drive gears, determine from the letter following the motor number which camshaft it must mesh with and order accordingly.

Motor No.
Suffix

Piece No.

324402	Oil Pump Assembly—Steel Gear.....	B
324303	Oil Pump Assembly—Cast Iron Gear..	A
324401	Oil Pump Camshaft Gear—Steel.....	B
324304	Oil Pump Camshaft Gear—Cast Iron..	A

CYL. HEAD IDENTIFICATION

16th Series

PACKARD SIX—Piece No. 324285 in $\frac{1}{4}$ inch figures cast on top about $\frac{1}{4}$ inch from front end of head indicates standard head. Piece No. 317725 in $\frac{1}{4}$ inch figures cast on top about $\frac{1}{4}$ inch from front end of head indicates high compression head. Standard head is made of cast iron while high compression is aluminum.

PACKARD EIGHT—Piece No. 317737 in $\frac{1}{4}$ inch figures cast on top about $\frac{3}{4}$ inch from the front end of head indicates high compression. Piece No. 327564 cast in a similar location indicates standard head.

PACKARD SUPER EIGHT— $\frac{13}{16}$ inch letters H.C. cast on top of head about 6 inches from rear end indicates high compression. No mark on standard head.

PACKARD TWELVE— $\frac{5}{8}$ inch letters H.C. cast on top of head about $2\frac{1}{4}$ inches from rear end indicates high compression. Letters L.C. in a similar location indicates low compression. Standard head has no mark.

SYRACUSE GOES TO TOWN



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