



VOL. 12 No. 22

NOVEMBER 15, 1938

## DON'T OVERSELL

The modern service department spends most of the year trying to figure out ways of selling more service. We read articles on making our service departments more attractive. We spend money on cleaning them up, rearranging and decorating to make them more attractive. We study selling methods and send out direct-mail attempting to get more business. This is all necessary and proper, but at least once a year we ought to sit down and carefully read an article on the subject of "don't oversell."

With all of our efforts to increase service business, we should never overlook the most important factor in contacting Packard owners relative to service. It is "never oversell." Good customers are often lost through overenthusiasm on the part of the service salesman. The Packard Service Policy is not to endeavor in any way to oversell a certain group of owners, whose tendency is to buy whatever is suggested, but rather to sell only the necessary items to all Packard owners and to get as many of them as possible into the habit of regular service visits.

Do not overlook that important item in selling, the man himself. Size

him up as quickly as possible as to what he wants. Then determine quickly what he needs and work out a compromise that will give him as nearly as possible what he needs to accomplish the result he is after. Is he fussy about appearance? Is he fussy about noises? Is he more interested in performance than quietness? Keep in mind the mileage of his car and how long he intends to keep it. Keep in mind also his ability to pay. Always make a repair order fit a man's pocket-book. Sell him what he needs to keep his transportation in the condition he wants it, adding to this only what you know he needs to give him this result.

Under present working conditions where none of us have the amount of help we would like to have to do a given job, we often get in a hurry with owners. It is, of course, very important that all owners be greeted promptly upon arriving at the service station. Make sure that everybody on the service floor is prompt at greeting customers and that the old greeting smile is working one hundred percent. This produces an invaluable impression and makes customers feel at ease and comfortable,





and this invariably makes your contact with them easier and more satisfactory.

Don't appear to rush with any customer. Always listen courteously to his explanation about his car's performance and the service work he believes is necessary. Get all the information that he has to offer. This is very important in connection with this overselling business because if a customer feels that you are rushing him, he is apt to feel that he has been rushed into buying something he did not actually need.

Divide your selling effort into two classes—service that is essential to the operation of his car and service that will give comfort or convenience or that adds to the appearance of his car. Always sell results. He is not nearly as interested in what you are going to do as in how it will affect his car. Always explain to the owner why the service you suggest is necessary and tell him what it will do. Work continuously to establish confidence in each owner you talk with. Getting owners to have confidence in you and your service station will produce more satisfaction on his part and will create more word of mouth advertising than any other kind of selling you can do.

## REAR COMPARTMENT HEATERS

Due to the position of the frame "X" members, the PA-338017 rear compartment heater can be used only on the following body types:

### 16TH SERIES BODIES

1103	1123	1143	1182	1192
1113	1133	1153	1184	1194
1114	1134	1172	1190	1197
1115	1135	1174	1191	

### 17TH SERIES BODIES

1232	1234	1253	1271	1291
1233	1235	1270	1290	

## PARKING IN GEAR

### 1700-1-2-3-5

Owners of cars equipped with Econo-Drive should be warned to use only reverse gear when parking on a hill and depending on the engine as a brake, to hold the car. When the instrument board lockout knob is "In," the Econo-Drive overrunning clutch is released except when in reverse. Shifting into reverse gear automatically locks out the overrunning clutch.

If the transmission is left in a forward gear, forward motion of the car causes the overrunning clutch to slip and the engine is no more effective as a brake than if the car had not been in gear.

## DE LUXE STEERING WHEEL

The piece number of the DeLuxe steering wheel for the Packard Twelve equipped with the Handshift is PA-242841. The piece number of the De Luxe wheel for cars not equipped with the Handshift is PA-242595. Please make a note of this in your accessory price lists.

## COURTESY TAG PRICES

The courtesy tag illustrated in the September 1 Service Letter, Volume 12, Number 17, was incorrectly priced. The price should be Courtesy Tag No. 4—50c a hundred not imprinted. Imprinted with firm name \$1.30 for the first hundred. Additional hundreds 65c.

### Packard Service

M.....  
This car has been inspected.  
We believe all work has been properly performed.  
Mistakes will happen. We are not infallible.  
When we are at fault we want to know it at once.  
It is sometimes impossible to correct a trouble the first time.  
If our car and service are satisfactory, tell others.  
If not, tell us. We realize that good service is the most important part of our business.  
Your satisfaction is our greatest asset.

Call Service Salesman,

or the Service Manager

## MOTOR FUEL PUMP REPAIR KIT

A special repair kit for the motor fuel pump on the Ninth, Tenth, Eleventh, Twelfth, Fourteenth, Fifteenth and Sixteenth Series Senior Cars is now available from the Service Parts Division. Each kit consists of the diaphragm, gaskets, springs and valves. Order as follows:

Piece No. Suggested List  
E-98719 Motor Fuel Pump Diaphragm Kit..\$0.43

## FUEL—SUPER EIGHT, TWELVE

The Super Eight and Twelve motors, when operated with Ethyl or other anti-knock fuels of 76 Octane or better, will give the best results in performance, economy and longer life. Owners of these cars should be told this and urged to use no other fuels. Proper timing is important and unless a premium fuel is used detonation will be excessive.



## OPERATING THE ECONO-DRIVE

We have found that some owners are not obtaining the full benefit of the Econo-Drive and in some cases may seriously damage the units through failure to understand how to operate it.

You should recommend to your owners that they form the habit of releasing the accelerator momentarily to engage the Econo-Drive when the cut-in speed (approximately 30 miles per hour) is reached and the lock knob is in.

Occasional operation above this speed without engaging Econo-Drive may at times be desirable to meet traffic conditions and will do no harm. Prolonged operation, particularly at high speed, will cause rapid wear of the pawls and shifter collar of the engaging unit and its early replacement.

Worn pawls and shifter collar may be identified by a rasping noise above thirty miles an hour, with the lock-out in, which disappears when the Econo-Drive is engaged.

When it is necessary to replace a shifter collar, the pawl assembly should also be replaced. The assembly is splined to the ring gear and may be disassembled from it by removing the lock ring.

## INLET AND EXHAUST MANIFOLD SWIVEL SOCKET WRENCH ST-781

Removing the drain plug in the rear of the cylinder water jacket on the 1701-2 models is a rather difficult job without the proper tool.

ST-781, known as the Inlet and Exhaust Manifold Swivel Socket Wrench shown on page 23 in the Tool Catalog will loosen or tighten the plug without very much difficulty. However, it will be necessary to start the plug by hand by reaching underneath the steering post.

## CYLINDER HEAD TENSION WRENCH

May we remind you again of the importance of correct cylinder head tightening. See Service Letter Vol. 12, No. 6 of March 15. The Special Tool Department carries suitable wrenches at various Prices. ST-2023 and 2024 seem to be more rugged in construction. Tension wrenches are precision tools and should be handled as such.

ST-2023 Tension Wrench (Bonney).....	\$14.50
ST-999 Tension Wrench (Amco).....	17.50
ST-2025 Tension Wrench (Quick-Way).....	17.50
ST-2024 Tension Wrench (Min. Train).....	9.75

## TOOL CHANGE

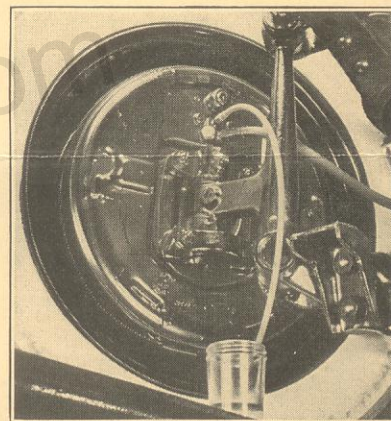
A change has been made in the bleeder tool shown in the tool catalog under ST-5006. We are now supplying the Bal-Check hydraulic brake bleeder which consists of a Bal-Check in the end of the tube which screws into the brake bleeder.

With the four new Bal-checks one man can bleed an entire set of brakes instead of the two men required at the present time as it is not necessary to watch the air come through the liquid which is in the container. By pressing the brake pedal five or six times you replace all the liquid between the master and brake cylinder and then all the air should be eliminated from the line.

With this Bal-Check, less fluid is used as it requires no fluid to start the bleeding. By bleeding all brakes at once you eliminate all guesswork and do the work faster.

*Instructions for using:* First remove the four

dust screws in the end of the brake cylinders and replace with the Bal-Check bleeder. Loosen the bleeder screw proper, one turn, and place loose end of hose in a clean container. If you are using the automatic master refiller simply place the



ST-5118 (\$1.25 a set)

automatic filler in position, then depress the brake pedal five or six times. Now check your container; they should all contain about the same amount of fluid. However, should one or two containers show less fluid than the others, lock bleeder screw on the brakes showing the most, and then depress the brake pedal two or three times more. A line may have a slug in it which prevents proper brake action on that particular wheel. After all bleeder screws are locked, simply remove the Bal-Check bleeders, replace the dust screws and the job is done. Be sure the master cylinder has been kept filled with liquid.

This new bleeder may be used in the same way as the old one if you care to perform the operation that way.



## IT PAYS TO MODERNIZE

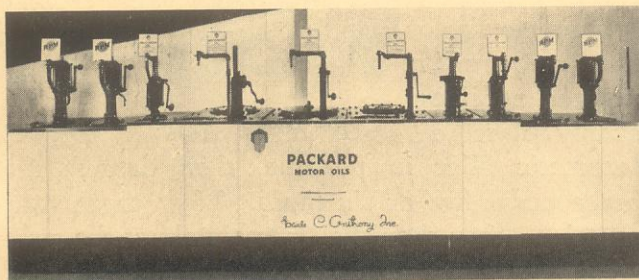
The appearance of your lubrication department is more important today than ever. Lubrication is the only form of maintenance which car owners require frequently and at definite intervals. It is claimed that it accounts for nearly 20% of all the money car owners spend for service. It is one of your largest single sources of service revenue. It is valuable as a "feeder" service since it always contributes to the sale of other services.

Since lubrication is primarily a contact service it keeps you in close touch with your owners and gives you added opportunities to sell repairs, accessories and other items. Lubrication, when correctly rendered with modern equipment, will attract more customers and keep them coming back to you better than any other type of service.

### OMAHA



### SAN FRANCISCO



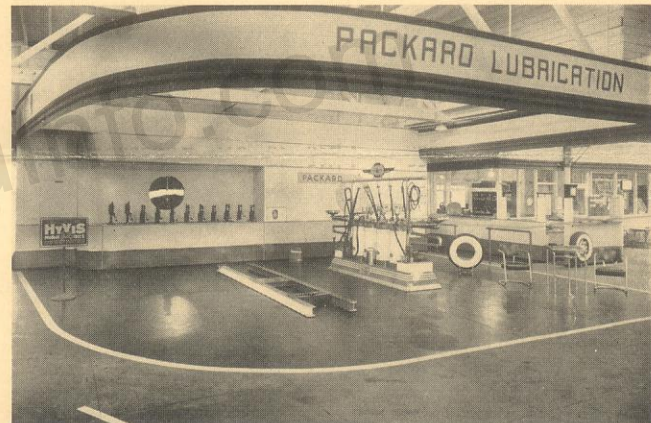
### CLEVELAND



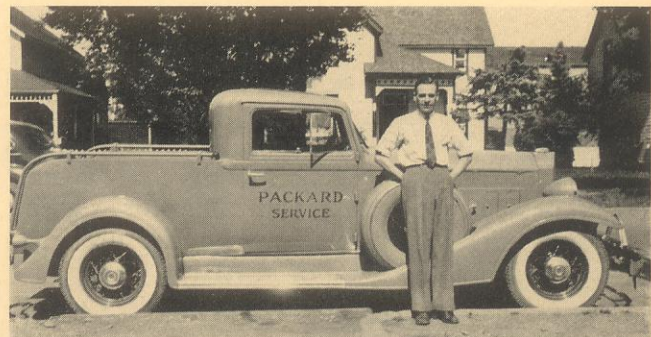
## LONG BEACH



The Packard Long Beach Company of California is justly proud of its new service set-up. The outside of the building is particularly attractive and the service entrance is well marked. The modernistic touch inside presents one of the most pleasing pictures that we have seen in a long time. Careful planning is apparent for future expansion, and the customers who drive in cannot help but be impressed by such a display of modern equipment and the natural assumption of efficient operation.



We introduce Warren Rogerson, Service Manager from Calgary, with his "Made in Canada" service car. They have followed the principle that a service car should reflect the type of service rendered by their organization.



SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME.

• ADDRESS—THE EDITOR, PACKARD SERVICE LETTER