



VOL. 12 No. 4

FEBRUARY 15, 1938

THE CUSTOM OF CUSTOMARY COURTESY

By "The Man Who Owns One"

A few days ago, I heard a story that struck me very forcibly.

It was about a young Packard salesman, new in the business. It seems that one day a poorly dressed, elderly couple walked into the salesroom where he was on duty. Other salesmen on the floor glanced at them and immediately became very busy doing nothing at all. They felt it would be a waste of time to approach these old people.

The young fellow, sensing that no one else intended to show them any attention, took the job upon himself. It was his first attempt at making a sale.

Much to his surprise and to the consternation of the other salesmen, the old man said: "We want to buy a Packard—a big one. We're looking for a comfortable car. Have you a good used Packard we can look at?"

Within ten minutes they had signed the order for a year-old Super Eight—and paid cash!

It was one of the easiest sales ever made. There was no need to sell them. They knew what they wanted.

To me, that story has a moral—it's this:

No one can afford not to show every customer prompt, courteous attention.

Yet, time and again I've seen this first

principle of business violated—in stores, and even in Packard service stations.

Courtesy to customers, regardless of who they are or how old their car, is such a little thing. It takes only a few seconds to acknowledge their presence and to let them know you are glad to be of service to them.

It doesn't pay to let them stand around, mulling over trouble that has occurred in their cars, wondering why they don't receive the attention to which they are entitled, getting dissatisfied, and losing confidence in your ability to serve them.

Even though you may be tied up with another owner or busy in some other way, take the few moments' time to tell the second customer you will take care of him as soon as possible; make him feel at home and perfectly free to inspect your department until you are in a position to write up his order.

We all like to feel that we are worthy of the respect, friendliness, and consideration of others. So it is only natural that we feel slighted when we fail to receive the attention of those whom we are favoring with our business.

If I were a service man, I would certainly make it my first duty to accord every customer the prompt attention and friendly consideration he has every right to receive.

OWNER FOLLOW-UP

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

FIRST CLASS
PERMIT NO.
(Sec. 510 P. L. & R.)

BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

2c POSTAGE WILL BE PAID BY

Attention
Service Manager

Order No. _____ Date _____ Service Man _____

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

This card is supplied with dealer imprint, which serves as the return address. When ordering give Postal Permit number, and specify VT-32.

ARE YOU SELLING AIR CLEANER SERVICE?

The average motorist has very little conception of the importance of the air cleaner's function and does not realize that the cleaner needs frequent service.

Too often in the service station we assume that this unit requires attention on a mileage basis, which, of course, is better than no attention at all, but is not enough. The frequency of attention is determined by the conditions under which the car is operated. If during the summer vacation the owner drives over dusty roads to golf clubs or summer resorts, the cleaner may require attention each week. The service salesman should become familiar with driving conditions of just as many cars as possible.

Air cleaning conditioning service can be merchandised as a valuable extra service well worth the small effort necessary to obtain this additional volume.

Points of interest in selling this service are that air is so light and invisible that we seldom think of it as having any weight and yet the average automobile engine requires about 7,500 cubic feet of air weighing 93¾ pounds to make a proper mixture with one gallon of gasoline. In this amount of air there is a surprisingly large quantity of dust and foreign material which must be removed before clean combustion and maximum efficiency can result.



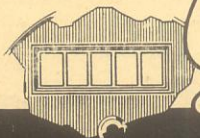
Bench Type
Suggested
\$12.75

Pedestal Type
Suggested
\$19.75

Selling air cleaner service requires showmanship. The best way to do this probably is to use some type of modern equipment especially designed for the job. The equipment illustrated has been tested by the special tool department and is one that can be recommended for this work.

We are confident that you will find a good many of these jobs can be sold if you will get this work out where it can be seen by the customer and where an actual demonstration can be made. While the actual income per job is small, there is a very satisfactory profit, and it is a service which the average owner will gladly buy when it is called to his attention.

Does
Your
SPEEDOMETER
READ



That you may continue to enjoy the ownership of your Packard and have the assurance that it is performing at its fullest efficiency, we suggest that you drive in for a complete Factory-recommended Inspection and Lubrication at this time.

F. H. GESSAMAN MOTORS, INC.
1536 East Third St. Phone Fulton 4159
DAYTON, OHIO

This card imprinted as shown with your firm name. The first 100 \$2.00, each additional 100 \$1.40. Order Service Card No. 13.

RADIO STATIC

Occasionally a hum develops in the radio which sounds like a motor noise as it is only audible when the engine is running. This noise has been traced to the fan belt which, when dirty and covered with sand or dust, builds up a friction between the fan belt and the sides of the fan pulley. This friction creates a static electricity which can be heard in the radio. To remedy this take a wire brush or similar tool and scrape the dirt off the sides of the fan belt, be careful not to damage the belt.

COWL ANTENNA WITH SPOT-LIGHT ON A 1938 CAR

Both the cowl antenna and a spotlight can be installed on any 1938 Packard car, provided the top hole, which is drilled in the cowl to support the antenna is located one inch to the right—closer to the car door than the standard position. On a six-wheel model the upper hole should be drilled half an inch to the right of the standard position. This will enable the spotlight to clear the antenna and still look well on the car.

THIS HELPS SELL LUBRICATION

February 10, 1938

Mrs. Mary Roe
567 Oak Avenue
Columbus, Ohio

Dear Mrs. Roe:

Your name and the identifying numbers of your recently purchased Packard have been added to our service records. This record is to assist you in maintaining your car in correct operating condition at a cost which will please you.

The conditions of your purchase provide inspection and chassis lubrication for 10,000 miles. We are enclosing your coupon book and invite you to come in and use it regularly.

This book may be exchanged at its full value for a more complete lubrication service, including cost of materials, draining and refilling crankcase at proper intervals, and changing the transmission and rear axle lubricant once in 10,000 miles. This is available for an additional charge of \$12.70 and represents a saving of approximately 25%.

We recommend this complete Inspection-Lubrication plan very strongly. Packard owners who are availing themselves of the service provided by these coupon books have found that it materially increases the satisfaction obtained from their cars and that it has been an important factor in keeping their maintenance costs at a minimum.

We have found that Packard owners become very enthusiastic about their cars. We anticipate that this will be true in your case. Your first inspection is due when your speedometer reads 500 miles. It will be a pleasure to serve you.

Yours very truly,



The importance of proper headlighting is gaining national recognition. Newspaper and radio publicity is awakening the public to the importance of headlights as a safety factor.

The latest service film, "Highlights on Headlamps," will assist you in providing this Safety Service for your owners. It demonstrates successful methods of selling headlamp service and shows the step-by-step procedure of headlamp check-up and servicing.

CLOCK INSTALLATION

We have had complaints to the effect that two or three clocks had been installed on a certain car and each clock failed to operate properly. In numerous cases the fault is not with the clock, but can be traced to loose wiring connections, dirty terminals or broken wires which prevent the clock from receiving a consistent delivery of current and cause it to stop when the current is interrupted. Correction—be sure the battery terminals are clean and tight, and that the numerous wire connections under the dash are tight.

OIL CONSUMPTION 1600—1601

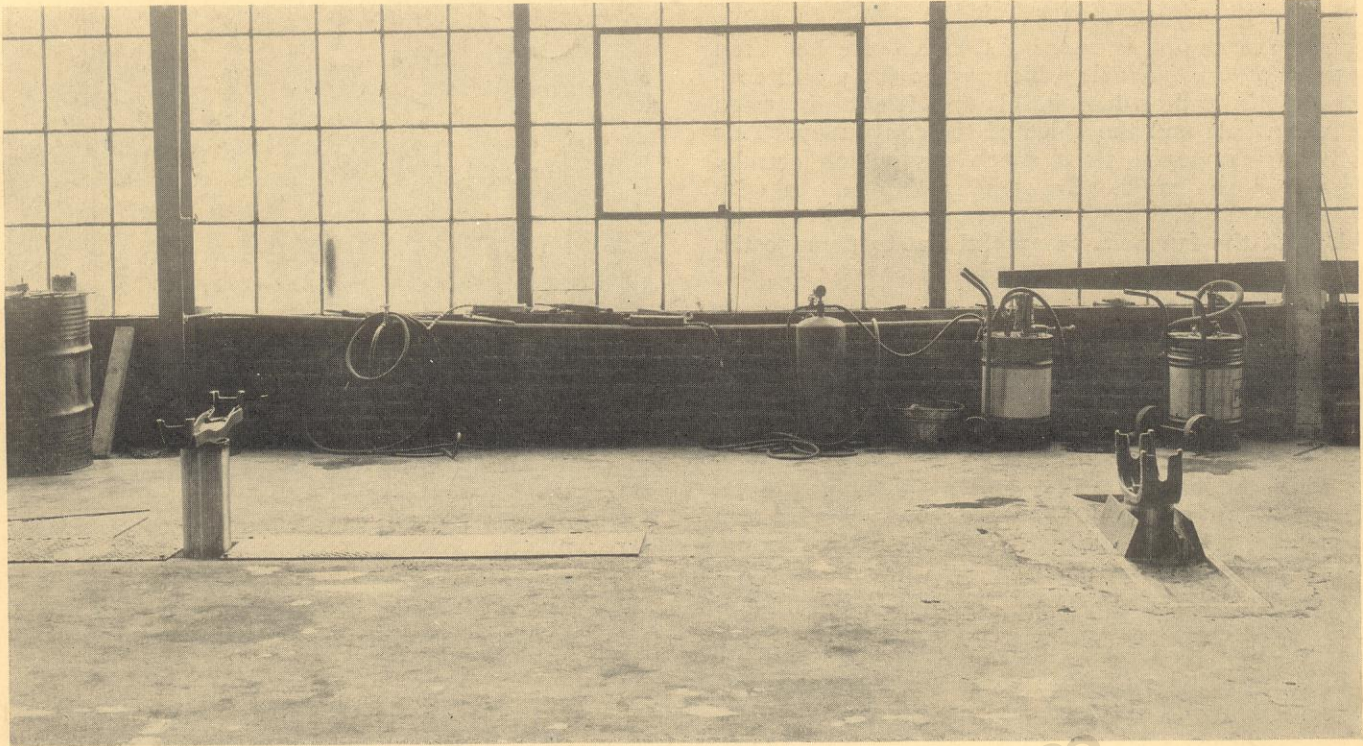
If you encounter any cases of excessive oil consumption on the 1600 or 1601, we suggest that you check the motors for possible oil leakage from the valve compartment at the rear vent tube.

This condition is more likely to develop in the 1600 than in the 1601 and, in any case, it is likely to be confined to cars which are driven at rather high sustained speeds. The condition can be checked by examining the rear vent tube, if the loss of oil at this point exists it will be indicated by the condition of the tube.

New valve cover plates have been developed incorporating baffles on the inner face so that the oil entering the valve compartment from the crankcase will not be thrown against the outlet where the vent tube connects with the compartment. If the condition is found, new valve cover assemblies may be installed and the old valve covers returned to the factory for credit.

Both valve cover assemblies for the 1601 are covered by Piece No. 327958. The 1600 requires Piece No. 327956 valve cover assembly front and Piece No. 330021 valve cover assembly rear.

BEFORE AND AFTER



OIL CITY, PENNSYLVANIA

The Freeman Motor Company a short time ago completed their new lubrication department setup. These pictures present a striking example of what can

be done without spending a great deal of money. The result will certainly insure an increased volume that will very soon offset any expense in connection with the installation.

