



PROFIT BUILDER No. 2—OWNER FOLLOW-UP

It should be the aim of every Packard dealer to increase constantly the number of Packard owners who come to his service station. The second step is to get as many owners as possible into the habit of regular visits.

Repeat business is the backbone of any retail business, and this is specially true of the service department. By maintaining as close as possible to a maximum flow of service volume, service profits are assured.

The service department is a part of a selling unit. No selling can be carried out successfully without a prospect file and a definite sales plan. Probably every Packard dealer has some form of owner follow-up, but not all of them are being efficiently and effectively used. Most dealers have found out by now that it is not enough to occasionally follow up "forgotten owners." It is not a follow-up system unless it is used regularly. If you are desirous of building owner satisfaction and avoiding owner misunderstanding that would otherwise not come to your attention, the answer is persistency in follow-up.

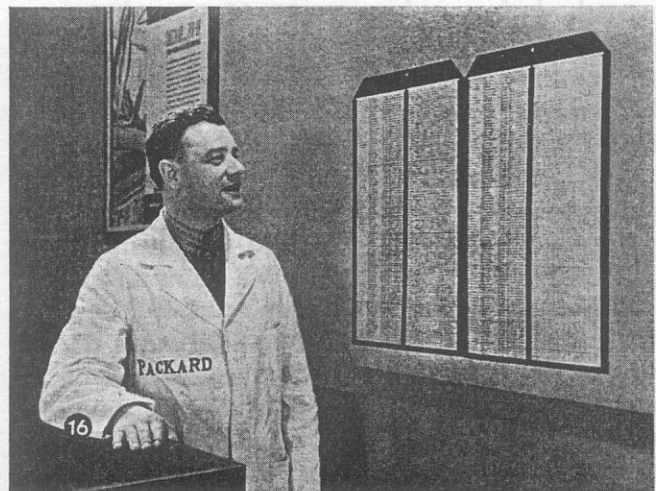
You cannot make follow-up a side line; it is a major job. It must be well organized and carried out conscientiously by someone who appreciates the possibilities of the increased business that comes only from systematic contact.

Follow-up is usually thought of as just a selling plan. This is not entirely correct since it is also a reminder for the owner to protect his investment by making full and regular use of the dealer's service and mechanical facilities.

Packard dealers know that they are better qual-

ified to service Packard cars than anyone else. They know that they have a definite responsibility to every Packard owner, but do Packard owners know this—and isn't it the dealers' job to keep this thought constantly in the minds of these owners?

The modern owner follow-up determines the owner's feeling toward his car, the dealer and the service rendered. If owners are satisfied they become your best customers as well as your best advertisers. Keeping owners satisfied and keeping owners advertising for you is something that requires constant effort on your part. Never assume that your regular customers are the only ones to be contacted. This is only a part of the job. The rest of the job is in getting all the Packard owners in your vicinity to come to you for all of their service needs.



Robinson, E.	3424 Macdonald	PI 7398	11-01-20	15-1763	1-12-12	
Perrill, F. T.	3547 West	SD 6286	16-03	C-1-28	1-20-1245	
Perritt, J. F.	8383 Dexter	TD 8274	14-03	11-10-37	1-17-78	
Peterson, R. A.	31-02 West	PI 3008	15-03	11-10-37	1-17-79	
Phar, M. E.	114 Chandler	SD 7393	18-03	11-10-37	1-17-82	
Phares, B. E.	5680 W. York	TD 12510	11-02	8-14-28	1-16-43	
Phay, B.	8441 Boulevard	TD 1395	13-03	11-10-37	1-17-79	
Phelan, J. J.	4704 E. 13th	TD 7013	11-02	11-10-37	1-17-79	
Phelan, M. R.	4970 Hollingshead	PI 1433	13-03	8-14-25	1-16-43	
Schneberger, W.	8608 Belton	PI 3343	14-01	8-14-28	1-16-43	
Palmer, A. A.	3734 17th	TD 5746	13-03	8-14-28	1-16-43	
Palmer, A. J.	14804 Calaver	TD 7076	11-02	10-16-37	1-14-10	
Palmer, J. D.	1375 N. Sun Day	PI 6034	13-03	11-16-44	1-17-78	
Parsons, D.	3734 Lincoln	TD 3884	14-02	4-13-15	1-16-40	
Parsons, W. A.	1143 13th	SD 5148	14-03	11-10-37	1-17-79	
OConnell, J.	3747 Cass	SC 6543	11-03	11-14-25	1-13-89	
O'Connell, J.	160 S. Chalmers	MD 5391	11-02	8-14-28	1-16-43	
Ogden, F. R.	8776 Bedford	TD 3375	14-01	8-14-28	1-17-78	
Ogden, F. R.	3404 Calaver	TD 7014	11-02	6-14-28	1-17-78	
Ogden, L. B.	1164 Beaconfield	TD 8143	14-01	1-2-37	1-17-43	
Ogden, L. B.	3043 Cornhill	TD 8140	11-02	1-2-37	1-17-43	
Ogden, L. B.	7245 13th	TD 3374	14-02	11-14-28	1-17-78	
Ogden, J. J.	6005 Cordell	TD 1438	10-02	6-14-25	1-14-81	
Ogden, J. J.	6376 Stratton	PI 9077	14-03	8-14-28	1-17-78	
O'Neil, C. J.	3748 Ohio	SD 1143	14-01	11-10-37	1-17-79	
Oliver, C. J.	4477 Jacoby	TD 7407	11-02	11-10-37	1-17-79	
Oliver, C. J.	3396 Lakewood	TD 7390	14-02	10-17-35	1-16-43	
Ortiz, R.	1843 Dayton	SC 0738	14-03	10-14-37	1-16-43	
Ortiz, R.	6254 Burnett	TD 5681	10-02	10-17-35	1-16-43	
Ortiz, C. V.	2247 W. Boston	TD 1664	14-01	11-10-37	1-17-79	
Ortiz, B.	6184 Alameda	TD 5518	14-02	8-14-28	1-16-43	
Ortiz, B.	1487 S. Peter Drive	TD 4924	11-02	1-2-37	1-16-43	
Ortiz, B.	12607 Madison	TD 1387	14-02	11-10-37	1-17-79	
Pence, W.	10505 Prairie	SD 10505	14-02	8-14-28	1-16-43	
Pence, W.	188 Ford	TD 7419	14-02	8-14-28	1-16-43	
Pence, W.	6149 Dewick	TD 1354	11-02	8-14-28	1-16-43	
Pence, W.	6180 Garland	PI 8701	14-01	8-14-28	1-16-43	
Pence, W.	3787 Kensington	PI 6304	14-03	8-14-28	1-16-43	
Pence, W.	14851 Peninsula	TD 10943	14-03	8-14-28	1-17-79	
Pence, W.	6184 Garland	TD 8714	11-02	8-14-28	1-16-43	
Perkins, A.	3176 Hibbard	TD 1247	10-02	11-14-37	1-17-79	

Still another system has been put on the market known as the Speed-O-Graph. This also has received enthusiastic indorsement by many dealers. Its major feature is its simplicity. It is made up of a special printed file folder for Repair Orders constructed with a celluloid tab running along its top edge. On the tab is a name insert. The tab includes a date scale by months and days and by means of sliding indicators eliminates the use of the flag type signals. The year model of the car is designated by the color of the name strip.

names and the follow-up dates remain visible and form a keyboard. To read this one has only to sight down a straight line over the current date and the lapse between each signal and the current date indicates the lapse of time between visits. It is very easy to pick out those 30, 60, or 90 days "old" and address a post card reminder or letter to them. A further breakdown of 5-day intervals is provided for more accurate follow-up.

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On the front of the folder, spaces are provided for the follow-up record and for summarizing the work done on the car. This is sold by the Veit Co., Kirby Avenue, Detroit.

Someone gets the service business of every Packard owner. Isn't it logical that he will go to the place where he is invited provided the prices are right, the type of work is right and the treatment he receives is right? It must not be assumed that an owner follow-up system regardless of its cost can do the job alone. It is the effort applied that produces the results.

CYLINDER HEAD GASKET SEAL

It has been the practice of all good mechanics when installing cylinder head gaskets to coat the surfaces with a sealing composition. To eliminate this hand operation, which is a costly and somewhat unsatisfactory procedure, all cylinder head gaskets shipped from the factory Service Parts Division in the future will be precoated with a sealing composition.

For your assistance in ordering these precoated cylinder head gaskets from the factory, we quote you the following part numbers and model application:

Part No.	Name	Model
A 215430	Cyl. head gasket	1100-1-2-1200-1-2-1400-1-2 1500-1-2-1603-4-5
A 215431	Cyl. head gasket	1103-4-5-1203-4-5-1403-4-5
AA302736	Cyl. head gasket	120, 120-B, 120-C, 1601-2
AA315438	Cyl. head gasket	115-C
A 210440	Cyl. head gasket	726-33-826-33-901-2-1001-2
A 210441	Cyl. head gasket	740-45-840-45-903-4-1003-4
A 197821	Cyl. head gasket	905-6-1005-6-1107-8-1207-8 1407-8-1507-8-1607-8
AA324284	Cyl. head gasket	1600-1700
AA335442	Cyl. head gasket	1703-5
AA335676	Cyl. head gasket	1701-2

If Packard dealers will order all cylinder head gaskets from their distributor and the distributor from the factory, they will be assured of receiving gaskets precoated with a sealing composition which has our engineering and laboratory approval.

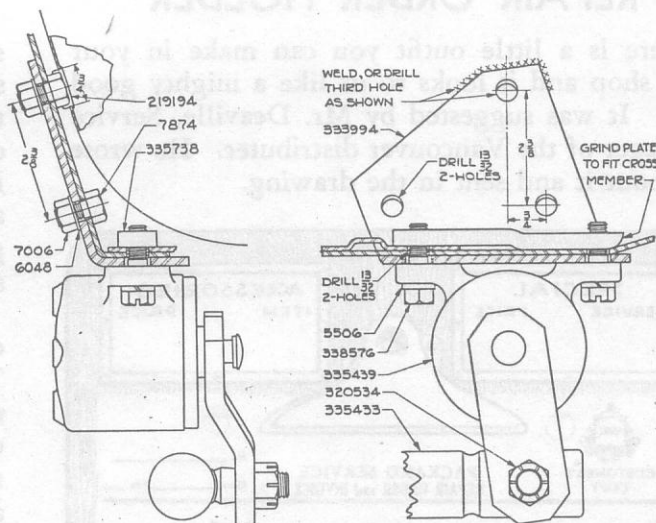
5TH SHOCK ABSORBER FOR 16TH SERIES CARS

The Lateral (fifth) Shock Absorber, a feature of the 17th Series cars may be installed on the 16th Series. The shock absorber, lateral tube and all necessary attaching parts are included in an equipment which may be ordered from the service stores division.

Part No.	Suggested List
AA 338962	Lateral Stabilizer Eqpt.....\$10.00

The installation procedure is as follows:

1. Remove old lateral stabilizer tube.
2. Remove old lateral stabilizer frame bracket. This may be best done by drilling $\frac{1}{4}$ inch pilot holes in the attaching rivets, then drilling through with a $\frac{13}{32}$ inch drill. The bracket should then be chiseled off where it is welded to the frame.
3. Locate third hole in side of new bracket 333994 as shown and drill $\frac{13}{32}$ inch. At the same time enlarge two $\frac{5}{16}$ inch holes in side of bracket to $\frac{13}{32}$ inch.



4. Bolt bracket to frame using $\frac{3}{8}$ inch bolts 7874 through two lower holes in side of bracket.
5. Using holes in bottom of bracket as guide drill two $\frac{13}{32}$ inch holes in frame channel.
6. Using top hole in bracket as a guide drill $\frac{13}{32}$ inch hole through frame and tire compartment wall.
7. Remove shelf from rear compartment and with $\frac{3}{4}$ inch drill enlarge hole just drilled in compartment wall.
8. Through this hole assemble $\frac{3}{8}$ inch bolt 7874 in frame and bracket.
9. Snap special metal cover 219914 in hole in tire compartment wall and reinstall shelf.
10. Grind end of reinforcing plate 335738 to fit flat in frame.
11. Attach shock absorber using cap screws 338576.
12. Install new lateral tube assembly 335433. Work shock absorber arm back and forth several times to work all air out of shock absorber before connecting tube.

The time allowance for the complete operation is 4.5 hours.

SHOCK ABSORBERS 1700 - 1701

There have been several requests for a shock absorber valving for the 1700 and the 1701 which will provide a softer ride.

Such a valving has been approved and for each car the following parts must be ordered:

- 2 #341094—Shock Absorber Rebound Front valve ($\frac{4}{2}$ -C-5)
- 2 #341095—Shock Absorber Comp. Front valve ($\frac{2}{1}$ -Aa-1)
- 2 #341096—Shock Absorber Rebound Rear valve (1-F)
- 2 #341097—Shock Absorber Comp. Rear valve (4-A-1)

Naturally the above valving, while it will provide a softer pavement ride, will not give the same measure of control at high speeds or on rough roads.

Here is a little outfit you can make in your own shop and it looks to us like a mighty good idea. It was suggested by Mr. Deaville, Service Manager of the Vancouver distributor. He wrote us about it and sent in the drawing.

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For instance, the paint department or the metal department might not be very busy. He calls this to the attention of the service salesman with a list of prices on the items in these departments. Next week the drive might be to assist some other department.

GENERATOR PULLEYS

Some complaint of rundown batteries may come from owners who do more than the usual amount of low speed driving and have more than

A typical example of such operation is taxicab service. Cars in this service are driven at low speed more than the average. Particularly during the winter months they are likely to be parked for considerable periods with the engine running at idle speed and the heater turned on. The batteries run down because the car is not operated at generator charging speed a sufficient time to offset the electrical consumption.

The small pulleys should not be used on cars which are operated under average speed conditions. Its use will probably aggravate rather than help the condition since by lowering the range of car speeds at which the generator charges, it will reduce the operating time during which the battery is being charged.

338950 Pulley—Auto-Lite Generator, 1601, 1700,
1701.

The Auxiliary Front Bumper has proven one of the most popular accessories we have adopted in some time. Sales, during the past three months, have been several times greater than we anticipated, with the result that we are now able to purchase this item at a more attractive price. Following our regular policy, we are passing this saving on to the field.

This reduction in price will broaden your market and offer you an excellent opportunity to increase your sales on this item **NOW**. Take full advantage of the slippery streets, congested parking conditions and heavy traffic to impress upon your owners the wisdom of buying this extra protection **NOW**. *Dealers' Suggested*

extra protection NOW.		<i>Dealers'</i>	<i>Suggested</i>
		<i>Suggested Net</i>	<i>List Price</i>
		<i>Unattached</i>	<i>Attached</i>
PA-338016	Auxiliary Front		
	Bumper, Jr.....	\$5.05	\$8.50
PA-338149	Auxiliary Front		
	Bumper, Sr.....	5.05	8.50

NOTE: Please change the figures shown on Page No. 3 of your Accessory Price List.