

## YOU HAVE TO HAVE CUSTOMERS

Of course, your workmanship has to be the best. You have to know how to diagnose quickly and accurately. You have to know how to fix what you find is wrong. This, too, has to be done quickly and accurately; but first and foremost, you have to have a customer's car to work on and therefore, just knowing how to diagnose trouble and fix it isn't enough.

We don't know yet just where to draw the line as to how much time it will take to build up and maintain a sufficient volume of work to support with a profit the service department you are trying to run. We do know that it is necessary to put enough effort into this business of merchandising to make sure that you have enough customers, who leave enough money with you so that with a reasonable expense you can do the work on their cars at a cost which will leave a fair profit.

This all may sound rather complicated, but it's just like the man, who rents a store and very carefully stocks the shelves with the best brands of groceries, then sits down in the back of the store and spends all his time studying about groceries. Naturally if he doesn't spend some of his time figuring how to get some customers and how to sell his groceries he isn't going to be in business very long. And so in this service business you can't just sit back and say, "Well, I've got a nice place now and I'm going to learn all I can about this automobile." That isn't enough. You will just have to figure out ways and means of getting

people who want your services into your place of business.

We suggest you don't try to do this in any one way. Some people will talk to you over the phone about care of their automobiles. Others just won't take the time or don't like to do it this way. Some people will read a letter and other people figure they are just too busy. Some people will take time to read a post card. Others feel that if you are interested in them you will send more than a post card; and so you just can't suit everybody in this matter of how to tell them your story. It's a matter of keeping after them in many different ways.

You don't want your customers coming in just for winter conditioning and just for spring conditioning. You want them to come in at regular intervals. Therefore, your invitations must be sent out at regular intervals and not just once or twice a year. The more of your customers you can have coming to you at regular intervals the better off you are. The type of work you do on their cars is what builds confidence and keeps them coming back but the type of work has little to do with the first visit; and let's not assume that we are the best mechanics in the world. Maybe the fellow down the street is just as handy inside a carburetor as you are. Therefore, you have to keep telling Mr. Customer just what kind of work you do, what you charge for it, how quickly you can do it and where you are located.

You have to keep your name in front of your

customers all the time. Just how far can you walk down the street without having the name of some cigarette practically bump into you and how long can you listen to your radio without hearing these same names? How often do you see an ad for Coca Cola or your favorite brand of beer? We don't mean that you have to go to any such expense as this but the idea is that these people have to get their customers from all over. Therefore, they have to spread their message all over the billboards and all over the air. You, on the other hand, have a list of your customers and can go directly to them. You have a definite advantage in this that they don't have, but do you take full advantage of this fact and do you keep after your customers as steadily as you should?

# The FIRST STEP In MAKING SERVICE PROFITABLE

Some time ago we sent you a book entitled "The First Step in Making Service Profitable." Probably you glanced at this and put it in your desk to read some day when you weren't so busy. Maybe this is a good time to take it out. Maybe when you go to look for it you won't be able to find it. Why not write to us for an extra copy? In it you will find simple common sense methods of doing this job.

It isn't too far ahead to start thinking about your winter mailing piece. This year we are going to offer both post cards and letters. The type of letter to be used is a two-color letterhead which



## WINTER LETTER

October 5, 1940

Mr. J. E. Ream  
325 Main Street  
Bellefonte, Illinois

Dear Mr. Ream:

Cold weather will soon be here with the usual last minute rush to our Service Department.

Our most important duty toward you, as a Packard owner, is to make every effort to guard against possible cold weather damage to your car, resulting in unnecessary inconvenience and expense.

May we remind you at this time that winter driving is costly to every owner whose car has not been properly prepared for winter driving. We recommend the essential items listed:

- |                                               |                                             |
|-----------------------------------------------|---------------------------------------------|
| 1. Clean and Adjust Carburetor.               | 8. Set Ignition Timing.                     |
| 2. Clean Gasoline Strainer.                   | 9. Inspect Core Plugs.                      |
| 3. Adjust Choke Thermostat.                   | 10. Inspect and Tighten Hose Connections.   |
| 4. Check Manifold Thermostat.                 | 11. Flush Out Cooling System.               |
| 5. Test Battery--Clean and Tighten Terminals. | 12. Tighten Cylinder Head Nuts.             |
| 6. Check Water Pump and Belt.                 | 13. Check Clutch and Brake Pedal Clearance. |
| 7. Distributor Points--Clean and Adjust.      |                                             |

Sixes \$0.00      Eights \$0.00      Super Eights \$0.00

APPROVED ANTI-FREEZE PRICES ON REQUEST

Please let us have your car at your earliest convenience to avoid the winter rush.

Yours very truly,

General Service Manager

you can buy with just the art work on it and type the letters individually, have them multigraphed locally or we will put the letter on for you. These will be available shortly with samples and prices. In the meantime we suggest you be giving it some thought and maybe you will like the suggested letter we are showing.

In the late summer and early fall you have a lot of tourists. Unless you make some definite effort, your service business is going to be out on the road going right past your door.

Getting them to come in before they leave town is the job assigned the illustrated fall post card.



Card No. 21

Then there is another item to which we don't pay enough attention and that is that the customers like to know that you appreciate their work. A thank you card should be used from time to time. The one illustrated will serve this purpose and gives a certain touch of courtesy that some people feel is lacking in their contacts with service departments.

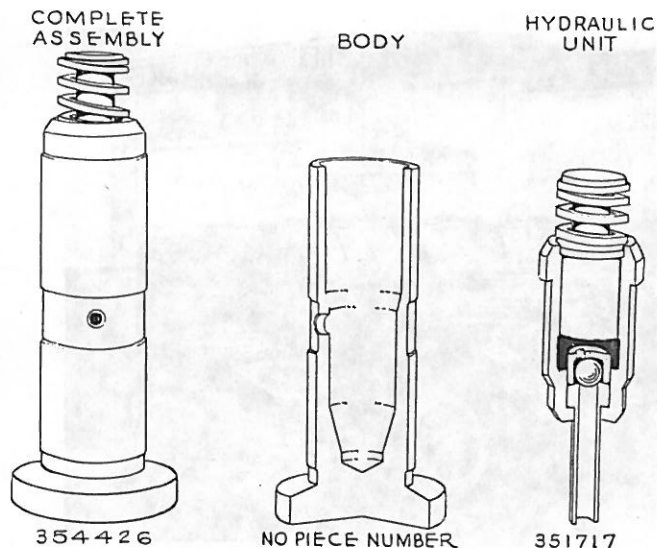


Card No. 14

These cards are attractively printed in two colors and sell, imprinted with your firm name, for \$2.05 for the first hundred and \$1.40 for additional hundreds.

## VALVE TAPPETS

### 18TH SERIES SUPER-8



Our records at the Factory indicate that complete Super-8 valve tappet assemblies are being purchased by the field for replacements in a great many cases where only the hydraulic plunger assembly is needed.

These parts are available as a complete assembly of the hydraulic unit and tappet body under piece number 354426, or the hydraulic unit only under piece number 351717. The tappet body cannot be purchased separately.

This subject was covered in the January 1, 1940 Service Letter under the heading of, "Valve Tappets 18th Series." The only change since this article was written is the piece number of the complete assembly which was given as 341574. This number has been superseded by piece number 354426.

In cases where only the hydraulic plunger assembly is needed, order that piece only as credit cannot be allowed on the new body assembly when returned with the defective hydraulic unit.

## PARTS CLAIMS HELD UP

You may have noticed that Returned Goods credits have been held up. This is not due to any condition here at the factory. A trucking strike has delayed movement of this material, and some of it has not yet reached the factory. Just as soon as these shipments reach us they will be handled promptly. The difficulties have been settled but it will require some time to clear up the bank of material that has accumulated.



## MILWAUKEE GOES AFTER EXTRA BUSINESS



There may not be anything new about balancing wheels, but it seems to us that Milwaukee has given it that extra selling push that a lot of places neglect.

The equipment is modern and of a type to make it easy to sell this kind of work. They have made a department out of this activity and have located

followed this through with a very good letter.

Many service stations have good equipment and have it well located but they don't take the next important step and tell the customer about their new equipment and why it was purchased. Your big problem when it comes to selling service is not after the customer gets into the building, it's getting him into the building in the first place.

## ECONO-DRIVE GOVERNOR SWITCH—18TH SERIES

A condition in Econo-Drive equipped cars in which the gears cannot be shifted into reverse was described in the May 1, 1940 Service Letter as being caused by failure of the governor switch points to open.

The sticking is usually due to misalignment of the point operating arm which can be readily adjusted. To check the switch operation, remove the cover and observe the points. If they are closed, it indicates that the brass anchor pin on which the center strip of the point operating arm is hooked is set too high. The post should be pushed down slightly until the points open.

Check the operation by pressing down lightly on the carbon button. This will close the points which should immediately spring open when the button is released. When the points spring open with the release of pressure on the carbon button, the anchor pin is adjusted correctly and the cover may be reinstalled.

## REMOVING MATERIAL TO BE RETURNED FOR ADJUSTMENT

There are certain parts which are returned to the factory when replacement is required under the terms of the new car warranty.

In many instances we find parts of this kind mutilated when they are removed from the car. This makes it impossible for us to return them to the manufacturer for credit, repairs or replacement.

Please caution your mechanics when removing material which is subject to possible credit or replacement under the warranty, to use extreme care not to mutilate any of the parts.

In many cases we receive parts so mutilated that we cannot obtain an adjustment from the manufacturer. This may cause a loss to you since otherwise you would be entitled to full credit.

A word of precaution to your mechanics will eliminate possibilities of no credit dispositions.

WEST 3720

WISCONSIN DIVISION  
**PACKARD MOTOR CAR COMPANY OF CHICAGO**

3501 WEST WISCONSIN AVE. MILWAUKEE, WISCONSIN  
August 8, 1940

DEAR PACKARD OWNER:

They say "it almost talks." Its our new Balance Master -- the wheel and tire balancer that is the answer to smooth-t-h-e-e-r and s-a-f-e-r driving.

There is no factor of GREATER IMPORTANCE in the control or correction of high-speed disturbances than the accurate balancing of wheel and tire assemblies.

In driving your car, the wheels and tires become what is termed as "gyroscopes", and as your speed increases, the centrifugal force becomes so TREMENDOUS that when wheels and tires ARE out of balance, driving becomes extremely dangerous.

For your safety and protection, we suggest the balancing check-up of your wheels and tires. Then note how much better your car CLIMBS to the road at high speed.

Come in and watch this most amazing machine diagnose out-of-balance condition of wheel and tire assemblies. You will find it to be a truly marvelous revelation. It only takes about a minute.

Remember, the importance of properly balanced wheels and tires cannot be over-estimated. Prove to yourself what this machine can do. Drive in today -- let us correct any out-of-balance condition that may have developed in your wheels and tires. You want to be sure your car is safe to drive.

**WHEEL AND TIRE BALANCER**  
DEPARTMENT

Very truly yours,  
*C. H. Long*  
C. H. Long  
Service Manager

it where the customer drives by it getting to the service salesman. It is played up in such a way with signs and location that his curiosity is aroused, and this starts the ball rolling. They have