



VOL. 14 No. 22

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A DEFINITE ANSWER FOR THE FELLOW WHO SAYS IT DOESN'T PAY

The Huntington, West Virginia, distributor felt that his service volume should be larger and Mr. Campbell, the owner, talked it over with Service Representative Fletcher. They went to work with the service promotion book on "The First Step in Making Service Profitable" and the folder on "Proven Packard Service Helps."

They found just about what they wanted in the way of letters and postal cards. This material was changed a bit to exactly fit their particular problem. It was made to look and sound like Huntington had a definite and personal message for Huntington owners.

It wasn't just ordered and dumped in the mail. It was mailed intelligently. The Packard Service Cards are numbered, and they numbered their series of five letters. Then they went through their owner records and decided which letter or which card to send to each owner. They put the number on the record and then the addressing and mailing started. They didn't mail them all out in one day; they mailed a few each day. This way they sent a personal message to each owner about his car.

There were 278 names on the list. There were 160 cards sent to 160 owners who had not been in for 30 days. To 76 owners who had not been in

for 60, 90 or 120 days, there were 76 letters sent. The total cost was \$15.00.

Let's see what happened. There were 58 owners or 36% of those receiving cards, who came in and spent \$668.00. Yes, I can hear you way up here in Detroit . . . "They would have come in anyway." Do you know of any housewife who never attended a sale? Have you got a notion that your meals at home would be as good as they are if somebody didn't take advantage of the specials at the meat market and the grocery? It's advertising that keeps the Saturday Evening Post going, and don't tell us that the big advertisers keep spending millions just because they like pictures of pretty girls.

How about the 76 letters? They brought in 60 owners or 79%, and they spent \$332.92. How much of this would have come in anyway? Well, the total was \$1000.92. Let's say for the sake of argument that one-half of the money spent would have come in without the mailing. You still have \$500 extra business; and if you want to get real tough, you can cut it down some more. The fact still remains that the mailman brought in some extra business, and it amounted to a lot more than the \$15.00 it cost. Mail will do the same thing for you if you handle it the way these boys did.

PACKARD OWNERS ARE BEST SERVED BY PACKARD

FACTORY PARTS SERVICE

Two huge problems will face the Service Parts Department within the next few months. We cannot cope successfully with them alone. We need your help. The purpose of this message is to acquaint you with the exact situation.

First, our annual inventory, a tremendous task in itself, is due in a few weeks.

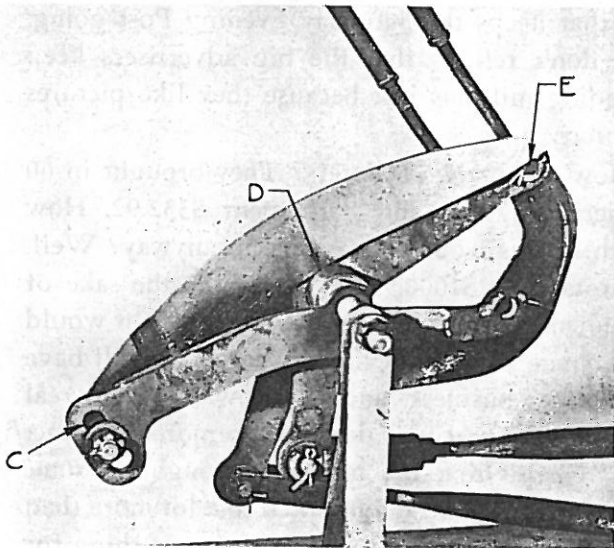
Second, the moving of our entire service parts activities to a new location.

Our annual inventory is a yearly job for which we plan weeks in advance. Your unexcelled cooperation in the past has made it possible to restrict the period of interruption in our parts service to something under seventy-two hours.

The moving operation has grown out of our participation in the National Defense Program. Areas now occupied by the Service Department have been allotted to other important plant activities.

Weeks of study and planning on these two difficult jobs may evolve a workable method of combining the two operations. Whatever the result, we want you to know that every effort is being exerted to reduce to a minimum the actual stoppage in the flow of service parts. We know that unforeseen difficulties will develop, but we are confident that with your full knowledge of the circumstances, short interruptions in our plant service will be viewed somewhat as an emergency step tied in with the National Defense Program.

TOOL NUMBER CORRECTION



In the November 1, 1940 Service Letter, ST-5105 assigned to the Steering Aligning Gauge is incorrect. The correct number is ST-5209. Please make the necessary corrections.

CONSCRIPTION AND PREPAREDNESS

Within the age bracket of 21 to 36 is a disturbing percentage of men engaged in the service end of the business—service station mechanics and service salesmen. This will mean a disrupting of personnel that will be felt keenly.

The first problem will be to replace the men who are drafted, and immediately attending this problem is the task of properly training the replacements. Mechanic education will take on a new and tremendous importance and those dealers who are slow to recognize this will find their service business slipping away from them slowly but surely.

As well as the disturbances to personnel because of the conscription act is the already evident fact that preparedness orders have greatly increased business activity and the demand for mechanically trained man power has opened up many new jobs. In many sections this condition has brought about the hiring of youths of scarcely more than grammar school age to fill vacancies. They will need a lot of careful training.

To be operated successfully a service station must supply all the needs of automotive transportation by experts, but such a program calls for persistent and intensive training. This is by no means a new situation, but conscription and preparedness have made it a real problem, which must be solved by each dealer if he wishes to maintain a profitable service operation.

TOOLS—KEEPING THEM QUIET

Nineteenth Series cars with five-wheel equipment have the spare wheel installed upright in the trunk compartment. The tool kit should be rolled tightly and tied with the strings of the tool bag. The kit should then be wedged snugly behind the tire. It will rest on a shelf below the center fastening bolt. This will almost eliminate annoying rattles caused by the movement of tools. This should be done on all new cars delivered and on all demonstrators.

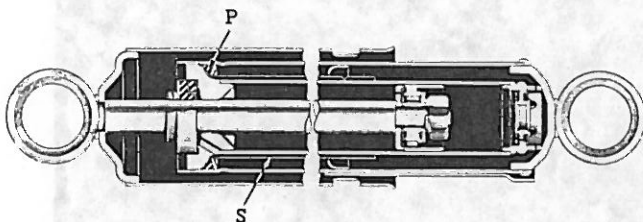
You will have some difficulty with the tools in cars equipped with six wheels as no space is available for tool storage. This is now receiving the attention of the engineering department, and we expect soon to have a satisfactory answer.

REAR SHOCK ABSORBERS

19th SERIES

The fluid capacity of the rear shock absorbers used on these cars is $6\frac{3}{4}$ ounces, the same as for previous models.

We have had instances called to our attention where this amount of fluid could not be added without overflowing. In each instance, we have found that the filling instructions had not been carefully followed and that the rod guide gasket "P" and baffle tube "S" had not been removed when the shock absorbers were disassembled for refilling. This formed a pocket at the top of the reservoir in which air was trapped so that the reservoir could not be completely filled with fluid.



When disassembling these shock absorbers for refilling, the rod guide gasket and baffle tube should be removed and a new gasket used when the shock absorbers are reassembled. When the shock absorber is reassembled, the gasket does not make a tight seal until it is forced into place by tightening the rod guide. The air in the top of the reservoir tube will thus be allowed to escape past the seal permitting complete filling of the reservoir.

CARBURETOR—IDLING ADJUSTMENT—SUPER 8

A change has been made in the 19th Series Super 8 carburetor to improve the motor idle.

The idle air bleeder is now No. 60 drill size instead of No. 70 as was formerly the case. This air bleeder is indicated by the No. 5 in the Stromberg carburetor diagram in the Super 8 Owners Book.

If you have any complaints on poor idle of the early Super 8's it is an easy matter to enlarge this hole from No. 70 to No. 60. Carburetors with the serial designation 1044B have the new calibration, but 1044 and 1044A indicate the original smaller bleeder.

This change can be made in the 18th Series Super 8 carburetors carrying the suffix letter "E", but the change is not applicable to the earlier types.

A NEW SERVICE SALESMAN

Here is a powerful "Go Getter" salesman for your Service Department, one that produces profitable results yet draws no salary—no commissions—and works every hour of every day.

Kimball's flashing salesman is alive, always selling, never offending, never growing stale. It is colorful — dynamic — impressive. It always makes the correct appeal at the right time.



It flashes its message every minute—one story every six seconds. It sticks strictly to "Service Recommendations" that mean ECONOMY, SAFETY, and above all, OWNER SATISFACTION. The customer's own speedometer will sell him on the time his car should have proper service.

Kimball's flashing salesman is most effective because it recalls to the customer's mind the familiar phrases he hears on the radio, and reads in the newspapers and magazines, such as: "CHANGE OIL AND LUBRICATE EVERY 1000 MILES," "CHANGE SPARK PLUGS EVERY 10,000 MILES," "WAX AND POLISH"—all familiar advertising phrases. He is thus reminded at the time he is in the best place to have these things done—your Service Department.

The outer circles are removable and there are eighteen from which to choose the ten you desire. See folder with Service Manager's copy for additional detail or write the Editor.

BIGGER AND BETTER MEETINGS

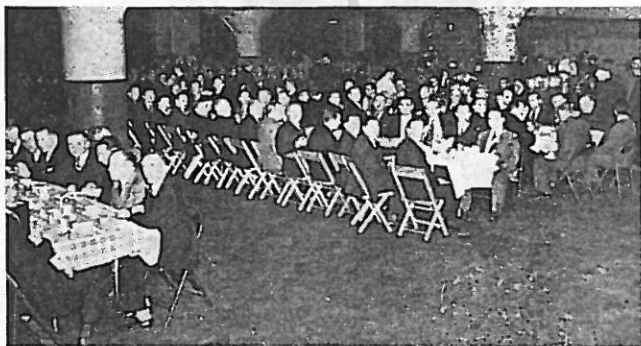
With Jack Harrison back in shape again both as to voice and vest, the annual service gatherings concerning new model car servicing are going strong. Here we have Jack and a few of his friends discussing nuts, bolts, fixing cars, accessories, parts, handling customers and lunches.



Chicago



New York



New York



Milwaukee



Philadelphia



Chicago

PA351099 RADIO SPECIAL

The factory is sponsoring a *special price* on the 1940 De Luxe Radio to permit you to cash in on the radio business created by the sale of 1940 cars in your stock. Many of your owners desire to buy a genuine Packard De Luxe Radio, at a bargain price, for Christmas.

Write your Packard distributor today and inquire about this close-out price!

SERVICE KIT FOR RADIOS

A number of Packard dealers find it to their advantage to render quick service on radios. For this reason, we have worked with Philco to secure a kit of fast-moving parts which can be installed by any automobile mechanic. This kit consists of,

1 Vibrator	83-0027	\$2.50	\$2.50
6 Tubes	1-25	1.25	7.50
2 Fuses	45-2559	.05	.10
4 Pilot Lights	34-2064	.09	.36
1 Condenser	30-4007	.50	.50

List value

Suggested dealer price is

If this kit cannot be secured locally through a Philco distributor, you can send your orders direct to the Philco Radio & Television Corporation, Tioga & C Streets, Philadelphia, Pennsylvania, and this merchandise will be shipped C.O.D. ORDER YOUR KITS TODAY!

Keep a minimum stock on hand at all times—Re-order individual parts as soon as one is sold.