



VOL. 15 No. 16

AUGUST 15, 1941

ARE YOU READY?

To everyone who reads the papers, or listens to the radio, it must be obvious that Washington intends to put defense requirements ahead of the normal production of many products, including automobiles.

It must be equally obvious that dealers will need every dollar possible from the sale of mechanical work, body work, parts, accessories, oil, tires, batteries and everything car owners buy. And why not related products such as house radios, gas or electric home heaters? They say there's a profit in having a place equipped with

cigarette and candy vending machines, with no investment in time or money.

How many Packard cars are actually registered within contact distance of your service station? Do you know accurately, and are you contacting each one, new or old? If not, buy a list from your county license office and contact each one by letter, phone or personal call.

Maybe you're busy now but the time will surely come when you will need every penny of income from service activities.

PREPARE NOW BEFORE YOU FEEL THE PINCH.

HAVE YOU A COMPLETE LIST OF ALL PACKARD OWNERS?

ARE THEY LISTED ON A SIMPLE FOLLOW-UP SUCH AS WE RECOMMEND?

DO YOU FOLLOW UP THOSE WHO DON'T COME IN AT 60-DAY INTERVALS?

DO YOU SELL EVERY OWNER A LUBRICATION-INSPECTION COUPON BOOK?

DO YOU SEND OUT SEASONAL LETTERS OR MAILING PIECES SUCH AS WE HAVE SHOWN YOU?

DO YOU USE A TELEPHONE AND PERSONAL FOLLOW-UP?

IS YOUR PLACE CLEAN AND ATTRACTIVE WITH PACKARD SIGNS SHOWING?

HAVE YOU AN ADEQUATE STOCK OF PARTS AND ACCESSORIES?—THEY MAY BE HARD TO GET LATER ON.

IN OTHER WORDS:

DO YOU KNOW WHO THE OWNERS ARE, AND WHERE THEY LIVE?

CAN YOU GET THEM ALL, OR NEARLY ALL, IN AT REGULAR INTERVALS?

ARE YOU PREPARED TO HANDLE THEM EFFICIENTLY WHEN THEY COME IN?

IF YOU ARE, THEN YOU'VE DONE WHAT IT TAKES TO GET THROUGH WHAT'S COMING!

TAKEN FROM CUSTOMERS' LETTERS

THE LOG OF A LOST SALE

- June 10: Customer wrote the factory, complaining about motor stalling.
- June 12: Letter received, acknowledged, and sent air mail to the distributor.
- June 14: Distributer wrote dealer, asking him to contact the owner.
- June 26: Customer wrote factory; no word received from dealer or distributor.
- June 28: Letter received, acknowledged by wire, and telegram sent to distributor.
- June 29: Report from distributor that he had telephoned dealer.
- July 3: No further report from distributor. Telegraphic inquiry sent.
- July 7: No reply. Follow-up sent.
- July 8: Wire from customer, "No word from dealer or distributor since my June 10 delay. Have just traded for Buick."

RESULT: A customer lost, along with all the profit that represents. It is important that *immediate* contact be made with a complaining owner. Regardless of the nature of his complaint, *prompt* attention will please him and make it easier for you to satisfy him.

SERVICE ETIQUETTE

"I understand you have a dealer-training program. Can you include in it a paragraph on good manners?"

"It seems to me that as soon as a customer drives in he should be greeted with a friendly smile, and—this is important—with courteous dignity. The service manager here either slaps me on the back, or jars the pride I had in my new car by calling out, *How's the old crate running today?*

"If he used a little more sense, he wouldn't offend my sensibilities—and I might spend more money with him."

A. Customer

CRITICISM IS A BOOMERANG

"When I took my car to my home dealer, he used up twenty minutes of my time telling me what a lousy repair job I had obtained from the dealer in another town. I had not asked him for a lecture on the efficiency of other mechanics, and his readiness to censure the other fellow made me suspect his own ability. As a business man, *I think it poor policy for one dealer to criticize another.* Don't you agree?"

A. Customer

SERVICE ON VEHICLES DELIVERED BY HENNEY MOTOR COMPANY

Service on chassis delivered by the Henney Motor Company is to be handled as follows (Trade Letter 2925):

1. *Within* 90 days or 4,000 miles of the delivery date, whichever occurs first, the replacement of defective chassis material and any necessary chassis adjustments will be handled by any Packard Distributer or Dealer without charge to the customer. Parts and labor claims may be made against the Factory and labor claims will be allowed *at the full customer rate*.

2. *After* the expiration of the warranty, and up to twelve months or 12,000 miles, whichever occurs first, we will allow credit on any defective chassis material which is replaced, but all labor charges, whether or not they are connected with the replacement of defective material, will be paid by the customer.

3. The Henney Motor Company will make it clear to its salesmen and its customers that our service policy is limited to the above, and if there is any dissatisfaction on the part of the customer over further charges made against him, he will refer his claim to the Henney sales representative or the Henney Motor Company.

4. In localities where there is no authorized Packard service, the Henney customer and the Packard Distributer may arrange for service to be rendered by an independent service station. In this case the Packard Distributer will receive the bills from the independent shop and will make out the usual claims against us for labor and defective material within the warranty period, and defective material up to twelve months or 12,000 miles, as outlined in paragraphs Nos. 1 and 2. These claims will be handled in the same manner as claims from an authorized Packard Dealer.

This policy should provide a definite, workable arrangement and we are sure that all Packard Distributers and Dealers realize the value of the Henney business with respect to car sales as well as profitable parts and labor sales, and that they will extend all possible courtesy and cooperation to the Henney organization, their customers and owners.

In Canada this equipment is handled by the Brantford Coach and Body Ltd., Brantford, Ontario.

SERVICE POSTERS

In March of this year we sent to each distributor and dealer a set of 33" x 34" service posters. These replaced the poster sent out a year ago.



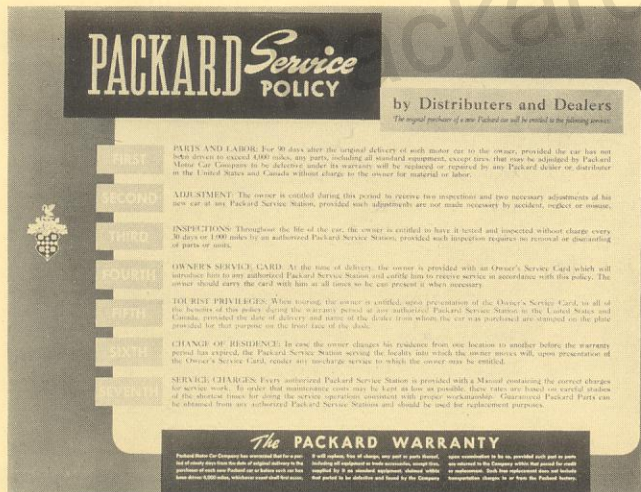
SERVICE PLEDGE TO PACKARD OWNERS
by Distributors and Dealers

In order to render a more complete Packard Service, we pledge ourselves:

- FIRST** TO CORRECTLY DIAGNOSE AND PROPERLY REPAIR any unsatisfactory condition brought to our attention. This will be done as quickly as possible consistent with previous work received and the time required to do the work in a satisfactory manner.
- SECOND** TO BE COURTEOUS at all times. Packard owners visiting us will be considered as our guests and we shall do everything we can to make them feel at home here. The touring owner's requirements will receive our most considerate attention.
- THIRD** TO LIVE UP TO ALL PROMISES we make to Packard owners. Realizing the loss of time and inconvenience that can be sustained by an idle car, we shall serve Packard owners promptly and with the least amount of delay.
- FOURTH** TO KEEP OUR ESTABLISHMENT SCRUPULOUSLY CLEAN AND INVITING and insist that our personnel be just as clean and neat in its personal appearance.
- FIFTH** TO MAINTAIN OUR EQUIPMENT AT THE HIGHEST POINT OF EFFICIENCY, to employ the necessary special tools designed, to correctly service Packard cars and to use only Packard Precision Built Parts and Approved Accessories.
- SIXTH** TO SEE TO IT THAT ALL WORK PERFORMED CARRIES FAIR CHARGES. All mis-understandings and adjustments will be handled in the most diplomatic manner so that every visit from a Packard owner will be a pleasant and mutually satisfactory one.
- SEVENTH** TO SERVE EVERY CUSTOMER IN SUCH A WAY AS TO MAKE HIM SUPREMACY PROUD OF PACKARD OWNERSHIP. We shall make it a point to keep in touch with Packard owners in order to assure them the fullest measure of continuous satisfaction from their purchases.

PACKARD OWNERS ARE BEST SERVED BY PACKARD

In traveling around the country we have found some of the old posters still hanging in service stations. These should be replaced by the new ones. Both of these new posters should be displayed prominently in the service stations where customers can see them.



PACKARD Service POLICY
by Distributors and Dealers

The original purchaser of a new Packard car will be entitled to the following services:

- FIRST** PARTS AND LABOR: For 90 days after the original delivery of such motor car to the owner, provided the car has not been driven in excess of 1000 miles, any parts, including all standard equipment, except tires that may be adjusted by Packard Motor Car Company or its dealer, under its warranty, will be replaced or repaired by any Packard dealer or distributor in the United States and Canada without charge to the owner for material or labor.
- SECOND** ADJUSTMENT: The owner is entitled during this period to receive two inspections and two necessary adjustments of his new car at any Packard Service Station, provided such adjustments are not made necessary by accident, neglect or misuse.
- THIRD** INSPECTIONS: Throughout the life of the car, the owner is entitled to have it tested and inspected without charge every 30 days or 1000 miles by an authorized Packard Service Station, provided such inspection requires no removal or disassembling of parts or units.
- FOURTH** OWNER'S SERVICE CARD: At the time of delivery, the owner is provided with an Owner's Service Card which will guarantee him to any authorized Packard Service Station and entitle him to receive service in accordance with this policy. The owner should carry the card with him at all times so he can present it when necessary.
- FIFTH** TOURIST PRIVILEGES: When touring, the owner is entitled, upon presentation of the Owner's Service Card, to all of the benefits of the motor during the owner's period of authorized Packard Service Stations in the United States and Canada, provided the date of delivery and name of the dealer from whom the car was purchased are stamped on the plate provided for that purpose on the front fender of the door.
- SIXTH** CHANGE OF RESIDENCE: In case the owner changes his residence from one location to another before the warranty period has expired, the Packard Service Station serving the locality into which the owner moves will, upon presentation of the Owner's Service Card, render the same service to which the owner was entitled.
- SEVENTH** SERVICE CHARGES: Every authorized Packard Service Station is provided with a Manual containing the correct charges for service work. To make that maintenance costs may be kept as low as possible, there are no fixed or varied rates of the above times for doing the service operations consistent with proper workmanship. Unnecessary Packard Parts can be obtained from any authorized Packard Service Station and should be used for replacement purposes.

The PACKARD WARRANTY

Packard Motor Car Company has guaranteed the car for 90 days after the date of original delivery to the original purchaser of a new Packard car in the United States and Canada, provided the car has not been driven in excess of 1000 miles, any parts, including all standard equipment, except tires that may be adjusted by Packard Motor Car Company or its dealer, under its warranty, will be replaced or repaired by any Packard dealer or distributor in the United States and Canada without charge to the owner for material or labor.

If you are unable to locate your copy of the new posters, please notify us and we will be very glad to send a duplicate set.

COURTESY LAMP TERMINAL CORRECTION

The article on this subject appearing in Volume 15, No. 15, August 1, 1941, Service Letter indicated that this should apply to the Packard Clipper. This is incorrect. It should apply to the 19th Series.

REAR DOOR WEATHERSTRIPS CLIPPER

You have undoubtedly noticed that recent Clipper bodies are equipped with a new type of rear door weatherstrip.

In the new design the rubber is removed from the forward edge of the door and fastened to the face of the center body pillar. It is attached by metal screws entering the rear of the pillar face. This construction can be applied to the earlier Clipper bodies if difficulty is experienced in keeping the weatherstrip in position.

The new weatherstrip can be fastened to the pillar without removing the door. After it is in place the section of the old strip on the door corresponding to the strip attached to the pillar should be removed, with the remaining ends tapered so that they meet the tapered ends of the pillar strip.

You will require for each car:

- 1—Pc. No. 376574—Rear Door Opening Hinge Side Weatherstrip—Right
- 1—Pc. No. 376575—Rear Door Opening Hinge Side Weatherstrip—Left

A BOUQUET

Packard Motor Car Co. of Chicago
Chicago, Illinois

Dear Mr. Weber:

Thank you for your courtesy and cooperation in obtaining and forwarding the material requested, to me at Salt Lake City, in care of Jackson Motor Car Company.

Please tell Mr. Rockenfeller, at your South Side Service Station, that his efforts were much appreciated. Whenever we stop again at Hotel Windermere, we shall know where A-1 Packard Service can be secured.

Very truly yours,

B. F. Y.

HEAD LAMP DOOR GASKET

1941 Six and Eight

The field have reported several cases of rapid fatigue of the rubber gasket on the Head Lamp Bezel and have been replacing complete Bezel and Gasket. This is rather costly. We have available Piece Number 358078 covering the gasket. The old gasket can be renewed by using an offset screw driver.

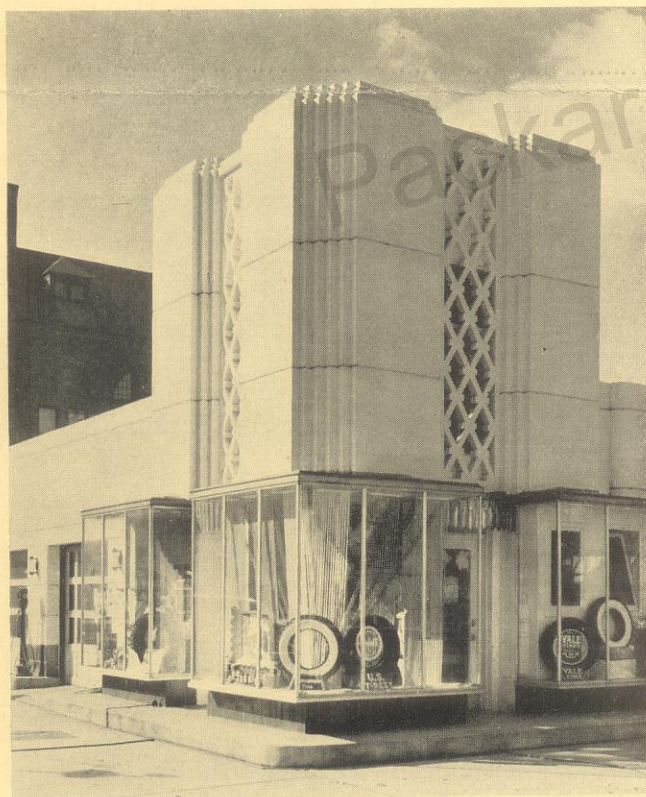
Install new gasket in place in bezel and place bezel on wood block. By holding gasket, a good job of crimping can be done.

SAGINAW SERVICE



These views are of the establishment operated by Schroeder Motor Sales Company. It is ideally located on a prominent corner, is well advertised and is doing a nice service business.

The outside show window featuring accessories and tires is particularly attractive, and parking space on the outside enables them to handle a large volume of service work.



The service layout and offices make handling detail a minor job. Service in an establishment of this kind really pays. The absorption figure a month ago was running 87.05% and is on the increase.

CONFIDENTIALLY--CAN YOU?

Gentlemen:

On March 10, I began a long vacation trip. On March 12, a flying stone smashed the tail light lens on my 1941 Packard Model One-Twenty. Why tell you about it? Well, being in business myself, I do not like to see profits lost owing to poor management.

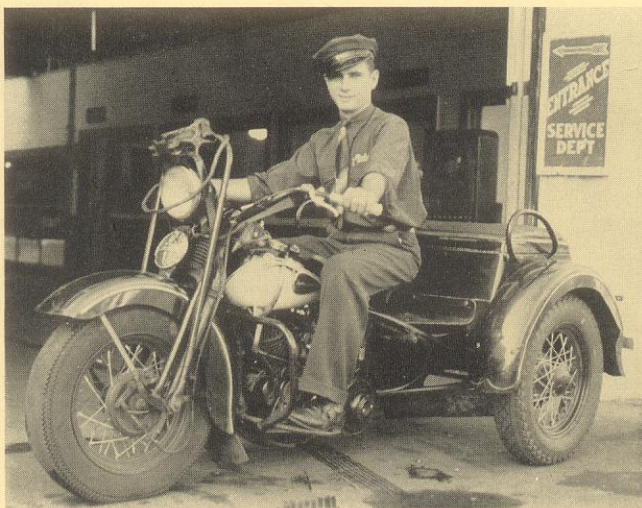
I stopped at Dealer A. He had no tail light lens in stock, so I drove 41 miles to Dealer B, but found no lens. Curious now as to why automobile dealers would neglect to keep up their parts stock, I deliberately stopped at every Packard dealer's shop throughout a distance of 693 miles. At Dealer N, I obtained a lens. Fourteen stops and 693 miles to buy one inconsequential little piece of glass. Now, I suppose the dealer's profit on a lens is only about 30 cents, but 13 dealers lost that profit. It's none of my business, but with the best of intentions, may I whisper a question:

Can dealers afford to lose profits because their stock of parts is incomplete?

Yours very sincerely,

A. Customer

MIAMI PICK-UP



Bob Gibson handles the pick-up service for Miami. If service stations continue to be as crowded with work as they are at present, pick-up and delivery service will assume an important part in your plans. Properly used it should enable you to schedule your work to a better advantage. It can be made to bring cars in when you are able to take care of them and get cars out of your service station to make room for additional work.

SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME. ADDRESS—EDITOR PACKARD SERVICE LETTER
