



## AND THE SERVICE REPRESENTATIVES



## SERVICE MAILING PIECE

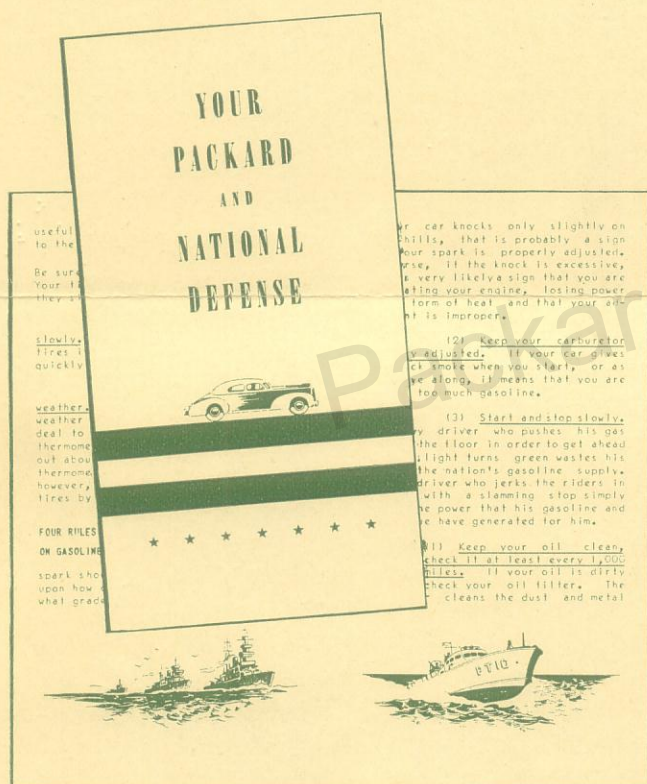
In these days of National Defense preparation and the consequent conservation of men, money and materials, it seems appropriate to give our Packard owners some helpful advice, and in doing so help ourselves.

Illustrated is an attractive and timely mailing piece on "economy of operation" of a motor car with regard to gasoline, oil, tires and mechanical maintenance costs. A sample booklet was attached to J. F. Page's letter of August 20.

We believe you will agree that this piece is attractive and contains useful advice as well as a subtle inference that your service department should be contacted by the car owner for the necessary adjustments and replacements.

We suggest a complete mailing to your owner list.

Mail only a portion of the total each day or two.



Don't mail to arrive on Monday, Saturday, the day before or after a holiday. Preferably mail after the tenth of the month. Bills are then off the customer's mind.

The booklet will fit a No. 10 business size envelope and we suggest it be mailed either with a short letter or you might enclose a neat card listing one or two specials on motor tune up, tire X'ing or brake adjustment with your firm name and address.

Cost of this mailing piece is \$1.60 per 100.

## STICKY VALVES

We are again writing to you on the subject of sticky valves.

There is still a tendency on the part of certain distributors and dealers to blame the factory for the sticking valve condition which sometimes develops in new cars when they are taken out of storage or shortly after they have been turned over to the customer.

This is not the fault of the factory and cannot be prevented by us. The control of this condition is entirely in the hands of the distributors and dealers, and the condition can be prevented if the proper steps are taken.

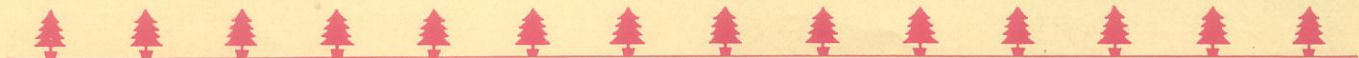
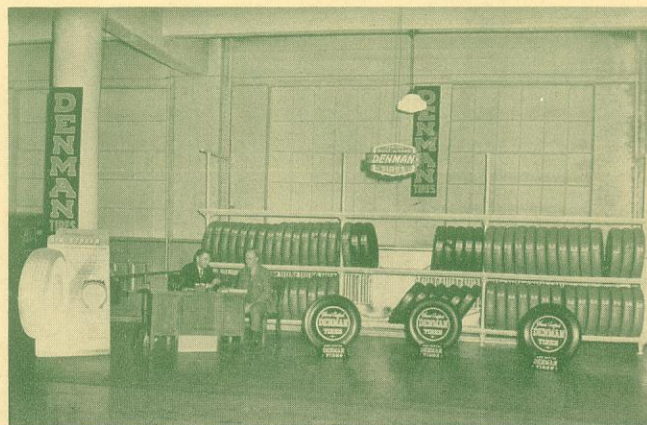
This sticky valve condition is the result of rust on the exhaust valve stems and this rust is the result of condensation, which is caused by a succession of cold starts and stops. The way to prevent the rust is not to start the motors of cars in storage.

The proper way to store a car is to drain the gasoline tank (this prevents gum formation) and run the carburetor dry. Take out the spark plugs and inject a liberal quantity of oil through the spark plug holes and crank the motor over with the starter so that the oil will reach the piston rings and the valve stems. Remove the battery, so that it can be kept in good condition.

If a car is handled in this way it can be stored for an indefinite period without developing sticky valves, but if the motor is started and stopped a number of times while the car is in storage, rust will form on the valve stems and on the piston rings.

If for various reasons it is found impossible to store a car in this way, the best that you can do to prevent sticky valves is to add a light motor oil to the gasoline, as has been done in the past. Approximately a quart of oil to ten gallons of gasoline will help to prevent the rust formation.

## DENVER SELLS TIRES





## REPAIRS TO ASSEMBLIES

In the book on Packard Service Routine, Volume No. 2, you have noted on page 30 the following:

### "ASSEMBLIES OR EQUIPMENTS"

"Assemblies or Equipments: When a part claimed defective in operation functions as part of an assembly or equipment and the detail part causing failure can be obtained through the Packard Service Parts Division, it is to be dismantled and the defective detail part only returned.

"The Factory reserves the right to return to the Distributer, Transportation Collect, all assemblies or equipments for proper dismantling, where our inspection reveals a detail part only should have been returned, because the replacement of the part could have been made without the necessity of replacing the complete assembly or equipment."

It is to both your advantage and our own that the proper procedure be followed. We, on our part, cannot accept for credit a complete assembly when the replacement of a detail part is all that would have been required. This would represent an entirely unnecessary expense on our part.

From your own standpoint it is also preferable that assemblies be repaired. In the first place it is not necessary to carry a heavy parts inventory in order to give adequate service. Moreover your shop cannot intelligently service a car unless they are familiar with the disassembling and assembling of the various units.

The return of an assembly becomes more costly and impractical as cars become older and the more important it is that you have the knowledge and the equipment to service it yourself.

## JACKSONVILLE SELLS ACCESSORIES



## WHAT DOES THE CUSTOMER WANT?

Service income can be built up constructively by increasing the number of customers coming in, by increasing the regularity of visits of present customers and by increasing sales of needed appearance and preventive items.

Service cannot be constructively increased by over selling. The first objective of service is owner satisfaction. It is important that we know what the owner wants and expects in the way of service.

Likewise, it is important to know what the management of your distributorship or dealership expects of you in this matter of handling Packard Service. R. B. Parker, General Manager of Packard-Philadelphia, has written, for his organization, a series of short "talks" on the subject of "What the Packard Service Patron Wants."

We considered them too valuable to have them confined to one organization and obtained his permission to pass them along. We will publish one or two in each issue until the series is completed.

### A PROMPT AND CORDIAL GREETING

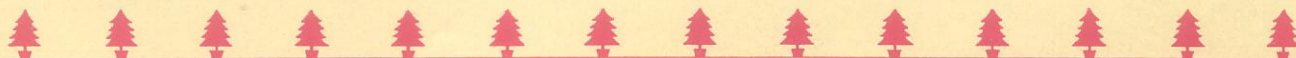
The importance of "first impressions" cannot be over-emphasized. They are invariably very lasting, and if bad, very hard to live down. Repairs to his automobile is not one of those things a man enjoys buying. He is often irritated at the necessity for repairs, annoyed at the inconvenience of having to make the trip to the repair shop, and in none too pleasant a mood as he enters.

If then nobody meets him, and he doesn't know just where to park his car, and he has to hunt around for someone, or if, when someone does approach him, it is in a slow and indifferent manner, that visitor's first impression is that the whole establishment must be a pretty slow and sloppy place, that he will be lucky if he gets a decent job done, and that it will probably be day after tomorrow before he gets his car back.

He is "looking for trouble," and we must then prove ourselves doubly good to overcome the prejudice first impressions have made upon him.

The best defense against the irritated or belligerent mood of a visitor is a prompt, cordial, interested and friendly greeting.

**PUT YOURSELF IN THE CUSTOMER'S SHOES—WHAT WOULD YOU WANT?**





## CANADIAN SERVICE



C. J. Meredith  
Montreal



Harry D. Maltby  
Montreal



Geo. J. Gray  
Montreal



C. M. Thompson  
Montreal



F. Sicard  
Montreal



Walter Marsden  
Montreal



S. Stone  
Montreal



M. Hinchcliffe  
Montreal



John Turner  
Montreal



Robert Girroir  
Montreal



Jack Lang  
Toronto



N. McConnach  
Toronto



John Walters  
Toronto



R. Gallinger  
Toronto



B. Knaap  
Toronto



S. J. Curcio  
Toronto



N. Davidson  
Toronto



Wm. Kerr  
Toronto

Some of the boys from Montreal and Toronto Service Departments who are now in another all important service. Our best wishes from this side of a friendly border go with them.

### HAND BRAKE LEVER ALL CLIPPERS

The position of the hand brake lever on Clipper models has been improved in production. The same improvement can be made on cars already delivered. The change moves the lever about three inches closer to the driver and slightly away from the door post to reduce interference with the window regulator handle.

The parts required are as follows:

1-370642	Hand Brake Lever—	Suggested List—\$3.00
1-379610	Bracket Spacer—	Suggested List— .12
1- 7512	Screw—	Suggested List— .04
1-126770	Washer—	Suggested List— .02

The spacer is installed between the bracket and fulcrum plate at the rear screw nearest the instrument board. The washer is mounted under the

head of the bolt nearest the lever to act as a stop. Installation time is 0.9 hours. No claim for labor or parts will be accepted.

### TIRE LIFE

Recommended tire pressures are always a compromise between maximum ride comfort and maximum tire life.

In normal times many customers carry their tire pressures on the low side. This provides a comfortable ride but does so at the expense of tire life.

In view of the present shortage in rubber this is an excellent time to caution your customers that it will be advisable to obtain the best possible tire mileage.

Maintaining pressures from 2 to 4 pounds higher than those which we have recommended will help to accomplish this result.