



VOL. 15 No. 6

MARCH 15, 1941

## SERVICE POLICY AND PLEDGE

Recently we mailed each distributor and dealer a set of two posters. These are 33" x 44" printed in three colors. They are attractive and serve a definite purpose.

**PACKARD Service POLICY**  
by Distributors and Dealers  
*The original poster of a new Packard is mailed to the following owner.*

**FIRST** PARTS AND LABOR: For 90 days after the original delivery of each model car to the owner, provided the car has not been driven in excess of 1,000 miles, any parts, including all standard equipment except tires, the way to be replaced by Packard Motor Car Company to be defective under its warranty, and be replaced or repaired by Packard dealer and its employees 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 1,000 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 entitle 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 or 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 this policy during the warranty period at any authorized Packard Service Station 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 photo provided for that purpose on the front face of the card.

**SIXTH** CHANGE OF RESIDENCE: To ease 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 any necessary service to shift the owner into the new locality.

**SEVENTH** SERVICE CHARGES: Every authorized Packard Service Station is provided with a Manual containing the correct charges for service work. In order that maintenance cost may be kept as low as possible, these rates are based on careful studies of the shortest times for doing the service operations consistent with proper workmanship. Unusually 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 a reputation for building cars that are built to last. The Packard Motor Car Company has a reputation for building cars that are built to last. The Packard Motor Car Company has a reputation for building cars that are built to last.

The posters should be framed and hung in the service station where customers can read them.

One is the Packard Service Policy and the other a Service Pledge. One shows the customer what he is entitled to with the purchase of his new car. The other tells him what you are trying to do to keep him pleased with his car.

It explains the effort you are making to please him. At the same time it keeps reminding you men in the service station of those things customers like; the everyday things so common as to be forgotten now and then.

The two posters together let the customer know what he bought in the way of service, and what

he will get in the way of "plus" service from you.

They are the reasons why he comes to you for service. It's just good business to live up to every one of the seven points of the Service Policy and the seven points of the Service Pledge. Together, liberally interpreted and constantly practiced, they mean more business and more satisfied customers.

**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 misunderstandings 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.

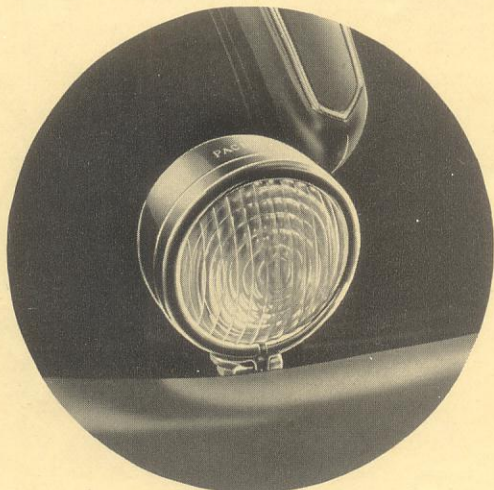
**PACKARD OWNERS ARE BEST SERVED BY PACKARD**

The Service Policy and the Owner's Service Card inspection coupons help you get the owner started on the right foot. They provide for certain inspections and adjustments that assure satisfactory operation during the early life of the car.

These coupons also suggest a lubrication to be paid for by the owner. This not only helps cover the cost of the work, but shows the owner from the start that he is expected to participate in the proper maintenance of the car.



## ACCESSORY FOR THE MONTH



### PACKARD BACKING LIGHT

This light will be especially welcome to doctors, suburban home owners and women drivers.

The light works automatically with the reverse gear shifter lever. It illuminates the road behind the car, revealing the hidden hazards, such as trees, fence posts and the edge of the drive.

Display Backing Lights and promote their sale as a leader for the next two weeks!

## — NOTICE —

### RADIO FREQUENCY CHANGES

Effective March 29, 1941, the broadcasting frequencies of the majority of American stations will be changed. This means that, where you have been listening to your favorite programs on a particular spot on the dial—such as 750—you will, after March 29, find this same station broadcasting on a new frequency wave length.

No doubt numerous customers will complain to you that their automatic radios are out of adjustment. This will not be a case of "drift" in the radio adjustment, but it will require the readjustment of all automatic push buttons to bring in the same programs on the new frequency wave length.

In the 1941 model radios, this can be done by the driver rotating the Tune-O-Matic wheels in the push buttons. On radio sets in 1939 and 1940 model cars it will be necessary to use a screw driver to readjust the automatic coils.

The new frequencies employed by your local broadcasting stations will be listed in your local newspapers and announced over the radio. Invite owners in for this change.

## ELECTROMATIC INSTRUCTIONS

The first Electromatic Clutch instruction sheets were superseded by the revised instructions in the January 15, 1941, Service Letter.

In the second issue, the numbering of illustrations was changed and improvement was made in the routine of "Adjustments" and "Electrical Checks."

For the sake of uniformity, we recommend that the first instruction sheets be discarded and only the January 15, 1941, and subsequent Service Letters be used for Electromatic Clutch instruction.

Additional copies of the Service Letter instructions may be had on request.

## ANOTHER SERVICE POST CARD

This stamped post card printed in two colors provides a space for a handwritten message by the service salesman.

Your record will give you the names of a number of owners each day who have not been in for 60, 90, or 120 days. Why not add a personal touch to your reminder?

Look at his repair orders, check the mileage and call his attention to some service his car needs; then sign it. It will be short. It will talk about his car and his needs. It will show him you have a definite record of his car and a definite interest in him.



Stamped cards not imprinted with firm name are \$1.25 a hundred. Stamped cards imprinted with firm name are \$1.25 a hundred plus 80c for the first one hundred. Add 15c a hundred to the card cost of \$1.25 a hundred for each additional hundred of the same card.

Post cards for other follow-up purposes are illustrated in the folder attached to Service Trade Letter T-3064 of February 12, 1941. You will find a selection of thirty-three different kinds of messages designed to meet practically any service selling need. They are printed in two colors and are stamped, ready for use.



## CLEANLINESS AND CARELESSNESS

Cleanliness and carelessness just don't go together. You can't fool your customers for long. People think of a clean place as a careful place.

In general, a hotel that is careful about cleanliness is careful about other parts of their service. A restaurant clean up in front is most apt to be clean back in the kitchen; and it goes without saying, a clean service station is invariably found to be a careful one.

This is not just a feeling on the part of the car owner. It's a definite conviction. When you think of efficiency, you think of the Army and the Navy. One thing that contributes to their efficiency is cleanliness.

You won't do much business if customers don't like your place. Equipment may be a part of the answer but in all too many places the answer largely is cleanliness.

Spring is the time people think most about cleanliness, at least it's the time to re-clean.

Do a complete job of it. Clean the windows, the floors, the walls, the benches, under the benches and the corners.

The service sales department should be spotless—likewise, the lubrication department. But don't stop here—clean up the shop, the customer waiting room and the toilets. Then follow through with a regular inspection tour at least once a week.

Walk around the building and through each department as though you were a customer. What would you think of it? Is it clean and neat? Does it tell you that the work turned out must be carefully done? Be sure it tells the right story to your customers.

## A GOOD LUBRICATION JOB

You lubrication men, who want to add that little extra touch to your work to show you are experts, can do so by remembering the hinges.

How do you suppose a fellow feels, after spending his money for a Packard lubrication, when he hears the door hinge squeak upon getting out of the car? After saying a few things he ought not to, he begins to wonder what other points you missed. His next thought is, "Why drive 'way over there for a half-baked job?"

By that time you are wondering why your lubrication business isn't so good.

Another thing to watch is the hinge on the gas tank cover. This rusts and won't close tightly all because someone forgot to oil it.

On every lubrication job, don't forget the hinges.

## SPEEDOMETER MILEAGE

1903-4-5-6-7-8

We have had a few cases of the trip mileage not corresponding with the total mileage on the Super Eight speedometer. It will show a low reading on the trip. This is caused by the fact that the reset cable is not pulled all the way out by the spring after setting.

Be sure that the knob is pulled all the way out after resetting instead of depending entirely on the spring to push it out. Also see that the cable is not kinked.

## CLUTCH DRIVEN PLATES

19th SERIES

Model 1900 cars shipped from the factory with the Electromatic Clutch have the same 10-inch clutch as is used in the 1901. The standard 9½-inch clutch plate is used in cars not originally equipped with Electromatic. This means there will be a few 1900 Model cars in which the Electromatic has been installed in the field, which will have the smaller clutch plate.

A Model 1900 clutch plate should always be replaced with one of the same diameter. The 10-inch plate cannot be interchanged with the 9½-inch without making other changes and in both action and life the smaller plate will be found satisfactory in Electromatic cars.

New clutch driven plates have been released for the 1900 and 1901 Electromatic equipped cars. These clutch plates carry new piece numbers and color identification markings as shown in the table. There has been no change in clutch driven plates for the Super-8.

### *1900 Less Electromatic 9½"*

<i>Piece No.</i>		<i>Identification</i>
364307	Standard	Blue
354195	Aero-Drive	White
326516	Taxi (Heavy Duty)	None

### *1901 Less Electromatic 10"*

348801	Standard	Blue
362637	Aero-Drive	White

### *1900-1901-1A with Electromatic 10"*

373686	Standard	Blue & Yellow
373687	Aero-Drive	White & Yellow
348802	Ambulance & Bus	None

### *All 1903-3A-4-5-6-7-8 11"*

351829	Standard & Aero-Drive	None
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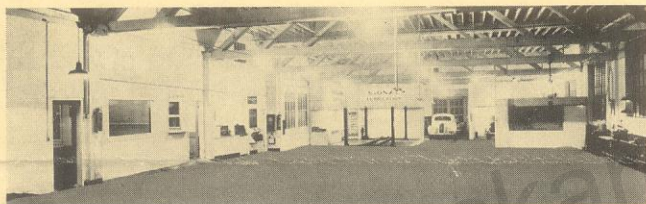


## NEWS BY VIEWS



### CHICAGO

Chicago Service Supervisors are going after road sign business. They found the full size sign sort of inconvenient to carry and the picture in the catalog too small, so they had samples made up. Tibbits, Wilkinson and Wagner don't believe much in this mouse-trap-in-the-woods business. They claim today's motorists believe in signs.



### SPOKANE

Spokane comes to bat with a nice new clean-up job. It's neat, attractive and sparkling—just what customers like.

## MEETINGS



### ATLANTA

Do the boys like their meetings? Sure, they do. Here is a group of porters and washers all set for a meeting. Service meetings are good for all service men, and the right kind of well prepared meeting is enjoyed by all who attend.



### SAINT JOHNSBURY

Saint Johnsbury and Dealers attend a service meeting where fixing cars is mixed with handling customers and getting extra business.



### CINCINNATI ZONE

Cincinnati Zone Dealers talk service business, parts sales, and how to fix 'em.



### NEW YORK

Eleventh Avenue New York have special service executive meetings throughout the year and end up with an annual meeting. This year it was attended by T. A. Stalker, Factory Assistant Service men, and the right kind of well-prepared Service Manager Kloetzer, Eleventh Avenue Service Manager Anderson, Service Sales Manager Svoboda and Parts and Accessories Manager Long.