

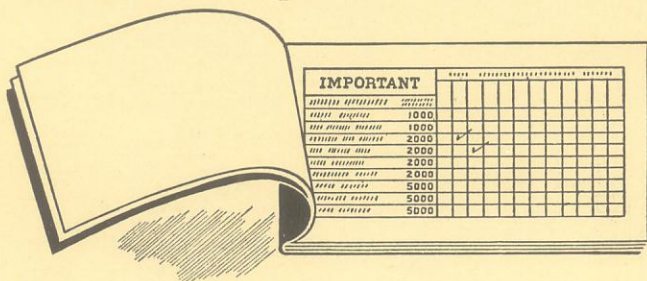
APRIL 15, 1941

The important thing right now is for you to make sure you are all set to build up and hold a satisfactory volume of service business.



## A SELLING IDEA

Here is an idea for encouraging owners to become systematic in the care and servicing of their cars. This is how the plan works:



Your Service Salesmen present a copy of the Packard Owner's Preventive Maintenance Guide Book free to each purchaser of a new car with an explanation of the different points of maintenance and the factory recommended mileages at which the items should be checked, as shown by the Owner's speedometer.

By explaining the purpose and advantages of the Maintenance Guide Book to the Owner he is pleasantly educated on the advantages to him to have his car properly and regularly checked and serviced.

Immediately following the explanation of the Book to the Customer, your Service Salesman attaches the Pocket in his car, or he may keep the book in the glove compartment.

The Service Salesman enters in the vertical spaces in the Book, at the top of each page, the mileage shown on the Owner's speedometer at each visit; and then checks off in the column below, all items serviced on that particular visit; then puts the Book in its special Pocket, so that the Book will be available for the Owner and for himself at all times.

On each subsequent visit the Service Man automatically takes the book from the car, checks the speedometer reading and recommends every service due at that time.

If the Owner will not buy the services necessary as indicated by the mileage recorded in the Book, the Salesman places a circle instead of a check in the column below, making a notation on his Memo Pad which he places in his repair order file as a reminder to him to call or write the Owner at a later date, urging him that the work be done.

This procedure then operates as a protection to the Service Station in this way: if at a later contact the Owner complains that something has failed (due to the Owner's neglect, as frequently happens) the record shows just when he was advised to have the Maintenance work done—thus saving both your Company and the Factory from unpleasant arguments.

This Preventive Maintenance Program, by the way, operates perfectly with any type of owner follow-up system.

The material for use with this plan consists of some suggested letters you may send out on your own stationery and the Preventive Service Books. The books with your imprint are priced at 100—\$6.75, 250—\$15.00, 500—\$27.50, 1000—\$50.00. Orders with checks should be sent to The Hensley Company, 564 West Randolph Street, Chicago, Illinois. If you want a sample set of the material, write the Service Letter Editor.

## NEW LUBRICATION AGREEMENT

A new type of lubrication agreement has been requested by some distributors and has now been made available.

It is a 50,000 Mile Free Chassis Lubrication Plan. It is presented to the new car purchaser without charge. The service station agrees to furnish a chassis lubrication each 1,000 miles free of charge provided the owner will purchase an oil change each 1,000 miles and the other lubrication as specified at various intervals.

### 50,000 Mile FREE Chassis Lubrication Plan

Expert lubrication protects your car and keeps it running at its best. Under this plan free chassis lubrication will be given the Packard owner whose name appears on the face of this certificate, by the dealer whose name appears on the face of this certificate every 1000 miles for 50,000 miles, providing said owner hereafter all other lubrication requirements from said dealer, according to the schedule.

When you bring your car in for lubrication and inspection you can depend upon the best workmanship in every detail. Our factory trained mechanics are experts in the correct lubrication of your Packard. We have special equipment and proper lubricants necessary for lubricating your car in accordance with factory recommendations. The owner saves time and money.

LUBRICATION SCHEDULE	
Mileage	Service
1,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
2,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
3,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
4,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
5,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
6,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
7,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
8,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
9,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
10,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
11,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
12,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
13,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
14,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
15,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
16,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
17,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
18,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
19,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
20,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
21,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
22,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
23,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
24,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service
25,000	Oil Change, Water Pump, Spark Plugs, Valve Adjustment, Brake Service, Wheel Alignment, Drive Shaft Service, Exhaust Service

Lubrication and inspection performed regularly assure more satisfactory service from your car.

This plan is not transferable and the participating owner or dealer may terminate it at any time.

These forms are available through Reynolds and Reynolds as follows:

100—no imprint	\$2.55	250—imprinted	\$ 9.00
100—imprinted	4.75	500—imprinted	15.95



## FRONT SUSPENSION LUBRICATION—MODEL 1951

A clearance of .017" to .028" is provided between the threads on the pivots and bushings in the new Safe-T-flex front suspension used on the Packard Clipper, Model 1951. This clearance permits ample space for lubrication, rolling friction and free action. If the bushings are properly lubricated, the rubber seals kept in place, and clearances not more than specified, they will not be noisy when properly adjusted.

The front suspension threaded bushings should be lubricated every 1,000 miles with chassis lubricant. When lubricating the front suspension, jack up the front so the car is supported at the frame and all weight taken off the front wheels. This will allow the threaded pins to float in the bushings and permit the lubricant to circulate freely all around the bearing.

## FIND OUT

Someone has said there are two ways to get more business. "Find out what customers like and do more of it; then find out what they don't like and do less of it."

You can beg, borrow or buy any fancy promotional plan you want. You can work it just as long and hard as you like, but can you beat the hard common sense found in that first paragraph?

If you can find some way to do it, it's bound to work. Here is an idea! Ask your customers to tell you what they like and don't like about your service and then do something about it. We can help you with the first part of the job but you will have to handle the second part.

The card illustrated politely thanks the customer for his business. Everybody likes this thoughtfulness. Then you ask him if everything was all right and you make it easy for him to reply.

You will be surprised at the number of returns. You may even blush now and then at what people say about you. Once in awhile you will find things are not going so good. Things happen that you ought to know about and want to know about—otherwise you can't correct them.

You may think promises are being kept, but are they? Is the treatment your customers get what you want it to be, does it please them? Are your customers satisfied? Why don't you find out definitely?

VT-36 is a new card for doing this job. When ordering, get a permit number from your local postoffice or you may use the Factory permit number. The cards may be mailed out with a

### A Great Pleasure

It was a real pleasure to work on your car the other day. We are anxious to know if our service was entirely satisfactory because we want our service to please you.

Please give us your frank comments on the attached card.

Thank you for the opportunity of being of service.



PACKARD SERVICE MANAGER



BUSINESS REPLY CARD

Order No. \_\_\_\_\_ Date \_\_\_\_\_ Service Man \_\_\_\_\_

Were you unreasonably delayed?..... Yes ☐ No ☐

Did you receive courteous treatment?..... Yes ☐ No ☐

Were you satisfied with the work done?..... Yes ☐ No ☐

Was Windshield, Steering Wheel, Gear Shift clean? Yes ☐ No ☐

I suggest or noted: \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

VT-36

one-cent stamp and you pay the return postage only on those that come back. The cards imprinted are \$1.30 for the first hundred and \$.65 a hundred for each additional hundred.

## PACKARD SUN VISORS

Packard sun visors, as used in the models listed below, on which the brackets or rods are damaged or broken in service, should not be returned to the factory for credit or repairs.

These visors are hinged on a horizontal rod, held in place by friction only. The rods are easily replaceable and may be obtained from the service parts department, under the piece number shown.

In most cases, the old rod may be extracted with pliers, or by clamping the protruding end in a vise. Light tapping with a hammer on a short length of one-eighth inch drill rod, inserted in the outer end of the visor will remove the more difficult ones.

When installing a new rod, the friction may be regulated to the correct degree by slightly "bowing" the rod.

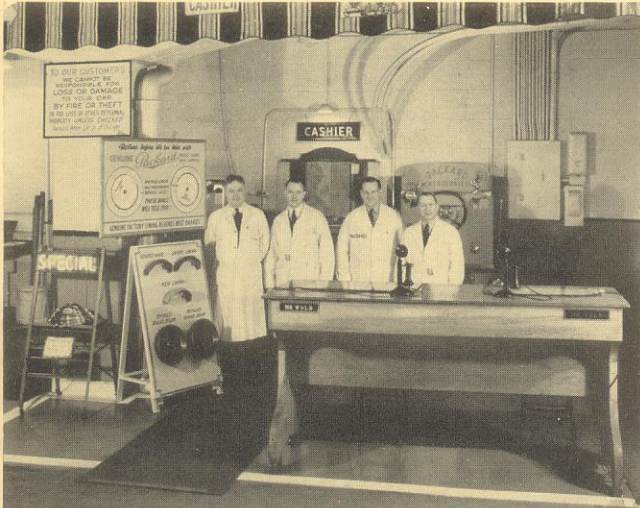
Pc. No.	Name	Bodies
377345	Sun visor support rod	1372-9-82-9-92-9, 1477-9-89-97-99



## MILWAUKEE

The boys from the Dairy State came through again. Here we have Elmer Rose, Ralph Wold, Jesse McCoy and Carl Luedke, Parts Manager. Notice, too, the new brake display and selling chart.

In February, 28 brake relines and in March, 27 relines were sold. Service Manager Long says, "Never in the history of Milwaukee in the months of February and March have we merchandised anything on brakes as we did this year. You will note that we have the Mile-O-Gauge Chart and an



easel with three different brake shoes and two brake drums. The left upper is marked 'Scored Shoe'. That is when the lining wears down to the steel part of the shoe. The right upper is when the lining is worn down to the rivets, and it is marked 'Unsafe Lining'."

In addition they claim to have the best, or as they say, one of the best parts departments in the country. If looks have anything to do with it, they are right. They can justly feel pride in this beautiful modern set-up.



## SOUTH AFRICA TO ENGLAND



The Service Letter of May 1, 1938 showed a picture of Lionel "Cookie" Leon, Packard Service Man from Johannesburg, South Africa. He spent some time at the Factory and became acquainted and well liked.

We now have a new picture with word of his becoming a full-fledged member of the Royal Air Force. We wish him luck and hope he soon gets Packard Built Rolls Royce Merlin engines in the planes he uses.

## TARBILL MOTORS INC. PARTS, ACCESSORIES, FOLLOW-UP

