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WHY ADVERTISE NOW?

Most Packard distributors and dealers have in the past spent a reasonable amount of money for advertising, and by so doing have built up a name in their community. This has been followed by the building up and maintaining of that invaluable business asset called good will.

This money has been well spent and now is no time to lose it. The war has interfered with your regular business but there can be only one answer to the question of whether or not you want people to remember your name. It is extremely important that you maintain in people's minds your company name as well as the reputation which has built the good will you have enjoyed in the past.

A short time ago a national magazine published a pamphlet in which it illustrated 25 trade marks of products still being advertised. They were published without names and it was not at all difficult to name practically every one of them because the names were still fresh in your mind due to the continued advertising.

On another page another group of trade marks were reproduced. These were from companies who had ceased to advertise. There were 20 pictures on the page and it was very unusual to find anyone who could identify more than two or three.

On another page was a list of trade names for which you were to identify the products. The first list was easy because the items were all still being advertised. The second list of unadvertised names was extremely difficult. It was hard to pick out more than one or two.

The result of these tests showed how quickly you, and therefore the public, will forget a product and a name.

Keeping in touch with your owners and a reasonable amount of advertising under today's conditions is extremely important. The good will which you have created only by long patient work is a perishable item. You, your product and your services can very quickly be forgotten by your own customers.

Your good will is not like a frozen car. It cannot be wrapped up and put up for the duration. Markets never come back quickly. Neither your car market nor your service market is your property. Markets are simply groups of people and people are busy and interested in many other things besides you and your business. They are people who forget quickly.

As advertising and personal contact are neglected, your market falls to pieces and quickly becomes—just people—and when the time comes for you to again use your markets, it will be a long slow process for you to bring people back together again in the form of a market. It has truthfully been said that it is cheaper to hold a market than to gain one back again.

The factory is doing its share in Magazine advertising, but you too must keep at it and particularly from a service standpoint. Use carefully worded letters on today's service problems. Use seasonal letters and postal cards. Don't let your customers forget you.

HOW TO USE BLUE CORAL

Getting the best results out of Packard Blue Coral means following the directions carefully. You can hardly expect satisfactory results unless you do.

Since there are so many dealers using Packard Blue Coral for the first time, we are repeating the instructions to make sure that satisfactory results are obtained on each Packard Blue Coral Treatment.

It is important, too, that service salesmen be familiar with just how the material is applied, and how thoroughly and carefully the job is done. It is easy to sell if you know this story.

The car should be thoroughly washed and cleaned inside, outside, and underneath.

The finish of the car after cleaning, should be inspected for scratches, tar spots, etc. Most scratches can be readily removed with a slight amount of rubbing compound and tar spots should be removed with tar remover.

On cars with a very badly deteriorated finish, it is sometimes necessary to go over the entire surface lightly with rubbing compound in order to take off the accumulated film. The car is now ready for treatment with Packard Blue Coral.

Packard Blue Coral should be applied on an area approximately two feet square at a time, starting with the hood and then working downward and backward on the car. The Blue Coral should be rubbed into the surface with long, even strokes until the surface is burnished to a hard glass-like finish. The amount of Blue Coral and the length of time for polishing depends, of course, on the finish of the particular car being treated.

Considerable time can be saved in giving a car a Blue Coral treatment if a machine applicator is used. For best results a polishing machine operating at approximately 1200 r.p.m. should be used. A sheepskin or a synthetic sheepskin disc will be found most suitable.

When using a machine, do not press down heavily on the applicator but guide it lightly from end to end of the treated area. It is also important that the machine be kept moving at all times that it is resting on the surface of the car. After the desired finish has been obtained on a car with an applicator, it is necessary to go over the surface lightly by hand in order to obtain a smooth appearance without any disc markings.

After the car has been completely treated with Blue Coral, the surface should be further pro-

tected with an application of Packard Blue Coral Sealer. The sealer paste should be spread on lightly over a small area at a time, then rubbed off with a clean cloth.

For best results the entire car should then be rubbed with a damp turkish towel and wiped dry. This will harden the protective film and bring out the last degree of luster.

A car treated in this way will have the brilliance of the finish restored and it will again have that "Show Room" appearance.

OWNERS EXPECT MORE THAN SATISFACTORY REPAIRS!

They want personal attention. While it is true many complaints come from poor workmanship just as many come from lack of personal attention.

Many complaints of poor workmanship are actually due to lack of personal attention. Incomplete, careless or actually unintelligent diagnosis to the owner means unsatisfactory repairs because the results are not what he wanted. Lack of attention to details or an unsympathetic attitude also result in incomplete repair order instructions and therefore unsatisfactory repairs.

Probably most complaints are due to poor personal handling of the customer, because of the rush and strain people are working under today this assumes greater importance than ever.

In your plans to build larger service volume the first step is to remove every sales resistance you can think of that might make it difficult or impossible for a customer to do business with you.

The things customers want and expect along with satisfactory repairs are:

1. Prompt greeting
2. Sympathetic attitude
3. Accurate diagnosis
4. Accurate estimate
5. Work done at promised time
6. Attention to details
7. Appreciation of patronage

These added up spell "personal attention." You may feel your particular type of service always includes these items. It would be well to do a little checking just to make sure.

Every customer has a right to expect this kind of attention every time he comes to your place

to buy repair work. In fact he can't very well get what he would call satisfactory repairs unless you include in every package a fair measure of each of these seven personal attention items.

RUST INHIBITING OIL

Please refer to the article on the last page of the service Letter of September 15th covering the use of a rust inhibiting oil in the engines of stored cars.

This article suggested the use of Rust-Ban 603 which we have used ourselves. The government, however, has now set up restrictions on the use of certain rust inhibiting materials, and Rust-Ban 603 may be difficult to obtain.

This is not a serious matter. You undoubtedly will be able to obtain a suitable oil from your own oil dealer, or at least he will be able to advise you where such an oil can conveniently be obtained.

Any well-informed oil company will be familiar with Conservation Order M-216.

EFFECT OF TIRES ON GASOLINE CONSUMPTION

Every owner knows that proper tire pressures must be maintained to secure satisfactory tire life, but few realize that low pressures will also increase gasoline consumption.

Low pressures increase the rolling resistance of the tire, partly because of the increase in the area in contact with the ground and partly because more power is consumed in the actual flexing of the tire carcass.

Tires which are badly worn will also increase gasoline consumption. Of course, this is beyond the owner's control, but he can at least make the best of the situation by keeping the tires properly inflated.

We find that most owners are carrying 30 lbs. both front and rear, although the car naturally will not ride as well and rattles will be much more noticeable on rough roads.

The conservation of rubber and gasoline certainly justify a slight sacrifice in riding comfort and a slight additional expense in taking care of various rattles and squeaks.

YOUR TOOLS AND YOU!

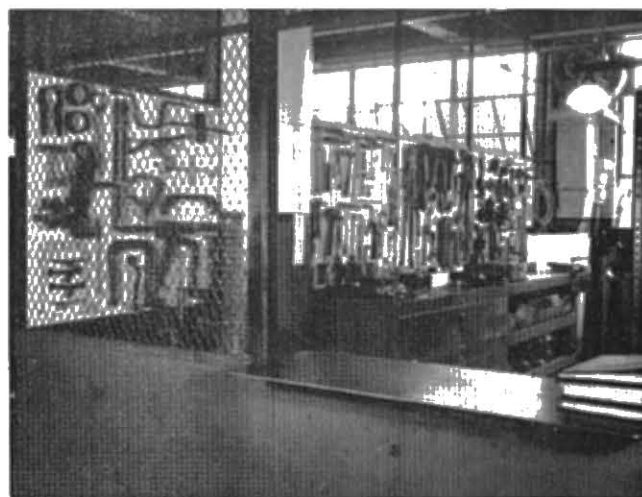
Men of course are important, but men in the shop without tools and equipment cannot work.

Keeping the nation's vital transportation system rolling is your part of the battle. Tools are your weapons. They deserve the same care that the soldier gives his gun.

The soldier probably would have an easier time replacing his gun than you will in replacing some of the tools and equipment you now have.



Most of the equipment you work with every day can't be replaced. Take the one item of air compressor out of your shop and figure what its loss will do to your job. No spray gun, no tire inflation, no lubrication. Sure, you used to get along without compressed air, but have you tried it lately? Just what are you doing about taking care of your compressor and all rubber hose?

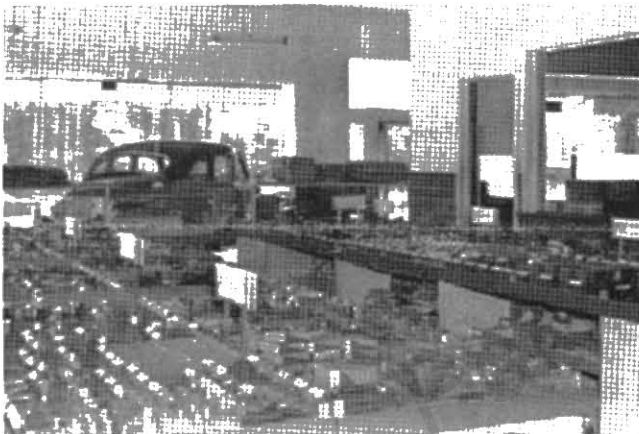
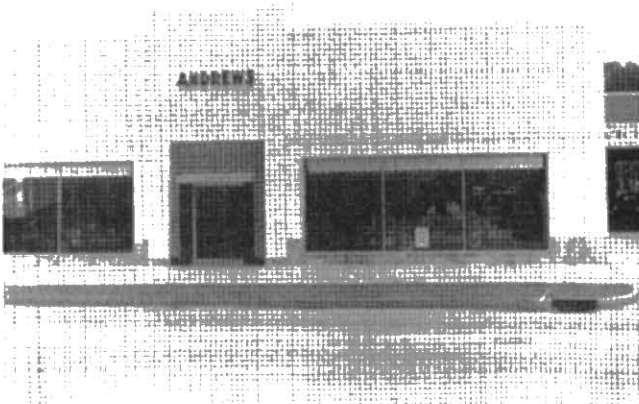


Precision tools, jacks and even wrenches are just about on the "impossible" list. Are you using them carefully? Are you protecting them in every way possible?

You now have tools and equipment. They will have to serve you for the duration. They are mighty important to you—take care of them.

SERVICE IN ROME, GEORGIA

The pictures indicate they have a very modern and up to date building. Mr. Andrews is doing a very good service volume; in addition he operates a Taxi business utilizing his used cars.



DON'T LET BLUE CORAL FREEZE

The manufacturer of Blue Coral informs us that Blue Coral like other polishes, will freeze at about 28°. Care should therefore be used

both with regard to storage and shipping. Heated storage should be used and shipments during freezing weather should be made by express. It might be advisable to put in a reasonable stock to see you through the winter.

HELP OWNERS SAVE TIRES

Mr. George T. Taylor,
3816 N. Fort St.,
Galesville, Wis.

Dear Friend,

How long are your present tires going to last?

You're asking yourself this question now, of course. So are all of America's motoring millions. Because, with conditions what they are, the failure of even a single tire may make the finest car as useless to you as a pile of junk.

Remember -- YOU CAN NO LONGER BUY NEW TIRES. So you must make your present tires last. For how long, nobody -- not even your government -- knows.

We're not trying to worry you. On the contrary, we have the answer to your question -- an answer which promises not only your normal expected mileage from present tires but up to two and even three times as many extra miles.

Come in and get the full details of our new Tire-Life Extension service and the complete Tire-Life Extension Policy which backs it up.

See how, for a full year, we take over responsibility for that part of the care of your tires requiring expert trained attention -- in order to keep 'em rolling far beyond their average life.

But these Tire-Life Extension Policies can be issued only up to the limit of our service facilities. This letter is numbered. It represents a policy reservation in your name good for 10 days from today.

Bring the letter in and we'll give you, free of charge, a careful tire inspection, an accurate estimate of the tire mileage you have left in your tires. We will also explain how our Tire-Life Extension Plan can UP that mileage by thousands of miles.

Keep your car rolling -- use this letter promptly.

Cordially yours,

Ray McKeith

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One thought is properly uppermost in the minds of motorists today: conserve tires!

Making transportation last as long as possible is now a patriotic duty, as well as common sense. Transportation is still and will remain a necessity for many car owners. Therefore, it is of national benefit to make present tires last much longer.

Tire life is directly proportionate to tire care. There are five simple practices, which if periodically followed, will definitely contribute to longer life for your tires:

1. Proper tire inflation
2. Accurate front wheel alignment
3. Switching or "X"-ing tires
4. Uniform brake adjustment
5. Correct tire balance.

In addition to these important tire items, we are now offering a wartime Lubrication Service Contract. It provides real savings on essential lubrication services needed during your next 10,000 miles of driving.

If you have not recently had your tires switched from wheel to wheel, brakes adjusted, wheels aligned, or tires balanced, we suggest you come in NOW and let us help you insure getting the utmost out of your present tires.

Very truly yours,

McCORMACK BROTHERS MOTOR CAR CO.

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H. A. Hicks
Service Manager