



VOL. 16, NO. 4

FEBRUARY 15, 1942

## GET READY!

We know you haven't had much use for a follow-up file since last fall. We know, too, you haven't much help to keep one up to date right now. And there is one more thing we know and that is you need one NOW and it's about the most important part of the service job.

Find some way to get your owner follow-up file up to date and keep it that way. Service volume must be increased and this is your principal working tool.

We can develop for you the material you need to bring in new business, or we can help you develop it. The way it's used is determined by your follow-up system, and this must be complete, and up to date, because the follow-up file tells you whom to call on, whom to contact by mail.

Your file must tell you who owns Packard cars in your vicinity, whether they come to you for service, and how often and what they do and do not buy in the way of service.

Who owns Packard cars is a matter of a registration list. Whom to contact is a matter of entering R.O.'s on the file every day. What to use is a matter of deciding how much coverage you can get for a given amount of money and who has the

time, facilities and experience to develop the most effective pieces.

The announcement very soon of a new Service Promotion Program will, we believe, answer this question for you. In the meantime we urge you to get every bit of available help and turn it loose on your owner follow-up file—get it up to date and see that it is complete. See that it gives you three groups of customers to work on—

1. Active—within 120 days.
2. Occasional—from 120 days to 6 months.
3. Inactive—not in for at least 6 months.

Get an accurate count of each group. Be prepared to use a service selling campaign that will give you a service volume so big and so profitable that your chief worry will be how to handle it.

### WHAT ARE YOU DOING?

In these columns we will present every worthwhile idea we can find in operation in the field for increasing service traffic or service volume. Study what the other fellow is doing and send in everything that's working for you. Let's all help each other see this thing through.

**Who Is Going To Be First With An Idea?**

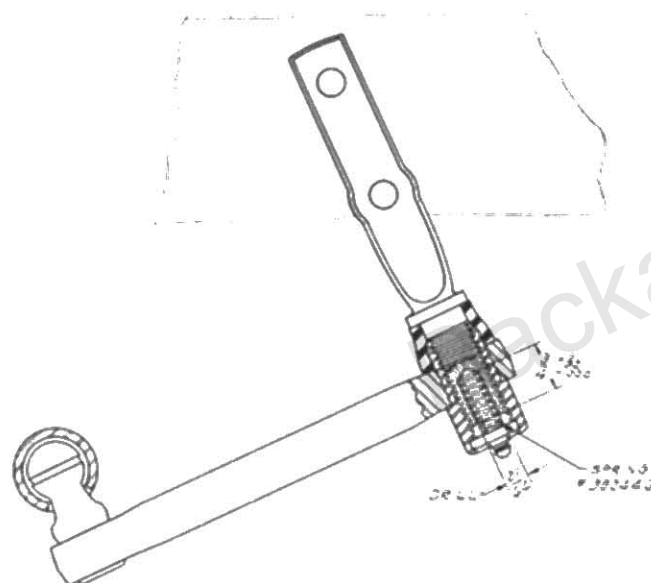
## STEERING IDLER LEVER CLIPPER

This illustration shows the steering idler lever construction of the Clipper models.

The threaded bushing design provides a certain amount of clearance in the threads, and it is always possible to develop lost motion by "working" the free end of the lever. This is a normal condition.

The rubber seal between the hub of the lever and the shoulder on the arm is under compression. It puts a load on the threads, so that when the bushing is properly lubricated the lost motion is not excessive. Normal lost motion does not cause a rattle, although it may be blamed for a noise which develops at some other point.

If you find a case in which there is abnormal movement in the hub in spite of the lubricant and the seal, it can now be reduced by the method shown in the illustration.



A  $2\frac{1}{8}$ " hole  $\frac{3}{4}$ " deep may be drilled in the end of the arm. Spring piece No. 382446 (a new part) is then inserted in the hole and the threaded bushing screwed into place. The spring puts a greater load on the threads than can be developed by the rubber seal.

## HIGHER TIRE PRESSURES

There is no doubt that the average owner will now do a better job of keeping his tires inflated than he has ever done before.

This will increase his tire mileage, but it will also present new problems for you to handle. The owner is apt to find that his car does not ride properly and that it rattles more than it did previously.

Unless you tell him, he will not realize that these conditions are a direct result of the increased tire pressures. The ride will be harsher and the tendency to develop rattles will be increased but this must be accepted if the maximum in tire life is to be obtained.

The time to explain this is *before* and *not after* he complains. The explanation is a logical one, but if you wait for him to complain he will say to himself (or to you) that the answer is "just another service alibi."

## A SUGGESTED LETTER

January 28, 1942

Mr. Packard Owner:

I imagine that circumstances are making it necessary for you to plan to keep your present car for a considerable period.

This brings up new problems. Undoubtedly you will plan the maintenance of your car in a different manner than would be the case if it were to be sold or traded in the near future.

You have read articles in the newspapers and in the magazines, telling you what to do in order to maintain your car properly. I am making no such suggestions because I do not know the condition of your car or the type of service which you expect it to give.

If you and I could talk over the situation, and if I had a chance to determine its condition, I believe that I could help you. My recommendations would be based on what I, myself, would want to have done if I were in your place.

If you care to call me, or drop me a line we could make arrangements to get together.

Very truly yours,

YELDREB MOTOR COMPANY  
Service Manager

TAS.PA

## ACCESSORY DISPLAY



Wade Evans, Albuquerque, New Mexico

## THIS HELPS USED-CAR LOOKS

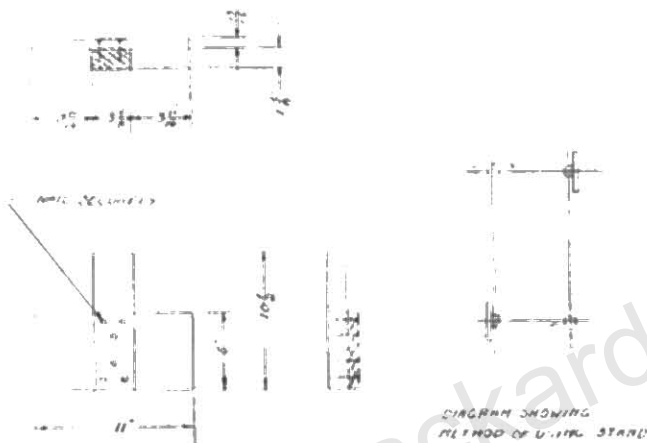
Dan Parker of Jacksonville, Fla., has a good idea to save on the cost of reconditioning a used car. This trick increases the appearance value of

the car as well as saves money. Many used cars need a new exhaust tail pipe as the end is rusted through or broken off. Dan installs a chrome exhaust pipe extension, PA 311997 at a cost of only 65c instead of buying a new tail pipe for \$1.50 or \$2.00. Try this idea. Improve the appearance of your used cars and save money.

## FURTHER NOTES ON CAR STORAGE

In the Service Letter of February 1, we outlined steps to be taken in putting cars into storage.

This was followed by Mr. Page's letter of February 4, with an instruction sheet attached. The instruction sheet covers several items not included in the Service Letter, and supersedes it.



We are illustrating what is, we believe, the easiest and least expensive way of blocking up the wheels. This method requires for each wheel only an 11" piece of 1" x 6" and 10 1/2" piece of 2" x 4". If the blocks are installed, as shown at the right, the car will be securely supported.

Make sure that the carburetor air cleaner and the cleaner on the oil filler pipe are dipped in engine oil in the usual way.

## STICKY VALVES

Sticky valves again!

Why is it that some service stations still call on us for help when they encounter a case of sticky valves? The causes have been reviewed many times, and there are no conditions with us now which have not been with us in the past.

Here is the plain truth. Sticky valves may be due to any one of a number of reasons. In order to determine the cause, it is necessary to study the operating conditions of the car and to study the evidence of the valves themselves.

Unfortunately, some service men simply will

not do this. They appeal to us for help. How can we tell what is wrong when the evidence is a thousand miles away?

The valves and guides will usually tell the story. Is it a rust problem, a carbon problem or a gum problem? A study of the operating conditions of this particular car will indicate whether the trouble will occur again, and whether the owner's responsibility must be explained to him.

\* \* \*

We have found several cases recently where sticky valves have resulted simply from insufficient valve spring tension. When this is the case the stems and guides may show a reasonably good condition and yet the symptoms will be definitely those of sticky valves.

If the valves have been resealed or if the springs have taken more "set" than usual, it will be necessary to use an additional star washer at the top of the spring in order to regain the original spring tension.

## WHAT DOES THE CUSTOMER WANT?

Another article on handling Packard Service by R. B. Parker, General Manager of Packard-Philadelphia, on the subject of "What the Packard Service Patron Wants":

### OUR PERSONAL INTEREST IN HIS INTERESTS

It is the customer who is in trouble—who has a car that needs fixing. It is he who is spending the money. He expects us to diagnose the cause of the trouble and to correct it at as little expense to him as possible. Unless he is treated as though he were our *only* visitor of the moment, he feels that he is but one of a crowd and that one customer more or less counts for little in a large place like ours.

The Service Salesman should regard himself in his relation to the customer as that of attorney to client—responsible for seeing that the customer receives at our hands the character of service that we have invested so much money in facilities and equipment and personnel toward giving him. And unless we know, through a sincere interest in what the customer wants, what he should have, we probably fail to deliver what he wants.

After any job where correct diagnosis may be doubtful, or where positive correction is not a surety, the customer should be told of such possibility upon delivery of the job, and then 'phoned within a day or two for a report.

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

# WHAT OTHERS ARE DOING!



Front



Back



Packard-New York Folder

