

Three Men at Luncheon

PROSPECTIVE Packard Owner: "Boys, I am thinking seriously about buying a Packard and I want your honest opinion about the car."

First Packard Owner: "Well, take it from me, it's a wonderful car."

Second Packard Owner: "I have nothing but praise for the car but I am sorry to say that in my estimation its excellence is offset by the poor service of the dealer."

First Owner: "Yes, there is no dodging that fact because I have had some sad experiences with it myself."

Prospective Owner: "What's the matter with the service?"

Second Owner: "Well, it seems impossible to get anything done without taking the car back at least twice and in many cases three times."

First Owner: "That has happened to me many times. Another thing that gets my goat is that they promise the car for a certain time and then when you call for it they give you a lot of half-baked excuses and keep you waiting perhaps an hour or more. They don't seem to have a bit of system about planning their work."

Second Owner: "Have you noticed how greasy they can get your car? The other day when I got my car, I got a handful of grease off the steering wheel and the upholstery was daubed with it in several places. It made me so sore I went back and

told them a thing or two. I was sorry I lost my temper but it made me sick to see that upholstery all mussed up. In other shops I have visited they have covers which prevent grease and dirt from getting all over everything."

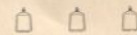
First Owner: "Well, I don't wonder at the grease because the inside of their service station indicates anything but cleanliness. It is, also, so dark and gloomy that it always reminds me of a morgue. My wife gets the creeps every time she has to go into the place."

Prospective Owner: "Don't tell me any more, boys, because while the "Whooser" car is not as good as a Packard, I do get excellent service from Brown & Company. The boys in the service department do very good work and taking it all around they take wonderful care of me."

(Three hours later in prospect's office)

Packard Salesman: "Well, Mr. Smith, when can I have your order for that new Packard car?"

Prospective Owner: "When your service department gets a better reputation than I heard it given this afternoon. After lunching with two Packard owners, I went down to Brown & Company and placed my order for another 'Whooser'."



NOTE: A super-product presented by a super-salesman has a poor chance of overcoming the super-sales resistance set up by an inefficient service station.

We of the factory service department would like to think of some brand new way of expressing the seasons greetings to our co-partners in the field. Sometimes it is impossible to improve on the old, so to you all we wish,

A Merry Christmas and a Happy and Prosperous New Year.

Better Service Means More Car Sales

Clean Service

MUCH has been said and written about the importance of keeping customers' cars clean while in the shop—it's an old, old story.

Yet, in spite of so much being said on this subject it continues to be a sore spot—one which causes a lot of dissatisfaction on the part of our owners.

Some service stations have little or no trouble in this connection while others seem to go out of their way to bedaub a car's exterior with grease and dirt.

Psychology is funny stuff, but it's true that no matter how good a repair job is done, if a little dirt and grease are sprinkled around, nine owners out of ten immediately become disgusted and honestly suspect that the repairs themselves were performed improperly. It is impossible for this ninety per cent to reconcile good workmanship with grease and dirt.

When a paper-hanger goes to a house to repaper the rooms and repaint the ceilings, doesn't he usually bring along some large canvas covers? Why does he bring these covers?

Because he has more sense than to expect he can paint a ceiling without letting some of the paint or kalsomine drop on the rug or furniture below, so he covers these objects carefully and no harm is done.

Sounds simple, doesn't it, but compared to some service men the paper-hanger displays the wisdom of a Solomon.

Let's start first with the mechanic. While we agree that it is impossible to keep as white and clean as a lily while working around automobiles, we do know that this is no excuse for wearing the same suit of overalls or shop coat forever without giving it a bath. When some mechanics take off their working togs at night instead of hanging them up it is almost possible to stand them up like so many suits of armor. They are so stiff with encrusted and ancient grease that they are almost brittle.

The first step then, in keeping cars clean, should be in keeping ourselves as clean as possible.

Next, let those of us who haven't already done so, imitate the paper-hanger—let's cover up the furniture so it can't become smeared with dirt and grease.

Every modern repair shop is equipped with covers for front and rear seats, doors, steering wheels and shifter lever covers. The investment in a suitable supply of these items is small and, oh what a lot of dissatisfaction and trouble is prevented by their use.

It makes an excellent impression on an owner when he sees these covers attached to his car before it rolls into the shop. He takes pride in his car; he has a sentimental affection for it and it pleases him when you show that it will receive excellent care while in your possession.

Any automobile that can boast of a good motor only, will not get very far. The transmission, rear axle and other units must likewise be good, otherwise, the public will give it a poor name. So, too, with a service station; its reputation hinges, not on one, but many things,

workmanship, courteous treatment, dependability in keeping promises, fair repair charges and cleanliness, all influence the reputation. Each of these items must be strong and the weakness of one offsets the strength of the others.

Do not underestimate the value of cleanliness. In the eyes of the owner it is almighty important. Painting cubist pictures on the upholstery of his car with grease is a sure way to start him looking for another service station. The owner is used to cleanliness in a doctor's office, in a barber shop, in a restaurant and in his home.

Don't allow your service station to be the one place with which he comes in contact where cleanliness is absent.



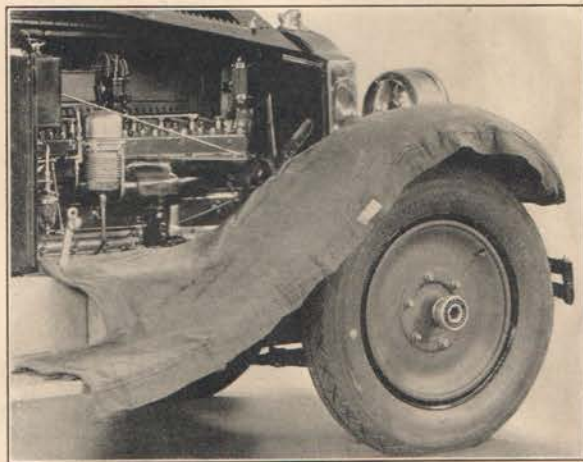
Fender Covers

Fender covers keep the fenders clean and also protect them from being scratched while working over them. They should be used on every job whether the cylinder is being removed or the tappets adjusted.

The fender covers illustrated above will fit either six or eight. They are made of preshrunk cotton jersey and may be washed without undue shrinkage.

Covers of this construction are far superior to the heavy leather covered affairs which absorb grease and dirt and cannot be washed.

S. T. 130 Fender Covers \$6.90 pair



Tool No. S. T. 130

These covers are made of a soft dark gray material that is laundered easily. They are pre-shrunk and are interchangeable on the six and eight. The use of fender covers pays, not only in protection, but also in advertising a good service.



Door and Cowl Covers

All parts of the car with which the customer comes in contact should be covered before the

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he may go about his work without fear of getting the car grease stained.

The covers illustrated are made of dark gray cotton jersey and express stripe denim, preshrunk so that it may be washed any number of times without becoming too small.

S. T. 144	Front Seat Cover.....	\$3.25
S. T. 145	Rear Seat Cover.....	3.25
S. T. 146	Double Door Covers (per pair).....	3.25
S. T. 147	Single Door Cover.....	1.65
S. T. 148	Cowl Cover.....	2.45
S. T. 149	Steering Wheel Cover.....	.65
S. T. 150	Lever Cover.....	.20



Courtesy Coats and Mechanics Suits

Courtesy Coats and Mechanic's Suits are on the market in any number of various designs, colors and quality. The prices being more or less in proportion.

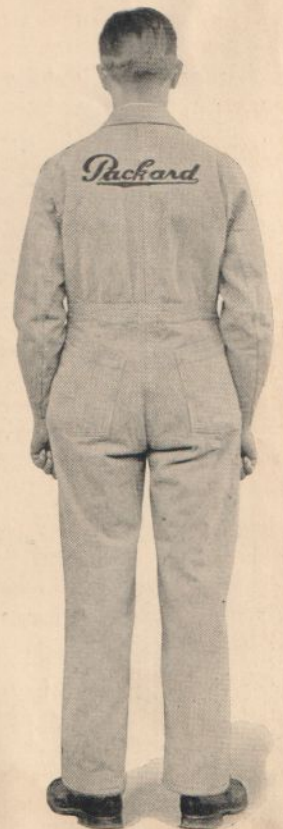
The garments illustrated were designed for Packard Service men with the idea of giving them a well fitting serviceable garment at a reasonable cost. They are made of pre-shrunk cotton covert, full cut and carefully tailored. Being preshrunk they will shrink only slightly when laundered and enough oversize is allowed in the cutting to compensate for that.

The Mechanic's Suits have rubber buttons that will not break in the wash and the shop coats have removable bone buttons—an extra set being furnished with each coat.

An initial panel with the owner's initials in one inch script letters, which may be sewed to the garment as a mark of identification, will be sent free upon the return of the post card furnished with each garment.

Sizes

36 to 44	Mechanic's Suits.....	\$3.90 each
36 to 44	Courtesy Coats.....	3.90 each
46 to 48	Mechanics Suits.....	4.40 each
46 to 48	Courtesy Coats.....	4.40 each



Ask Me Another

1. What is the most frequent cause of a knock in the clutch shifter bearing?

An unequal adjustment of the clutch release levers.

2. How can it be corrected?

By the use of the clutch release lever gauge ST-645.

3. What is the usual cause of delay in obtaining a disposition on parts returned to the factory for credit?

Lack of complete information on the claim tags.

4. How may rattles caused by loose door hinge pins be corrected?

The hinges should be reamed $1/32$ " oversize, and the service pins fitted. See parts list for piece numbers.

5. How are the fibre rubbing blocks in circuit breaker arms lubricated?

The felt in the top of the cam feeds oil through small holes to the rubbing surfaces.

6. Should the exposed type damper on the new motors be lubricated?

The hub should be lubricated with graphite grease when the damper is assembled but the facings should remain dry.

7. How can it be determined whether the oil filter is functioning?

By removing the small plug at the rear end. The test should be made with the motor warm.

8. What effect does the condition of the battery have on the generator charging rate?

If the battery is run down the charging rate will be low. A variation of one volt at the battery causes a variation of two amperes in the output of the generator.

Special Equipment for Lady Drivers and People of Small Stature

We carry complete equipment in our Service Division for the comfort and convenience of drivers who are small of stature, which I believe should be utilized by both salesmen and servicemen.

A salesman is overlooking a strong sales argument when he does not equip his demonstrator in a manner which will give the greatest degree of comfort to the driver before he takes out a lady prospect or any other prospect who is going to have difficulty in reaching the controls.

The serviceman can relieve and, in many cases, entirely eliminate complaints of driving fatigue, uncomfortable rides, cars hard to handle, etc. with this class of customer by the simple expedient of bringing the controls closer to the operator. We also recommend the installation of extension brake pedal pads in preference to taking up all the slack in the brake mechanism in order to make the brakes take hold with a short travel.

This equipment includes the following parts:
123442—Foot brake pedal pad, extension type
123442—Clutch pedal pad, extension type
123443—Accelerator pedal, extension type
123429—Accelerator toe rest extension

Only a few minutes are required to make the installation, the longest time being required to drill the toe rest for attaching the extension.

We have made an alteration in the accelerator pedal which will allow the throttle to be opened fully before striking the floor board. In cases where the car is driven alternately by people of different statures we recommend that the quick detachable accelerator pedal extension, PA. 1862 be used instead of 123443. This part can be carried in the tool pocket and slipped on the hard accelerator pedal without the use of any kind. It is held in place by a spring clip.