



VOL. 3 No. 4

FEBRUARY 15, 1929

The Up-and-Going Packard Dealer,
Service Department,
Anywhere, U. S. A.

January 31, 1929.

Dear Mr. Service Manager:

I am now a Packard owner. I am the average man possessing average expectations and representing the average in my requirements and demands. True, there are those who are more exacting than I just as there are those who expect less, but they are in the minority. If you can please me you have little to fear because you will please the great majority of owners.

What do I want, you ask? Well, let me tell you what I want and why I want it.

I have just taken delivery of a brand new Packard. I am pleased with it and somewhat excited, and I must confess - just a bit anxious. My past experience with other cars and the people who sold them to me, causes me to be a little distrustful.

I refer to that common tendency of promptly forgetting all about the buyer after the sale is made. I have somehow formed the opinion that this would be different with the Packard People; that the personnel with whom I came in contact would be in accord with the traditional quality of the car itself.

Here is what I ask of you people and I hope you will agree that I am not unreasonable.

Now that I have bought the Packard, do not discontinue your interest in me. Take a little time and tell me about those things I should and shouldn't do if I am to get the right results. Although I have been driving cars for some time, there must be some things I should know about my Packard. Don't assume that I know all about the car.

People like to create the impression that they know more about things than they really do. Therefore, when I bring my car to you to have something done, listen patiently to what I believe to be the trouble. Gather all the information you can from me, but please do not accept my diagnosis. Take a ride with me and try to hear the noises that I hear, then you won't be fixing only those that you hear. Your service station to me is a hospital for sick automobiles, and you are the doctor. You should name the disease and specify the cure.

Contrary to the belief of many service men I am not out to get something for nothing. I am ready to spend my money for those services which are justifiably chargeable to me. I am a business man and expect only good business treatment. To avoid misunderstanding, please be frank with me. Do not go ahead and do work without letting me know what you are going to charge for it.

After you have completed writing the necessary order, hand it to me for my signature. If there is any question in my mind about the charges, we can discuss it then and there. If I am wrong in my assumption, you can no doubt show me why I should pay. I will respect you and not feel that you are trying to slip something over on me.

Another thing you should remember in dealing with me is the importance I place in promises and how they are kept. I am dependent upon my car - I don't want to spare it a minute longer than is necessary. When I bring it to you I may attempt to tell you when I must have the car but I will think you are very foolish indeed if you sacrifice quality in the job you do, in order to comply with my wishes. If I am to be disappointed, let it be before you take the car away from me. Explain to me that you must have a reasonable length of time in order to insure good repair work.

After you set the promise then leave nothing undone in order to keep it. If the car is promised to me for 2 p. m. and I call for it and find it will be 3 p. m. - there is going to be fireworks. If it should happen that you are not going to be able to keep the promise, by all means notify me in advance. Of course I shall be disappointed but this is nothing compared to the disgust and irritation that I will feel should you break your promise.

If you will satisfy these reasonable requirements, we will get along famously. It goes without saying that when I am enthusiastic about my car and your service, that I am going to be the means of selling some cars for you.

There are of course other things that I expect in the way of service and there are plenty of other things that I do not want. I have endeavored to call to your attention the major items, and I feel sure that if these are complied with that our relationship is going to be a pleasant and profitable one.

Yours very truly,

A. Packard Owner.

Selling Accessories

Start early on your spring clean up with the accessory show cases. If you haven't already done so, remove the red and green holiday paper and other reminders of Christmas "specials." There is only one thing we know of that looks worse than a show case containing an out of date display, and that is a completely neglected case.



Does yours look like this one?

A heavy supply of dust, a lot of finger marks and invariably a broken glass. Take a look at yours today—if it is in the same class as this one do something about it before your customers get the idea that your method of doing business is as slovenly as the show case.



Or does it present this impression?

Such a display sells accessories and yours will do the same thing if it is kept in this condition. It isn't much of a job to trim a show case but the main thing is—don't figure that because it looks good that it will last a lifetime. These displays should be changed at least every second month and it doesn't do a bit of harm to change them every month.

Mr. Macauley Says—

Mr. Macauley wrote a letter addressed to all Packard Distributors and Dealers under date of January 18, 1929. The letter was of such interest that orders from Distributors and Dealers made it necessary to issue a duplicate order of 2000 additional copies.

The last paragraph clearly sets forth his idea of the importance with which the distributor should view his service department. We are taking the liberty of quoting his paragraph pertaining to service;

"Service Departments are entitled to the constructive critical attention of the head of the business; and if they are doing their job well they are equally entitled to the encouragement and inspiration that come from his showing an active personal interest in service work. Of course it's easier to get a competent head service man and, so long as the balance sheet shows in black ink, to let him carry the burden. But don't ever doubt this truth: A good technical man or service salesman is a better man for having frequent, interested, sympathetic personal contact with the Boss. Don't lose sight of the fact that while the new sale is in process the prospect may visit the distributor or dealer in his showroom, but two or three times. After the sale is made, history shows that Packard owners on the average keep their cars somewhat over four years, and during these four years have mighty little contact with the showroom. The visits of the owner during this long time will be to your creditable, or otherwise, service departments, and the contact will be with your service salesmen and repair men. All your repeat-order business will come to you by way of the Service department. If your Service department doesn't retain the loyalty of your owners, you will lose them to competitors who may be more modernly organized."

Special Tools

Suggestions for shop tools have been received from the following:

Mr. John H. Bushong, Washington, D. C., a steering post bushing expander. Mr. L. Third, Toronto, Ontario, a puller for distributor shafts. Mr. C. T. Pickens, Huntington, W. Va., a 48-inch wrench for adjusting rear brakes. Mr. Thomas B. Coulson, Fort Collins, Colorado, special puller. Mr. S. E. Archibald, Bradford, Pa., a puller for rear main bearings. Mr. J. L. McCrary, Mobile, Alabama, a puller for brake extracting springs. Mr. David J. Weigner, Allentown, Pa., a wrench for removing the cylinder head nuts.

The suggestions sent in will be tried out by the Special Tool Department, and those which in our judgment are practical, and can be made up at a reasonable cost and merchandised to advantage, will be adopted. Others, because of their infrequent use or from a manufacturing or a merchandising standpoint which we do not feel it advisable to adopt, will be drawn to scale and blue prints carried in file. Prints will be mailed should you wish to make them up for your own use.

We will in this way build up a most valuable collection of shop tools since as we will be incorporating the best ideas from the field. We appreciate your cooperation in making this possible. For what we consider the best suggestions, which are adopted and made up under an S T number, we will present the designer with a check for \$20.00. If the suggestion considered the best cannot be adopted for some reason as explained, we

will acknowledge it as a winner and mail the designer a \$5.00 check.

Brake Adapter

The adapters for the brake testing tool have been carried under S. T. 674, and 675. We have found that by drilling additional holes only one tool is required for all models.



S. T. 674 will be carried in stock drilled so that it can be used on any model, and S. T. 658 will cover the complete handle and scale.

If you wish to make this change in your adapters, we will send a blue print to show location of holes or if you prefer, send the adapters to us and we will make the change for \$3.00 net each.

Service Advertising

Have you tried advertising the Trunnion Bracket? A 3x5 card with a colored border can be gotten out with very little expense. Attached to an invoice or placed on the seat of those cars not equipped with this device, it will bring results.

OPERATION F28

STEERING EASE

In these days of balloon tires and four-wheel brakes, front wheel shimmying and road shock are two of the greatest enemies to the pleasure of motoring.

Let us install a new steering trunion on your car to eliminate these evils. It is one of the greatest developments in motor cars in recent years.

This installation can be made on your car in one day at a charge of\$

PACKARD SERVICE

Correct Stock Room Layout

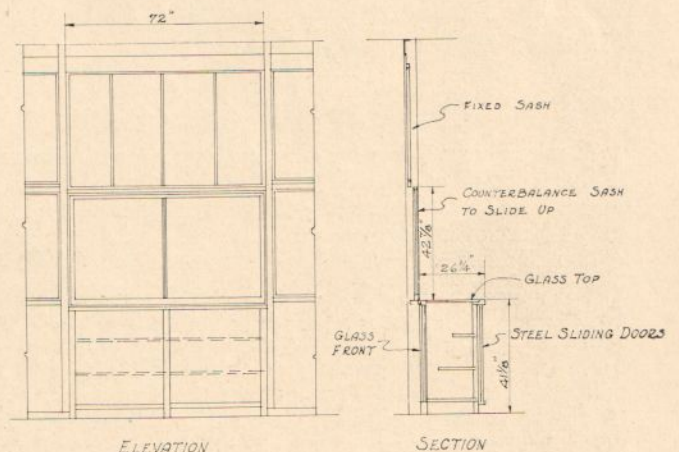
SUGGESTION No. 2.

Take a look at your parts counter where customers come in contact with your Parts Department. Does it reflect the up to date appearance of a 1929 Packard Service Department? Wouldn't it be well to give a little thought to improving this part of your stock room?



This picture obtained from the new Montreal Stock Room shows a neat combination show case and counter built in with wire screening. One section of the screen lets down and serves to lock the opening.

The man who takes care of the counter trade is located with his desk so that no time is lost moving from one activity to the other. The customer's impression of this part of your service would be a favorable one with such a layout.



This sketch shows the best way to line up sash of either wood or steel construction so as to accommodate a steel show case. These counters may be had with either glass or steel tops and they present a very modern and business-like appearance.

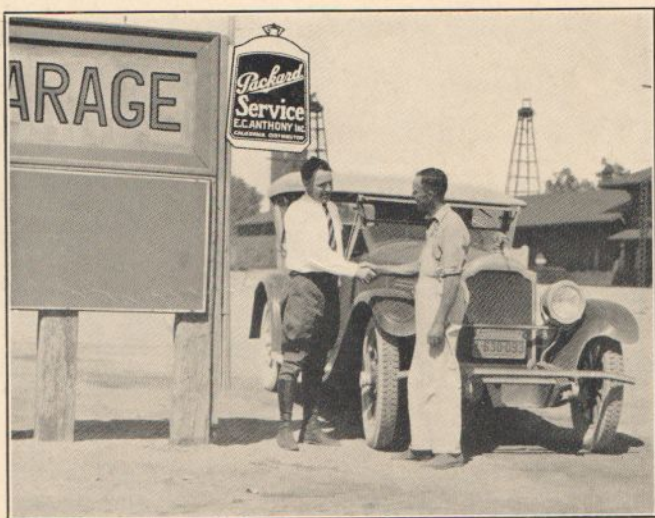
The factory will be glad to assist in the selection of stockroom equipment and in the layout of the department. The accumulated experiences of the field, as obtained by an expert stock man, are yours for the asking.

A New Service Sign

We have had several requests for a service road sign and for a sign that would be even more appropriate for a dealer operating a small sized station. A sign has been developed which fits these requirements. It is $\frac{2}{3}$ of the size of the standard service sign and of the same quality materials.

This sign is made up with a flanged end for attaching and is made of enameled porcelain, alike on both sides. Your name and address can be added as shown in the cut.

The signs without imprint are \$3.50 each and for imprinting the name on both sides, an additional charge of 75c will be made.



For use as a road sign you will order in larger quantities and the imprinting charge will be 50c in quantities of 6 or more signs. In lots of 20 or more there will be no imprinting charge.

We will, of course, continue to carry the P-1500 standard service sign which is carried complete with frame and lighting fixtures. This sign is leased on a permanent rental basis of \$15.00.

Work With the Salesmen

A salesman looking for new business drops in on one of his customers with a view of locating a prospect through one of our proud possessors, and finds himself in the office of a disgruntled owner.

If the salesman is working with you, as you should be working with him, he will not feel the least uneasy about the situation, and on his part as a teamworker, he will secure as much of the grievance and information as is necessary, and will 'phone you then and there—in the presence of the owner—and present the complaint, putting it up to the Service Department to adjust. At this point, bear in mind, that your prompt decision and quick action will, in a way, determine the results of the salesman's visit.

We will grant that perhaps the owner is laboring under a misunderstanding, and who best can straighten out such a complaint but your co-worker, Mr. Salesman. He is really on your Service Sales Force and remember he is a trained man who has the ability to handle the situation.

Perhaps the owner is not justified but if possible make the adjustment over the phone. Right then you are cashing in, not only by satisfying the customer of your Service Station, but you will place the salesman in a position so that the customer will be glad to see the salesman who is endeavoring to secure new business and new car sales.

Remember, too, your salesman holds a goodly feeling towards you and the world in general when he can obtain such cooperation. He can go on looking for more prospects and developing business as he goes. It is up to us to put him in a position that he can face any prospect or Packard owner because of our service and our cooperation with him. He is, in fact, one of our organization. Don't let your salesman worry a minute over a complaint—get in with him—he can help you more than you think, and besides, unless he has confidence in his own Service Department, he surely cannot make new business. He may go along finding a prospect here and there, and perhaps take an order, but he is really not selling in the right sense of the word unless he is himself sold on every department.

You may now say, why that is fine, but I would have to give the place away in order to satisfy some salesman. No, that is not true. You will find that your salesmen do wish to cooperate with you to the best advantage of the entire organization and you will be surprised at the results.

Your salesman will not abuse cooperation from the Service Department for he realizes the need and tremendous assistance it can be to him.—Suggested by R. M. Dodge, Service Manager, San Francisco.

The New Parts List and Binder

You have waited patiently for the issuing of the new Eight Parts List and it is now ready. It includes the Eight series from the 136 through the 626 and 640. It is complete with information as far as possible at the date of issue and inserts will be mailed promptly incorporating any changes or additions which have been made since releasing the book to the printer.

A new binder has been adopted which we hope meets with your approval. It is new in design and combines the advantage of a ring binder with the permanence and compactness of the post type binder.

An improved locking device enables you to operate the binder with one lever. A special bar is included which makes it possible to remove any number of sheets quickly and in filing order, as a set of posts on the bar telescopes with the posts that remain in the binder. These two features combined with the fact that the binder accommodates sheets punched for a standard three ring binder, gives us what we believe is the best in parts book binders.

You will need the new binder for your new parts list and we suggest that you order the binders now. One binder with inserts will be shipped and charged to each distributor at the price of \$1.50. Additional binders will be \$1.50 each and additional complete inserts will be \$2.50 making the book complete \$4.00 each.

Since the factory carries accounts only with Distributors it will be necessary to request Dealers to place their orders for Parts Lists with the Distributer. We suggest that Distributors call to the attention of all of their Dealers the fact that the combined Eight Parts List is now obtainable.

We Welcome Suggestions and Inquiries from Packard Service Men. Address All Communications Care Editor, Packard Service Letter.