



Build Good Will

WHAT creates good will in a service station? Just one thing—confidence. That is what makes a customer enthusiastic in his praise of the service he has received. That is what makes his relationship with you a pleasant one, and that is what causes him to induce his friends to buy a Packard car so that he too can take advantage of such pleasing service.

If your service is creating confidence, it is building good will and this is the most distinctive difference between a "good" and a "poor" brand of service.

A continual improvement is required. It is not enough that you clean up the place—that you adopt a courtesy coat—that you start a follow up system. You must keep the station clean. You must keep clean fresh coats on your contact men, and you must persistently follow every customer in your territory.

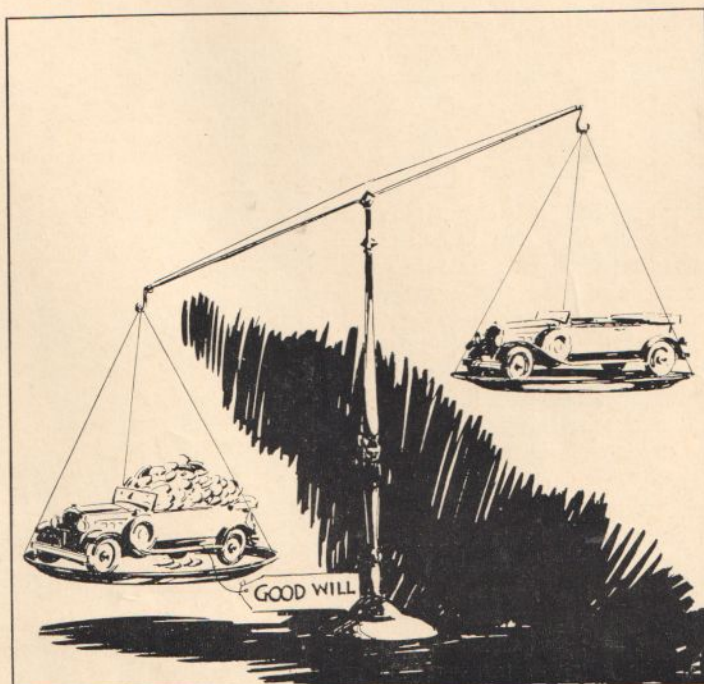
But this is the easy part. You must do more. You have simply improved your service for today—what about tomorrow? With more cars to handle and the public expecting quicker and better service, what are your plans? Will your shop methods be improved to meet this condition? Are your service salesmen trained properly in all phases of their work? Are you simply asking yourself if everything is "all right" or are you asking if it can be improved?

Seek constructive criticism and suggestions from your customers, and if they are at all practical, try them out. Study his requirements from his viewpoint; find out what he wants in the way of a good service

station. If he is the average man he will above everything want to feel confidence in your organization. He will want to know that his interests are yours. He will expect that your men be honest, reliable and courteous. He will expect that his bills and statements will be correct. He will want you to avoid carelessness in all your dealings with him. He wishes to be on your follow up list and he expects you to be progressive and up to the minute in your equipment and methods.

Forget for a while yourself and your position and study and plan the promotion of your customer's interests purely from his point of view; get his slant on how to run your business. Forget for a while your increase in profits; think entirely in terms of customer satisfaction. An examination of your accounts in six months will reveal that you are on the right track. We are confident that the most progressive service station is the one that deals primarily in customer satisfaction developed only through customer confidence.

The best part of this whole problem is in the fact that its remedy is in your own hands. It makes no difference how large or how small a place you are operating, it is possible to accomplish the same results. Your desire to build good will is not limited by the size of your shop nor the sum total of your expenditures. By watching such items as cleanliness, promptness, honesty and courtesy you are not spending any great amount of money but you are building up that priceless business asset called good will.



"Better Service Means More Car Sales"

Display—An Aid to Selling

A woman in an afternoon or dinner dress that is in good taste is undoubtedly more attractive than the same woman in a house dress. So is the showcase that is clean, with accessories neatly displayed. Cleanliness and attractiveness are virtues which have a drawing power for your customers, be it the first impression or the renewal of an old one.

The accessory displays illustrated are those in the sales and service departments of our Kansas City dis-



tributer. All of the cases are lighted and those in the Sales Department have flashing lights. Besides the neatness and the attractiveness, observe the generous use of counter display stands and signs. In the cases in the sales-room, notice the arrangement and how glass has been cut to build up the shelves for the display and the generous use of pedestals.

It has been the experience of this distributor that these displays have helped greatly to sell accessories.

Certain fundamental considerations in arranging displays are presented here because we believe, if adopted, they will help you sell more Packard Approved Accessories.

In arranging displays a number of complex factors are involved and always the relation between the display space and the objects surrounding it must be kept in mind. Related articles should be kept as closely together as possible so that the purchase of one calls attention to the other. Accelerator extensions and pedal pads or windshield wings and spot lights are examples. Remember that one of the most effective displays is that featuring a single product. This centers attention on one idea, hammers home its value and gets action. To make a display attractive, interesting and effective requires a familiarity with the following fundamentals: arrangement, color, use of motion, lighting, show cards and signs.

Arrangement depends largely upon the dimension of the display case or space. Regardless of these dimensions, the display should be arranged so as to center attention on some definite point. The best is usually near the center. Often placing the featured object on a pedestal will get this effect. The display must be in balance and the relation between the size and the distance of the objects on each side of the featured product affect this. Some geometrical arrangements such as squares, rectangles, cubes and circles should be avoided as they are not as pleasing to the eye as triangles and pyramids.

This is in line with the trend toward modernistic art. Overcrowding should be avoided. The arrangement of the display fixtures used and the placing of objects at different levels and in contrasting positions will lend attractiveness to any arrangement.

Color used in a display is exceedingly important in its pulling power. It should be of such a nature that it attracts attention and holds the observer's interest but is pleasing to the eye. Striking colors used to attract attention very often withhold the observer's interest from the objects displayed because of the color itself. Thus in the selection of color it must be considered how long the color itself will retain the observer's interest.

Color may be obtained by the product itself and perhaps to a limited extent to use of the packages for the product but remember that two or more products or their packages must harmonize. Color may also be obtained by display racks and by the use of lights, cloth, paper, etc.

In arranging displays where more than one color or objects of various color are used, it is well to bear in mind that not more than three colors should be used in one display. Dark colors should be placed below light ones—never above them. Light colors should be used in the darker portions of the case. When it is necessary to use colors that do not harmonize, separate them by some object or material that is black, white, or gray and generally make the background darker than the articles displayed.

The use of motion is usually an effective way to draw interest. This may be illustrated by having a windshield wiper in action or a spotlight that is flashing on and off. There is one evil, however, that should be avoided. If the motion is supplied by some object other than the featured one, it very often happens that it attracts attention away from that featured object. This might be illustrated by the use of a toy aeroplane whirling around in a display window. It is usually best to have the motion supplied by the featured object if this is at all possible.



The importance of lighting in attracting attention in either day or night is illustrated by tests recently run in New York. Five windows were trimmed that had about equal drawing power; one of them was illuminated. During noon time—45 minutes—478 persons stopped to look at the lighted window while only 70 paused at the other four combined.

In deciding upon lighting arrangement it is usually best to have the display lighted by separate fixtures, to have the source of light concealed from view, to have equal light on all parts of the display when all parts are of equal importance and to use a spot or concentration of light on a single object or a particular part of the display when it is featured. Colored lighting has the advantage of supplementing the color scheme, thus attracting and holding attention, but the precaution must be taken to avoid the affect of colored lighting destroy the color of an object. If a red light falls on a green object, it will make the object appear brown.

Cards used to explain display, quote prices or call attention to some particular article are often very effective. The size and color of such cards of course must be in harmony with the color scheme. The extent to which they are used depends largely upon the purpose of the display.

Signs are likewise effective in calling attention to the various kinds of accessories. Their size, color, wording and the position they are placed in, all affect the result obtained through them. Too many signs may be harmful as they are liable to create an impression of cheapness and divert attention from the idea of the display.

To have a display complete and hold its drawing power frequent changes are necessary. This also has the advantage of allowing a complete display of all the accessories you are selling.

One of the most important features is cleanliness—dust, dirt, grit, grease and oil do not appeal to any buying motive. Everything else loses its effect if the display is not clean.

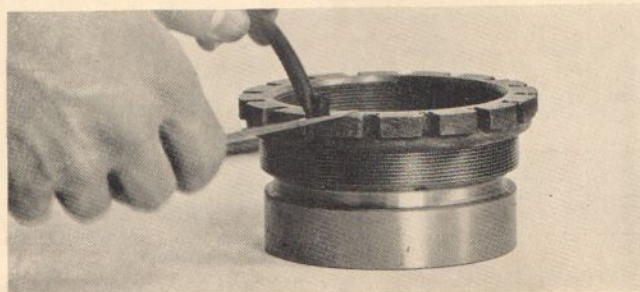
In any display the foremost object is to appeal to buying power. Just a pretty picture that does not create desire has no effect. Perhaps desire is best created by showing an article in use, by proper balance and by the use of some sign that carries a real sales message.

Oil Leakage at Pinion Bearing Sleeve

Occasionally you may encounter an instance of oil leakage between the differential carrier and the pinion bearing sleeve.

This condition can be corrected without the replacement of the sleeve by using a section of windshield wiper tubing as a gasket between the forward face of the carrier and the notched flange at the forward end of the bearing sleeve. The rubber tubing should be pressed into one of the notches and then stretched as tightly as possible around the sleeve so that it will be pulled down into the space between the forward end of the threads and the flange itself. After the tubing has encircled the sleeve the free end should be pressed into the same notch in the flange which originally held the other end of the tube.

When the sleeve is screwed into place the tubing will be compressed between the two surfaces and will be forced snugly against the circumference of the sleeve, effectively stopping any oil leakage.



The Indexes

An index for Volume No. 1 and No. 2 accompanies this issue. It will assist you in referring to information in back issues. The index is sub-divided into general groups and the subjects as well as groups are arranged alphabetically. Since the pages of each issue are not numbered, we refer simply to the issue in which the article will be found. In looking over the indexes if you find a reference to some particular subject and you find the issue in which it is located missing from your files, write the Editor for a copy of that number stating which volume it appears in.

You will find the indexes convenient for referring a man to the Letters for information. The answer to his question will be remembered longer if he looks up the information himself. For planning service meetings where you wish certain points stressed, you will find the general grouping of subjects to be convenient.

Part Numbers

DISTRIBUTORS SUNDRY AND PART ORDER									
To be used as Original Order Form and to confirm all telegraph, verbal or letter orders. Do not put more than six items on an order.									
Ship to		Change to		Distributor's No.					
The Cleveland Packard Company		The Cleveland Packard Company		D 17812					
Street Address		Address		Date		2-27-29			
9006 Carnegie Avenue,		Cleveland, Ohio		Ordering					
City and State		Cleveland, Ohio		Ship Via		Electric Package		FOR FACTORY USE ONLY	
Quantity	Part No.	Quantity	Part No.	DESCRIPTION	Factory No.	Location	SELLING	ORDER	
				(Always show Part Number or Name in Parts List and Name Name)					
12	X 158723 144204			Lever					
10	148842 148824			Key					

The parts order shown illustrates two conditions of importance to the parts man.

The first item lists a part number which has been obsoleted. The factory has shown the superseding number above the old number. It is identified with an "X" in front of the number.

When a packing slip is received with a number marked in this manner, the card record clerk should be notified and the card showing number 144204 should be drawn out and marked "Obsolete see part No. 158723." At the same time a new card should be made out for part No. 158723. This card should show the stock on hand of Part No. 144204 and the quantity just received of part No. 158723. A note should appear on the card "supersedes part No. 144204."

The stock on the new number should be given a bin location as near the old number as possible and care should be taken to dispose of the old stock first. (Put a note bin tag "after stock is exhausted use part No. 158723.")

The second item on the order indicates something wrong with the part number. In this case, No. 148824 is ordered but the factory finds that the name and number do not agree and decides that part No. 148842 is what is wanted. The number is therefore changed.

In this case, the stock cards of both numbers should be checked with the parts lists. It may be that the number on your card is not plain or is wrong. See that it is shown correctly and at the same time make sure that the prices listed on the card are correct.

Evanston Service



Mr. Stube, General Manager of the Evanston Branch of Chicago, introduces three of the reasons for car owners being satisfied with the Evanston interpretation of Packard Standard Service.

About four years ago Evanston started in with a five car capacity, in six months a new building of about thirty car capacity was in use and in ten months it was necessary to raise the roof for another story. This gave them room to service about 75 cars. In a short time a garage of 100x280 feet was added and *they are still overcrowded.*

You can credit this growth to an aggressive sales force if you will, but we know that efficiently serviced automobiles stay sold and that owners who are satisfied with the service they receive do come back.

The trio of experts from left to right are: Harry Beaver, Paul Fehlen and M. J. Wilkinson. As you see they render service with a smile.

Special Tools

Have you received your new Tool Catalog? If not, write the Special Tool Department for one—they are sent without charge. Check over your equipment, these tools save time and mean more profit. After you have ordered and received a new tool be sure to explain its use in detail to every man who will have occasion to use it. Then make sure that it is used and properly taken care of. It doesn't pay to carry a lot of tools that are used by only a few mechanics. See that the function of each time saving tool is made clear. Every new man should be instructed on the use of each special Packard tool. You can then obtain the real value from your investment in this equipment.

Correction

TRANSMISSION CASE COVER LINER

In Vol. 3, No. 3 of February 1, 1929, an article appeared in which the quantities of parts required for the installation of the liner were incorrect.

The list read—

- 1—169595 Transmission Case Cover Lining.
- 2—169596 Trans. Case Cover Liner reinforcement.
- 5— 4146 Rivet

It should have read—

- 1—169595 Transmission Case Cover Liner
- 1—169596 Trans. Case Cover Liner reinforcement.
- 6— 4146 Rivets.

Please correct the list in Letter No. 3 to prevent incorrect ordering of these parts.

Distributor Spring Brake

Here is an item with which both the service salesman and the shop should be familiar.

Description

A noise is, in some cases, noticeable at idling speed on current cars. The noise seems to come from the distributor and it disappears as the motor speed is increased.

Diagnosis

The service salesman detects the noise—a sort of clicking in the distributor. It is caused by a disturbance in the spark advance mechanism.

Remedy

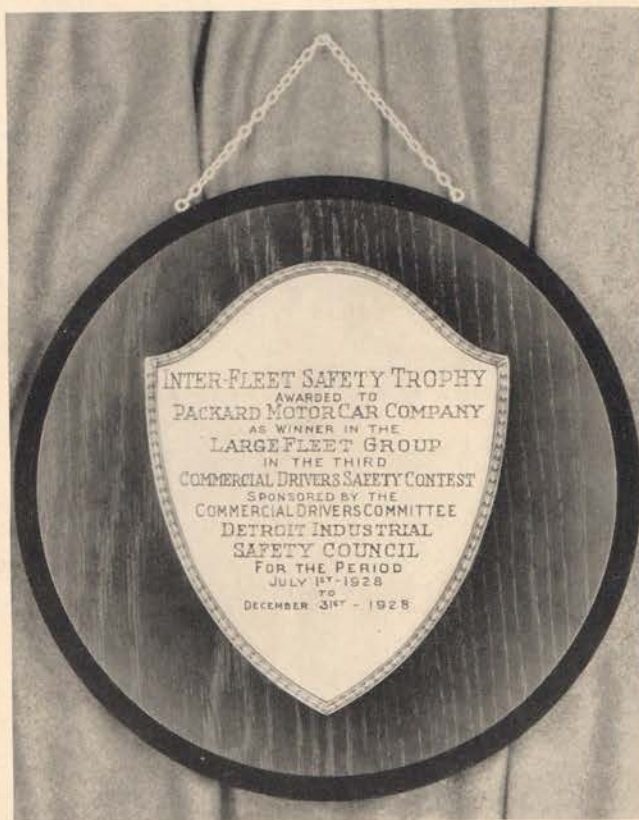
Have a spring and rubber block as described in Technical Letter 1866 installed. This corrects the condition by steadying the distributor drive shaft at low speeds so that any irregularity is prevented.

The Technical Letter shows the correct method of installation. The parts are carried under North East No. 22801 and may be obtained from your North East Service Station.

Safe Driving

When talking "Safety" the factory practices what it preaches. In a contest running for six months and with twelve companies competing, the Packard company operated twenty-six trucks for a total of 35,189 hours without a single accident.

This is a mighty good record and leads to the thought that cannot be stressed too often—Safety, first, last and all the time. Take time to make certain that the floor in your shop is safe to work on; that you have adequate fire equipment; that the elevators are safe; that tools and machinery are used safely; and that your men *think safety* when driving.



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