

VOL. 5 NO. 11

JUNE 1, 1931

It is with much regret that we notify the Service Field Organization of the resignation of Mr. R. E.

Chamberlain, as General Sales Manager. We have grown over a period of years not only to respect him, but to have that deeper feeling of real affection. On the other hand we are delighted that he is not leaving the Packard Organization, but simply transferring the field of his activity. As he assumes command of the organization in Buffalo, we are confident that we express the feeling of both the Factory and Field Organizations when we extend to him our sincere congratulations; our hope for his immediate success and our best wishes.



"RAY"

NEWS

We now rise to welcome the new General Sales Manager in no other than our old friend Mr. J. W. Lor-

anger, who is well known to a large number of service men. We have listened on many occasions at Annual Service Meetings to his talks on the business management of Service Departments. We have never listened without learning. We are glad to be able to welcome a man to such a position, who is so thoroughly familiar with the importance of service and its various problems. We join in extending to him also the fullest cooperation of the entire service organization and our congratulations on his appointment.



"JACK"

Just a Little More

MR. SERVICE SALESMAN:

Don't you think that the boss would appreciate a little more sales volume on each order that you write, and how about just a few more telephone calls per day on customers who have not been regular of late? Just a little more effort on the part of each service salesman may make black figures out of red ones. Instead of writing up just what the customer asks for, take the time and trouble to notice the condition of his fan belts. If they look to be in bad condition, point out the fact that broken fan belts have caused rather heavy repair bills, or better yet, that the real efficiency of his cooling system for summer driving is dependent, to a large degree, upon the belts which drive both the water pump and the fan.

Then take a look at the high tension cables. Faulty cables cause sluggish motors. Spark plugs that do not receive a strong spark, cannot be expected to ignite gasoline properly. Unfired gasoline dilutes crankcase oil. Reduced gas mileage results along with piston wear, excessive drainage of the battery; carbon formation and other difficulties.

If you have time, and you probably will, while the car is in, check the battery for the customer. If it appears to be in a particularly weak condition, it may fail him at a very inconvenient time. Call this to his attention.

How about keeping track of the mileage for oil filter replacements. Clean oil means longer engine life and smoother performance. Removal of foreign matter decreases wear. The whole purpose of the filter is defeated unless it is changed between eight and ten thousand miles.

Instead of standing around, waiting for more work, use your spare time to produce more service work and to build more customer Goodwill. Now is the time when you can really spend enough time with each job to really create the impression with your customers that you are assuming the responsibility for the safest and most economical servicing of their cars. Take a little more pains with each job; see that they are really clean when they go out. Just a few minutes on each car will send the owner out with a clean windshield and a clean steering wheel. It only takes a minute or two to clean out the front compartment, or to go over the rear compartment with a whisk broom. Nowadays you even have time to check the water in the radiator; test the brakes and the clutch pedal adjustment and even go to the trouble to leave a note attached to the customer's invoice suggesting certain things that should be taken care of to enable him to drive his car more safely, or to obtain an increased measure of enjoyment from it.

These are the things which count much in the owner's mind in the rendering of Packard Service.

Lubrication

Mr. Hayward, Parts Manager at Birmingham, made up a display, which is pictured for your benefit. Each bottle contains an actual sample and is correctly labeled. We believe the idea should be extended to include at least seven special lubricants. The poster tells the rest of the story and certainly leaves with the owner the impression that it might be a little safer to have the lubrication of his Packard car taken care of by the people who are most interested in the long life of his car.



We feel that more can be done in gradually inducing Packard owners to realize that lubrication is the life of transportation. In general, neither the distributor nor the dealer is obtaining his proper share of Packard lubrication business. In calling this matter to the attention of your owners, possibly one or more of the following paragraphs will prove of value.

"The very refinements which make Packard performance possible, make it most important that lubrication be attended to not only at proper intervals, but expertly and thoroughly."

"The people best qualified to properly lubricate your car are to be found in the service establishment of the organization that sold you your car. That organization is not solely interested in selling so much oil and so much grease, it is, on the other hand, intensely interested in your satisfaction with your car."

"Although your Packard car has been engineered with an automatic lubrication system, and, therefore, requires much less lubrication attention than any other car, there are certain other points which require attention with specialized lubricant. Furthermore, cars are driven faster now than they were before with more mileage each year. High speed calls for specialized lubrication."

"Who can lubricate your car to the best advantage, the man who is interested in selling lubricants, without any special knowledge of your particular car, or the man

who has made a study of every bearing on your car and is most interested in seeing that you get the most service out of it?"

"There are three factors in lubrication in which you are particularly interested. One, using the proper quality of lubricant. Two, putting them in the right place for each type of lubricant. Three, the right time. In some instances this may be often enough and it may mean not too often. These three factors are equally important in the service we offer, which is performed by specialists on your car."

"Bring your car 'home' not only for service, but for lubrication. The reason for this suggestion is obvious, since we alone have assumed not only an obligation, but a definite interest in keeping your car performing at the peak of its efficiency and lubrication plays an important part in this program."

These paragraphs are simply offered as suggestions for use in your letters or pamphlets to owners. We urge you to make a definite drive for lubrication work. It pays dividends not only on the work itself, but in the lasting satisfaction which more direct, interested and especially trained service produces in Packard owners.

Accessory Display

Another Chicago dealer comes to bat with a very attractive show case display of accessories located where service orders are written up. The dealer is Robert M. Foley and Mr. Long, their Service Manager, is rightfully



proud of his efforts. The picture reveals the fact that the size of the Service Station need have little bearing upon the attractiveness of the accessory display.

WHY and HOW SOMEBODY'S JOB

To know what is really wrong with a car, and what to do to correct it.

Over and over again we hear of the job which was not properly fixed.

You can't fool the owner who knows how his car should act.

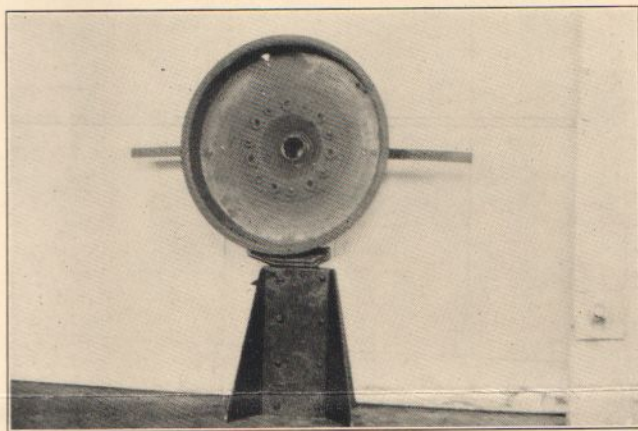
It is no credit to Packard to have a less than standard car running around.

There is no use *guessing* because that just costs time and money and fails to fix the car or satisfy the owner.

The other day we heard of an owner who had taken his car to a Packard Service Station three different times for a miss in the motor, and each time the shop order was written up "Check condenser and points." Could you believe it!—the trouble was a loose battery terminal. But this owner paid three times, and was obliged to take his car three times to the service station for checking something which had nothing to do with the trouble, and didn't correct it. When the trouble was finally discovered by a more experienced service man, the owner was completely disgusted and through with that service station.

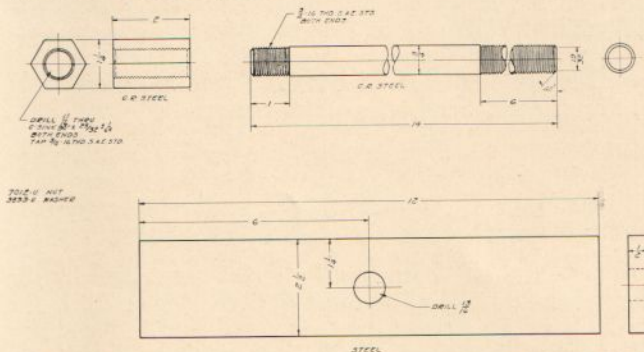
Tool Suggestion Winners

The Special Tool Department has awarded Mr. William A. Burch of Packard-Washington a prize of \$5.00 for the suggestion he sent in, which appears in the April



1st, 1931 Service Letter, Volume 5, No. 7. It is a tool for curing grabbing and squeaking brakes.

A complete description of this will be found in the Service Letter referred to.



The April winner is a suggestion received from Mr. J. A. Keck, Packard-Greensburg of a clutch and transmission puller to be used when the clutch shaft is frozen into the pilot bearing due to lack of lubrication.

Holding Owners

Mr. H. H. Craig, President and General Manager of the new Memphis Organization, started off by telling Packard owners in Memphis why they should use Packard service and on a very attractive card, he gave them twelve reasons for doing so. One or two other distributors have used this same idea with considerable success and we are reprinting the Memphis card as a suggestion worth considering.

Why You Should Use An Authorized Packard Service Station

1. Our charges are reasonable.
2. Our work is guaranteed.
3. We furnish only genuine Packard parts.
4. Our mechanics are expert and are specialized in Packard work.
5. The factory provides us with technical information about Packard construction and adjustments not elsewhere available.
6. We have special tools and equipment to facilitate Packard work.
7. Every care is taken to protect the upholstery and other delicate parts of your car.
8. We deliver the car when it is promised.
9. We are interested in the satisfaction that your car gives and in your cost of maintenance. We keep a record of the total cost of all work done on your car that we may help you to maintain it in the least costly way.
10. Our recommendations for work are predicated upon the continued maintenance of your car in as good mechanical condition as when new. Properly cared for, a Packard car will be as good for service after 50,000 miles as when new.
11. Our adjustment and lubrication schedule helps save your car from deterioration. It provides preventive work at stated intervals. It practically eliminates occasion to have corrective work done at unexpected and inconvenient times. When regularly followed, the increase in the trade-in value of your car will offset much of its cost.
12. Some other shops may give you a lower price for an individual "get-by" job. No other shop will maintain your car up to so high a standard at so reasonable a total cost.

PACKARD MEMPHIS, Inc.
1195 Union Avenue, Memphis, Tenn.

Swiss Service

Werner Risch stands high as a Packard distributor, in fact he probably stands higher than any other distributor in the world. He sells cars in Switzerland and has a most up-to-date establishment in the city of Zurich. He has from time to time submitted to the Engineering Department various suggestions regarding tests, which he has made in



the high altitudes in which cars in that country operate. He has made many suggestions concerning motor performance in high altitude countries and his organization is held in high esteem by the entire Packard Organization.

We were much interested in receiving some views of his Parts Department, which appears to be just as efficiently operated as all of his other departments. From the quantities of the various items carried, it is apparent that it is extremely difficult for a distributor on the other



side of an ocean to maintain a sufficiently high rate of turnover to produce a reasonable profit in the Parts Department.

We believe that the average Packard in Switzerland is delayed in operation because of the lack of the proper part less than the average car being operated in this country and this might be a thought for some of us.

Selling Service

Mr. Vitz, Service Manager of Westchester Company, believes it a real effort in selling specific service operations. He not only sends his customers attractive mailing pieces on seasonal items, but in this case he has made up a display, which emphasizes the importance of the operation and the thoroughness with which it is performed.



The display gives the owner very definite ideas concerning not only the necessity of a thorough flushing of the cooling system, but the need of it along with its protective features.

Service Caps

We have available a number of light canvas caps made up of a light canvas type material with a conventional visor. The caps are white and have the word "Packard" in red script on the front. They are particularly adaptable for shop use and are the answer to the elimination of grease smudges on top material. These caps are available through our Service Literature Department at six cents each. Send orders to the editor.

Clutch Pedal Adjustment

Practically all "burnt out" clutches are caused by the fact that the pedal adjustment has been neglected. If the pedal backs up against the floor board so that the clutch is prevented from engaging fully, the facing will last only a short time.

Many owners are unfamiliar with the fact that it is necessary to have free play between the pedal and the floor board, and it is the responsibility of the service station to see that the owner is protected.

This should be a point of inspection on every car entering your service station, and the car should not be allowed to leave your shop until the proper pedal adjustment has been made.

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