



VOL. 7 No. 14

JULY 15, 1933

Our Service Aim

PACKARD SERVICE is operated primarily for the benefit and convenience of Packard owners. It is operated so that Packard cars may be maintained in such condition and at such cost that we will be assured of the repeat business as well as the new business which their enthusiastic comments will bring to us.

Every man and every woman in the Service Department must treat *every* customer *every* time with courtesy and careful consideration. They must properly and fully interpret the feeling of Good Will that Packard holds towards its customers.

The customer pays your salary—buys your dinner, your clothes, pays your rent or buys your home. Why shouldn't you impress him with a "no trouble to help" spirit?

A service station is like an hotel in that it has only one thing to sell and that is service. The service station that sells good service is a good service station. It is the object of Packard to sell only the *Very Best Service*.

Service is not a thing supplied by any *one* individual. It is not "special attention." Service is the limit of *courteous efficient* attention from every single employee to every single customer. This is what the Packard owner pays for every time he comes in. He is entitled to it whether his bill is \$1.00 or \$100. When our customers are

convinced that they can buy Packard Service *better* here than any other place they will come here for it. And on the other hand let's not forget that every customer who comes in does so because he believes he can buy something from us *better* than he can buy it anywhere else. It rests with you whether he goes away disappointed or pleased.

Packard Service starts with the telephone operator. The one who is quick to answer and who never keeps a customer waiting on a cold phone is appreciated both by the customer and the company. Then you have the service salesman with the correct greeting and the "Thank you, Mr. Jones, your car will be ready at 4:30." Next you have the mechanic who handles the brake reline and adjust in a careful manner with a real regard for the customer's safety. Then you have the billing clerk who makes out neat, clear invoices. The inspector, the shop foreman, the porter and every one have a definite part in producing the final product called Packard Service.

Then there is one more thought. Every dollar saved in any department means that we can sell *more* Service for the same price. It makes Packard Service a *better* and a *bigger* thing. And soon it makes somebody a bigger and a better job. Each item of extra courtesy contributes towards a better pleased customer. That is our Service Aim—Better Pleased Customers. YOU Can Help!

"EVERY OWNER A SALESMAN"

"Sell More Parts"

A drive is on! B. R. Horsley, Manager of Packard Service Stores, has just introduced his first entry which consists of five sets of Ignition Cables for all models from the 526 through the Tenth series. Trade Letter T-2613 carries all the details.

His initial offering will be followed by a series of similar developments so timed as to provide fresh incentive to greater parts sales effort. There exists today a tremendous field of operation. Consider the 231,982 Packard vehicles that were registered as of January 1, 1933. Then add 11,040 Packard trucks that also were registered as of the same date. Many of these owners have not been buying but most of them *will buy now* if the merchandise is attractive and the price is right.

We can and will supply highly commendable items of real value and utility. Your problem will be to introduce them to your customers. Put them on display—Sell them.



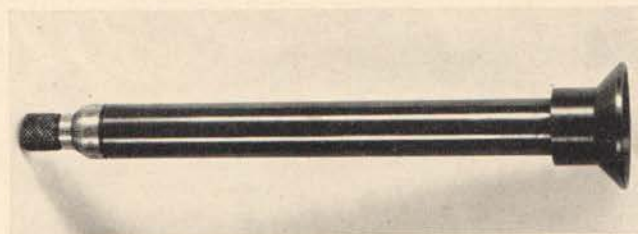
The Lubrication Story

Keep the Packard Correct Lubrication story in front of your customers. The blotter is not a new idea, but this one, a sample of which is enclosed, tells an old story in a new way.

Telling your story attractively and consistently is what counts. Enclose a blotter with each invoice or write a letter to go along with it.

The blotters are 1½¢ each, and imprinting is \$1.50 for the first 100 and 60¢ for each additional 100.

Valve Depth Gauge — 905-6, 1005-6



It is necessary in refacing the valves on the Packard Twelves to maintain the proper clearance between the valve locker lever and the valve stem, and in order to do this the equivalent of the stock removed from the valve seat must also be removed from the end of the valve stem. In order to determine this clearance, which should not be more than .060 nor less than .020, a depth gauge is required. This is supplied under ST-912 and lists at \$3.50.

Oil Pump Shaft Lubrication

We have had an occasional report of an oil pump shaft twisting off either on a new car which has been in storage or on a motor which has been reconditioned in the service station.

On all new motors which have been standing in storage, or after assembling a reconditioned motor, remove the valve chamber cover and fill the recess around the oil pump shaft full of oil. Continuous lubrication of the shaft is dependent on vapor from the crank case. Therefore if the recess is filled for the initial lubrication, it will never give trouble.

Transmission Lubricants

During hot weather a heavier transmission lubricant may be desired.

Such a lubricant will assist the operation of the synchronizers and reduce any spinning tendency in the clutch.

The best hot weather result may be obtained by the use of an SAE 250 oil, instead of SAE 160 as specified in the information book. This lubricant is, of course, too heavy for cold weather.

What Do You Mean You Don't Have Time?

Service contact men in most any service organization that we visit today give us the one story, "We don't have time." It doesn't seem to make much difference what the job is—there just isn't time to do it. We realize that service personnel has been reduced, likewise we realize that this reduction was a necessity. Very few of us appreciate the privilege of working for nothing and if the volume of business an organization is doing is not sufficient to pay all of us, some of us have to take indefinite vacations. Those of us who are fortunate enough to be working are covering more ground and undoubtedly do not have the time that we used to have, or would like to have, to do each job. This is particularly noticeable in the case of service salesmen handling customers.

On the other hand, we often overlook the fact that there are certain selling steps that can be taken in every single contact that we make. There isn't a car that drives into a service station that the service salesman, no matter how much work he is handling, cannot find time to make the sort of inspection that will produce more service work. This does not have to be a detailed inspection, it has very aptly been called a "Quick-Look Inspection" and it should be applied to every car that comes in. It is simply a matter of getting into the habit of doing it. You will be surprised at the number of opportunities to sell additional service that come to your attention under this very simple plan.

It certainly doesn't take much time to notice the general condition of the finish of the car. If the car is dirty a wash or possibly a polish can be suggested. If the finish is badly dulled go after a Blue-Coral or re-lusterizing job. With the same glance you will have noticed the general condition of the fenders; you will often find the opportunity of selling a bottle of Touch-Up or possibly a fender straightening job. The glance at the interior of the car as you walk around it will indicate whether there is an opportunity to sell Fabric Cleaner. Next, notice the condition of the tires; none of us go after the tire business that every day is going to other sources. Bald heads are not so bad, especially during the summer, but bald tires never were a safe proposition.

If the opportunity presents itself, by all means lift the bonnet before the customer gets away. This gives you the opportunity of first determining the condition of the radiator core; second, the condition of the water pump packing; third, the fan belts; fourth, the spark plugs and fifth the ignition wires. Do not overlook the air cleaner nor the oil filter—then there are three safety items which require only a matter of seconds: Make sure the horn is operating; inspect the windshield wiper and see that all light bulbs operate. There is profit in windshield wiper blades and there is profit in light bulbs and light bulb kits.

This type inspection means a quick walk around the car; by training yourself you will find that you can very quickly note the condition of these items. They are all items that the owner will appreciate having called to his attention. You seldom nowadays go into a modern chain drug store without being asked to buy some additional items. Your grocer in the modern chain store always asks "And how about bread and sugar." Your men's furnishings store, if it is up-to-date, never lets you out without the request "And how about some summer socks today?"

The personnel in all these establishments has been reduced—all of these fellows are rushed to death in just the same manner that every service salesman today is rushed. It isn't actually so much a matter of time as it is a matter of planning each minute you are with a customer and making it productive of additional volume. It is possible to produce more service business.

Try this quick-look inspection and you will find that your customers appreciate it and that your volume per order is increasing.

Door Lock Strikers

In the Tenth series cars the door lock strikers are made of a composition material which has proven more satisfactory than the metal strikers which were formerly used.

It may be found, however, that in a new car a noise will develop at this point caused by lock bolt sticking

to the face of the striker. The condition can easily be corrected by lubrication.

After two or three applications the composition material absorbs a certain amount of lubricant and no further noise will be encountered. Paraffin or grease may be used.

Promotion



G. A. C. BEAR

The promotion of service men to higher and more responsible positions is encouraging news which is enthusiastically received by all of us. That service training is a valuable background for sales and management problems is borne out by the advancement of Geo. Bear from Service Manager to General Manager in Toronto.

We congratulate him and wish him success.

Does Good Service Pay?

Bala-Cynwyd,
Pennsylvania

April 18, 1933

Packard, Inc.,
3223 North Broad Street,
Philadelphia, Pennsylvania

Gentlemen:

I like to give credit when credit is due.

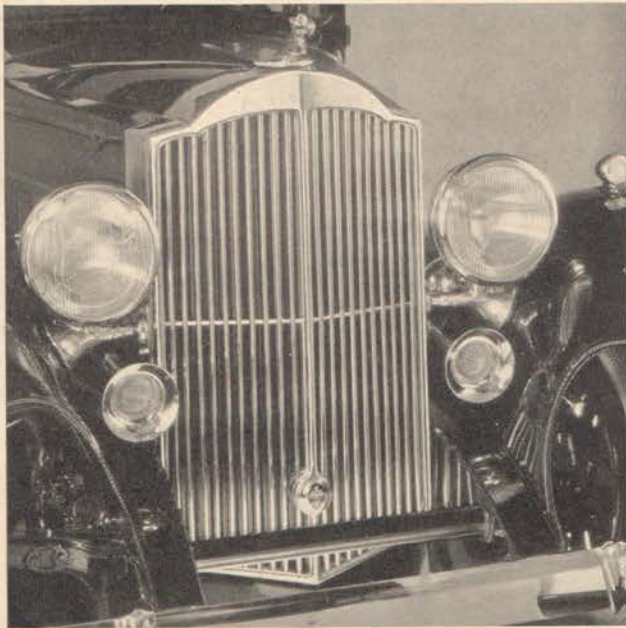
To me the service of an automobile is perhaps more important than any other factor, and I have seen all sorts of service.

In the few months that I have been a Packard owner the service my car has received in the hands of Mr. Treffinger far surpasses anything that I have experienced to date. Mrs. Fernandez has sensed this, too, because the other evening she casually remarked that it might be a good idea to have both of our cars serviced by Packard. This is no mean compliment.

Yours very truly,
A. J. Fernandez.

K

Accessories to Dress Up the Car



RADIATOR GRILLE

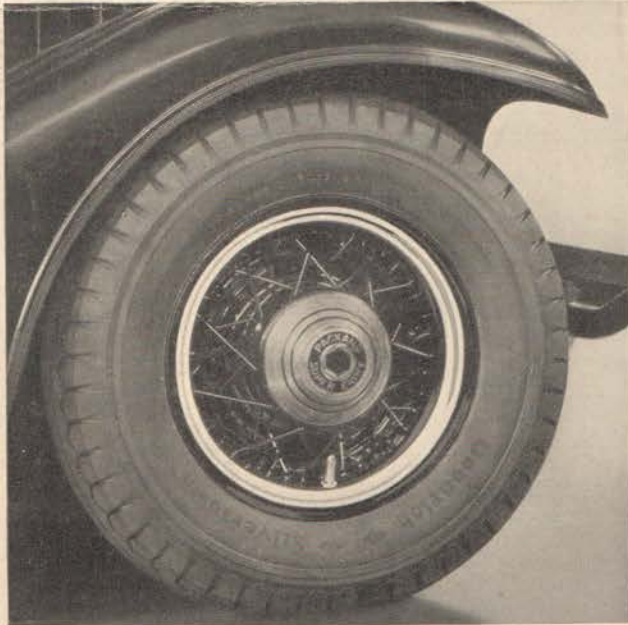
Distinctive in appearance—Chromium-plated and easily attached.

Keep a car fully equipped with accessories on your showroom floor. Have a good accessory display in your service department. Pay your new and service salesmen commissions and bonuses. Use accessory catalogs, circulars and signs.



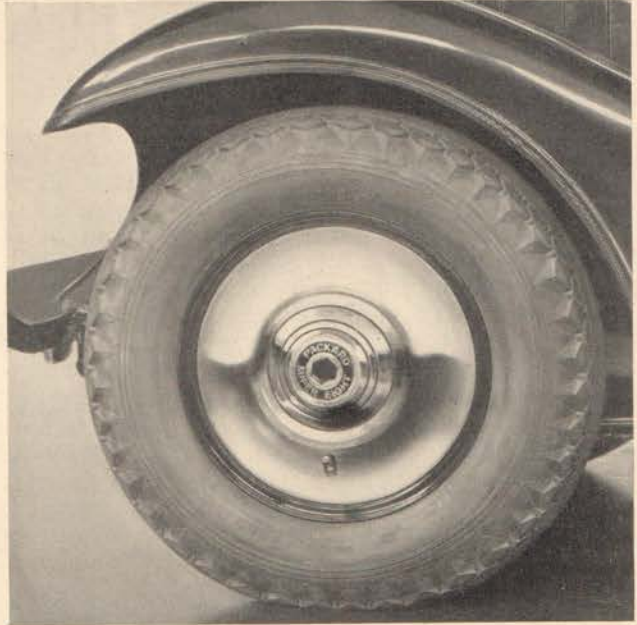
LICENSE PLATE FRAME

Adjustable for both length and width and will accommodate any license plate—made of brass chrome plated. Inexpensive items of this type are usually sold on the first suggestion—but you have to make the suggestion and you have to display accessories to sell them.



CHROME TRIM RINGS

Brilliant chrome finish—they lend much to the car's appearance. They snap on the wheel in an instant—no tools are necessary.



DISC FOR WIRE WHEELS

For discriminating motorists. Made of steel chromium plated. Can be applied or removed readily without affecting wheel.

SUGGESTIONS OR QUESTIONS FROM READERS ARE ALWAYS WELCOME. HOW CAN WE MAKE THE SERVICE LETTER OF MORE VALUE TO YOU? ADDRESS LETTERS—NORM. LULL—EDITOR—PACKARD SERVICE LETTER.

PRINTED IN U. S. A.