

VOL. 7 No. 15

AUGUST 15, 1933

"I Like That Place"

If a Service Manager can make his customers use the phrase "I like that place" both his business and his job are assured. The Service Manager must be continually alert for ways to please the whims of his customers and cater to the desires of the human beings who bring their cars into today's Service Station. He must be alert for the simple reason that these same people will take their cars to the "place" where they are shown the greatest consideration, not necessarily in the way of lower prices but in courteous treatment.

Each year big business finds new ways of doing more to please their customers. Upon the job of holding customers is what you should put your best efforts. Railroads in order to hold customers have greatly improved on the type of equipment which they use and every possible courtesy is rendered. We now have stenographic service and radios along with air conditioning in club and observation cars. Our every desire when traveling by train seems to be adequately and courteously met.

In the air we find the same thing. The well trained and courteous attendant—including porter, co-pilot and hostess—newspapers, magazines and even games are supplied; lunches are served and the courteous treatment received is beyond reproach.

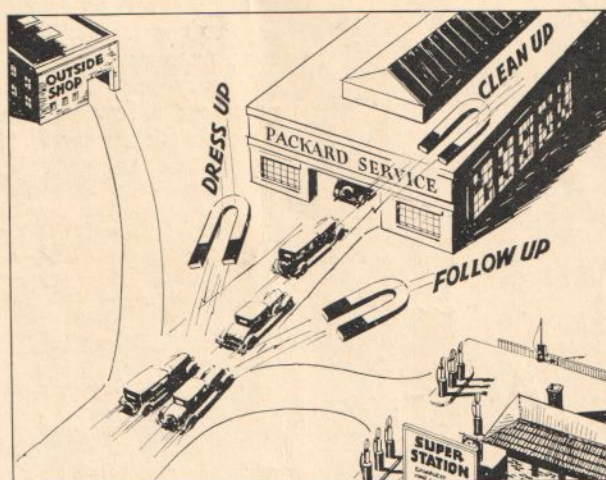
In the large department stores every effort is exerted to provide for your comfort while shopping. The large chain stores and the super-station are spending thousands of dollars on training courses dealing with a courteous handling of customers.

The other day we saw a series of films produced at great cost for the sole purpose of showing a soda clerk how to handle customers and sell Coco-Cola. All of these people seem to be going to extremes in a concerted effort to do everything possible, not primarily to get new customers, but to hold customers that they now have.

All of this applies to the Service Station of 1933-1934 if a profit is to be made. You may not be able to make your service station look like an observation car, you may not be in a position to add to your personnel a highly trained hostess, but there are a number of things just as effective that you can do. In general, these fall into three groups.

Clean Up—Look more attractive than your competitors. Make this CLEAN UP business apply not only to the shop but particularly to the space where you receive customers—and to the waiting room. Your waiting room must be attractive. If possible, it should be supplied with clean drinking water facilities. The table should be kept clean and the 1917 issues of the Police Gazette can now be removed—have current magazines of interest to both ladies and men, and don't leave them on the table until they are completely wrecked.

Your waiting room is the logical place for your accessory display. Always associate with the word display the two words CLEAN and ATTRACTIVE, otherwise there ought not to be any display. We have in many instances delayed too long



Pull them into your shop

"EVERY OWNER A SALESMAN"

on the job of cleaning up and painting up. There is today no excuse for a dirty, unattractive Packard Service Station.

Dress Up—We have in a great many instances gotten away from the use of clean white service coats; you can be courteous in a dirty pair of overalls but it doesn't go over with the customer nearly as well as being courteous in a clean white service coat.

This applies also to your silent salesmen as well as your service salesmen; in other words, your show cases and other accessory displays. Take a look today at your counter accessory displays and those accessories which you have on stands and tables for demonstrating purposes. Are they clean and in workable order? If not, they certainly won't help you sell accessories. You need additional accessory business—put your silent accessory salesmen to work by first dressing them up.

Follow Up—No Packard Service Station is too small to use a follow-up system. No service station today is too busy, but what they need the benefits that can be obtained from a constantly used follow-up system. You need the business from those owners who are not coming to you for service—the way to get it is to go after it. When you start a campaign to sell service be sure that your merchandise is right; that is, is your inspection such that it assures you that your mechanical work is going out right—if not, correct this before you try to sell more mechanical work. Are your prices right? If not, give more study to the new service repair price list; you will find in it prices to suit your local requirements. We do not urge the cutting of prices to where quality workmanship cannot be maintained.

There are, however, many cases where local conditions make necessary special study and revision of prices, and the new price list has been designed with this in mind.

On this item of courtesy in the Service Department don't feel that you have ever reached the limit of what you can do along this line. It is an item that requires constant attention. It can be overdone to the point of where it is sickening, it can be underdone to the point of rudeness. It applies to every man in your place; it applies with much emphasis to the use of the telephone. Packard Service of necessity must be courteous service—don't neglect this item.

There you have three items requiring your attention—they are not new ones but they have been much overlooked in the past year or so. To make Packard Service outstanding in the owner's mind these three items require our attention, particularly right now—so, **CleanUp, Dress Up and Follow Up.**

Care of Demonstrators

A demonstrator, the same as any other piece of machinery, requires attention. Probably a little more attention than the average car driven for pleasure, because if it is to function as intended it must be in "par excellence" condition.

This is not always easy to accomplish either by the sales department or the service department unless each is willing to occasionally put himself out a trifle in order that it may be accomplished. It is not always convenient, of course, for the salesman or sales manager to tie up a demonstrator to give the service department time to make any necessary adjustments so that it is in

proper condition to show to a prospect. On the other hand, it is not always convenient for the service department to drop other things of importance to immediately take care of the condition of the demonstrator. However in both instances it will some times be necessary for either party to be inconvenienced for a short time.

Any of our distributors' service managers are perfectly capable of judging the condition of a demonstrator and should be called upon or, if you please, held responsible for the condition of the demonstrators by the sales department and the management.

A New Acknowledgment Order

The picture tells the story. Parts men may now order Form D-19-C. It will save money and prevent misunderstanding.

In all cases where parts are ordered by telegraph or telephone an acknowledgement order should also be sent to the factory Parts Department. It is not, however, necessary to waste an entire set of D-19 forms for this purpose. Order from the Service Literature Department a few pads of D-19-C which are priced at six cents for twenty-five.

How About You?

He dropped into my office with a grin upon his face,

He talked about the weather and the college race,

He asked about the family and told the latest joke,

But never mentioned anyone who'd suddenly gone broke.

And so I write these lines for him who had his share of woe,

And still could talk of other things and let his troubles go;

I was happier for his visit—in a world that's sick with doubt,

'Twas good to meet a man who wasn't spreading gloom about.

COURTESY A. HOLLANDER & SON

High Speed Cut Out

Technical Letter No. 1946, dated August 2, 1933 outlined the procedure to follow with Super Eights and Twelves which seem to cut out at high speed, probably due to lack of fuel pump pressure or starving for fuel.

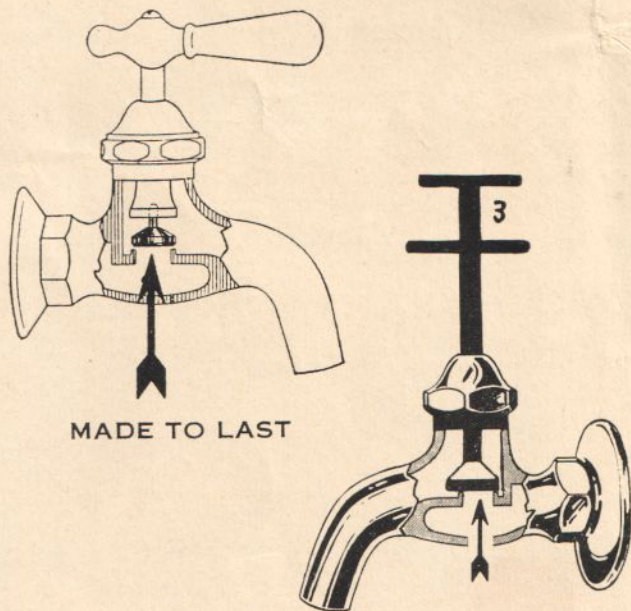
We wish to repeat that when any of these cases are encountered, first, be sure that all fuel line connections are tight and free from air leaks, both between the tank and the fuel pump and the fuel pump and the carburetor; second, see that the later type heavier spring is installed in the fuel pump to bring the pressure up to normal. If after this has been done you still get a miss at high speed in hot weather, get the cross-over tail pipe as far away from the gasoline tank as possible so that the gasoline tank will not absorb any more heat than is necessary.

If, after this has been done, the condition still exists, it will be necessary to cut the cross section, running in front of the gasoline tank, out of the tail pipe, and weld the extreme end of the tail pipe to the section coming out of the muffler. * This, of course, will give you a straight tail pipe at the right end of the tank instead of the left. Reconstructing the tail pipe will only be necessary in very extreme cases.

It may be necessary in some cases to flatten the end of the tail pipe more than it is at present in order to get sufficient clearance where the pipe goes between the right end of the gasoline tank and the right rear spring shackle. Be sure and keep the pipe as far away from the end of the gasoline tank as possible.

Stop Those Leaks

Tests on the perfect type of Replacement Faucet Washer illustrated above has proved them to be satisfactory over a period many times longer than the normal replacement washer.



The illustration clearly shows why this is possible.

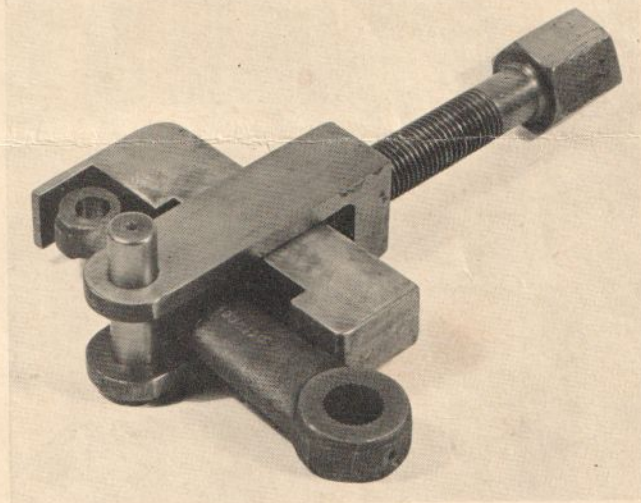
Because of the difficulty experienced by most dealers and distributors in obtaining Perfection Floating Washers

locally, the Factory Service Stores division is now in position to supply them direct on regular parts order blanks under the B.E. numbers designated below.

Order a Perfection Faucet Grinder set and an assortment of Perfection Washers now and have your maintenance man grind in the seats and install new washers in all leaking faucets in your building (and home, too). You have plenty of them both places.

B.E.-52— $\frac{1}{4}$ " Perfection Floating Washer.....	\$.15
B.E.-53— $\frac{3}{8}$ " Perfection Floating Washer.....	.15
B.E.-54— $\frac{1}{2}$ " Perfection Floating Washer.....	.15
B.E.-55—1 Set Perfection Faucet Seat-Grinder includes handle and $\frac{1}{4}$ "— $\frac{3}{8}$ "— $\frac{1}{2}$ " Size Grinders.....	.50
B.E.-56— $\frac{1}{4}$ " Seat Grinder.....	.10
B.E.-57— $\frac{3}{8}$ " Seat Grinder.....	.10
B.E.-58— $\frac{1}{2}$ " Seat Grinder.....	.10

Steering Lever Aligner



This Aligner is used to bend the Steering Lever to line up the Steering Wheel. By removing the Floating Pin and placing the Anvil against the Steering Lever the Floating Pin is put in place, then the Cylinder Screw is taken up until the end of the Screw is against the Steering and the back of the Lever against the tool Anvil. The Screw is tightened until the Lever is bent to the proper Angle. It is not necessary to disconnect the Steering Lever or any parts of the Steering to use this tool. Carried under ST-915 at \$19.00.

What Led You to Buy?

"Low cost of upkeep—Quality of performance—Length of service—Preservation of Packard lines and infrequent change of models—Courteous service in Packard service stations."

We are
operating
on a
**CASH
BASIS**

May we
explain
our
Courtesy
Plan?



1



- TRUNKS
- RADIOS
- HANDY KITS
- SPOTLIGHTS
- SEAT COVERS
- WINDOW WINGS

*All
Packard
Approved*



2

It costs
less to
operate
on a
CASH BASIS

You can
help keep
the cost of
your Service
Work at a
minimum
by
co-operating



3



**TWENTY
MORE
HORSEPOWER
FOR YOUR CAR**

ENABLING owners of previous series Packards to receive the benefits of the latest mechanical improvements incorporated in the 1933 models, Packard provides change-over equipment that can be easily and quickly installed. This equipment is now available to all owners of a Ninth Series Packard who desire increased comfort, convenience and performance at little additional cost. Only one day's time is required to perform the necessary operations and we can definitely assure you that, once this equipment is installed, your present car will hold more sensations for you than the first automobile you ever owned.

Three New Posters

ORDER BY NUMBER—THEY ARE 50 CENTS EACH

Size 14½" x 39"

An Interesting Mailing Piece

This piece promotes the sale of the interchangeable equipment which improves some earlier series Packards.

If you have not already done so a special drive should be made on a selected list of owners along the lines suggested in this piece. It was designed and used with much success by the California Distributer.

HERE'S WHAT IT WILL DO!

Dual Down Draft Carburetor—Improved type of latest design increases performance on hills and in traffic . . . no increase in fuel consumption.

Automatic Choke—Thermostatically controlled adjusts itself automatically to motor temperature conditions motor starts as easily when cold as when warm . . . absolutely trouble proof.

Dual Ignition Coils and New Type Distributor—Each coil fires 4 cylinders . . . gives hotter spark . . . enables use of radio suppressors on spark plugs without loss in performance . . . requires 1/3 usual attention given ignition system.

Exhaust Pipe—Moved to center of motor . . . eliminates heating of driving compartment in warm weather.

ADDED POWER.... ADDED SMOOTHNESS.... ADDED COMFORT....

Price installed without	<i>Carle C. Anthony, Inc.</i>		Price installed with
Dual Coil Equipment	KFI	TENTH AT HOPE PRospect 4044	KECA
			Dual Coil Equipment