

## Those Tourists!

TOURIST business can, and should, be cultivated. There are a few simple rules that should be followed. The first one is very simple, it is—treat the tourist as you would like to be treated if you were in a strange part of the country and required service on your Packard. The second one is—in connection with tourist business, operate on a policy of reciprocity toward other Packard service stations, and the last one is—establish an information bureau, which will be of value to the tourist.

Properly trained service salesmen and customer contact men, whether they be janitors, lubrication men, cashiers, or whatever position they hold, will so handle the tourist that he will not only continue to trade there himself, on each visit to your city, but will tell other tourists of the manner in which he has been handled.

The work on tourist cars is very often of such a nature that they wait in the service station until the work is completed. Under such conditions, they very often watch the mechanic do the work on their cars, therefore, it is necessary that the mechanic also be very particular in his handling of the tourist. Let him do the work on the car with particular care and with the safety of the tourist uppermost in his mind. Be a good work-

man and a good listener, but do very little talking. Never mind what some other service station did in the way of work on the car, if it wasn't done properly; just make sure that your work is done properly. Be particularly careful in your inspection to make sure that the remainder of the customer's trip will be free from difficulties. Owners who can drive long distances with care-free cars, will do a lot of talking about what a good car the Packard is.

If there are any parts to be replaced, or if there is any work to be done under the terms of the warranty, see that the matter is cleaned up promptly and in strict accordance with the rules and regulations in force for this kind of work.

Someone in the organization should make it his job to be familiar with the best roads to various cities. He should know the best hotels to direct visitors to, and he should have available some road guides. We have for the past few years recommended the Hobbs' Guide because it lists Packard service stations along each route. If you are interested in this service, the Editor of the SERVICE LETTER can give you detailed information.

In other words, we should go out of our way to please the man who will, if given the opportunity, boost our service in other parts of the country.



"EVERY OWNER A SALESMAN"

## Cleaning Tops

Your attention has previously been called to the care which should be used in the cleaning of top materials, as used on convertible and open type cars. Top dressings of any kind, or cleaning compound containing naphtha, gasoline, engine, or strong chemicals will dissolve the rubber which has been impregnated between the two layers of fabric used in making this type of top material.

The safest cleaning method is to use warm water and a sponge, or brush, if necessary. Ivory soap may be applied sparingly, but care must be taken that all the soap is washed off. Most of the soiled spots can be cleaned by using only a piece of clean art gum, or pure gum rubber.

It is important to see that the top material is thoroughly dried before the top is lowered.

These are two very important points in the care of convertible and open car tops, and it is suggested that this information be called to the attention of owners, as they drive in for service.

## Stickers on Invoices Increase Purolator Business

*Your car was equipped at the factory, with a Purolator as a means of reducing wear to a minimum.*

*The Purolator keeps oil clean and free of dust for about 3,000 miles.*

*At that mileage the Purolator Cartridge, with its accumulation of dust should be replaced with a new, clean one.*

*Changing the Purolator is just as important as changing oil and gives valuable protection to your motor.*

## Summer Accessories

There are plenty of cool accessories for hot weather selling, for instance, the "Lino" seat covers. These covers were announced only a few weeks ago and the factory has already sold approximately 150 sets and the season is just getting under way. These covers overcome practically all of the objections to covers previously sold. It has been our experience, relative to merchandising seat covers, that to insure a satisfactory fit, it was necessary

to practically tailor the covers to the individual job, and in attaching them, several screws, lift-the-dot-fasteners, or tacks were required. The fact that the covers had to be fitted, more or less eliminated the possibility of selling them.

After working several months, a large seat cover manufacturer succeeded in working out our present design of cover. This requires no fussy fitting, it can be installed on the car the first time in not over an hour; it requires only two screws for the entire installation, it can be readily removed for dry cleaning, or laundering. These covers are primarily a summer item. Sell them on what they will do for the owner. They will keep his car clean; they will keep his clothes clean; they will assure him of a cool comfortable ride during even the hottest weather, and a complete set of covers installed has a list price that is right. Don't forget to point out how cool and refreshing they will be on a hot day. Don't forget to mention the fact that they keep clothing clean. This is a particularly pleasing point for the ladies. Keep in mind also that the rear seat and front seat covers can be sold separately, if preferred. Now is the time to sell seat covers. The material is right, they fit properly; they appeal to the comfort and convenience of the owner, and they are correctly priced. They can be sold, but you have to do your part.



## Steering Gear Lubricants

Several years ago we recommended that a very heavy steering gear lubricant be used during warm weather to prevent sticking steerings in new cars.

This lubricant was a special base material which was not generally marketed, but was obtained by us from the manufacturers and sold through our service stores division. It was very successful in overcoming any sticking tendency, but we feel that at the present time its use is no longer required.

The steering gears in the current model cars do not require a lubricant having these characteristics, and the lubricant used in the differential will be satisfactory. There is no longer the necessity for using the heavy base material in the earlier gears, because they are now lapped

into a smooth finish and do not require this material to keep them from sticking.

This base material, moreover, has a tendency to oxidize after a considerable period of use. It becomes very heavy and loses its lubricating qualities. If you have used it in the past it will be well to examine the steering gear case in cars from one to two years old and to remove the lubricant if it appears to have changed its character.

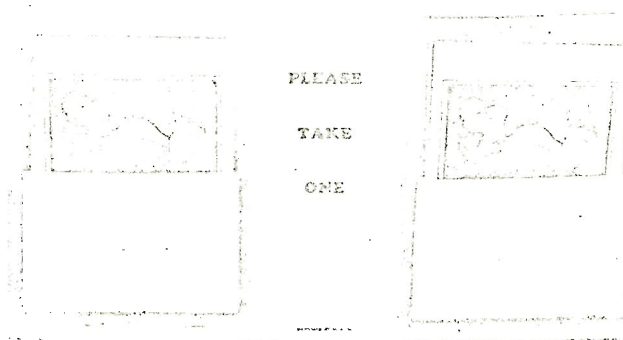
## "Touring" Poster

Within a radius of approximately 800 miles of Chicago, each distributor and dealer should have received a Century of Progress folder with a supply of pamphlets listing Packard service stations and distributing points in the United States and Canada. This material was sup-

### Before You Leave For "A Century of Progress"



We stand ready to help you start on an enjoyable trip. Why not let us inspect your car, give you road advice or tell you where to find the friendly Packard sign enroute?



plied without charge. We trust that you have displayed it in a prominent place in your service department, and that where you know that your customers are touring, that you supply them with one of the pamphlets. If they are going to the Century of Progress, the pamphlet will supply them with special information concerning the services which the Packard-Chicago service department has made available for their convenience.

## Lubricator Sleeve

Since the announcement in the SERVICE LETTER of ST-933 Rear Axle Shaft Bearing Lubricator Sleeve, we have had requests to make these for older models.

The following tool numbers will take care of models previous to the Tenth Series car:

Tool No.	Models	Price
ST-940	640-645-740-745-840-845-903-4-5-6	\$1.75
ST-941	900	1.75
ST-942	726-826-901-902	1.75
ST-943	626	1.75
ST-944	1005-1006-1107-1108	1.75

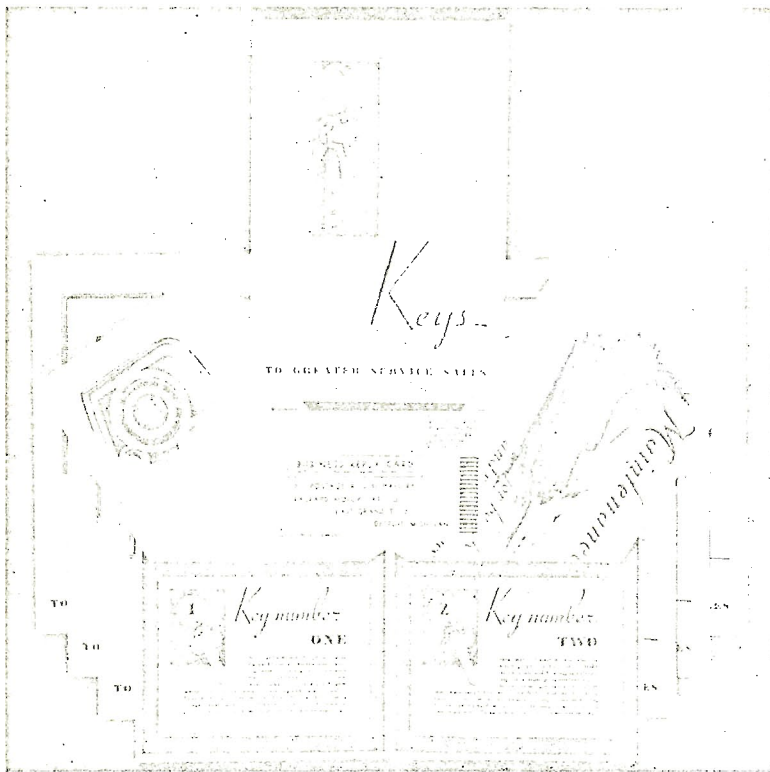
This is a very efficient tool for greasing the rear bearing. It will pay for itself many times over as it is not necessary to remove the bearing retainer and axle shaft to lubricate the bearing.

### Caution in Removing Material to be Returned for Adjustment

There are certain items which are returned to the factory when replacement is required under the terms of the new car warranty. In many instances we find items of this kind mutilated when they are removed from the car, and this makes it impossible for us to return them to the vendor for the necessary credit, or repairs; or replacement, as the case may be. May we caution you again, therefore, that in removing any material which is subject to consideration under the warranty, that you use extreme care not to mutilate any of the parts. Any number of times we will receive an instrument, made by some manufacturer, replaced during the warranty, the customer is entitled to credit because the part did not operate properly, but by the time it is returned to us for reshipping to the original manufacturer, we find that the mechanic who removed the part so mutilated it that we cannot obtain the necessary credit. Please keep this in mind in removing any parts which are subject to consideration under the warranty.

It is also important, in returning these items to the factory, that they be packed in such a way that they are in proper condition for us to return them to the manufacturer for credit, otherwise it will be necessary for us to cancel our credit to you. We feel, in instances of this kind, that we would be justified in doing this. It is your responsibility to return the parts to us in such condition that we can obtain the necessary disposition from the manufacturer.

# Keys to Service Sales



Late spring and vacation mailing pieces that will assist in maintaining your service volume are important. You should have received a copy of the folder which is illustrated.

These very attractive and unusual mailing pieces finished in four colors on an exceptionally good grade of paper have been produced at a very reasonable cost. The pieces, complete with imprinting and with your own prices, include an envelope of paper to match, and sell at \$4.00 a hundred. If you think this price isn't reasonable, ask your local printer what one hundred pieces done in four colors on a good grade of linen paper, complete with envelopes to match, would cost.

We urge you to try some of these. One, we feel certain, will produce additional lubrication contract business. The other one will notify your customers of special prices on brake work, washing, polishing and on lubrication—items with particular appeal during the summer months. If you did not receive, or have misplaced your samples of the form, we will be very glad to send you additional copies.

## Sample Letters

MR. PACKARD OWNER  
Jonssville, New York  
Dear Sir:

We have not seen you for quite a while, and have missed you. You know, a business is known by the friends it keeps and frankly it helps us a lot to keep you as a friend, because a lot of people know you and thus come to know us.

It has always been a pleasure to serve you, and I sincerely hope that the service rendered your Packard has come up to your expectations. If it has not, if there is any little thing that we have done, or have left undone, that has not pleased you, we will welcome the opportunity of correcting it.

We value your patronage and hope to be able to serve you again soon. We will be very glad to call for, and deliver, your car without charge at any time. This places the facilities of our service department at your door and a telephone call is all we need. Our number is Madison 123.

Yours very truly,

MR. PACKARD OWNER  
Pasadena, California  
Dear Sir:

In looking over our service records, we find that it has been quite a while since you brought your car to our service department for any attention.

If this is because the car is running too well to need attention, we do not really regret your absence, but if our work has not been entirely satisfactory; if we have given you any cause whatsoever for complaint, if we have offended you in any way, will you please tell us about it?

We assure you that your suggestions will have our immediate attention and not only that, you will have our sincere appreciation.

Yours very truly,