

VOL. 8 No. 14

JULY 15, 1934

You Have Heard It Before—But—

LET'S take a typical customer and put ourselves in his place. Here he comes through the service station door. His car is limping a little, and naturally he is anxious to know just what, and how serious, the trouble is. He is wondering how much the repairs will cost, and how long they will take. He doesn't particularly relish having to do without his car for even the shortest period of time.

over here please?—That's fine. Now, how can we be of service to you?" Now Ted is a *sales-minded* service man. Notice how he addresses his customer by name? —How he greets his customer with just the right mixture of friendliness and dignity? He's careful not to let too much familiarity creep into his greeting because he knows that too much "glad hand" may be even more distasteful to the owner than inattention.



So our first problem—though it really isn't a *problem* because it's a natural instinct with all *good* service men—is to let him know that he is going to receive the same prompt, courteous, sympathetic attention *we* would expect if our positions were reversed.

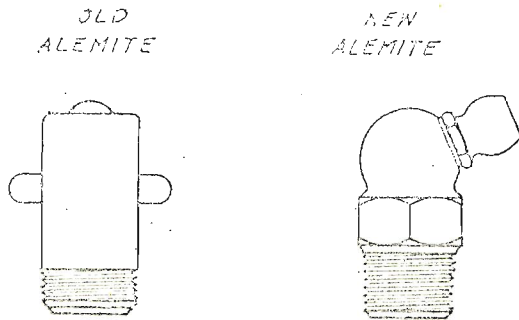
Don't forget that Mr. Owner has passed up several competitive service stations and has driven a number of blocks out of his way because some one sold him on Packard service when he first bought his car. Now it is up to us to show him that the service is all, and even more, than was promised.

So Ted, our service salesman, who is waiting as he drives through the door, greets him with a pleasant, "Good morning, Mr. Bentley. Will you drive right

Now suppose that Ted is busy on the phone or talking to another customer, it's lunch time, and Ted is the only man on duty. He'd excuse himself for a moment, let the customer in, greet him, and then say, "Mr. Bentley, I'm taking care of another customer. If you'll excuse me for just a moment, I'll be right back and at your service." Do you see how much better this is than to allow Mr. Owner to wait with no attention at all, while you finish with the other customer? And, unless he is particularly unreasonable, he won't mind waiting a few moments as long as he knows that you know he's there and that he will be taken care of as soon as you have finished.

"EVERY OWNER A SALESMAN"

Lubrication Fittings



During the current Eleventh Series production a change has been made in the type of fitting used for grease lubrication.

The old and new fittings are shown in the illustration. The new construction is the high pressure system with a possible pressure of 1200 lbs. as compared with 250 lbs. possible with the old design.

We have a few calls for Alemite guns in our service stores division, and we will be prepared to supply the gun used with the new construction.

Write 'Em Right

Don't—write, "fix the clutch" and expect the mechanic to meet the customer's idea of cost.

Don't—let the customer leave the shop without reading the order, approving it and signing it.

Don't—omit to communicate with the customer before doing more than the repair order specifies.

Don't forget to remember your promises.

Before the customer leaves the service station he should be requested to read the repair order carefully and if it meets with his approval and he understands the prices he should sign it. Incidentally it is a good plan to draw a diagonal line from the last operation written down to the place where the customer is to sign. This eliminates any chance of an argument as to how many repair operations were on the order at the time of signing.

If there seems to be some doubt in the customer's mind as to what an operation includes the S. S. should take pains to make this perfectly clear to the customer. Trouble comes from the customer not knowing what he is paying for.

Be definite as vague orders cause misunderstandings.

The average customer is perfectly willing to pay for what he gets but it is necessary for him to *know* what he is getting in order to keep him friendly to the shop.

Ordering Service Forms

Will you please re-read the article on the front page of the June 1 edition of the SERVICE LETTER. In this article we notified you of a change in ordering service forms. We are still receiving a large number of orders for service forms at the factory and it is necessary for us to re-mail them to the Reynolds & Reynolds Company of Dayton, Ohio. Will you please save time on your orders for "D" forms by sending them direct to the Reynolds & Reynolds Company, Dayton, Ohio?

The only forms to be ordered from the factory are the parts orders, the six item form now known as VTA-19;

the parts order twelve item form known as VTA-19-B, the parts order telephone and telegraph acknowledgments, known as VTA-19-C; the parts claim tags under form VTA-14, and the labor claim under form VTA-119. Aside from these standard forms, service promotion material, as listed in the June 1 issue of the SERVICE LETTER, will also be ordered from the factory, otherwise all service forms bearing "D" form numbers are to be ordered from Reynolds & Reynolds.

Ninth and Tenth Series Front Springs NOT INTERCHANGEABLE

The Ninth Series front springs and the Tenth Series front springs appear to be interchangeable, although they carry different piece numbers.

To prevent the service field from making an emergency substitution and then running into a condition which might be difficult to diagnose, we are illustrating below:

PIECE No.

186032 Front spring and covers assembled, 950 lb. load, 42 x 2 1/4 size, 375 lb. rate.

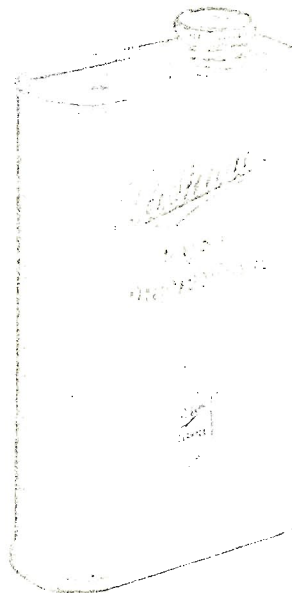
210336 Front spring and covers assembled, 950 lb. load, 42 x 2 1/4 size, 375 lb. rate.

The center bolt in the first mentioned spring is 20 inches back from the front eye, while in piece No. 210336 it is located 20 1/4 inches from the eye.

The difference is so small it might not be noticed.

The 56 x 2 1/4 rear springs on the model 1001 resemble the Seventh Series rears, but the center bolt is out of location 2 1/4 inches.

Rust Preventive



Trade Letter No. T-2672 dated June 13, 1934, announced to the field a new service item under the name of Packard Rust Preventive. This solution carries in suspension tiny globules of fatty substance that spread a protective film on the walls of all water passages and effectively arrests the formation of rust and corrosion in cylinder blocks and radiators.

The cooling systems of all Packard cars shipped from the factory in the last thirty months were treated with this preparation, and the results of this special care are reflected in the rapidly diminishing number of radiators with clogged cores being returned to the factory.

Start your owner off right

when using Rust Preventive.

Clean radiator thoroughly.

Flush out loose sediment in water passages.

Put in new hose and new fan belts if necessary.

Pour in one pint of Rust Preventive and fill cooling system with clean water or anti-freeze mixture depending on the season.

Go after the RUST PREVENTIVE business now.
You can't go wrong on these prices.

Piece No.	Size	Suggested List Price
A 98317	Pint	\$.40 Pt.
A 98318	Quart	.70 Qt.
A 98319	Gallon	1.20 Gal.
A 98320	5 Gallon	1.20 Gal.

Do You Remember This One?

CONNECTING RODS, TENTH SERIES

The babbitt in the Tenth Series connecting rods is only .020 inch thick. This, of course, will make it necessary for all service stations when fitting connecting rod bearings to scrape out as little babbitt as possible.

In taking up connecting rod bearings by filing off the lower cap, make sure not to file off any more than is absolutely necessary. If too much is filed off, it will make it necessary to scrape out an unnecessary amount of babbitt in order to get the bearing free.

We should make it a point never to scrape Tenth Series connecting rods unless it is absolutely necessary.

Ideas

On June 26, a pamphlet entitled "Successful Service Selling Ideas" was sent out to Distributors and Dealers, accompanied by general letter G-656.

As we said in the general letter, "You will find it of value provided you do your part, that is, use the proven ideas in the book."

Have you studied the ideas, many of which are not new, but all of which have proven successful?

These ideas for merchandising service are exclusively for the benefit of Distributors and Dealers. It is our job to urge you to use such good ideas as well as to put the suggestions in your hands.

We have done our part—you have the book—How much can you get out of it in the way of workable ideas?

J. F. PAGE
General Service Mgr.

Heat in Bodies

The elimination of excessive heat in body interiors is a comparatively simple matter, but one which seems to trouble some service departments.

Excessive heat is largely caused by the presence of small openings in the floor boards or under the seats which permit the hot air underneath the car to be drawn into the body. These openings can best be located by removing the carpets and seat cushions and using an air hose underneath. The movement of dust inside the body will indicate the position of the leaks.

Particular attention should be given to the pan under the front seat, and also to the fitting of the battery box cover. The cover gasket must be in good condition in order to provide a tight seal.

When a complaint on excessive heat is received by the average service station, the first impulse is to apply large quantities of sheet asbestos promiscuously to the exhaust pipe, the muffler and the under side of the body. This procedure is of relatively small importance.

The important thing to do is to stop the air openings.

Does It Pay?

FONDA MOTOR CAR CO., INC.

G. A. FONDA, PRESIDENT
PACKARD
SYRACUSE, NEW YORK

June 12, 1934

Mr. J. F. Page, General Service Manager
Packard Motor Car Company
Detroit, Michigan

Dear Joe:—

Our friend Mr. C. who owns the Packard Twelve Dietrich Coupe, on a trip recently to Hot Springs, stopped in Richmond, Virginia at the Service Station of the Mobers Motor Car Company for minor adjustments. He was treated most cordially and courteously and went away with a no charge bill. Mr. C. did not have his Packard Owner's Service Card with him but the car was under 4000 miles.

He was delighted with the treatment and service accorded him.

Attached you will find a copy of a letter Mr. C. sent to Mr. Armbricht as well as a copy of our letter. It is just too bad that more Packard Service Stations don't do the job as well.

Mr. C.'s story to his friends regarding Packard service is invaluable.

With best regards.

Very truly yours,

FONDA MOTOR CAR CO., INC.
G. A. Fonda
President

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enc.

June 7, 1934

Mr. J. H. Armbricht, Service Mgr.
Mobers Motor Car Company
1114 N. Boulevard
Richmond, Va.

Dear Mr. Armbricht:—

Perhaps you will recall that a few weeks ago, I drove into your place with a new Packard coupe, Dietrich body, and you found quickly what was the matter with my engine and you also straightened out my brakes.

I want you to know that you did a real job. The brakes were perfect and the engine trouble was entirely taken care of.

I am writing merely to thank you again for the wonderful attention you gave me and the wonderful Packard service you rendered without charge. I have taken the pains to tell Mr. George A. Fonda, President of the Fonda Motor Car Company of this city, Packard Distributors, just what wonderful people you are, and I hope he may drop you a line.

Again I want to thank you and assure you that I am very appreciative. If there is anything I can do in any way to reciprocate I hope you will tell me what it is.

Very truly yours,

HBC:F

H. B. G.

June 8, 1934

Mr. J. H. Armbricht, Service Manager
Mobers Motor Car Company
1114 N. Boulevard
Richmond, Virginia

Dear Mr. Armbricht:—

I want to congratulate you on the prompt and efficient service you rendered to Mr. H. B. G. of Syracuse recently, when he stopped at your service station.

I do want to say that if all service managers were as courteous and efficient, the Packard tourist would have a far finer opinion of his Packard car and the Packard organization. For your information, Mr. G. has owned Packards for twenty-five years. He is a very fussy and exacting owner but a most enthusiastic one, and today he is singing the praises of Packard service that a purchaser might expect to receive when he travels about the country—thanks to you.

Very truly yours,

FONDA MOTOR CAR CO., INC.
G. A. Fonda
President

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This Operation Was Not in the New Service Manual

In the new Service Manual, Al Nelson, Chief Tester for the Bridgeport Branch under the direction of Gardiner Platt, hunted in vain for the price on this operation:—

Remove crankcase.

Scrape and "engine turn" all aluminum surfaces.

Al compromised—He did the scraping and the owner did the engine turning, working until midnight, night after night, until the job was complete (see cut).

The owner, an old Cadillac enthusiast, finally took a ride in the 1004 Super Eight—score one for Packard.

Then he bought an S40 Phacton.

The 840 has proved so fine a car that he believes it deserves to be dressed up. It now has—

1. New top
2. New paint
3. Dual coil equipment
4. Specially built tonneau windshield
5. New radio
6. Slip covers
7. New trunk rack
8. Special horns
9. Special stop light with swinging lantern

AND

10. Reground block, chromium plated studs, pipes, valve and water jacket covers, and scraped and "engine turned" crankcase.

Rather an unusual job but Packard service is always equal to them.

[illegible]

A Time and Trouble Saver

The picture shows the use of a time saving rubber stamp used on the standard repair order. It does two things. It makes clear to the customer the basis on which the adjustment suggested by the service salesman is to be made and it supplies the parts department with the necessary information to make out the claim tag to be attached to the part held for disposition.

It is too often necessary for the parts manager to dig up a lot of information that should be supplied at the time the original repair order is written. This stamp would take care of this condition in very nice shape. When the service salesman knows that a part is to be replaced on a repair order, the stamp is used; the spaces are properly filled out and this automatically takes care of supplying, both the billing department and the return goods department, with the necessary information to properly and quickly handle the necessary details.

—From Packard-Washington.

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.