



VOL. 8 No. 15

AUGUST 1, 1934

Are You Overselling or Underselling?

LET'S apply this question to accessories. Is it possible to determine when you have reached the danger point and are over-selling, because over-selling will drive customers away. On the other hand, let's just as carefully guard against under-selling, and if figures and records mean anything, they would seem to indicate that over-selling of anything is not our problem at the present time.

Have you recently noticed that automobile accessories are beginning to reach the consumer through super service stations and gasoline stations of all descriptions, in greatly increased quantities? Have you thought of why this condition was brought about? Well, of course, the first answer is that they have found that it pays. The car owner is usually in the service station when he first learns that he needs certain accessories. They are suggested or displayed and he is ready to buy them, he recognizes the need and secondly, service station attendants have found that under present working conditions they have time to do some selling.

These big oil companies and the operators of big super service stations are real merchandisers. Don't think that there aren't many lessons that we can learn from them. Here, for instance, are some rather interesting figures, which are based on analysis of many records and which may be taken for what they are worth. They show what an average car owner has actually bought on a monthly basis. In order to obtain an average figure we will take it on the basis of one hundred

customers. The figures work out in this manner. One hundred average motorists each month buy sixteen tires, twenty tubes, seven oil filters, fifty spark plugs, thirty-two lamp bulbs, seven windshield wiper blades, twenty-five polishing cloths, five fan belts, twenty valve caps, and thirty-three valve cores.

Now it might be interesting for you to take one hundred repair orders out of your file at random, go through them and see if you can find this list of material on those one hundred orders. It is probably quite doubtful. It may be that the list is somewhat over-rated. We do not give it out as actual facts, it comes to us as an analysis and is undoubtedly subject to usual variations, but we venture to say that if you discount it by fifty per cent, you still can't find this list of material on one hundred repair orders which you may pull out of file. There are, therefore, greater possibilities in accessory sales, even on these very active items, than you had thought. Add to these items radios, trunks, seat covers and other items that are especially designed for use on Packards, and you should be able to work up an accessory business of which you would be proud as a service salesman, and if all service salesmen could produce half of this list on each hundred orders that they write, well, you figure it out! There is business there—don't overdo it. We never have advocated an attempt to oversell, but let's just as carefully guard against this under-selling business and let's see if we can't get our share of the accessory business that is available and that car owners are now buying outside of our place of business.

"EVERY OWNER A SALESMAN"

Put Selling Ideas to Work

This idea undoubtedly was born from the recent Service Training Course. In this case Mr. Brennan of Portland, Oregon, had the signs made up and is very enthusiastic in his report that they have been the direct cause of quite a bit of service work. They find that in many cases service work has been sold without direct solicitation as the result of these signs.

Here is an idea that is not expensive. We appreciate Mr. Brennan having passed on the idea for your consideration and use.

SAFETY

A high percentage of accidents are due to faulty brakes—Police Records prove it—Avoid personal injury and damage claims by keeping your brakes in the best possible condition.

PROTECTION

Every PACKARD owner wants his car to be safe under all conditions—When we do the work, only genuine parts are used and no matter how long you keep it—It will always be a PACKARD.

PRIDE AND SELF-RESPECT

Don't let rust work on your car—Painting is easily and quickly done—PACKARD polish is not an abrasive, and, we wash cars the way they should be washed.

ECONOMY

There is no economy in trying to run your motor in poor condition—You waste gasoline and oil, and, more important you cannot get the performance that your car is normally capable of—Ask us for a free inspection—Maybe a valve grind is all you need.

TROUBLE PREVENTION

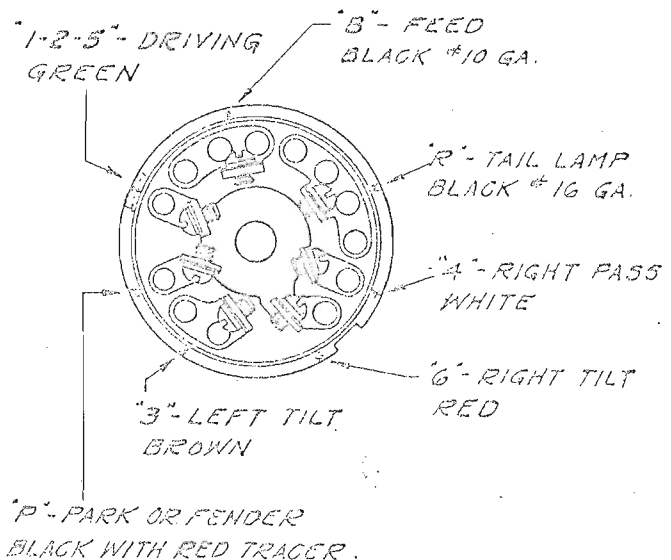
Let us fill your gas tank and check your tires, batteries and lights—When we oil and grease your car we know what kind of lubricants to use and we only use the best.

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?

Light Switch Marking

The correct wiring of the steering post light switch block is shown in the accompanying illustration. The



different terminals are marked on the block and the color of wire, as well as the function of each lead, is shown.

An Idea From Syracuse

This is a copy of a letter we are mailing to those owners whom we learn have purchased Packards through agencies other than ours.

Mr. Arthur LaFave,
231 Cambridge St.,
Syracuse, New York

Dear Mr. LaFave:

We understand that you are now the owner of a Packard car and we want to take this opportunity to welcome you into the Packard Family.

We are also pleased to offer you the facilities of our Service Department and to invite you to visit us. Furthermore, we shall be glad to have you call on us at any time you are in need of service for your car.

Good service is absolutely essential to success in selling automobiles and much attention is now being given to this phase of the business. Good service means courteous treatment, correct mechanical work, fair charges and prompt delivery. We shall always welcome your constructive criticism to the end that our service may be operated to the entire satisfaction of Packard owners.

Hoping to have the pleasure of meeting you in the near future, we are

Very truly yours,
PONDA MOTOR CAR CO., Inc.

A. C. Hassell,
Service Manager

ACH:K

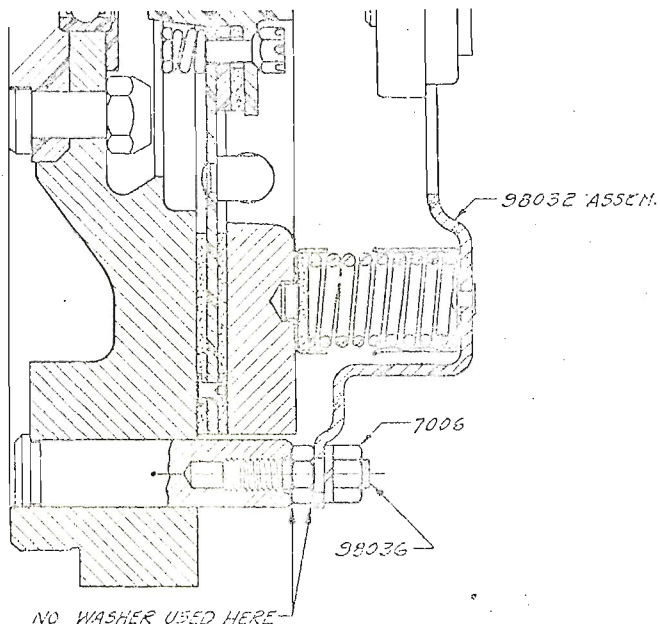
Service Clutch Installations

Please refer to Technical Letter 1932 covering the installation of the service clutch.

In mounting the clutch cover plate it must be parallel with the surface of the flywheel. Unless this is the case, it will be difficult to secure a proper clutch release.

We have recently found one or two cases in which failure to release has been located in the cover plate dowel screws—piece No. 98036. If there is any variation in the thickness of the hex head in the middle of this dowel screw, the cover plate and pressure plate will not lie parallel with the flywheel. Such a variation has been found.

Before installing any of these dowel screws in the flywheel, the thickness of the hex should be checked, and they should not be used unless they will provide the proper result. All dowel screws in our service stores division have been inspected and you may return for replacement any which you consider doubtful.



Ignition Coil Insulation

EIGHT - 219291
TWELVE - 216927

Please refer to the SERVICE LETTER of November 15, 1933 regarding the rubber grommets which are used in protecting the insulation of the coil terminals on our current model cars.

We have found that in spite of the presence of the grommet, the head of the coil may short circuit after a very heavy rain, or if the car is carelessly washed.

If water enters between the cable and the head of the coil, the current short circuited across this moisture may burn a carbon path in the Bakelite. When this occurs the coil will remain out of commission, even after it has become thoroughly dry, because of the presence of the carbon path.

We have found that the coil can be thoroughly insulated against water by the use of Bakelite cement. First remove the coil cap and the rubber grommet and disconnect the high tension lead.

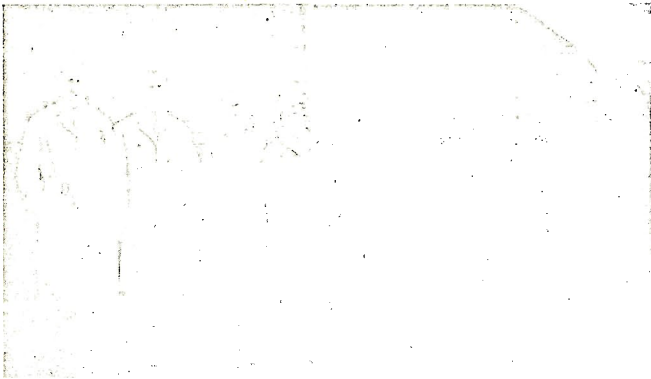
Next apply cement to the trough in which the cable lies, and to the entire inner surface of the wall surrounding the cable and terminal. Replace the cable and cement it in position. Force the rubber grommet down into position and replace the coil cap.

If a coil has started to short circuit along the depression carrying the wire, it can often be saved by scraping out the carbon path with a sharp pointed instrument and filling the scraped groove with cement. This will be successful unless the secondary current has burned so deep a path in the Bakelite that it cannot be effectively cleaned.

The cementing in place of the rubber grommet is quickly and easily performed. We recommend that this operation be followed on all cars equipped with the double coil ignition. The grommets can be obtained by ordering under the piece numbers listed in the Service LETTER of November 15, 1933.

It will probably be possible for you to obtain Bakelite cement locally, but if not it can be ordered through us.

Danbury Goes Modern



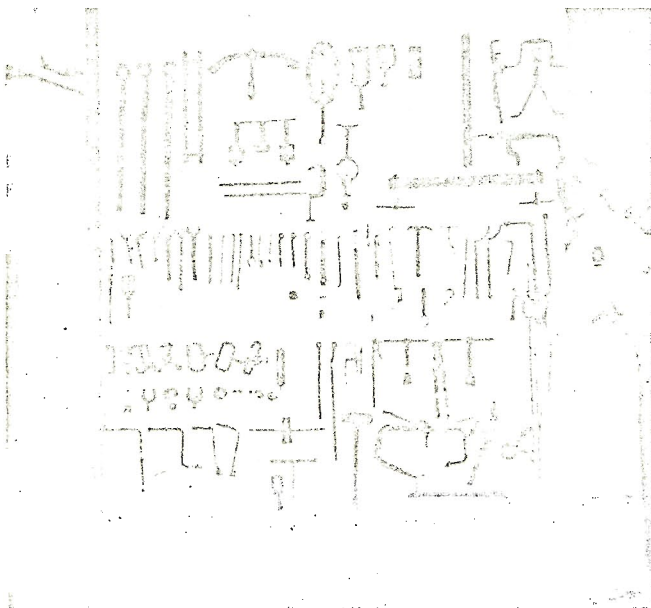
Maybe the Service Educational Course was responsible!

In any case, the last lesson was given in Danbury at Harry Bigelow's request. Bridgeport, Stamford and Waterbury were all on hand, not to mention the boys from New York—George Kloetzer and Joe Corker.

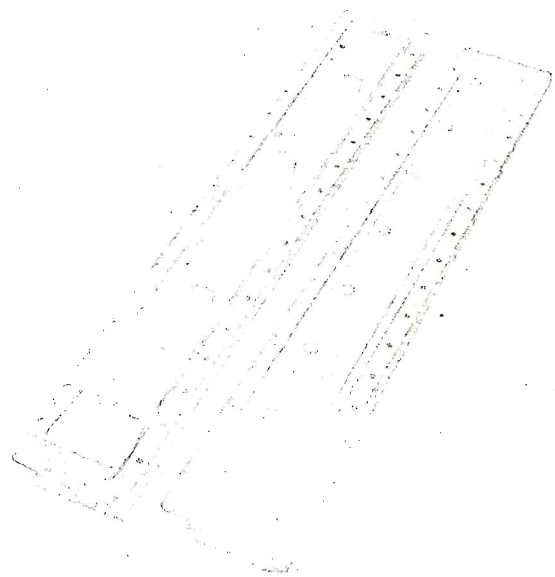
It was not only a lesson but a housewarming to the new equipment which was the big surprise of the evening—new tool board, new electrical bench, new spark plug cleaner, new Kwik-way multi-purpose lathe, new accessory and parts display, new paint throughout and new uniforms for everyone.

The beauty of this modernization is that it was not the idea of only one man. Every member of the organization was keen for the change. Every member of the organization pitched in and worked to bring it about. The finishing touches were made five minutes before the meeting, although the entire organization had been up until midnight the night before. Team work such as this cannot fail to bring big returns.

We agree with Gardiner Platt, Bridgeport Branch Mgr. that Harry Bigelow with his "boys and girls" deserves special mention.



New Type Water Chamber Cover Plates



A change in design of the water chamber cover plates has been made. In the new design baffles and spouts are used which greatly improve the water circulation and insure a more constant supply around the valve seat. Cooler operation of the valves results from this type of construction and you will be glad to know that the new type plate has now been specified for use on all factory reground cylinder blocks. It will very shortly be used in production on all new cars shipped. The new type plate is at the left, the old style at the right.

Does It Pay?

100 North Arlington Ave.
East Orange, N. J.
June 21st.

Mr. Joe Young,
Mgr., Service Dept.
Mountain Motors Company,
Speer Boulevard, Denver, Colorado.

Dear Mr. Young:

Mrs. H has asked that I write you about her successful trip east. She had perfect weather all the way, although she missed a cloudburst in Nebraska by one day. The car ran perfectly and it did not even have a puncture.

Mrs. H and our daughter, stopped at Chicago long enough to see something of the Fair and then went on to Detroit where I met them and I drove eastward from there. Mrs. H and I both want to thank you and your associates for the care taken in preparing the car for the 2,000 mile journey which has been so successfully negotiated.

With kindest regards, I am

Yours truly,

J. C. H.

Signed

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