



VOL. 8 No. 18

SEPTEMBER 15, 1934

Are You Ready for Winter?

IT ISN'T a bit too soon to make certain your plans are all set for winter. There are a few items in this connection you will want to give your special attention. The first one is the matter of the appearance of your service station. Take a good look at it some morning. Is it really attractive—would you want to drive into it, as an owner? Would you prefer to drive into it in comparison with some of the other places you might obtain service from? Is the service sales force located conveniently? Are they up where they can take care of the customers promptly? Is the space for greeting customers clean and attractive? You may not, at this time, want to spend the money for repainting, but cleaning doesn't cost much, and always pays well. Are your winter posters ready to put up, and have you already laid out your winter accessory display?

When you are through up in front, take a good look at your parts department. Have you really done what you can to make this look like a modern parts store? These changes don't cost an awful lot and you know very well that appearance does count a great deal in any kind of selling. Why not arrange a display of exchange parts! Why not feature, by display, some of the newer model parts that can be used on the older series cars! Have you really given parts selling the thought it deserves? Very little effort on your part will produce a marked improvement in results. Have you recently gone over your owners' lists and picked out a number of names to whom letters or mailing pieces could be sent concerning the cylinder exchange proposition you are able to offer? There is a real selling story in connection with the cylinder exchange and there is profit to be had in this business.

Next, take a look around the shop! Here again the matter of a general cleaning probably will produce very satisfactory results. Let's fix up our shops so that customers can be shown through them. Cleanliness and efficiency have always gone hand in hand. It creates a favorable impression to have a clean, orderly shop and service is largely a matter of impression, as far as the customer is concerned.

Let's never get the idea that we have done all we can with the owner's list. If you have circularized it and have called on the owners who have not been coming in, or have tried to telephone them, and still have not received the results you expected, don't blame the idea—maybe your particular type of mailing piece didn't

have the necessary pulling power—maybe your telephone contacts were weak and not properly organized—maybe the man you sent to call on the customers was not properly trained.

Try separating your owner list by yearly models. Don't send one mailing piece to the entire list, unless it is a general piece and applies to all owners. There are certain kinds of mailing pieces that can be used on the entire list—usually the winter piece is one of this kind. However, it is advisable to separate your list by year, and to use various types of pieces, or different kinds of letters, to the owners of various series cars.

And, finally, step out onto the service floor and find out what kind of selling the service salesmen are doing. Are they simply price-quoters, or are they salesmen? Are the customers doing the selling, or are the service salesmen doing it? When a customer comes in and says "My car doesn't seem to have the power it used to have! What do you think is the matter?" do your service salesmen say "Well it needs a carbon and valve job and it will cost you \$17.00," or, do they really go about to sell the job? Do they tell the customer just what steps are taken in this operation? Do they tell him about the special tools and equipment, which make it possible to do an accurate job in a short time? Do they briefly mention every single operation that is performed, and while they are talking, do they check up on the ignition wiring? In their examination of the car, do they make certain the condenser and the coil are in shape? Do they bring up the subject of an oil change, or a lubrication job, and after they have put the bonnet back down again, do they glance over the car to see what appearance items might be easily sold? Do your service salesmen walk around the car while the customer is waiting? How many dozens of orders have been written in your shop by service salesmen leaning up against the left hand front door, and the service salesman didn't even know whether the car had fenders on the other side? Work may be slow in your shop, but don't assume that it is just a general condition. It may be your follow-up methods, or your sales methods are slow.

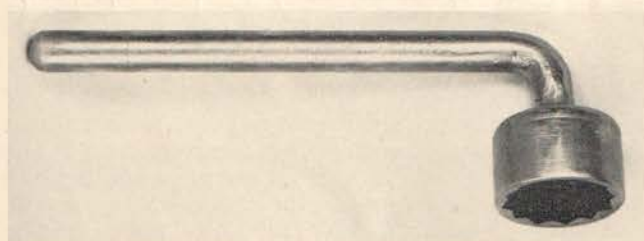
We realize, of course, that these suggestions do not represent a brand new idea; they probably originated when the first service station was opened, but don't go hunting for new ideas when it's the old ones used correctly that will do the job.

Special Tools

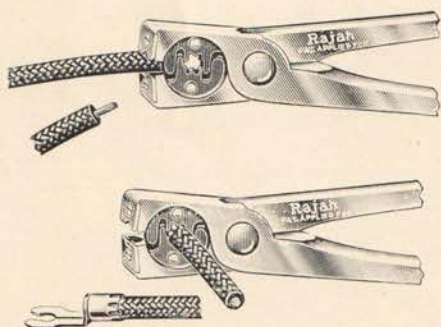
Below are listed some tools which will be especially useful, and in some cases essential, in the servicing of Twelfth Series cars. Please look over this list very carefully.



NEON TUBE CONDENSER TESTER. Tool No. ST-945. Price \$9.15 list. (Used only with 110 AC current.) A condenser tester is a necessity these days. The condenser should always be tested when work is done on the ignition system, or on a motor tune-up job. This tester will show leaks, shorts, and open circuits.

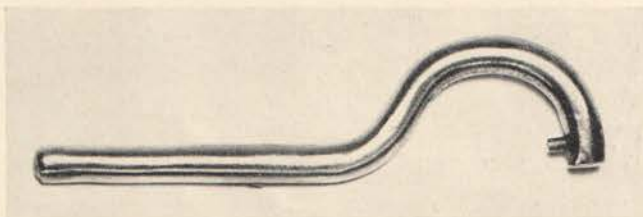


VIBRATION DAMPER NUT WRENCH. Tool No. ST-947. Price \$2.75. You will require this tool for removing the vibration damper nut on Twelfth Series cars. It is a heavy duty wrench and will enable you to do this job without removing the radiator.

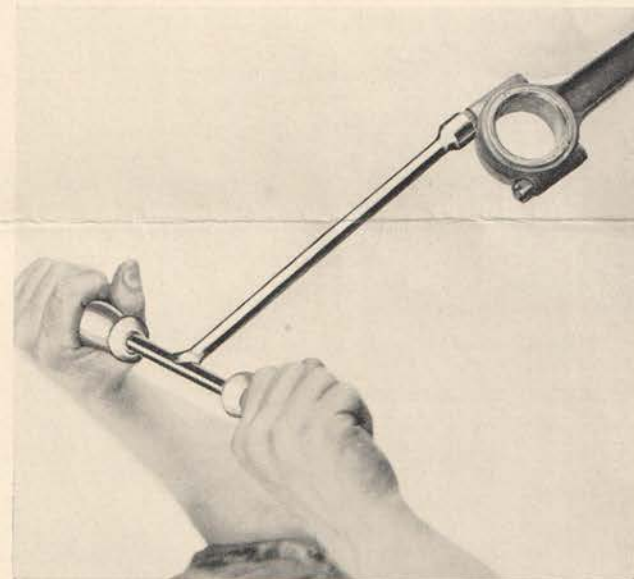


IGNITION CABLE CRIMPING TOOL. ST-946. Price \$3.25 list. This tool is designed for use with Twelfth Series ignition wirings and terminals, its use does not require any solder and it, therefore, enables you to do a quicker and better job.

The tool has a cutting edge for removing just the right amount of insulation from the cable. The exposed wire strands are then bent back and the ignition cable is inserted into the terminal. Place the terminal in the tool with ferrule flush with the crimping jaws, compress the handle tightly and you crimp the terminal to the cable. You now have a positive and permanent connection.



OUTSIDE DOOR HANDLE SPANNER WRENCH. Tool No. ST-949. Price \$1.10. This wrench will remove outside door handles without damaging the parts. Do not attempt to remove these handles without this wrench on Twelfth Series cars. The cost of the wrench will pay for itself many times over, against the cost of your supplying damaged parts to customers without charge.



CONNECTING ROD NUT WRENCH. ST-950. Price \$1.60 list.

This wrench has an $\frac{11}{16}$ " opening and will fit the connecting rod nuts on Twelfth Series motors. The wrench is made of chrome-vanadium and will stand heavy usage. You will find that with the car jacked up, this wrench, due to the length of its handle, is very handy for getting at the connecting rod nuts. It will save you time on motor work.

REAR AXLE SHAFT PULLER ADAPTER. Tool No. ST-1442—models 900-1001-1004-1100-1105-1200-1205. Tool No. ST-1443—models 626-640-726-740-826-840-901-903-906-1005-1006-1107-1108-1206-1208. Price \$1.50 each.

These adapters are to be used with tool ST-928 rear axle shaft bearing cup puller. You first remove the shaft and the ram from the puller ST-928 and then screw in the adapter. Place the tool on the axle shaft and a sharp rap with the ram will remove the shaft.

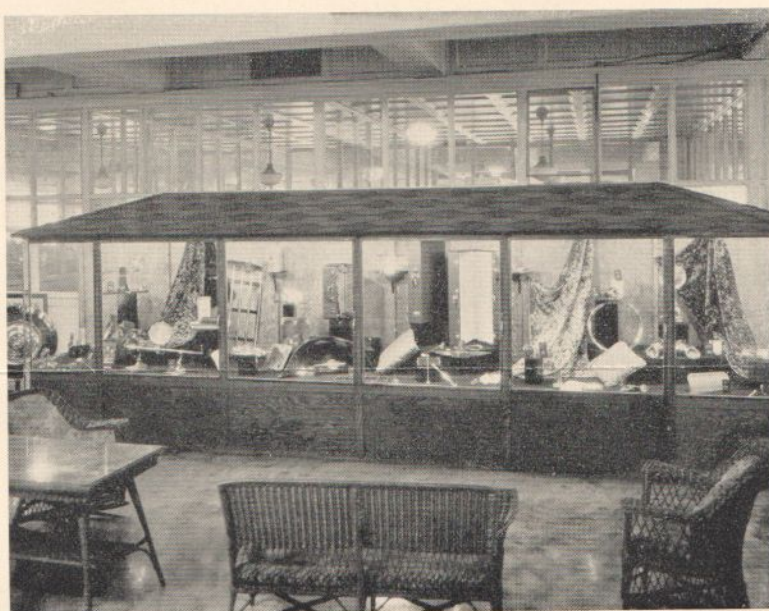
Chicago

Many of you will want to join with us in congratulating Harold Jorgensen on his promotion to the position of Service Manager in Chicago. Mr. Jorgensen has been with the organization for some time, going to the 37th Street service station from one of the dealer organizations, and taking up the duties of Service Sales Manager. He is well fitted for the position of Service Manager, recently made vacant by the resignation of Mr. N. H. Peterson.

Flowers for Service Managers are not at all common—we feel that many customers will feel like replenishing the bouquet, as a result of Mr. Jorgensen's handling of service in Chicago.



Mr. Jorgensen



12th Series Cautions

There are two paragraphs in the Instruction Book which will be of particular interest to service men. These apply only to Twelfth Series cars and in both instances represent cautions which you should pass on to owners of Twelfth Series cars.

The first one pertains to the use of break-in oil. The paragraph reads "Caution—Do not use break-in oils of any description, as many of these lubricants have a corrosive action on the alloy connecting rod bearings."

The second one has to do with winter preparation. The paragraph reads "As this motor is equipped with an aluminum cylinder head, it is advisable to add about three ounces of Potassium Dichromate to the cooling system as a corrosion inhibitor with water. When anti-freeze solutions of glycerine G.P.A., or Ethylene Glycol, Prestone are used, Dichromate should not be added. These anti-freeze solutions are already combined with corrosion inhibitors and Dichromate is not only unnecessary, but inadvisable."

Display

Attractive displays to the Californians seems to be second nature. These two views show the efforts of Frank Randall, general service manager, and his staff in San Francisco, in their efforts to make their accessory displays and their parts department attractive.

We no longer have the old style parts room in San Francisco, the place pictured is nothing less than an attractive parts store; the layout is neat and convenient, the arrangement of the bins for display purposes, and the signs specially constructed, certainly assist in the sale of parts.

We ask you boys, why doesn't your parts room look like this one? And, at the same time, take a good look at your accessory display! This one is certainly a business getter and it has the advantage of keeping the material used clean and safe.



Does It Pay?

New York, July 28, 1934

Packard Motor Car Company
Detroit, Mich.

Gentlemen:

Yesterday, enroute from Chatham, Mass., to New York City, we had occasion at New Bedford, Mass., to look up "Packard Service." Carburetor and ignition needed adjustment, and Mr. Rogers at your station took such good care of us and so truly represented the word and the spirit of "Packard Service" that we feel he deserves our written commendation.

Very truly yours,

F. M. G.

Chicago, Ill.

June 13, 1934

C. E. Anderson, Esq., Manager,
Service Department,
Packard Motor Car Company,
11th Avenue and 54th Street,
New York City.

Dear Mr. Anderson:

On Tuesday, June 12, at about 8:00 A.M., I turned my car over to George Franz for the regular change of oil, grease, adjustments, etc.

I am so pleased with the way the car operated last night on the way home - there was no noise from the springs, engine or other part of the car which is always a source of annoyance-I certainly feel that thanks are due you and your organization, not only for the service my car received, but for the personal attention and interest shown me.

Thanking you again for your attentions and looking forward to seeing you, I am,

Yours very truly,

WLW/fm

W. L. W.

August 3, 1934

Packard Motor Car Company
Detroit, Michigan.

Gentlemen: Attention General Service Manager.

While on my way to the Thousand Islands on a vacation trip in my Packard Coupe, it was my misfortune to break a rod fifteen miles beyond Syracuse.

It happened to be a Saturday afternoon, 2:00 P.M. I called the Ponda Motor Car Company, Syracuse, on the phone, explained the circumstances to them and my great desire to make our camp that night.

Mr. A. C. Hassell, their service manager, told me if I was towed back he would get the men in to work on it. I lost no time in getting back and found the men waiting for me, and without a doubt I received the most courteous and prompt service that it would be possible to render, and a very fair charge for the work.

It is my pleasure to call this to your attention.

Very truly yours,

E. B. P.

EBP.M

Tulsa



We also welcome to the SERVICE LETTER column, the boys from Tulsa. They are justly proud of their new motor test equipment, which, along with their good looking pick-up car, adds to an already high grade of Packard service rendered by the Oklahoma Motor Company.

What One Thing More Than Any Other Led You To Buy A Packard?

"The Packard service received so far has been very excellent."

"The fairness of the repair service with fixed schedule of prices and courteous treatment throughout also made me more desirous of having another Packard."

"The continued good service that your Mr. Wynkop renders and keeps the car in perfect shape."

"One of the main reasons for purchasing a new Packard was due to the service that has been rendered to me by Mr. Yale of 37th office, Chicago."

"The courteous and efficient servicing which I have found in Packard agencies."

"Its reputation and my experience coupled with the good service of the Packard Ontario Motor Car Company."

"Dependable service. The public is fast becoming educated and when they take their car to a service station they want to feel that proper adjustments have been made by experienced workmen."

"My experience with the Mountain Motors Company during my ownership of Packards influenced me on this purchase much more than all other factors combined."

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.