



VOL. 8 No. 3

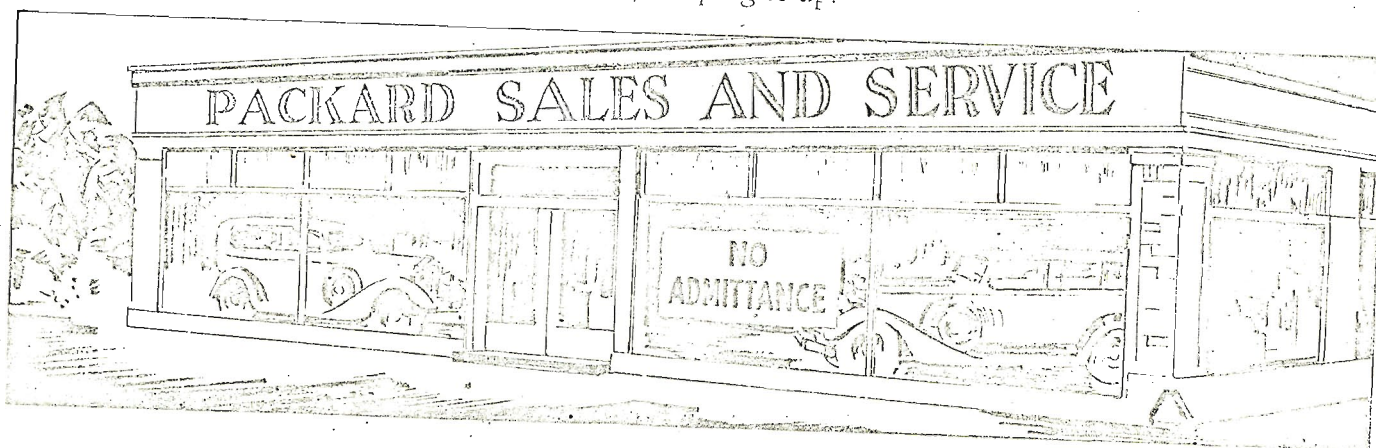
FEBRUARY 1, 1934

## Signs—Not to Have

**D**ID you ever see such a sign as this in your new car sales room? Chances are that you never did, but do you have one in your service station? If you don't have one in your sales room, why should you have one in your service station? Isn't a service station a sales room? Isn't its purpose to sell service? You have heard before that the foundation of service is correct diagnosis and good mechanical work. On the other hand, what do we do with these two things? When a customer brings his car into the service station, he comes in for one purpose, that is, to buy some service work for his car, therefore, your service station is a sales room.

Now for another question! What is one of the first requisites of salesmanship? Isn't it confidence? To keep your customer's confidence, there are two things that you must do. First, you must give him a good repair job for the price you charge him. Second, you must handle him in such a way that he will want to come back again. Most Packard service stations have removed the mystery from their shops by removing the "No Admittance" sign, and inviting customers into their shops. After all, it's the customer's own money that he is spending, why shouldn't he know how it is being spent? Do you know of a hotel that won't let you go out into the kitchen if you wish to inspect the place? Letting customers know that your shop is open for inspection insures confidence. He is able to see what he is getting for his money. He can see how you work; the conditions under which you work, the tools and equipment that you use and all of these inspire confidence.

Of course, there are a few customers who make a nuisance of themselves in the shop. These can be specially handled by the shop foreman. You can tell them that due to the fact that they talked to the mechanic, it will be necessary to put their job on a time and material basis, rather than on a flat rate. On the whole, however, you will have very little difficulty. You will establish confidence in the way you render service. The advantages to be gained by throwing away the "No Admittance" sign are certainly greater than any advantages gained by keeping it up.



## Clutch Cover Plate Installation

In mounting the clutch cover plate on the fly wheel it is desirable to have as close a fit as possible between the outer circumference of the plate and the recess in the fly wheel.

This is in order that the clutch may be exactly centered so that it will not develop an out-of-balance condition. A selective fit is used in the factory in mounting the plates.

A selective fit is not practical in the field, but it is equally important that the clutch be properly centered, and you may find that a little fitting will be necessary in order to mount the clutch properly.

Before the installation is made the edges of the cover plate and the fly wheel should be relieved slightly so that the plate will enter the recess and seat evenly against the fly wheel face.

It is very important that the clutch be seated properly, and it is impossible to secure a smooth and satisfactory clutch action unless this is done.

## Front Wheel Balance

Please refer to the article on front wheel balance in the SERVICE LETTER dated May 15, 1932.

The balancing weights described in this letter are now used in our own production, and you will find them installed on all front wheels where the out-of-balance condition is sufficient to justify their use.

We feel that in general insufficient attention has been given to the balancing of the front wheels and tires in service. You will find that high speed steering disturbances can often be greatly reduced by the use of the balancing weights.

This is particularly true of cars with open and Convertible bodies. The frames are more flexible and greater care must be taken in balancing the wheels in order to secure a good steering result.

## Oil Cooler Replacements

Technical Letter 1950 describes the replacement of the oil coolers on the early Eleventh series Eights and Super Eights.

Please do all you can to make these replacements as promptly as possible after the new material is received, and to have the old units returned to the factory immediately.

We have only a limited stock available to handle this changeover, and we are anxious to do all we can to complete the replacements without any unnecessary delay.

## Change in Service Policy

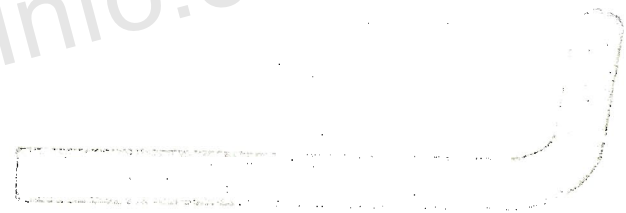
Service men everywhere should familiarize themselves with the change in the Owner's Service Policy. Notice of this change was made in Trade Letter T-2644. Previously we have allowed labor claims where material considered defective was replaced within the warranty period. We have extended the claim allowances so that any warranty work, whether it necessitates the replacement of a part, or not, is subject to labor refund. You should be familiar with how this is handled.

This change affects the Service Policy with reference to the touring Packard owner. With this change, the touring owner should not receive any bill, either for the replacement of defective parts, or for mechanical adjustments during the first ninety days, or four thousand miles. Either where a part is replaced because of defects on a tourist car, or where adjustments to which he would be entitled under the terms of the policy are made, and where no replacement parts are affected, the tourist does not pay for such work.

Where a defective part is replaced on a tourist car, the labor at the adjustment rate is billed through the distributor to the factory. The factory assumes one-half of the amount, and the other half is rebilled to the home distributor, that is, the distributor delivering the car. The part is sent in by the distributor making the replacement; in case a dealer replaces a part, it is sent to his distributor, and the factory extends credit direct to the distributor sending the part in, or a disposition on it is obtained from the service supervisor.

Where mechanical work is done during the ninety day, or four thousand mile period, and where no parts are replaced, the labor is billed through the distributor to the factory, and in the same manner, the factory assumes one-half of the amount, and the other half is rebilled to the home distributor. In no case where a tourist enters a service station for service attention, is he to receive a bill for any type of work which should be handled under the terms of the warranty and service policy.

## Bumper Bar End Bolt Cover Wrench



Tool No. SF-936

List Price \$ .75

This is a special tool designed to remove the bumper bar lower cover on the 1100 to 1105 model cars.

It has been heat treated and is tough enough to stand the strain of removing the cap after it has been in service for some time.

## Repair Order File Folder

We have designed and carry in the Service Literature Department repair order file folders under Form D-25. These are priced at \$1.30 per hundred.

You will notice at the top that there is a space provided for both the home and business addresses and phone numbers. The next line indicates whether or not the car was originally purchased from you, from one of your dealers or from outside your territory, and whether or not the commission was received so you are responsible for the warranty work. The last item is the delivery date of the car.

The balance of the front of the folder is divided into three sections: First, a follow-up record to cover a three year period. In these spaces you indicate the follow-up of the owner whose repair orders are filed in the folder.



Simply show the date and type of follow-up. This record will be found very valuable in connection with the wall board type of owner record.

| Name _____   |           |           |           |                  |           |           |           |                  |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Home Address _____   |           |           |           | Phone _____      |           |           |           | Model _____      |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Business Address _____   |           |           |           | Phone _____      |           |           |           | Motor No. _____  |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Car Bought From _____  |           |           |           | Dealer _____     |           |           |           | Com. Recd. _____ |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |           |           |           | FOLLOW UP RECORD |           |           |           | Del. Date _____  |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| LUBRICATION RECORD   |           |           |           |                  |           |           |           |                  |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| OTHER RECORDS  |           |           |           |                  |           |           |           |                  |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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The next section is devoted to a lubrication record and ties in with the lubrication contract or coupon book; indicates the date and the mileage at which the customer brings his car to you for lubrication attention. This will eliminate the use of a separate card file in connection with the lubrication contracts.

The balance of the form may be used in any way you see fit. Some will prefer to keep track of the amount of policy work spent.

You will find the standard repair order form supplied by the factory has a white tissue paper copy. This copy is the one that should be filed in these folders in alphabetical order according to owners' names. This file should be kept in the Service Department.

## Illustrations for Parts List

We have mailed to each parts department, a set of illustrations for the Tenth and Eleventh Series "Eight" Parts List. In about two weeks we will have available a similar set of illustrations for the Tenth and Eleventh Series "Twelve" Parts List. In the set which has been mailed to you, there are ninety-six pages of illustrations. These should be of considerable assistance in finding and ordering parts. If you have not received your set of illustrations, will you please let us know. If you wish additional sets, covering the "Eight" and "Twelve" Parts List Illustrations, they may be had at the nominal cost of fifty cents for the complete set.

We shall appreciate comments from the parts men as to what additional illustrations would be of value, and as to whether or not the method used in illustrating the book is best suited to their requirements. We shall appreciate your comments, suggestions and criticisms.

## Service Mailing for the Smaller List

Some distributors and dealers have the feeling that when the factory service department mentions mail follow-up for service work that this does not apply to them, because of the fact that their mailing list of Packard owners is not a large one. This fact, however, does not eliminate the benefit to be obtained from mailing attrac-

tive direct mailing pieces, or personal letters, to your owners.

We have arranged, in all of our direct mail work, to take care of all the small orders. All of the prices established by the factory service department on mailing pieces have been determined with the small list in mind. Our pieces are priced, not by the thousand, nor by the hundred, but by the single piece, and whether you buy twenty-five, fifty, or two thousand, the price is the same a piece. This has been done with the thought that our efforts should be made in assisting the dealers and smaller distributors with their problems of building up their service business. You will note from the General Letters on this subject of mailing pieces that any quantity can be ordered.

It may be, in addition to the mailing pieces that have been recommended, such as those referred to in General Letter 614, that you will also want to consider the frequent use of separately typed and individually mailed letters. These are most effective. They can be individually typed, as time is found, and a few mailed out each day. You may find something in the letters which follow that can be used. It is not necessary to follow the wording exactly, and, of course, your own prices and special features may be added. They are simply offered as suggestions:

MR. JOHN JONES  
496 White Avenue  
Akron, Ohio

Dear Mr. Jones:

Nothing else will make so large a contribution to your peace of mind as good reliable brakes on your Packard.

Fast cars - dense city traffic - unwary children in the streets - all of these things make safety an increasingly important consideration, and safety is largely a question of brakes.

To be certain that your brakes are functioning safely, bring in your Packard and let us look it over. The inspection is without charge; brake adjustment is \$3.00, relining with complete adjusting and equalizing is \$19.75.

Packard cars today are equipped with the best brakes made. An occasional inspection and adjustment is recommended and we are ready to serve you quickly.

Yours very truly,  
PACKARD DEALER INCORPORATED

MR. JOHN SMITH  
694 Elm Street  
Salem, Ohio

Dear Mr. Smith:

We want you to get all the miles you can out of your Packard. Unless you expect to trade it in at once, keep it in good condition.

It will be cheaper for you - you will be safer, and better satisfied. And when you do trade, it will be in better condition, for we will know that it has had proper and regular care.

Your Packard doesn't demand much - lubrication, inspection, tightening and seasonal precautions. These things cost little enough. For instance, we are offering a most complete inspection and lubrication service, which takes care of all of these items. It may be paid for in advance, which assures you of the regular attention that your car deserves.

This service is low in cost and we would like very much to have an opportunity to explain it to you in detail. Won't you let us have a few moments of your time to explain this preventive service, which has proven so satisfactory to a large portion of our Packard owners.

Yours very truly,  
PACKARD DEALERS INCORPORATED

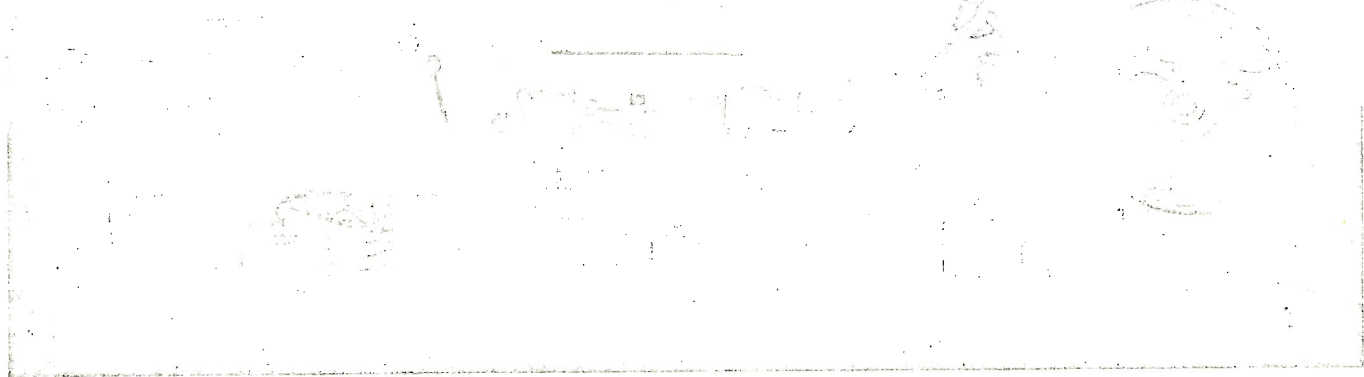
Please call on \_\_\_\_\_ about \_\_\_\_\_ a.m. \_\_\_\_\_ p.m.  
I will be in to see you about the Packard  
Lubrication Inspection Service about \_\_\_\_\_

Signed \_\_\_\_\_

# Display Parts

## PACKARD SERVICE STONES

Offering Adaptions  
of New Engineering  
Developments to  
Owners of Older Cars

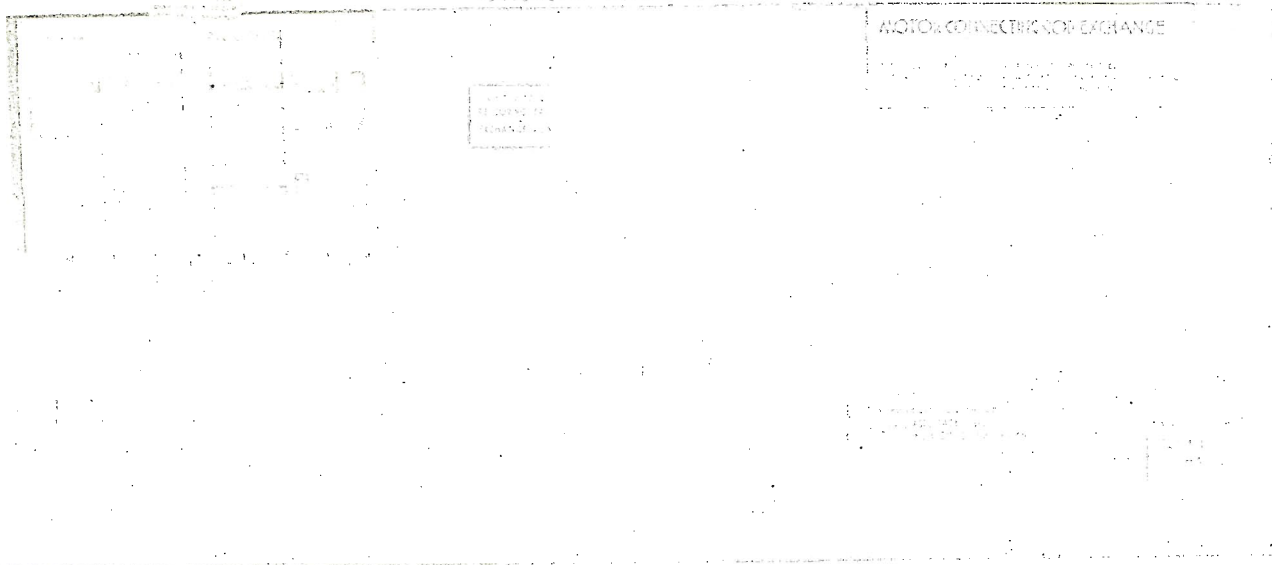


The display of service parts is important in the selling of Packard service. Like all other displays, however, they must be kept clean, attractive and they must be worked out with some colors. Displays of this kind should be changed at least every ninety days.

You have a number of exchange items, including cylinders and pistons, crankcases; clutch plates, connecting rods; carburetors, flywheels, radiators, universal joints, and shock absorbers which can be worked up into suitable displays. Painted backgrounds to form a contrast with the other colors used in the building, or cloth backgrounds are suitable. Hand lettered signs are not expensive, but should be neat. One or two neat, well-lettered signs are better than larger signs that are not so carefully done.

The displays shown take very little time to arrange and are very effective. They are a real aid in selling service. Other ideas will suggest themselves and the size of the display, of course, will be governed by the space available. For instance, the one shown below can be reduced to cover simply the cylinder and piston exchange; the radiator exchange, or the remainder of the display. You may want to use them in different sections of the service station or, you may wish to use them at different times. By all means keep your displays neat and attractive. Displays are made to attract attention—let them be favorable in the attention that they gain.

### A FEW OF THE EXCHANGE SERVICE PARTS FOR LOWER MAINTENANCE COST



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.