

Spring Mailing — Order Now!

THE 1934 spring mailing piece is now available. Samples are being sent out with a general letter. You may not, however, wish to delay your spring mailing until the sample is received. The new piece is illustrated and is exceptionally attractive. It is finished on a light buff paper of good quality, in green and brown, this combination giving a three-color effect.

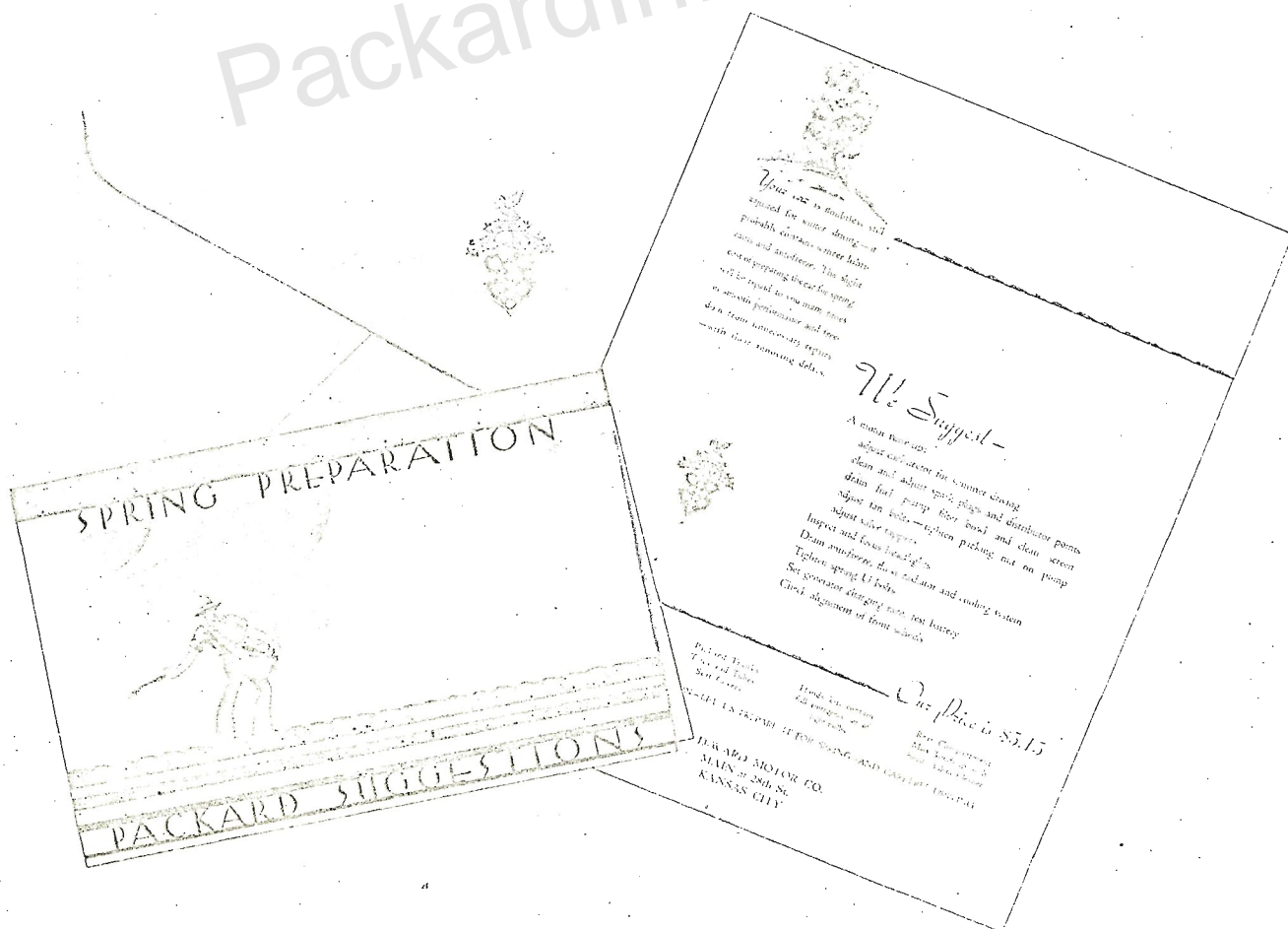
Both distributors and dealers should be ready for an intensive spring service selling campaign. We believe that this mailing piece will be of great assistance. We have endeavored to individualize the piece to your particular requirements by making it possible to change the items which are listed, as suggested, along with the imprinting of your firm name and address. You will

notice that there is a saving in using the standard set-up of items. If, however, you wish to have these changed, the cost of the change is not excessive.

The pieces, including envelopes, are \$4.00 a hundred. This includes imprinting your firm name, address, and price. If you wish to change any of the individual items, or the entire list, the cost of the pieces complete is \$5.00 a hundred.

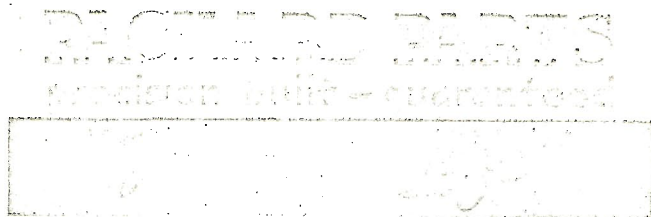
The price that you wish to charge can be changed to any amount you desire. If you wish any of the operation items changed, give us the exact wording.

The main thing is to get your order in just as promptly as possible. Three days are required for shipping.



Posters

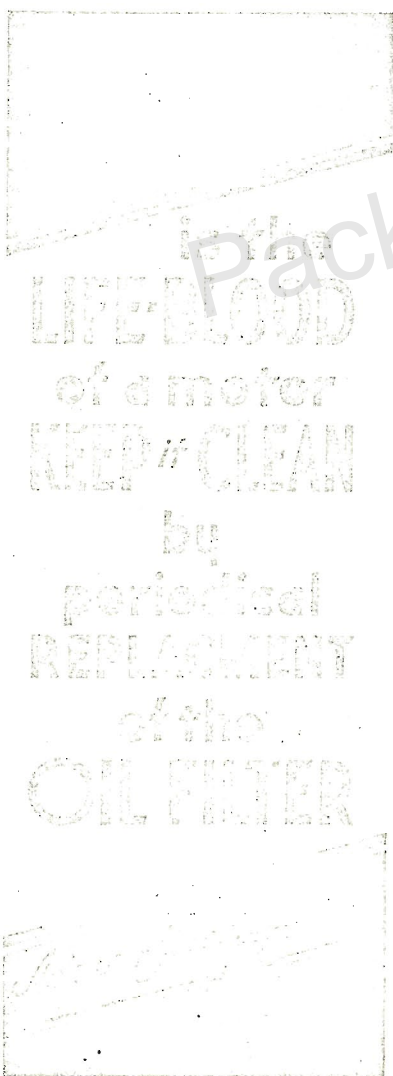
Sell the "Source"



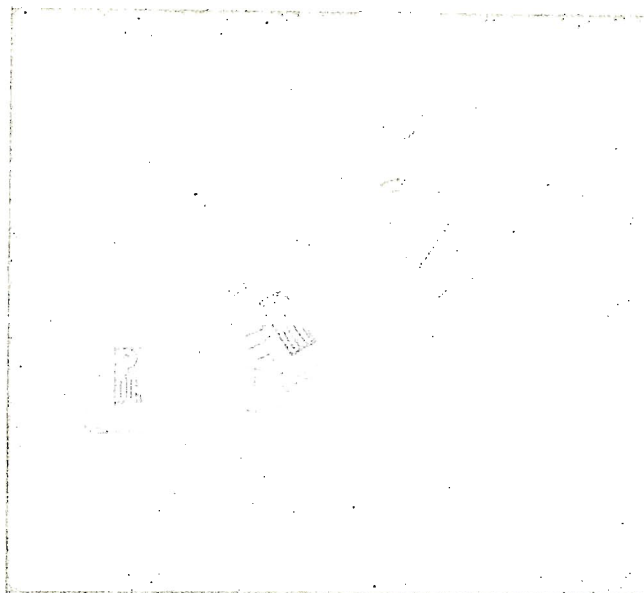
14" x 39" Parts Poster 50c each

The new posters shown are both of the same size, and are finished in three colors. They fit the standard poster frame, which sells for \$1.50 each. These posters are 14" x 39", the one on oil filter replacement being designed for the accessory, or service floor display, and the parts poster being intended for use over the parts counter. If the parts department is not on the first floor, we suggest that an extra one of these be ordered and that one be shown on the service floor, as well as one over the parts window.

Please order these posters by name, as indicated.



14" x 39" Oil Filter Poster 50c each



Is the SOURCE important?

Said one service salesman to a customer one bright spring day: "Good morning, Mr. Jones, what can we do for you today?" and upon learning that Mr. Jones required the replacement of some parts, because of faulty lubrication, our wide-awake service salesman's thoughts immediately turned to the sale of a Packard Lubrication-Inspection Agreement. He said, "Mr. Jones, you have heard of our lubrication plan, and I am sure that you are interested in protecting your Packard against undue wear, that's right, isn't it?" and Mr. Jones replied, "Oh, I can't be bothered coming down here for lubrication, there are plenty of gasoline stations out in my neighborhood and they all seem to do a pretty good job. I have to stop there for gasoline and it's just about as handy to get the car lubricated there as it would be to drive way down here." In a case of this kind, the first thing is to stress the importance of the Packard Inspection service, which is so large a part of the Lubrication-Inspection Plan.

It may not be so easy, with all of the propaganda of the oil companies, to convince Mr. Owner that a Packard Service Station knows more about lubricating a Packard car than a well-trained service station attendant, for one of the oil companies. They claim to have charts approved by the manufacturer, and they know more about oil than anybody else.

There probably isn't any questioning the fact that they know more about oil than anybody else, but there is every reason in the world to question the fact that they know more about lubricating a Packard than we do. It would be a very difficult job to become thoroughly familiar with every car running on the streets these days. These fellows are not continually working on one make of car, and cannot possibly be as familiar with the lubrication of a Packard, as a trained Packard man. Mr. Jones brings up the point that they have the chart issued by the oil companies, and approved by the manufacturers, and, therefore, do not need this familiarity with each car that they handle.

Maybe even this service salesman didn't know it, but it is an actual fact that hardly any of these so-called approved charts agree with the charts, and with the

recommendations, issued by the Packard Service Department. Quite naturally, if the oil company issuing the chart does not supply the exact lubricant that Packard engineers recommend, they substitute one which they do manufacture. This is common practice. Just because an oil station has what appears to be a Packard lubrication chart, does not mean that Mr. Packard Owner is obtaining a Packard lubrication job.

Now let's see what else we can find out about what chances Mr. Owner takes in buying his lubrication in some other place than an authorized service station. Here is a bulletin just received from the American Automobile Association, giving the results of a survey recently made in a certain section of the country. This survey deals with the purchases of popular advertised brands of motor oils. Purchases were made in one hundred different filling stations, and it might interest Mr. Jones to know that out of these one hundred purchases, *sixty-three per cent* of these places supplied an oil of a different viscosity from that requested by the purchaser. He might be further interested in knowing that in *thirty-six per cent* of the cases, there was a short measurement, ranging from five to fifteen per cent, while there was some degree of shortage in *seventy-nine per*

cent of all the one hundred purchases.

Another interesting finding was that in comparing the oils purchased with the lowest specifications of the United States Government, it was found that on the average, *forty per cent* of the oils failed to merit a quality rating above minimum.

Now this substitution and dilution of oils is particularly important in the case of late series cars where, in order to obtain a most efficient operation, a very specific grade of oil is recommended by the engineers.

Another interesting comment has to do with the fact that the report showed that *sixty per cent* of the samples purchased did not merit a quality rating with respect to their ability to circulate at low temperatures, thus creating hard starting conditions, which very likely were blamed on the car.

Now if such conditions, as are reflected in this report, prevail generally throughout the country, and there is probably reason to believe that they do, then we are wondering if Mr. Jones, and possibly some other Packard Owner, would be interested in knowing the facts. Anyway, it would seem that there are cases in the selling of lubrication agreements where information of this kind might come in very handy.

Display Spring Accessories

Springtime is with us again, and with all of our general cleaning, let's not forget the accessory displays. Nothing looks quite so bad as a dirty, bedraggled accessory display in the springtime. Good accessory displays, even small ones, will pay good dividends. Give the customer a chance to see what he needs. The accessory department has told you that there are four principles in making displays of any size. First, place each item where it will best make sales. Second, make the display attractive and interesting. Third, give the display sufficient space and fourth, give the display adequate lighting.

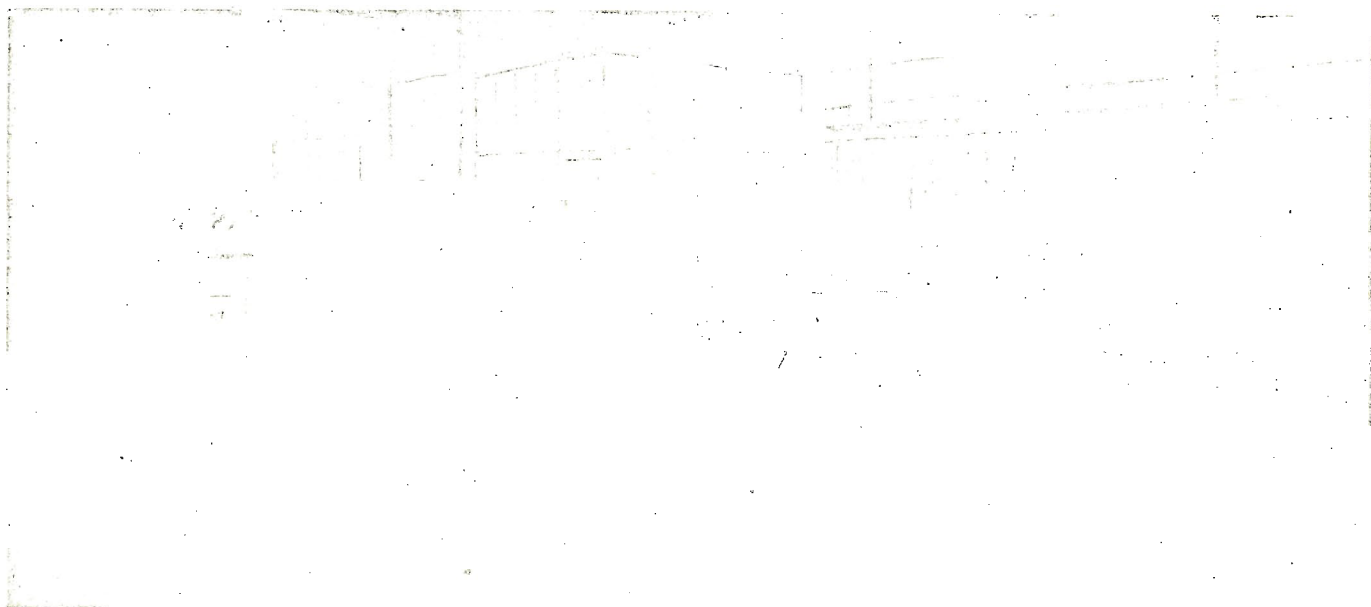
Always give consideration to two displays, one in the show room and one in the service department. In the service department the best location is where the customer must face it as he brings his car to a stop, or where the service order is written up. Display seasonal items and display related items.

Another important thing is never to feel that you have

completed a display until those on the service floor, who are going to sell accessories, are thoroughly familiar with each item on display, and its price. Be sure that everyone who sells the accessories, particularly those on display, is familiar with the function of each accessory; how it is made, its benefit to the customer and what appeal it holds for the customer. Which of the five buying motives should the sales appeal be directed to?

It is a very good idea to tie the display in with the space you use for waiting customers, as shown in the picture. Do not overdo the use of posters and signs, make the accessories the attraction. A few neat, well-placed signs are advisable, but be sure that they add, rather than detract, from the display.

Pick out your spring accessory items now and make up an attractive display. Keep it neat and clean and you will be surprised at the additional accessory business that such displays always bring.



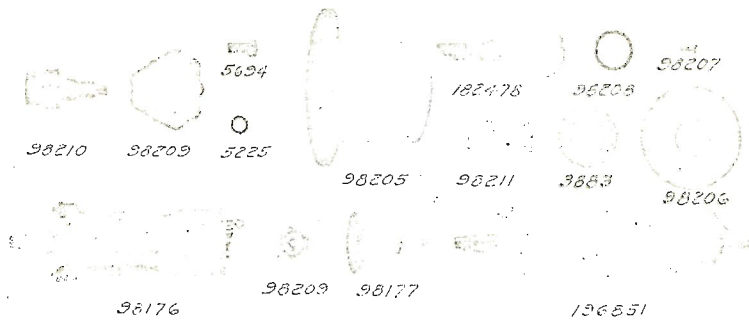
Ignition Coils

Packard Ignition Coils for Sixth, Seventh, Eighth, and Ninth Series cars will hereafter be furnished less the switch and lock, as well as the complete assembly, as has been furnished in the past.

In all cases where the failure is in the coil and not in the switch and lock, the detail coil (less switch and lock) should be ordered. If the failure is in the lock the detail lock only should be ordered, which can very easily be assembled in the old housing by removing the drive screws and reassembling. New drive screws, however, will be necessary.

The switch and lock housing is interchangeable and can be removed by the removal of three screws and will fit any new coil shipped less this part.

The illustration shows all the detail parts as furnished by the factory and the list shows the part numbers and functional name, together with the latest suggested list prices which are the same in all zones. Your customary parts discounts apply. When replacement is necessary order the smallest possible detail part to take care of the difficulty.



Part No.	Name	Suggested List Price (All Zones)
98176	Ign. Coil Less Switch	\$5.00

Part No.	Name	Suggested List Price (All Zones)
98205	Ign. Coil Lock Guard	.45
98177	Ign. Coil Lock and Housing	1.65
98211	Ign. Coil Lock and Key	.90
98206	Ign. Coil Lock Bezel	.30
98207	Ign. Coil Lock Bezel Drive Screw	.01
98208	Ign. Coil Lock Spring Washer	.01
98209	Ign. Coil Switch Contact Assembly	.25
98210	Ign. Coil A. T. Terminal	.10
5694	Ign. Housing Screw	.02
5225	Lock Washer	.01
3883	Plain Washer	.01
196851	Ign. Coil Assembly	7.85

Courtesy Coats and Overalls— New Prices

Due to an increase which the manufacturer has made, it is necessary that we revise our prices on these items:

Part No.	Name	Price
ST-350	Courtesy Coat, White—Size 36	\$2.80
ST-351	Courtesy Coat, White—Size 38	2.80
ST-352	Courtesy Coat, White—Size 40	2.80
ST-353	Courtesy Coat, White—Size 42	2.80
ST-354	Courtesy Coat, White—Size 44	2.80
ST-355	Courtesy Coat, White—Size 46	3.10
ST-356	Courtesy Coat, White—Size 48	3.10
ST-450	Mechanic's Overalls, White—Size 36	3.00
ST-451	Mechanic's Overalls, White—Size 38	3.00
ST-452	Mechanic's Overalls, White—Size 40	3.00
ST-453	Mechanic's Overalls, White—Size 42	3.00
ST-454	Mechanic's Overalls, White—Size 44	3.00
ST-455	Mechanic's Overalls, White—Size 46	3.25
ST-456	Mechanic's Overalls, White—Size 48	3.25
ST-600	Courtesy Coat, Tan—Size 36	2.75
ST-601	Courtesy Coat, Tan—Size 38	2.75
ST-602	Courtesy Coat, Tan—Size 40	2.75
ST-603	Courtesy Coat, Tan—Size 42	2.75
ST-604	Courtesy Coat, Tan—Size 44	2.75
ST-605	Courtesy Coat, Tan—Size 46	3.00
ST-606	Courtesy Coat, Tan—Size 48	3.00
ST-660	Mechanic's Overalls, Tan—Size 36	3.35
ST-661	Mechanic's Overalls, Tan—Size 38	3.35
ST-662	Mechanic's Overalls, Tan—Size 40	3.35
ST-663	Mechanic's Overalls, Tan—Size 42	3.35
ST-664	Mechanic's Overalls, Tan—Size 44	3.35
ST-665	Mechanic's Overalls, Tan—Size 46	3.70
ST-666	Mechanic's Overalls, Tan—Size 48	3.70

Ignition Switch and Door Handle Spanner Wrench



Tool No. ST-891—Price \$1.00

This wrench will remove the door handle nut on the Packard Twelve, as well as the ignition switch lock.

Used Bodies

We have, from time to time, listed in the SERVICE LETTER used bodies that were for sale, or requests from distributors and dealers for certain types of used bodies. We have been able to assist in disposing of a number of these. However, at the present time we are receiving requests to list bodies as far back as the Sixth Series. Due to the price of bodies of this series, and due to the transportation cost, we feel it is a better proposition to dispose of such bodies locally, than to attempt to sell them in some other territory. We will, therefore, discontinue the practice of listing any used bodies of an earlier series than Ninth, Tenth, or Eleventh Series.

In listing such bodies for publication in the SERVICE LETTER, please describe their condition, both as to the inside and outside; whether or not they are complete with instruments in the panel, and the condition of the paint, as well as the color scheme.