



VOL. 8 No. 8

APRIL 15, 1934

Confidence



NOT long ago, while driving in another state, we stopped in a medium sized town and decided to pay a visit to the Packard dealer in that town. We drove in and were very cordially greeted by the Service Manager, who very shortly excused himself to greet a customer who had just driven in. Before this customer could get out of his car, he was met by the Service Manager, who greeted him with a pleasant "Good Morning, Mr. Jones." Mr. Jones' answer was "There is something wrong with my car Jim, I'll leave it up to you to find it and fix it. Give me a call if I can't have it by five o'clock, will you?" And, getting out of his car, he left the service station.

This whole transaction breathes confidence—confidence in the Service Manager, and confidence in the Service Station. I wondered whether this was just an unusual case, or whether other Packard owners in this town could have so much confidence in the local service. I soon found out. Practically every customer who came into the service station was promptly met by the Service Manager, who also acted in the capacity of Service Salesman, Shop Foreman and Cashier. These customers

were not only greeted promptly and pleasantly, the details of each transaction seemed to be completed and were carefully checked. Each customer was called and given the amount of the repairs, and told exactly what the car needed, or in case he stayed on the floor long enough to get the information, it was explained to him before he left. Each customer was thanked for leaving his business, or for paying his invoice, and in each case he was asked to come in again.

This Service Manager inspired the confidence of the customers in him, and they formed the habit of coming to him for their service. He made it easy for them to buy service.

Now there wasn't anything particularly new in the idea of a Packard customer being greeted in a friendly way; as promptly as possible and in having all the details of the transaction handled properly, but there was something unusual in the way this particular man did it. It wasn't as though it were simply a part of his job; he acted as though he really wanted to do it; he impressed the customer with the idea that he was anxious to have him satisfied with the work and with the entire transaction.

(over)



"EVERY OWNER A SALESMAN"

Another thing I noticed was that his greeting of the customer was not the usual kind! Let's think of this for just a moment! You may have gotten into the habit of using a standard phrase for all such occasions, and this is really much more important than it seems.

If you know the man, and you should make it a point to know just as many as possible, then the natural, easy and proper way is to call him by name. Then, if you know him, well, add whatever the occasion seems to demand.

On the other hand, if the customer's name does not come to you, or if he is a stranger, it is best to avoid many greetings, which, though commonly used, do not produce quite the result which you may expect. You often hear "What can we do for you?" The chances are that he doesn't know, and wants you to answer that question. Then, without thinking, we often say "Do you want something?" Of course, he does, or he wouldn't have come in. And, you have all heard that old one, supposed to be friendly, "What's your trouble?" This assumes right off the bat that he is having trouble, and that doesn't start him off on the right foot.

The best and most simple greeting is "Good Morning," "Good Afternoon," or "How do you do," always accompanied by a cordial smile and a quiet air of expecting a cordial reply from him. Such greetings are safe for anybody. We often try to make too hard a job of our greeting. Let's take the more simple, and also the safer course.

While we are at it, let's consider the right way to thank him. You have often heard "Thank you, we hope everything will be all right," and that isn't so good. Let's first be sure that we have done our work all right, and then assure him that we are confident that it is correct. Why not say "Thank you sir, I have checked the work on the order and I am sure you will find that your car is all right now. Come in again." This is simple enough and doesn't get one into any kind of trouble. It simply expresses appreciation, confidence and willingness. It doesn't take long to say it, and sending a man away with confidence, as well as greeting him so that he will have confidence in you and the service station, is, of course, what we all want. Let's make both these jobs simple, natural and effective.

Does It Pay?

What One Thing More Than Any Other Led You to Buy Your Packard? and the Owner said;

"Service Salesman. He sold me on Packard."—Chicago.

"Because I have always been satisfied with my Packard cars and have received good service."—Boston.

"First Packard stood up well and the service was excellent when I needed service, which has been seldom."—Kansas City.

"Good prompt courteous service of the Union City Branch of New York."

"Your service is splendid and I have received at all times fair and even liberal treatment."—Cincinnati.

"My own personal feeling, is this, that you may sell me a good car but, it is friendly, efficient SERVICE that keeps me sold and that sells me the next car as well. Too much stress can not be put upon the personality of the institution and the SERVICE it renders—we buy, we demand high grade TRANSPORTATION—and

the car properly serviced is the means to that end."—Cleveland.


"I am a Packard enthusiast and can say the Service Station in Burlington, Vermont is the most courteous I have been in, as they always look after my needs very quickly."

"The men in charge of the Providence Service Station were about 60% responsible for this sale."

Cincinnati Goes After Lubrication

**CONTRACT LUBRICATION
and INSPECTION SERVICE**

*We are the only place
that can give you the best service*



Due to our modern equipment, large volume and highly trained men we are able to offer 10,000 miles of perfect lubrication at a further SAVING TO YOU of 25% under our present low prices.

*We put the right amount—
of the right oil—
in the right place—at the right time*

THE CITIZENS MOTOR CAR CO.
CINCINNATI • DAYTON • INDIANAPOLIS

Custom Body Parts Ordering

Difficulty is experienced in filling parts orders for parts to be used on custom built bodies by Dietrich and LeBaron. When ordering body parts for these two makes of bodies, the motor and vehicle numbers should always be furnished. In addition to these, it is advisable to also furnish the body number. On these two different makes of bodies, the body number will be found stamped in the following location:

Dietrich body numbers are stamped on the right front seat frame.

LeBaron body numbers are stamped under front seat cushion on floor at right side of riser.

Please assist us in supplying you with correct body parts on custom bodies by supplying us with the information requested.

Lacquering Leatherette Tops

The procedure used at the factory for lacquering leatherette tops is as follows:

1. The leatherette is received from the vendor in a neutral color with the ground coats already applied and ready for lacquer.
2. Apply two double coats of color to be mixed as follows:
Two parts of heavy lacquer.
One part of Federal plasticizer.
Reduce with No. 101 solvents for spraying.
The plasticizer is intended to produce a plastic surface which will not crack.

The amount used on a sedan top is approximately one quart of mixed material ready for spraying.

Material referred to can be obtained from Service Stores.

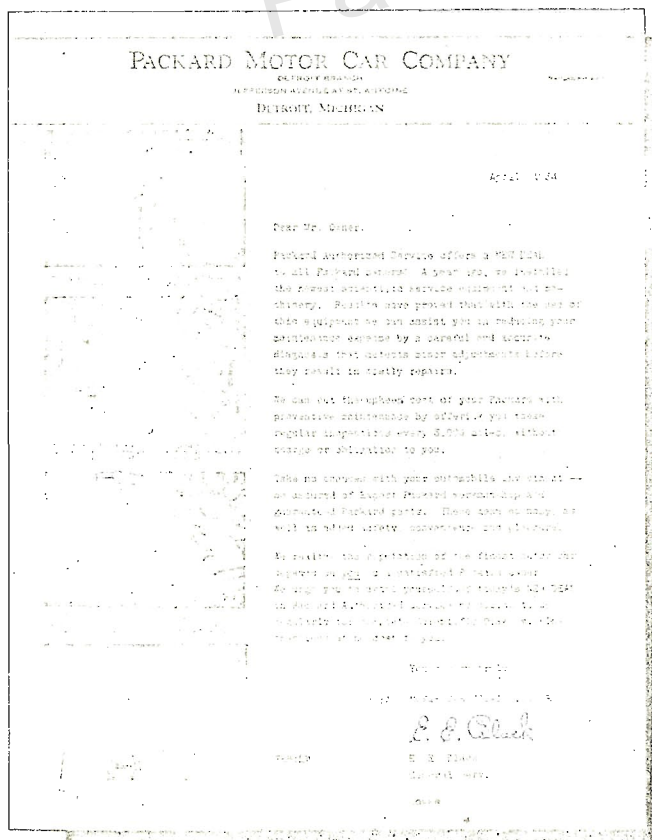
Generator Settings

We find that some of our service stations are endeavoring to increase generator outputs beyond the point at which the generator can be expected to stand up.

This is being done by filing or removing the cast iron boss which limits the advance of the third brush. While it is then possible to increase the output, the generator cannot be expected to stand up, because the heat developed is in proportion to the output, and a burned out armature will probably result.

The Owen-Dyneto Corporation naturally will not stand back of any generators in which the third brush stop has been altered or removed.

Detroit Tells Its Service Story



Binders for Service Letters

A binder has been designed for the SERVICE LETTER. We have felt that the value of the letter was not simply a temporary one, but that the copies saved and filed in order made a handy and valuable reference book.

The index for each volume containing one year's issues assist you in finding articles and notes on any subject pertaining to shop work. The handy, yet inexpensive, binder will give you a definite place for your copy of the SERVICE LETTERS. The binders are large enough to hold over two years' letters and orders should be sent through your Service Manager to the Editor, specifying "Binder for SERVICE LETTERS." These are specially priced so that you may all have one.



The Service Letter Binder—New Price 25c Each.

Correction

In volume 8 No. 7 of the SERVICE LETTER dated April 1, in the article entitled "Clutch Shifter Bearing Lubrication" the third paragraph reads as follows:

"We are accordingly specifying the new and smaller drip plug for the shifter bearing. The previous plug was a Number 000 and the new plug will be Number 00. It will be covered by piece No. 221577."

The paragraph supplies the correct piece number, but the markings on the plugs are incorrectly given. The old plug was 00 and the new plug will be 000. The plug covered by piece No. 221577 is the new plug and is marked 000.

Will you please make this correction in your copy of the SERVICE LETTER?

Used Body Wanted

733 Club Sedan—Write J. D. Benson, Schroeder & Benson, Inc., Saginaw, Mich. Give condition, color and price.

Packard on the Air



John B. Kennedy

As a salute to Spring and in an effort to reach the ear as well as the eye, Packard went on the air in a big way on Monday, April 9th. The programs are broadcast over the Blue Network of the NBC at 10 o'clock New York time, which becomes daylight saving time after the third program. Therefore, effective with the

fourth broadcast, the programs will be heard an hour earlier at points not adopting daylight saving time.

From the many studies conducted among Packard owners and prospects there came the overwhelming suggestion that Packard offer programs featuring the well loved and beautiful classical compositions. As a result of this majority vote from the class it is striving to reach, Packard contacted America's most esteemed director, Doctor Walter Damrosch, and arranged with him to conduct his brilliant orchestra in a series of 45-minute programs.

All Packard people will be interested to know how the world famous director will conduct his orchestra during

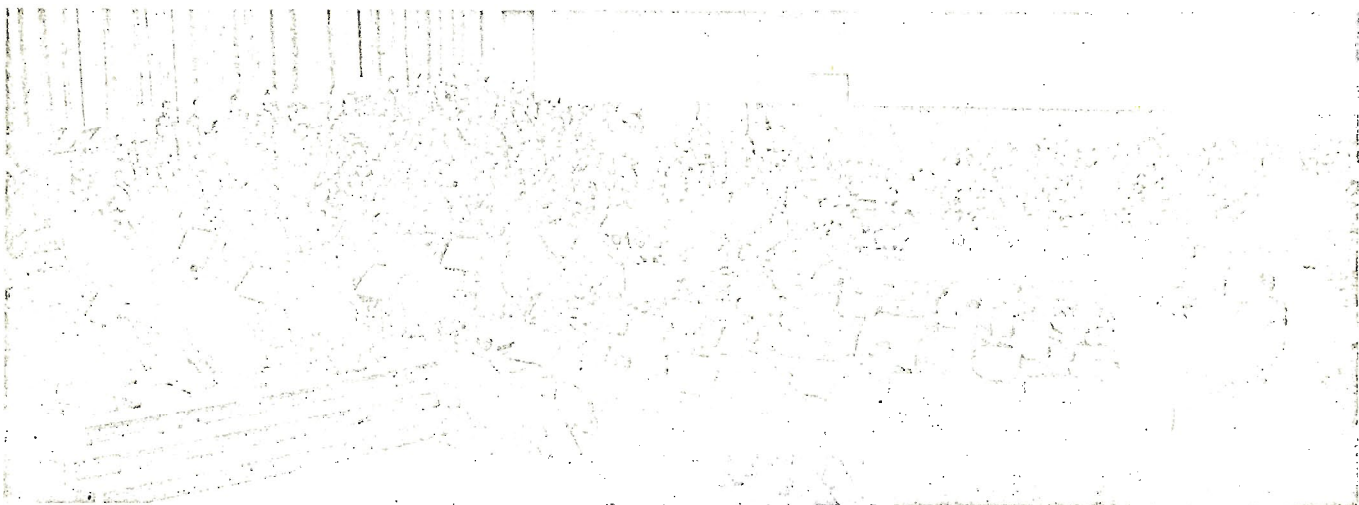


As an enthusiastic Packard owner, Doctor Damrosch is "in time" with the Packard programs

the Packard broadcasts.

Instead of "high hat" compositions usually associated with symphonic orchestration, the musical offerings of the Packard programs will feature the best liked of the well known and popular light classics, tempered with a "surprise" number or two.

The programs will also present the noted editor and radio commentator, John B. Kennedy, who will report at weekly intervals his experiences and interviews with Packard men, both at the factory and in the field.



Doctor Damrosch's Orchestra--the largest regularly on the air

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.