

JR  
PACKARD

# Service Counselor

PARTS \* ACCESSORIES \* PRODUCT \* PROFITS

INSTITUTIONAL



PROMOTIONAL

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## GOOD CUSTOMER RELATIONS —

### HOW TO START AND MAINTAIN THEM —

"It takes customers to make a business" is an old saying but it doesn't go quite far enough. It takes *friendly* customers to make business *good*.

Friendly relations with customers can be developed and the first step is to make sure everyone in the organization is friendly toward all customers on every contact. This may be in person or by telephone. If every contact is made with the desire to build friendship, it will help to make good customer relations. Friendly customer relations bring more business and keep the business you already have.

Start developing friendly relations with the delivery of each new car. Have it ready at the promised time. Have it so carefully prepared for delivery that the owner will not have to come in again before the 1000 mile inspection. The owner who has to come in several times in the first few weeks for little annoying things loses confidence in your service department and you haven't started him off right.

Whenever possible, the service manager should meet the new owner at the time of delivery. He should present and explain the Owner's Service Policy and explain any changes in the operating controls with which the owner may not be familiar. Ask the owner to return for his 1000-mile inspection.

These things done in a friendly manner start relations with the owner on an understanding basis so there is a kindly feeling which each contact thereafter can develop further. Each service contact can continue to build friendly customer relations.

Friendly contacts are made up of prompt greetings with a smile and by name if possible, sympathetic listening to troubles or wants, efficient handling of paper work required, accurate, prompt diagnosis, good mechanical workmanship, delivery at time promised, and a thank you, also with a smile. Good customer relations are the result of a desire to build friendship between your dealership and your customers.

## PACK-TEX SATIN FINISH SEAT COVERS SOON AVAILABLE

We are now in production on Pack-Tex seat covers. A Parts and Accessories Bulletin will announce prices and the date on which they will be available for shipment. They will be supplied in blue, red, and green, all trimmed in ivory. A new type of attaching has been used, eliminating rings and tacks and the sets are complete with side arm rest covers. These sets will be very attractive to owners and are priced right for dealer profits.

# Time and Trouble Saving Tips for Mechanics

from the Technical Service Section

## TRUNK RACK EQUIPMENT

### 21st Series Sedans

Trunk rack equipment now is available as a Service part and may be installed on all 21st Series four-door sedans as well as on taxicabs.

The equipment kit is complete with all attaching parts for the trunk rack and for the trunk lid type license plate bracket and lamp assembly. Also included in each kit are blueprints showing the location of holes to be drilled or cut when installing this equipment.

After painting the trunk rack, brackets, and lamp assembly, the equipment may be installed as follows:

### TRUNK RACK

Remove the complete rear bumper assembly and remove both bumper guards.

Remove the bumper bar supports from the bumper and separate the inner and outer supports by cutting the rivets.

Attach the new inner supports to the original outer supports using the bolts and self-locking nuts which are furnished in place of rivets.

Attach the supports to the bumper bar using the chrome-headed bolts at the inner support.

NOTE—The bumper guards are not reinstalled when trunk rack equipment is added.

Mark off and cut the openings in the stone shield and trunk lid in accordance with the dimensions shown on the blueprints supplied with the equipment. The rectangular shaped openings may be cut

by first using hole saws and then filing the openings to their specified dimensions.

Assemble each trunk rack clamping knob on the pivot pins in the following order: wide spacer, brace (with elongated slot over pin), knob, spring, spring retaining washer (large opening toward outer end of pin). Compress the spring and install the horse-shoe retaining ring, locking the ring in the groove at the end of the pivot pin.

Position the trunk rack between the brackets, place a spring washer next to the head of the long chrome-headed bolt and start the bolt into the lower hole in the bracket.

Place a large thin washer and a large spacer between the trunk rack and bracket (thin washer next to bracket). Push the bolt into place and add the retaining nut. Follow same procedure for the opposite side.

Attach the trunk rack brace to the inside of the bracket with the short chrome-headed bolt and a spring washer next to the bolt head. Start the bolt through the hole in the brace, place a large thin washer between the brace and bracket, push the bolt into place and add the retaining nut.

Place the trunk in the locked position and tighten the bumper support to frame retaining bolts.

### LICENSE LAMP

Place the square synthetic rubber water seal over the bulb socket retainer.

Place the lamp body to trunk lid gasket over the retainer plate studs and attach the lamp

assembly to the trunk lid using the two retaining nuts and shakeproof washers.

It will not be necessary to remove the original license lamp from the rear stone shield. The wire may be disconnected at the connector in the rear wiring harness and the wire for the new lamp connected at this point. The new wire should follow the channel inside the trunk lid inner panel, across to and under the left trunk lid hinge and then should follow and be clipped to the rear wiring harness.

The holes through which the standard license plate bracket is attached may be closed by inserting the three metal plugs which are included in each kit.

Trunk rack equipment may be ordered under part number 394360. The approximate installation time, which includes painting, is 6 hours.

## AIRPORT BUS SPRINGS

### Model 1903

We have contacted the vendor for the possibility of purchasing a small supply of Part No. 373718, Wheel Front Spring in keeping with our sales. However, the vendor cannot supply springs of this part number but they will re-work springs to the original standard, including test for any possible flaws so that the springs would be just as good as new when returned to Zones.

Zones will specify on the claim tags "recondition and return". This is our only solution to continue service on this very important item.

## SPARK ADVANCE

### 21st Series

The spark setting on all 21st Series engines has been advanced two degrees over the original specifications and it is suggested that this change be made in all cases of engine tune-up.

Advancing the spark to the new settings will result in increased gasoline mileage as well as increased car acceleration.

Since overall engine performance is directly affected by spark advance, it is advisable to first check ignition timing whenever a case of excessive fuel consumption or engine sluggishness is reported.

The new timing specifications are as follows:

- Six —6° BTDC
- Eight —7° BTDC
- Super 8—6° BTDC

## BEFORE PAINTING "IN WHITE" PARTS

Sheet metal parts which are shipped "in white" without priming are coated with a rust preventive type oil as pro-

tection during shipment and storage. This material must be thoroughly removed before painting if satisfactory adhesion is to be obtained. The materials added to the oils for improved protection against rust are very apt to remain as a thin film on the metal unless a thorough cleaning job is performed, and the first requirement of any good paint job is, of course, absolute metal cleanliness.

A suggested procedure for cleaning and painting "in white" metal parts;

1. Remove all traces of rust preventive coating with a petroleum solvent such as naphtha, oleum spirits, benzol, toluol, etc. (Note: do not use gasoline since most gasolines today contain tetra-ethyl lead or organic dyes which will impair adhesion). This can best be accomplished by spraying excess solvent on the part to flow off the rust preventive leaving an oil-free surface.

2. Wipe surface with a clean rag and clean lacquer thinner.

3. Sand metal all over with 320 paper. (This may be a dry sand or water sand.)

4. Treat metal with a phosphate type rust removing and inhibiting solution such as "Deoxidine" (American Chemical Paint Company, Ambler, Pennsylvania), "Metalprep" (Neislon Chemical Company, Detroit, Michigan), "Sol-Kleen" (Industrial Chemical Products, Detroit, Michigan), etc.

5. Wash thoroughly with water and dry.

6. Coat with an air dry sanding primer surfacer. (Do not let metal stand for any length of time before spraying surfacer since the cleaned metal will start to rust immediately.)

7. Let surfacer air dry at least 4 hours (overnight, if possible,) before sanding.

8. Sand surfacer to a smooth surface with 320 paper, or finer. (This may be a dry sanding or water sanding. Do not use gasoline or naphtha since they will tend to soften the undercoat.)

9. Spray lacquer.

10. Sand lacquer.

11. Polish.

12. Buff.

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NEW SERVICE DEPARTMENT, PACKARD-COLUMBUS, INC.

## RUBBER MATS

We now have available rubber floor mats for all cars from the 115C 120 up to and including our current models.

The part numbers for these floor mats are as follows:

306168	312387	339389	374668
306280	312541	339399	374676
306542	325332	339400	383484
306827	325333	352624	388810
306828	325485	352626	388928
306829	331787	352956	392495

## CORRECTION

Please use this table in connection with article in Vol. 20 No. 7 Service Counselor as the column names in the table printed with the article "Special Clutch Data" are incorrect—.

MODEL	ENG. NO. SUFFIX	EQUIP.	COVER PLATE	DRIVEN PLATE	FLY WHEEL
2100	None	Standard	315571	371309	358019
		O-Drive	315571	354195	358019
		Elec. Cl. & O-Dr.	302464	373687	358020
	A	Standard	395920	371309	395931
		O-Drive	395920	354195	395931
		Elec. Cl. & O-Dr.	395920	373687	395931
B	All	395921	395922	395931	
2101 2111	None	Standard	302464	373686	358020
		O-Drive	302464	373687	358020
		Elec. Cl. & O-Dr.	302464	373687	358020
	A	Standard	395920	373686	358020
		O-Drive	395920	373687	358020
		Elec. Cl. & O-Dr.	395920	373687	358020
B	All	395921	395922	358020	
2103 2106 2126	None	All	371462	351829	341477
	A	("A" combination not used on Super 8)			
	B	All	395918	395919	341477
2130	None	Standard	371782	356935	356917
	A	Standard	395920	373686	395929
	B	Standard	395921	395922	395929

## PARTS BOOK CORRECTIONS

Part No. 300227, Engine Insulator, Front, is incorrectly listed in parts book as part No. 300277, Motor Support Channel Assembly (code 5.1603). This error appears in the 1941-42 Clipper Service Parts List and also in the latest 1941-47 Clipper Master Parts Book.

Many orders are received at the factory calling for 300277, Insulator, and must be changed to 300227. Please correct your records and parts books.

In the 1941-47 Clipper Master Parts Book Code 3.200, we have part No. 901007, Transmission Assembly, listed for Model 2126. This is in error and should read 901075 for Model 2126.

Code 18.0154 we list part No. 378704, Rear Propeller Shaft Model 2126. This is in error as the correct part number should be 364856.

Code 14.000, part No. 367962 Front Spring should be removed. This is a Rear Axle Spring and should be listed in the Rear Spring group, Code 14.100.

Code 1.1411 shows 302720 Brake Shoe Hold Down Spring Pin and is listed twice in this group. Both should be changed to 202720.

Code 1.4155 shows 335540 Brake Shoe Strut Lever Pin. The correct part number is 335440.