



VOL. 11 No. 13

JULY 1, 1937

CAUSE OF COMPLAINTS

The smart salesman, no matter what he is selling, uses what are called "pocket book appeals." He may talk a long time about beauty, comfort and safety, but when it comes to really bearing down, the appeal of real value or of economy is where he does his strongest selling.

Therefore, anything done in or by the service department which conflicts with this line of reasoning just naturally will be the cause of complaints. When a new car is sold largely on the basis of low maintenance cost, then your job in the service department becomes one of carefully and tactfully convincing the owner that every dollar he spends in the service department is wisely spent for the protection of his investment. A clearly defined line must be drawn between the dollars he spends to keep the car in operating condition and those he spends on the basis of pride of ownership.

At this time let's think only about the dollars being spent for maintenance. Too much maintenance work is being bought rather than sold. When you say to an owner, "We will have to replace the fuel pump," you haven't sold him anything. When you take a few minutes to explain why the replacement of the diaphragm is necessary and the results he will obtain you have sold him and you have explained the reason for his spending the money.

If you say to an owner, "Your front wheels need lining up," you haven't sold anything; but if you explain to him and write on the order the condition you found and the correction you are making, then you are justifying his spending the money.

We know you don't have the time to spend with each customer that is necessary to do a good selling job but there is no law against putting some expla-

nation on the repair order. Let's not get so close to our jobs that we forget the viewpoint of the owner. He may be perfectly reasonable about spending his money, but he's just an average fellow and he wants to know that what he is spending is necessary and that he is getting something for it.

Glance over some of the orders that you have written recently and try to place yourself in the shoes of the owner. Aren't there any number of items where just a couple of more words would make them clear to the owner and aren't there a lot of items where the wording may be perfectly clear to you and the man in the shop but they don't mean a thing to the owner.

For instance, instead of writing "Check plugs" the owner probably would be satisfied to pay for such a job if it read, "Remove, clean and reset plugs." Sure, it takes a minute longer but the item is satisfactorily explained. "Check toe-in" may be satisfactory to you but it certainly doesn't mean much to the average owner. The words "Carbon and valves" probably are clear enough but they don't sound like fifteen dollars to an owner whereas if M-24 is written up correctly it does sound like a very complete job.

Let's not get in so much of a hurry that we make a lot of customers provoked and create in their minds the impression that they are being overcharged for service. A large number of customer complaints are brought about from this one item which is due to too much hurry; first, in talking to the owner and second, in writing up the repair order. It isn't enough to sell the owner while he is in the station. Follow through and make the repair order clear enough so that it justifies in his mind the amount of money that he has to spend.

Packard produces fine cars and Packard Service keeps them at their best



HEADLIGHT TESTER

Most states today either have or are contemplating legislation requiring safety inspections and adjustments of lighting equipment to certain standards. These laws create a large amount of service business for the properly equipped shop.

Safety surveys in various parts of the country have proved the startling fact that many cars on the road today have improper illumination. This condition, which is one of the principal causes of accidents, could be quickly remedied by periodic inspection and adjustment.

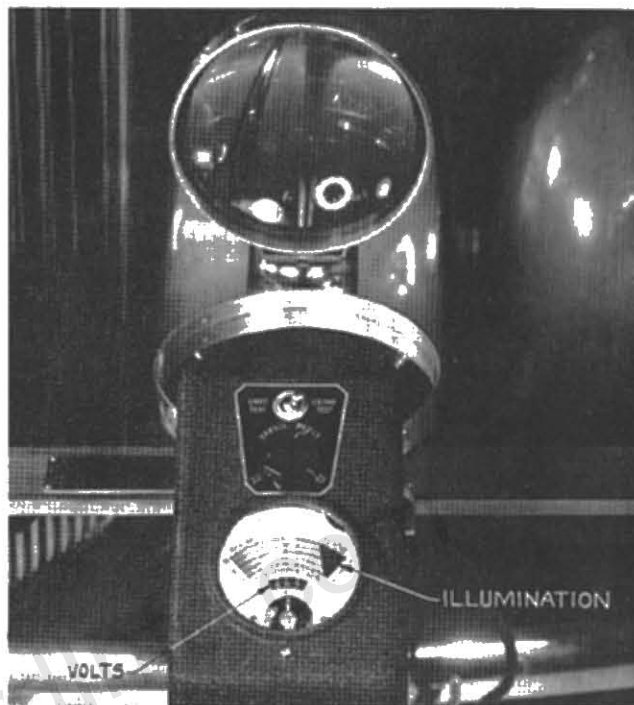
This headlight tester consists of a welded tubular frame, mounted on casters. A central cast member supports a long inclosed screw and bevel gear elevating mechanism by means of which the testing head may be raised or lowered. A horizontal bar permits the movement of the testing head from one headlamp to the other.



Tool No. — ST-2004 Price — \$145.00

Squaring bars are mounted on the front of the tester and placed in front of the tires, thus squaring the tester with the car. The bars may be folded up out of the way when not in use. A planoconvex lens gathers the headlight rays and brings them to a focus on a graduated screen. The position of the bright spot thus produced on the screen shows exactly how the lamp is aimed.

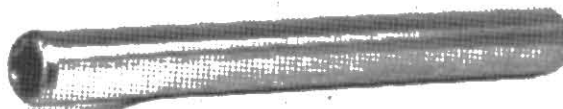
The "Electric Eye" or light output meter forms an integral part of the Tester. It incorporates a permanent photo-electric cell and meter which indicates the headlight illumination intensity relative to the light output of a perfect lamp. The "Eye" will also indicate car battery voltage and compensate the illumination reading for different battery voltages. It is also adapted to test either 21 or 32 candle-power lamps.



The output meter affords the opportunity to quickly check every car that drives in, not only to detect lighting defects, but it makes an excellent leader for you to sell other electrical service items, such as burned out or defective bulbs, lamp reflectors, door gaskets, lighting switches and cables.

Detailed instruction chart, which enables any mechanic to quickly become expert with the tester, is furnished with every machine.

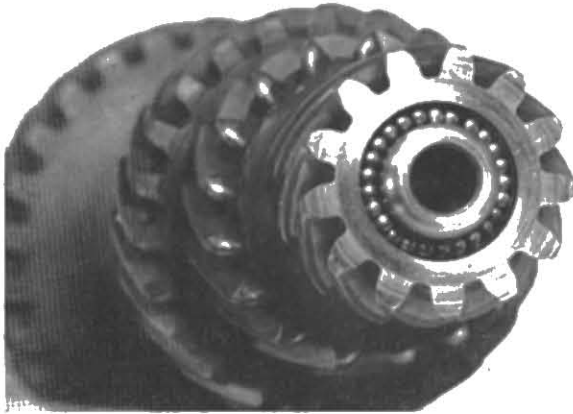
TRANSMISSION COUNTER-SHAFT ROLLER BEARING ASSEMBLING BAR



Tool No. — ST-5043 Price — \$2.00
Models: 120—120-B—120-C—Six

This special arbor was redesigned with holes drilled in each end. ST-5015 is now obsolete.

When you remove the cluster gear shaft from the transmission case, drive the regular standard countershaft out through the rear, using ST-5043 Roller Bearing Assembly Bar, and let the cluster gear lie in the bottom of the case. The assembly bar is left in the cluster gear to prevent the roller bearings from falling out.



When replacing the countershaft gears, lift the cluster gear in place, then place a screw driver through each end of the transmission case into the holes in the end of the ST-5043 Assembling Bar, and line up the shaft. Hold in this position, remove one of the screw drivers and insert the countershaft, holding the other end of the ST-5043 Assembling Bar in line with the hole in the other end of the case. Then drive in the countershaft.

UPHOLSTERY BUTTON FASTENER—CURVED NEEDLE

ST 5097



ST 5098

Tool No.—ST-5097. Price—\$3.40
Tool No.—ST-5098. Price—40c

This jiffy needle is 17" long and is used to install buttons to the seat backs and cushions. The needle is pushed through the cushion padding far enough so that the button hold down tape fastener can be attached to the end of the jiffy needle. Pull it

through the cushion, and then insert the button fastener to the button band.

This special 10" curved needle is used for sewing the buttons on to the lower part of the cushion on the Twelfth Series Models. It is impossible to sew these buttons on without a needle of this kind.

SUPPORT ARM INNER PIN BUSHING REMOVING AND REPLACING TOOL

ST-5021 for Models 120—120-B—120-C,
Packard Six and 1500

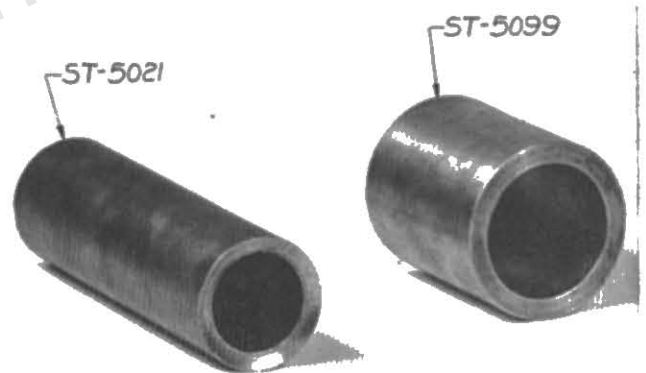
In addition to the change made in ST-5021 and ST-986, shown in Service Letter of June 15, 1937, it is sometimes necessary to have the

SUPPORT ARM INNER PIN BUSHING SLEEVE

ST-5099 for Model 120—120-B—120-C,
Packard Six and 1500

ST-2003 for the Twelve Cylinder Cars

This sleeve is to be placed over the inner pin bushing to prevent it from collapsing while the bushing is being pressed into the support arm.



PARTS BOOK CORRECTION

We wish to call attention to an error in the 115-120 combination Service Parts List, page 94, sheet revised February, 1937.

Please remove	Reinstate
202838 piston pin - - - - -	315505
202814 piston pin - - - - -	317543
202815 piston pin - - - - -	317544

LACQUER POLISH

W. H. GRAVES, Chief Metallurgist

We have had several complaints recently about dull spots, rough paint or touch-up spots on new cars coming from the factory. These spots are due to improperly dried touch-up places.

The last thing before cars are shipped the paint is inspected and any scratches or other defects which have occurred to the paint through production are repaired. This repairing oftentimes requires sanding the paint to a smooth surface and then spraying lacquer to produce what is called a touch-up spot.

To properly dry the paint on this touch-up spot in a reasonable time would require a very high temperature. The cars cannot be subjected to the necessary high temperature because of sealers, rubber, and other materials which would be destroyed. It, therefore, is impractical for the factory to properly dry these touch-up spots, and as a result, after they are polished they are apt to look dull or rough after several days. This accounts for the dull spots or rough spots which you get on new cars from the factory.

These spots can readily be corrected by a very simple polishing operation which should not take over five or ten minutes. The best procedure is to obtain a large polishing cloth, preferably ribbed underwear, and an abrasive polish such as Park Chemical Company's Parko Hand Polish. The polishing cloth should be formed in a ball and the polishing compound put on the cloth, the dull spot then rubbed only a sufficient length of time to bring up the luster or remove the rough surface. This will require only a few strokes. After this the spot should be polished using regular Packard liquid polish, following directions on the container.

Very few service stations have the necessary abrasive hand polish available; however, it is an excellent material to have in every service station, not alone for the above reason, but for polishing a car which has dulled after a severe summer's exposure. This material may be obtained by ordering direct from the factory or from Park Chemical Company, Detroit, Michigan.

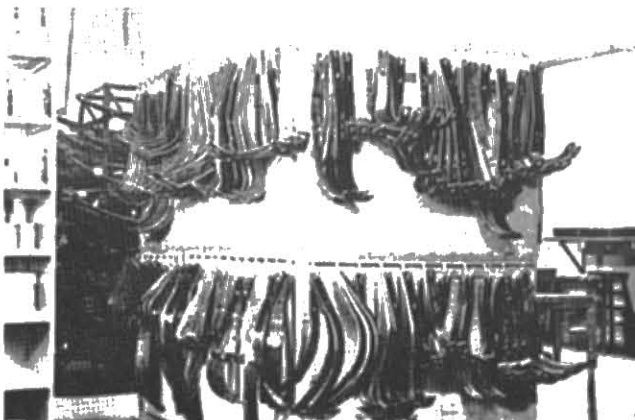
There are many other satisfactory polishes on the market but we are listing the above as that which we have found at the factory to give a good and economical job.

Many hand polishing compounds have a very coarse abrasive which will scratch the paint. These should be avoided.

STORING BUMPER SUPPORTS

R. J. Weber, Asst. Mgr. Parts Sales, Chicago, sends this picture illustrating a convenient way to store bumper supports. He says, "We carry 90 different part numbers on these supports, and an inventory of approximately 325 units.

"The wall brackets which hold these bumper supports are made from General Fireproofing steel bin corner posts with hooks spaced 3" apart. The bumper supports are arranged numerically which makes it easy to find any support you want.



"We had such a difficult time storing so many bumper supports which did not fit into our steel bin equipment that we thought perhaps other distributors might have the same trouble, and would like to know an adequate way to store these supports.

"Other advantages are you have all the bumper supports in one place, and you make use of any available wall space."

FIRM RIDE

The change in shock absorber valves to produce a firmer ride in the 120-C was described in the June 15 Service Letter, page 3.

The recommended valve combinations to produce a firmer ride are shown in the following table:

	FRONT		REAR	
	Rebound	Compression	Rebound	Compression
120-C	2-D	2-B	1-F	E-1
1500	2-C	1-C	1-F	E-1
1502	3-F	1-C	0-D	E-0
1508	3-C	A-2-W	5-H	E-1

SERVICE FAN

Six and 120

The efficiency of the cooling system at low car speeds depends largely upon the fan, and we are carrying in stock, under Pc. No. 320367, a service fan of greater diameter which can be used to take care of slow speed conditions where excessive heat is developed.

Please bear in mind that the fan will not help high speed driving and that it should not be used in fast driven cars. The larger fan is noisier, consumes more power and decreases the life of the belt.

The service fan can be used in any Six or One Twenty. Since it is needed only for unusually severe operating conditions, it should be sold to the customer.

SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME. ADDRESS—N. A. LULL—EDITOR PACKARD SERVICE LETTER