



VOL. 12 No. 9

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QUALITY

We haven't found out who said it, but whoever it was he wasn't at all dumb when he remarked, "Put your heart into your work and the *quality* of your work will put heart into you."

Money can buy good parts, good tools, modern machinery, good lighting and an adequate place in which to work. These things are essential to quality work but they are not all the essentials. We must go one step further and develop a sincere interest in turning out quality work. Even though a man's pay may be the most important single factor in his job, it takes more than money to make him put into his work his best and most careful effort.

Quality is produced by not only good workmanship but good inspection. Too often we think of the inspector and his work as something that holds up and prevents us from turning out work. On the other hand, responsibility for quality does not rest entirely with the inspector. If he does his work right he is trying to protect you, who do the work, as well as the customer who receives the work.

You probably remember reading not long ago of the sinking of a ship at sea, after which an investigation was made which indicated that inspection was at fault. A great many lives were lost because of improper inspection in this case and it is mentioned simply to show the importance of good inspection, which would apply just as well to

an automobile as it would to a ship. The inspector never knows when the lives of human beings may depend upon his work. It may not always be a matter of lives; it may be a matter of jobs. Let any company get a reputation for poor workmanship due to poor inspection and its reputation soon gets to where there are bound to be fewer jobs.

The ship story points out that the problem of inspection is a human one. Inspection failed in that case because those responsible for it did not want good inspection, at least there was opposition to good inspection. Let's make sure that in Packard Service Stations there is no opposition to good, close inspection. Have you noticed that the fellow who hollers most about the inspector



It is not the hours you put in, but what you put into the hours that counts!

being too severe is hardly ever the chap who turns out the best work?

No matter who does the inspecting of our work let's agree that he is one of the most valuable men in the place. He safeguards the type of work we turn out and he protects our jobs. A good mechanic wants to turn out good work; a good inspector wants to O.K. good work and a good service salesman wants to know that he is getting and delivering good work.

What can we do about it? First, make sure that we know how to do the job. Next, do the best kind of a job we know how to do. Take pride in our workmanship. We can think quality and talk quality. We can be ready to praise the fellow next to us when he has turned out a good job. We can work up friendly competition in the shop and on the service floor for the best jobs. We can talk quality to new men. We can help them find the best way to do a good job. We can keep in mind the way in which poor quality affects selling, which in turn affects the amount of work we get to do. We can keep at the job of finding out how to do the work better. The more we know about the job, the better we can do it and we can all agree that once a man gets into the habit of doing quality work he gets a great deal more satisfaction out of the job and invariably gets more work to do.

COURTESY SERVICE



For fast and economical pick-up and delivery service, the Hitchcock Motor Company, Santa Barbara, California dealer, operates a little Fiat.

With their unusual building as a background, the photograph, which their Service Manager, Harold Close, sent in, not only makes a nice picture, but again convinces us that the West Coast dealers are right up-to-date on their equipment and the manner in which they render Packard Service.

PACKARD FILTER DISPLAY



A new counter display, for the Packard oil filters, can be secured, no charge, through the accessory department of your Packard distributor.

This is the season when the market for Puro-lators is at its height. Go after this business now; order your display from your distributor and let it work for you by placing it in a conspicuous position in your service department.

NEW CARB. GASKET SETS—1600

Changes in the carburetor equipment as now used on the 1600 motors necessitates the adoption of a slightly different carburetor gasket equipment.

These later type carburetors, piece 330195, are easily identified by the deeper body and a new code number 119-1. Order gasket sets for these units as follows:

Piece No.	Name	Model	Suggested List Price
E-333800	Carb. Gasket Set	1600	\$.82

NEW GENERATOR BRUSHES 120 and 120-B

New brushes have been developed for the Packard 120 and the 120-B generators which are superior to the original equipment because of their remarkably long life.

These brushes should be installed in sets in order to obtain the highest efficiency. A set consists of two main brushes and one third brush. These will be carried in factory service stock in sets only and may be ordered as follows:

Piece No.	Name	Model	Suggested List Price
D-330565	Gen. Brushes (set of 3)	120-B	\$.75

COME AGAIN

Lionel Leon, General Service Manager of Leon and Company, Limited, of Johannesburg, South Africa, and son of the owner, has just completed a combination business trip and vacation in the U. S. A. He spent several weeks in various departments at the factory in actual work. He studied service, as well as factory methods, and spent some time in Detroit and New York Service Stations, seeing both sales and service operations as done on this side of the globe.

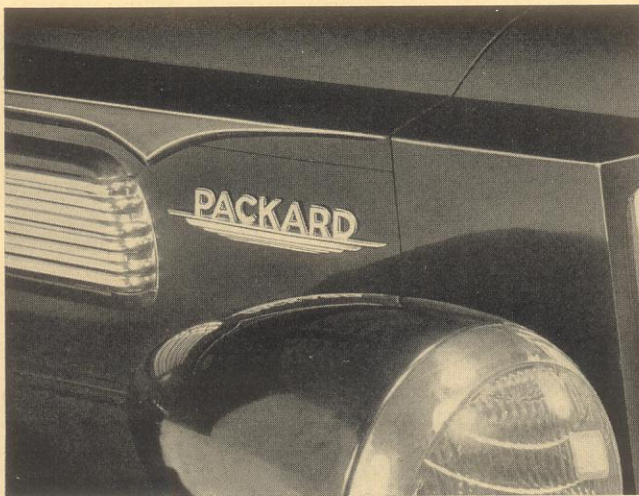
From all reports, some American service managers could pick up a few pointers on modern operation from the Johannesburg Service Station.



The picture seems to indicate that "over there" they pick their "mechanics" young.

All the boys at the factory pronounce "Cookie" O.K., and the girls are wondering why Africa has to be so far away.

BONNET EMBLEM



A number of distributors are selling the emblem, "PACKARD," for installation on the sides of the bonnet, right behind the radiator shell and above the lamps. This readily identifies the car from the side and will appeal to a large number of owners. These emblems, PA-314927, have a suggested list of \$1.50 each, or \$3.00 a pair, installed.

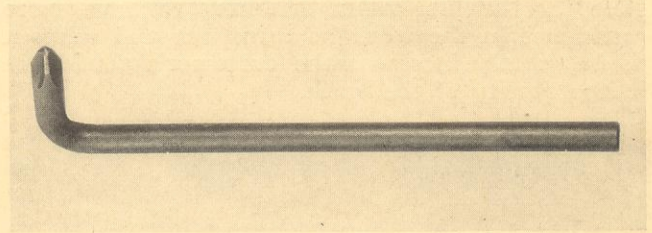
HAND BRAKE LEVER SPRING

A simple tool for removing or replacing the hand brake lever spring can be made from a piece of $\frac{1}{8}$ " round wire, 10" long, by making a hook on one end and a loop on the other.

1. Bend the end of the spring so it can be removed from the hand brake lever bolts.
2. Place the hooked end of the wire in the bent end of the spring, and pull back and down. This will remove the spring from the bolts.

Reverse operations to assemble the spring.

OFFSET SCREW DRIVER (Phillips)



Tool No. ST-5121 \$.80

The screws holding the front door hinge are so located that you cannot get at them with a straight Phillips screw driver. It is necessary to have a Phillips offset screw driver to tighten or loosen door hinge screws.

A screw driver of this type will more than pay for itself the first time you use it.

LUBRICATION FOLLOW-UP

Does Your

SPEEDOMETER READ

Second Call!

You may not have received our First Reminder but it's time for a thorough Packard Lubrication. We are anxious that you do not overlook this important protective service.

JACKSON MOTOR CAR CO.
179 Motor Avenue • Phone Wasatch 3465
SALT LAKE CITY, UTAH

There has been some call for a "Second Notice" lubrication follow-up post card, and many distributors are using the No. 13 post card of the Reminder Series with text as shown in the illustration. The No. 13 card can be obtained either with the text as shown in Service Letter Vol. 12, No. 4, February 15, 1938 or as a Second Notice card. The price for the first one hundred is \$2.00, each additional hundred \$1.40. Order service card No. 13, and if the second notice text is desired specify "second call."

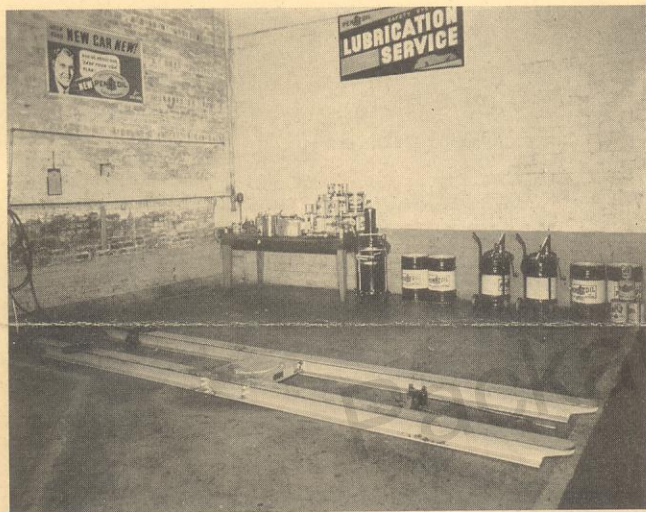
SELLING LUBRICATION

WINSTON - SALEM

The A. F. Soul Motor Company of Winston-Salem, North Carolina, has supplied us with before-and-after pictures of their lubrication equipment.

Apparently they had most of the equipment and the required space but simply lacked a background and material required to properly display it. The addition of this material with a little paint and a bright valance certainly gave the necessary effect to produce a very efficient looking lubrication department at an approximate cost of \$84.00.

The built-in merchandiser and service desk certainly add convenience to the job and make it possible for the lubrication salesman to have more confidence in the work he turns out and without doubt greatly increases the customer's confidence in the quality of the work.



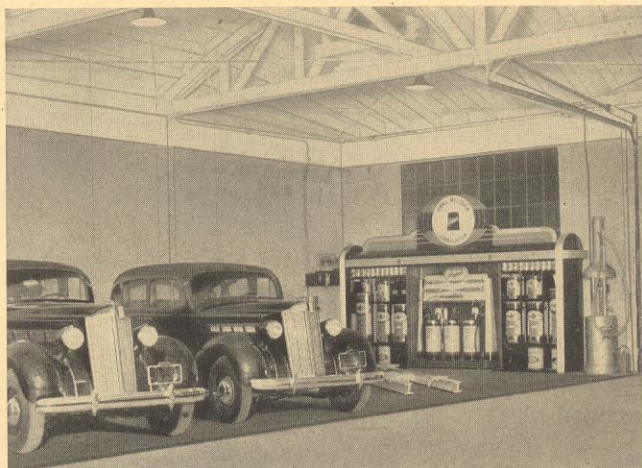
BEFORE



AFTER

OXNARD, CALIFORNIA

John Milligan, Oxnard dealer, depends upon his lubrication business for selling contacts as well as for direct profits. The department is neat, clean and workable.



MONTREAL, QUE.



This picture comes to us labeled "Made in Canada." It shows what can be done if you really want a modern lubrication department. This background was made in the Montreal shop and the result is an exceptionally attractive well-lighted lubrication department.

Mr. Pattison, Branch Manager, and Mr. Curtis, Service Manager, are justly proud of the result.

An attractive lubrication department is the first step. Next is a consistent follow-up plan. Post cards, such as the number 13 of the Service Reminder Series, will help. Your lubrication department needs your constant attention, even after it is brought up-to-date in appearance.

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