

G.R. Smith



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PERSONALIZED SERVICE BY PHONE

A great deal has been done in the last year or so by means of letters, folders and post cards about trying to get owners to come in at regular intervals. In fact, we have leaned so heavily upon the mail man as a business getter that some of us have overlooked the use of the phone as a selling aid.

No matter how good a letter you can write, nor how attractive a mailing piece you send out, it cannot be as personal as a phone call. There are many times when a phone call does a much better job.

For example, the owner who has made a complaint should be phoned as promptly as possible. If it seems like a serious case or something that will take time to straighten out, simply make an appointment for a call at his office—or better yet—try to get him in with his car in order to get the complaint straightened out. If the man is within phoning distance always use the phone rather than a letter in a case of this kind.

Spend a little time on your telephone manners. Make sure that your voice is pleasant over the phone. Make sure that you talk slowly enough and clearly enough to be readily understood.

There are other rules which should be followed in dealing with customers over the phone. First, it is important that you know exactly what you want to say before calling. Therefore, a study of the owner's repair order file should be made so that you are not trying to sell him a service which he has bought recently or one which he doesn't need.

Second, be sure to introduce yourself immediately and state the reason for your call. Trying to beat around the bush wastes your customer's

time and yours, too, and weakens your selling effort. If he seems to be in too much hurry to talk about service just try to make a definite appointment.

Third, don't try to do all the talking, and never interrupt the person who is talking. Try to guide the conversation rather than turn it into a "canned" selling talk.

Fourth, business calls should always be limited to the subject at hand. All arguments, jokes or attempts at witty remarks should be avoided. Otherwise the customer will feel that you are imposing on his time.

Fifth, knowing when to stop is important. If you have something definite in mind before calling the owner, you will know when the call is completed, and you will therefore know when to hang up. When your business has been terminated, be sure to thank the owner and end the conversation as quickly as possible.

Aside from trying to keep your customers coming in regularly, you should also make a definite attempt at building good will and creating the feeling that your service is a personalized one.

A day or two after a new owner has been in or after a complaint case has been adjusted, the customer should be called to make sure that the work has been completely and satisfactorily done. Likewise, after you have gotten a customer to come in after a prolonged absence, call him and let him know that his visit has been noted and his business appreciated. Calls of this type will help convince him of your interest in his service problems and prove that you are conscientiously attempting to render PERSONALIZED PACKARD SERVICE.

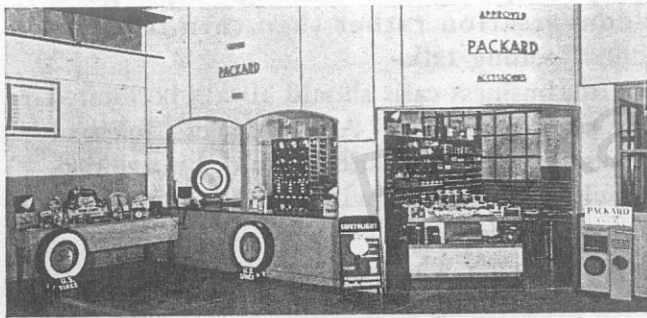
THE MODERN PARTS DEPARTMENT

The parts department is still one of the most profitable divisions of the service department. It goes without saying that it has to be properly managed and an adequate stock of parts must be carried.

For the moment, let's consider again the proper location of the parts department and what it takes to give it an efficient, attractive, modern appearance. We can definitely assume that an attractive parts store will do more business than the old style parts storage room that used to be found in the darkest corner of the back end of the building.

Very often a study of your present parts room facilities and their location will suggest an improvement both as to location and appearance. It isn't necessary to spend a lot of money to obtain a pleasing effect.

What looks to us like a model set-up for a parts department has been built for Paterson, New Jersey. The pictures and description are supplied by George Kloetzer, General Service Manager, of New York.



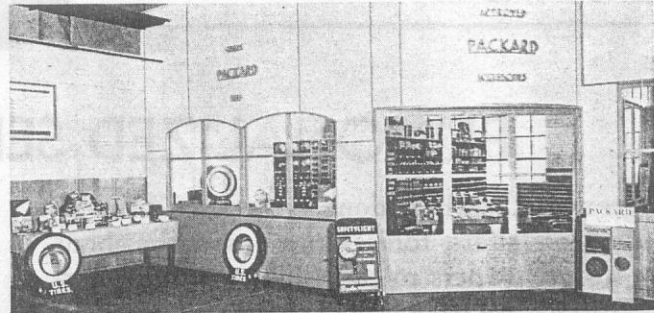
We strongly urge a design of this type when you are working on new plans or improvements.

One picture shows the general layout looking toward the service entrance. The windows in the background face the street. From this you will

see that customers, upon entering, stop directly in front of the Service Office and Parts Department.

The arrangement has been worked out to take full advantage of display. The open stockroom permits easy access by customers and the portable display counter can be moved to any desired position at will.

The closing up of the stockroom is very simply accomplished by means of lowering two windows which are suspended by weights and pulleys over the two counter openings. The door for the large entrance consists of two sections. The lower solid section is hinged to the bottom of the glass sections so that it can be folded up inside and against



the glass sections, when it is opened up. The whole assembly is then raised by means of weights and pulleys, and disappears behind the top partition completely out of sight, when the stockroom is opened up. The section above the door is curved and adds a modern touch.

The whole construction is of ordinary 2x4's with plywood paneling and quarter-inch by inch-and-a-half finish strips over the seams. The lower part and the trim are painted in regulation Packard green, which harmonizes with the dado on the walls and the entire upper section is white.

The lettering was secured from the bin people. These letters are cut from quarter-inch plywood and are painted green to contrast with the white. They are mounted on brackets made from strip brass and are set 4 inches away from the wall.



FUEL PUMP AIR DOME SIX and EIGHT

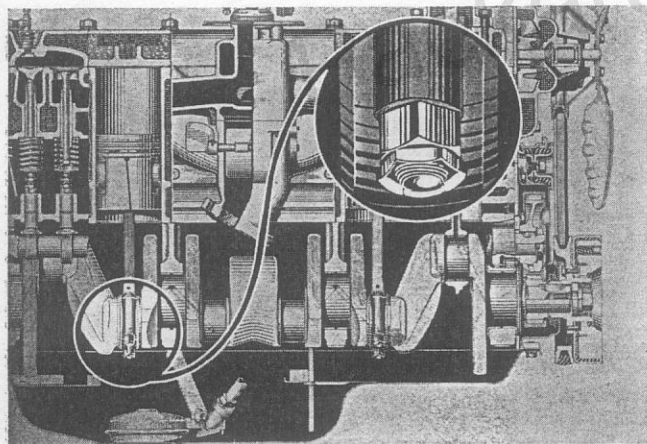
It has just come to our attention that some service stations are installing the fuel pump air dome described in the April 1, 1939 Service Letter without removing the pump from the engine.

As stated in the previous article, the Fuel Pump must be *removed* from the car when drilling and tapping the pump for the installation of the air dome. Tapping the hole with the pump in place on the engine will permit metal chips to fall into the pump from where they will be carried through the fuel lines and will clog the carburetor jets and obstruct the fuel pump valves.

If metal chips have been allowed to get in the fuel lines it will be necessary to remove, disassemble, and thoroughly clean the carburetor, fuel pump, and fuel line.

PALNUTS 1700-1-2

The connecting rod bolt nuts on these cars are locked with Palnuts, a locking nut which replaces the cotter pin. The Palnut will be found to be quicker and easier to remove and install than the cotter pin but, like the cotter pin, the Palnut should not be used a second time. A supply of Palnuts should be kept on hand at all times the same as cotter pins.



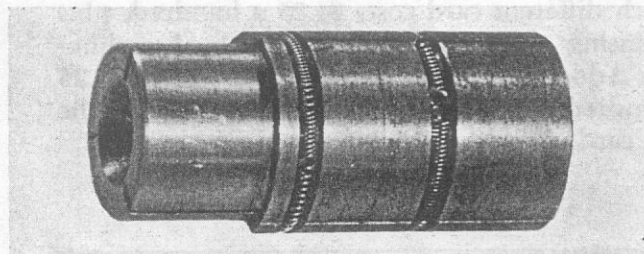
When replacing connecting rod caps draw the regular nut up to the desired bolt tension. Then thread the Palnut on the bolt, with the open face out. When the Palnut is seated against the regular nut, finger tight, turn it $1/4$ to $1/3$ turn more with a socket wrench to lock it.

Do not turn it up any tighter or it may jump the threads. Be sure the wrench engages the Palnut only when tightening it. S.T. 5127 Connecting Rod Lock Nut Wrench has a special shallow opening that permits engagement of the Palnut only and eliminates the danger of accidentally turning the regular nut with the Palnut.

CLUTCH PLATE ALIGNING FIX- TURE EXPANSION ARBOR

This special arbor is needed on the 1703 Model for holding the clutch assembly in correct position while the clutch cover assembly is being secured against flywheel.

It is used with ST-5004, shown in Tool Catalog



Tool No. ST-10042, Suggested List, \$1.50

on page 11. Order this arbor and bring your ST-5004 up to date. Your present arbor will not fit the 1703 Model. Shipped only on order.

ECONO-DRIVE BEARING PRELOAD 1700-1-2-3-5

The new spring preload washer was explained in an article under this title in the April 1, 1939 Service Letter.

The first washers of this type were held together with two cotter pins. The washers being used in production, however, are assembled without the use of cotter pins and the caution about them in item two of the previous article does not apply.

SHOCK ABSORBER VALVES 1600-3-4-5, 1700-1-2-3-5

Two types of compression and rebound relief valves are used in the end-to-end discharge type Delco shock absorbers used on these models and a different relief valve nut is required for each. Both the one-piece conventional and the four-piece static relief valves are used in different combinations for various body models and different rides. If when changing valves to secure a different ride a static valve is substituted for the conventional type it will require changing the nut as well.

The conventional relief valves require relief valve nut No. 5309748, the static type No. 5324610.

Nuts are not included with the relief valve assemblies and a small supply of each type should be kept on hand to insure having the proper nut available.

LET THE MAILMAN HELP YOU SELL SERVICE

Use these inexpensive, "at-a-glance" stamped post cards to sell your owners on periodic service attention. Remember they are your owners—that's a tremendous advantage you have over the ordinary service station. Take advantage of it and tell them you are in a better position than anyone to properly service their Packard cars.

Each different card costs \$1.25 a hundred, plus imprinting at 80c a hundred for the first hundred. Add 15c a hundred to the card cost of \$1.25 a hundred for each additional hundred of the same card.

HOW ABOUT Appearance?



● It is just as important as performance. Now is a good time to let us straighten out and touch up those unsightly fender or body dents.

MOTOR SALES & SERVICE, INC.
517 Forest Avenue
PORTLAND, MAINE

15

Card No. 15

How long since THE COOLING SYSTEM ON YOUR PACKARD was REVERSE FLUSHED and RUST PREVENTIVE ADDED

● Rust is a cooling system enemy. Retard its formation by thoroughly cleaning and using Packard Rust Preventive.



OUR PRICE
SIX
EIGHT 120 **\$150**

HORST & MOONEY CO.
1225 Brighton Road Fairfax 2150
PITTSBURGH, PENNA.

Card No. 1

How long since YOU'VE HAD A General Tightening OF YOUR PACKARD

● Loose body bolts cause noises and often loosen other parts. Periodical tightening is like "a stitch in time."



OUR PRICE
SIX
EIGHT 120 **\$125**

HORST & MOONEY CO.
1225 Brighton Road Fairfax 2150
PITTSBURGH, PENNA.

Card No. 3

HERE IS HOW THE "BIG BOYS" GO AFTER BUSINESS

PACKARD MOTOR CAR COMPANY OF CHICAGO

LINCOLN PARK BRANCH 1639 NORTH WELLS STREET

Dear Packard Owner: **SUMMER IS RIGHT AROUND THE CORNER**

You will want your car "to go places" this Spring and Summer; therefore, we suggest you bring it in for a Special Spring Conditioning. The following operations are especially recommended now.

<p>COOLING SYSTEM - Reverse flush with EVEREADY Cooling System Cleaner - Add EVEREADY "Rustone" (See enclosed pamphlet) - Inspect all hoses - Shut off hot water heater (material extra)</p> <p>PAN BELT - Inspect and adjust.</p> <p>BATTERY - Test and add water - Clean and tighten terminals - Check electrical system with Millivolt Meter for voltage loss.</p> <p>VOLTAGE REGULATOR - Reset - Check Generator brushes.</p> <p>HEADLIGHTS - Clean reflectors.</p> <p>WINDSHIELD WIPERS - Check operation.</p> <p>CLUTCH PEDAL - Check adjustment.</p>	<p>SIXES AND EIGHTS \$5.95</p> <p>SUPER EIGHTS AND TWELVES \$6.45</p>
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We also suggest the following operations as timely:

FRONT WHEELS - Remove - Clean out - inspect bearings and repack. (Every 10,000 miles).

FRONT WHEELS - Line up for proper toe-in. (Tires should be "Xed" every 5,000 miles).

LUBRICATION - Change to Summer oil in transmission and rear axle.

BLUE CORAL POLISH -

Pleasurable motoring depends on having each unit of your automobile perform in an efficient manner. Get in the habit of maintaining your car as you go along. We never recommend any repairs that are not necessary. I shall be glad to check the car when you come in.

Sincerely yours,
PACKARD MOTOR CAR COMPANY OF CHICAGO
Service Department

DIVERSITY 4000

PACKARD SPRING CONDITIONING

SIXES, 120's, AND JUNIOR EIGHTS		<p>FOR ALL SENIOR EIGHTS</p> <ol style="list-style-type: none"> 1. Remove cylinder head, scrape carbon 2. Clean and make oil valves and seats 3. Adjust valve tappets 4. Clean and adjust distributor points 5. Check generator and screen 6. Clean and adjust spark plugs 7. Adjust timing chain 8. Adjust fan belt 9. Tighten cylinder hose nuts 10. Tighten oil manifold nuts 11. Set ignition timing standard 12. Renew cylinder head gasket 13. Tighten water pump gasket 14. Remove, clean and adjust carburetor 15. Adjust clutch pedal 16. Tune motor 17. Wash down and clean motor 18. Tighten oil electrical connections 19. Renew high tension and spark plug wires 20. Test battery, add water, clean and tighten terminals 21. Tighten spring clips and shockle bolts 22. Align front wheels, check toe and dial 23. Adjust steering post 24. Remove wheels, line up and adjust brakes 25. Tighten all wheel nuts
<ol style="list-style-type: none"> 1. Tune motor, less valve adjustment 2. Adjust carburetor 3. Clean and adjust points 4. Clean and adjust spark plugs 5. Set timing standard 6. Tighten cylinder head nuts 7. Tighten manifold nuts 8. Clean air cleaner and oil filler cap 9. Adjust generator charging rate 10. Check water pump 11. Adjust clutch pedal 12. Adjust heat control valve 13. Tighten oil wheel bolts 14. Adjust foot brakes—minor 15. Tighten rear spring clips 16. Road test car 	<p>If Your Car Has Run 5,000 Miles</p> <p>We recommend Items 1 to 16 at</p> <p>Sixes \$5.05</p> <p>120 & Jr. 8's . . \$5.40</p>	
<ol style="list-style-type: none"> 17. Clean carbon 18. Adjust valves 19. Adjust and free up brakes (Wheels oil) 20. Align front wheels 21. Wash motor 22. Graphite shock absorber links 	<p>If Your Car Has Run 10,000 Miles</p> <p>We recommend Items 1 to 22 at</p> <p>Sixes \$16.80</p> <p>120 & Jr. 8's . . \$18.35</p>	
<ol style="list-style-type: none"> 23. Replace and grind valves 24. Tighten oil electrical connections 25. Replace rear axle springs 	<p>If Your Car Has Run 15,000 Miles</p> <p>We recommend Items 1 to 25 at</p> <p>Sixes \$26.05</p> <p>120 & Jr. 8's . . \$27.35</p>	
<ol style="list-style-type: none"> 26. Renew high tension wires 27. Adjust steering gear 28. Renew rear torque arm bushings 29. Remove, inspect, lubricate and replace both universal joints 	<p>If Your Car Has Run 20,000 Miles</p> <p>We recommend Items 1 to 29 at</p> <p>Sixes \$36.15</p> <p>120 & Jr. 8's . . \$38.05</p>	

PRICE \$35.35

PACKARD MOTOR CAR COMPANY OF NEW YORK
ELEVENTH AVENUE SERVICE BUILDING
11th AVE. AT 56th STREET NEW YORK
COLUMBIA 8-1900