



VOL. 13 No. 12

JUNE 15, 1939

WHO'S RIGHT

Service men know that it never pays to start an argument with a customer. You may feel that the customer is unreasonable in his demand but often this is brought about by some misunderstanding on his part. Some impression that he may have gained from some salesman or something he may have read in an advertisement may have given him the idea that he should expect more from his car or from your service. Even though we know that the customer is often wrong, it is a poor business policy to even imply that he is. The winning of an argument seldom leaves the loser in either a friendly or a receptive frame of mind.

It has been proven again and again that the policy of "the customer is always right" is good business. Of course, there are always limits and

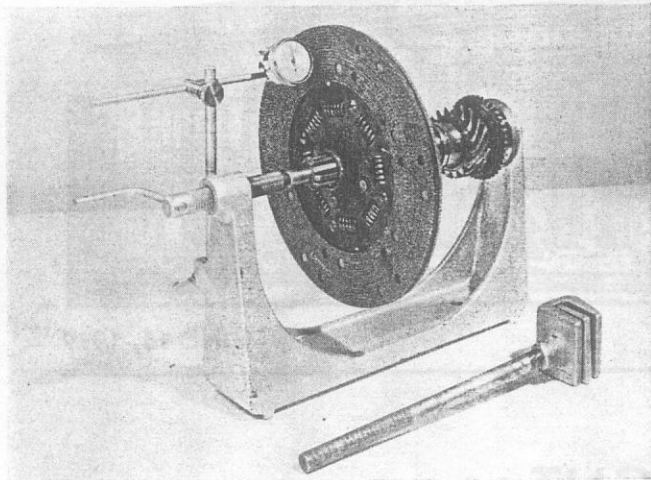
that is where judgment must be used. It still holds, however, that if you will adopt this policy you will find that most customers are very reasonable people.

Dealing with the public is difficult for many people, and dealing with the *buying* public, particularly those who are spending money when they think they ought not to, is doubly difficult. Every service customer is a potential source of revenue amounting to several thousand dollars over a period of a few years, both in the sale of new cars and of service. You are dealing with every type of personality—the pleasant, the sour, the reasonable, the chiseler, both men and women, all of whom are apt to reflect the mood of their day. The most trifling incident may be the cause of a difference between the customer and the service man, which can result in the loss of business.

A check-up every once in a while on how we are handling this part of our job is necessary. A service man's job calls for the exercise of greater tact and courtesy every day. Closest attention to details, even though they seem trifling, is of great importance. Dust on the windshield, a smudge on the upholstery, an invoice not ready, may cost you a customer. So we must be on our toes all the time, adding for good measure to our knowledge of Packard cars an extra ounce of cheerfulness and tact. Keeping customers satisfied is not just so many words, it's a most important part of our job.



CLUTCH PLATE ALIGNING AND RIVETING FIXTURES



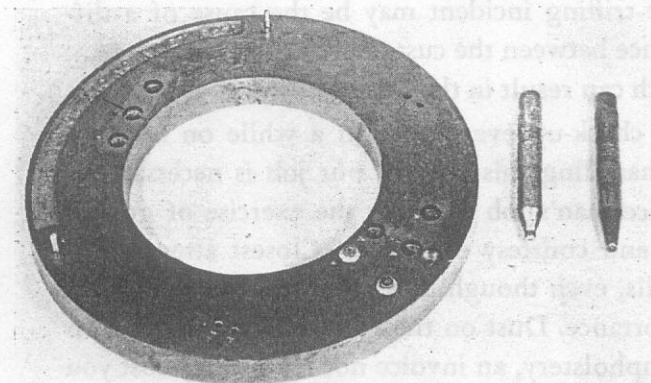
ST-5146 Clutch Plate Aligning Fixture \$24.00
(complete with indicator and bar)

ST-10043	Fixture	\$ 9.00
ST-10044	Indicator swivel and two bars..	11.50
ST-10045	Bending bar	3.50

Clutch-driven plates should be checked on clutch fixture for runout before assembling to motor. Mount the plate on an old clutch shaft and check for runout with dial indicator. The runout is checked on flywheel side of clutch plate only and should not exceed .025". If necessary, straighten with special bar, which is adjustable for different thicknesses.

The fixture can be supplied with or without dial indicator or straightening bar.

The clutch plate can be relined with any brake relining machine or with ST-5147 Riveting Plate.



ST-5147 Clutch Plate Facing Riveting Fixture
\$7.40

This fixture consists of a heavy cast-iron plate accurately ground with the necessary riveting anvils and rivet sets.

First drill the heads off of the iron rivets with a $\frac{1}{4}$ " drill, then drive the iron and brass rivets through the holes in the clutch plate fixture.

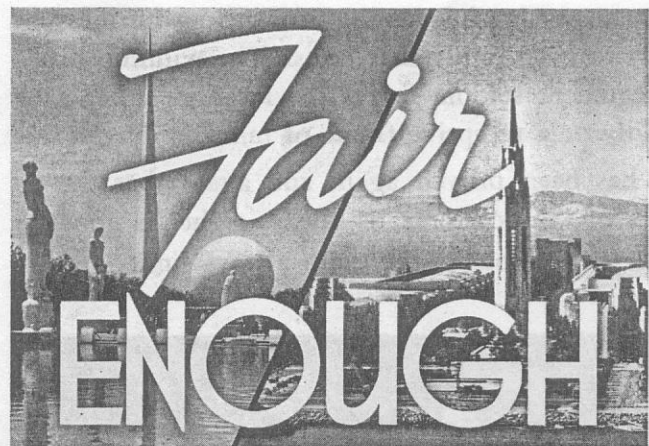
When the clutch facings are removed, the steel plate must be checked on the flat surface of the riveting fixture or surface plate for being true within .007". Check this with a feeler gauge.

The riveting is done on two small anvil buttons placed in the holes of the plate which are marked 6-Six, 8-Eight, S8-Super Eight, 12-Twelve for the different sized clutch plates. Two rivet sets are included in this equipment.

FUEL PUMP AIR DOME SIX and EIGHT

In the April 1, 1939, Service Letter we suggested that a miss at high speed or cutting out at speeds in excess of sixty miles per hour could often be corrected by the installation of an air dome at the fuel pump outlet to increase the pump capacity.

With each air dome, piece number AC-1523319, we are now shipping a T connection, piece number 351208, which, when installed between the fuel pump outlet and the gasoline line, provides a connection for the air dome. The tee reduces the time required to install an air dome, making it unnecessary to remove the fuel pump to drill and tap the pump body.



The June Service Training Film is now in the hands of distributors and subscribing dealers.

It will straighten out in your mind any questions you may have regarding routine and handling warranty work either on cars you sell or on tourists' cars. It offers some suggestions on how to get more advertising for your place through well handled tourists, and it shows how to get your share of tourist business.

This film is now being shown to Packard service men. Ask your service manager when and where

it is to be shown, then arrange to attend the meeting. Supplements covering this film will be distributed free. Be sure to get your copy.

COURTESY TAGS

Courtesy Tags, No. 4, $2\frac{3}{4}$ " x $5\frac{1}{2}$ ", are printed in one color. The front side of No. 4 will get you



out of a lot of trouble, and the reverse side will very often pick up an extra item of service business for you.

CAUTION TAGS

The owner appreciates a caution on a motor recondition job or on a brake reline job. It indicates your interest in his satisfaction. The brake caution



tag is No. 1 and No. 2 is the caution tag for a reconditioned motor.

Without imprinting, the tags are 50c a hundred. Imprinted with your firm name and address, they are \$1.30 for the first hundred and additional hundreds are 65c.

STEERING KICK

The Service Letter of April 15, 1939, described the use of the export type steering knuckle thrust bearings in reducing steering kick.

These bearings can be used in all Junior cars and also in the 15th and 17th Series Super Eights. They cannot be used in any Twelves or in the 16th Series Super Eights.

We do not plan to develop another export bearing for the latter models because of the lack of demand.

JACKSONVILLE BALL TEAM

The men in this group are not just good Packard men but, judging from their record, they seem to be good soft ball players. They hail from Packard Florida Motors Company in Jacksonville, Florida, and are giving the Auto Dealers' Soft Ball League in their city a good run for their money, as they have won six out of the seven games they have played this season. They have won from Downtown Chevrolet Company, Hal Lynch Ford Company, the Cadillac and LaSalle Company, Chevrolet Motors Division and Firestone Tire and Rubber Company.

This team has only been defeated once this year so far and within the near future they have a chance to even that score.



Standing, left to right, are: C. A. Knapp, Carl Stalvey, S. B. Butler, L. A. Williamson, T. C. Mundy, T. B. Smith, Arthur Mainwood and W. H. McLeod. Sitting, in the same order, are: L. D. Ratteree, S. B. Austin, Fred Shaar, Minor Hulsey, Tommy Fulton (umpire), W. H. Tipsword, L. R. Poe, Grady Pettigrew and G. H. Hildebrandt.

The reverse side of the shop copy of the Standard Packard Repair Order, PD-104, has been revised and now appears as shown. The lower section of the order is now made up so that it can be used as a time ticket. This makes it unnecessary to use individual tickets, which require sorting and filing. A great deal of time can be saved by punching the time directly on the shop copy. This practice is recommended in the Packard Accounting System.

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The orders now on hand at Reynolds and Reynolds have these new features. We urge you to use them.

For Sale. New 1708 Seven-Pass. Touring Sedan Body, Type 1234, painted black. Trim No. 743 sewed up in detail, unattached. All necessary parts to complete the body will be included. Price, \$200.

PACKARD WARRANTY

PACKARD MOTOR CAR COMPANY

We warrant that for a period of ninety days from the date of original delivery to the purchaser of each new Packard car or below such car has been three solid miles, whatever they shall prove to be, will replace, free of charge, any one or more finished, including its replacement or replacement, except upon application by an authorized customer, claims within the period to be delivered and issued by the Company upon examination by its service department. There are no limitations on the Company which is required for order or registration. Such free replacement does not include transportation charges or from the Packard factors.

Service to Packard Owners

by Distributors and Dealers

The original purpose of the new Packard car will be fulfilled in the following ways:

First

SAFETY AND LAUREL. For 90 days after the original delivery of your motor car or below such car has been three solid miles, any one or more finished, including its replacement or replacement, except upon application by an authorized customer, claims within the period to be delivered and issued by the Company upon examination by its service department. There are no limitations on the Company which is required for order or registration. Such free replacement does not include transportation charges or from the Packard factors.

Second

ADJUSTMENT. The motor is controlled during the period to secure two maximum and two minimum adjustments of the new car or any Packard New Service, provided such adjustments are not made in excess of the maximum, minimum, or maximum, except upon application by an authorized customer, claims within the period to be delivered and issued by the Company upon examination by its service department. There are no limitations on the Company which is required for order or registration. Such free replacement does not include transportation charges or from the Packard factors.

Third

INSPECTION. Throughout the life of the car the owner is entitled to have a word and inspection without charge by the Packard New Service, provided such inspection is not made in excess of the maximum, minimum, or maximum, except upon application by an authorized customer, claims within the period to be delivered and issued by the Company upon examination by its service department. There are no limitations on the Company which is required for order or registration. Such free replacement does not include transportation charges or from the Packard factors.

Fourth

OWNER'S SERVICE CARD. At the date of delivery, the owner is provided with a Packard Service Card which is a record of the car's performance and the owner's service. The owner should keep this card with him at all times to be presented at other matters.

Fifth

SALE PRICE PRIVILEGE. When buying the motor of a certain type, the owner of the Packard Service Card is entitled to the benefits of the price during the warranty period at any authorized Packard New Service in the United States. The owner should keep this card with him at all times to be presented at other matters.

Sixth

CHANGE OF RESIDENCE. In case the owner has transferred his new location to another city or country, he should keep this card with him at all times to be presented at other matters.

Seventh

OWNER'S CHARGE. Every authorized Packard New Service is provided with a Manual containing the correct charges for services, such as oil, and that transportation charges for the car to be made in such cases. There are no limitations on the Company which is required for order or registration. Such free replacement does not include transportation charges or from the Packard factors.

PACKARD MOTOR CAR COMPANY

SUMMER BUSINESS

Follow up your owners for that extra summer business. Remember, it's not the occasional big repair job that counts—it's the steady stream of routine service that the owners require frequently and regularly. You have to go out after the type

What
does
rust cost you?

THE
COOLING SYSTEM
ON YOUR PACKARD
should be
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 \$1.50

A. G. HAWKER, INCORPORATED
52 Elm Street • Phone 2456
NEW BRITAIN, CONNECTICUT



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

Service Letters are available for everyone connected with Packard Service Stations. If service managers are not receiving a sufficient number of copies, they should write the Editor and give the extra number needed.

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