

C. R. Smith



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DO YOUR CUSTOMERS LIKE YOU?

This may sound like a foolish question, but is it? You don't go to stores where you dislike the managers or his salespeople or his cashier. You wouldn't patronize a doctor you didn't like. You buy your gas at a filling station where the attendants are courteous, alert and obliging.

Your wife often becomes quite friendly and attached to certain stores and salespeople. Why? Because they know her wants; they've learned to call her by name; and they put an interested personal touch in their dealings with her.

Bootblacks have become wealthy through gaining the friendship of important patrons whose shoes they have polished, but more important, whose interest and attention they have gained by their simple obliging manner and show of sincere personal interest in having the customer well pleased with his purchase.

If Servicemen had to earn their living by going out after business like other salesmen, their attitude toward the customer and his attitude toward them would be quite different from what it is in so many cases. Just because the car owner is, so to speak, forced to bring his car to the service station is no reason he should receive any less than a full measure of the personal attention and courtesy and sincere desire to please that mean so much to each of us when *we* are the customers.

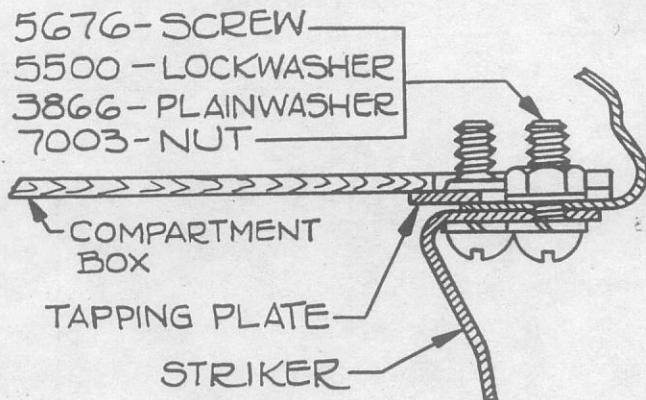
Very often the merest trifle in word or action is enough to win a friend or lose a customer. When *we're* the buyers we're sensitive to every word and action of those whose services we are paying for. Sometimes we're supercritical, impatient, overbearing and even unreasonable, but it's the salesman's job to accept all this as part of the day's work and *still* make us like him, if he expects to gain our future business. The man who "can't take it" or the fellow who has failed to enjoy the job of "making his customers like him" had best look for an easier job.

There's no substitute for customers goodwill when it comes to running a successful business.

General Service Manager,
PACKARD MOTOR CAR COMPANY

INSTRUMENT BOARD COMPARTMENT DOOR

We have recently made a change in production and are now using a knob type lock and a stiffer striker plate on the instrument board compartment door. On cars fitted with the flush-type lock where you are troubled with the door popping open, rattling, or failing to spring open when the catch is released, installation of the new striker only will usually correct the trouble. The installation can be made in a few minutes.



The new striker is assembled to the under side of the instrument panel flange with three screws. The center screw goes through the flange and is fastened with a nut, lock and plain washer. The two outside screws do not go through the flange and are threaded into the tapping plate which is inserted between the box and the upper side of the flange.

The six screws holding the compartment box can be removed and the box pushed forward to provide room to place and hold the center nut.

The following material is required:

353129	Striker	1 required
353132	Tapping Plate	1 required
5676	Screw	3 required
5500	Lock Washer	3 required
7003	Nut	1 required
3866	Plain Washer	1 required

POOR IDLE — 17th Series

A rough idle or miss at low speed that cannot be smoothed out with the usual tuning operations may be due to an air leak through the vacuum booster pump.

A simple check may be made by disconnecting the tube from the booster at the inlet manifold and covering the opening in the manifold connection with a finger. If the engine now smooths out it indicates that the trouble is in the vacuum

booster and may be due to a leaking cover gasket or punctured diaphragm.

Starting with the 17th series the vacuum booster cover was held by one central screw and a simple ring gasket was used. Oftentimes tightening the cover screw is all that is required. If the gasket has been damaged or has shrunk so that it will no longer seat, a new one must be installed. Never reuse an old gasket. Whenever the cover has been removed, use a new gasket and use particular care to see that it is seated all around.

If renewing the gasket does not stop the air leak, it shows that the diaphragm is punctured and should be renewed.

NEW SERVICE FILM



The second of the 1940 Series of Service Sound-Slide films has just been released and is now being shown by Packard Distributors and Dealers.

It shows John and Sam, two typical servicemen, working out a plan to "Give the Brakes a Break." In doing so they thoroughly review the subject of brake service and you'll get a laugh as they try to outdo each other. They invite you to join them.

Plan now to see "Give the Brakes a Break." Your service manager will notify you of the time and place of the first showing.

Packard Master Servicemen will need the Film Supplement for reference when answering Service Examination No. 2. Ask your Service Manager for your copy.

The Service Training Films are available to every Packard dealer at \$1.50 each, and are used with the same equipment as the Sales Promotion Department's slide films. If your organization isn't getting this up-to-the-minute service information, start today. A letter to Ted Thomas—Service Promotion Department—authorizing shipment is all that is required.

HOUDAILLE SHOCK ABSORBERS

1601 - 1601-A - 1602

Future shock absorber orders for 1938 Models 1601, 1601-A and 1602 will be filled with a new type of "HOUDAILLE."

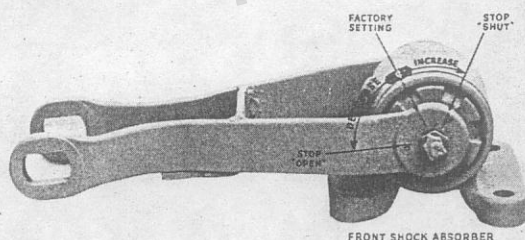
The new shock absorbers incorporate an externally adjustable valve which is set at the factory to meet average driving conditions. In most instances this setting should be maintained. However, further adjustment can be made to increase or decrease the shock absorber resistance. Before making any adjustment, determine whether a softer ride or more control is desired.

Unless the valve has been previously adjusted, the pointer will be directly in line with the center mark on the lever, between the letters "O" (Open) and "S" (Shut). This mark indicates the factory setting. Never turn pointer beyond letters.

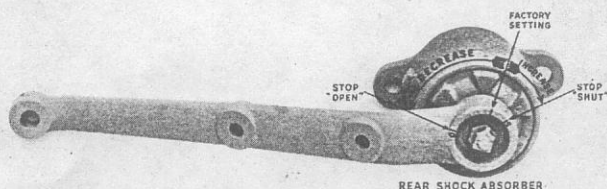
To obtain more control, increase the resistance by turning the pointer clockwise not more than $1/32''$ (half the width of the pointer) from the factory setting mark and toward the letter "S".

To obtain a softer ride, decrease the resistance by turning the pointer counterclockwise not more than $1/32''$ (half the width of pointer) from the factory setting mark, and toward letter "O".

Care should be exercised in the adjustment. The rears are particularly sensitive, since the normal torque resistance is considerably higher than it is on the fronts. Often an adjustment of less than $1/32''$ will give the desired results. Both fronts



FRONT SHOCK ABSORBER



REAR SHOCK ABSORBER

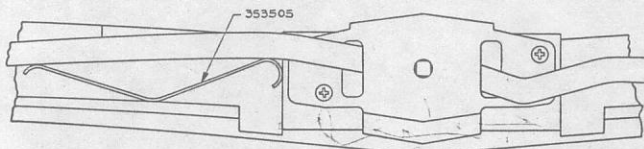
should be adjusted equally and the adjustment on both rears should correspond.

Through the medium of this adjustable valve, it is possible to give the owner the type of ride he individually prefers. After an adjustment has been made, it is well to road test the car before making any further change in the valve setting.

CONVERTIBLE TOPS—18th Series

The automatic top used on the 18th Series car is locked in position on the windshield when the handle in the center of the header bar is in a vertical position.

There have been some instances in which the locking mechanism has loosened in the operation of the car, permitting the top to lift off the windshield.



This can be corrected by the installation of the spring shown in the illustration. The spring holds the rod on the right side in its upper position, and in this position it is extended outward so that it engages with the post at the corner of the windshield. The spring may be installed by removing the trim material and mounting it as shown.

Tops which are now being built are equipped with this spring, and it would be possible to determine whether the top is so equipped by the operation of the locking handle. When the spring is in place its resistance will be distinctly felt in the movement of the handle.

SPARK KNOCK - 1801

In checking a complaint of excessive spark knock in the 1801, first determine the fixed advance. It should lie between 5° and 7° .

If the fixed advance is correct, and if the carbon collection in the motor is normal, excessive spark knock may be caused by the automatic advance in the distributor. The original 1801 distributor carries the symbol IGP4501, and a later distributor with a modified spark advance is now going into production with the symbol IGP4501A.

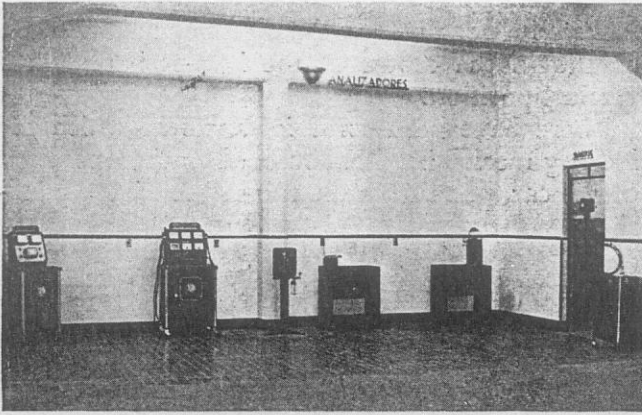
The spark advance in the old distributor may be reduced through the lower speed range by the replacement of the light governor spring. A new spring, Auto Lite No. IGE-29, should be used. This provides the equivalent of the new distributor spark advance.

In the installation of this spring the post to which the outer end of the spring is secured should be in a position to take the slack out of the spring. It can be bent outward slightly if the spring is not under a light tension.

We suggest that if the new spring be installed in any 1801 distributor a prick punch mark may be added after the serial number to indicate that it is in place.

The new spring may be obtained from us or from your Auto Lite service station.

THE FINEST IN SERVICE



In Mexico City and Puebla the O'Farrill Company operates very efficient and very modern service organizations. The very last word in equipment of all kinds is in use, and its operation

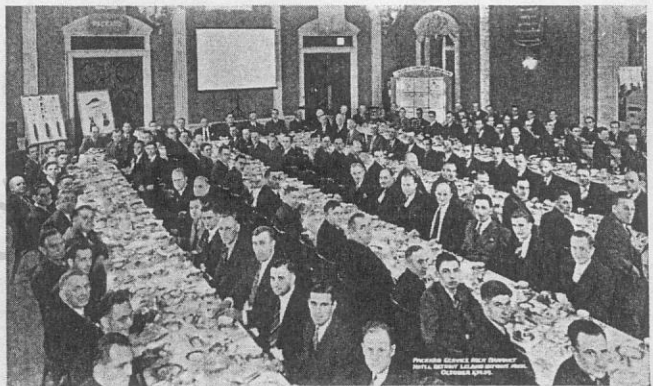


in the most modern type of building is producing a type of Packard Service most pleasing to local owners. American tourists will find a welcome and real service.

DISTRIBUTORS AND DEALERS MEET FOR BETTER SERVICE



KNOXVILLE



DETROIT



CHICAGO

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