

C. R. Smith



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APRIL 15, 1939

OWNER SATISFACTION

During the long, hard pull of recent years, many Service men have lost sight of the intimate, personalized owner contacts, and have substituted a rather hard-boiled "profit" motive instead.

Automobile Service is in a class by itself. A man or woman goes voluntarily, and usually with some pleasure, to purchase almost everything else they buy. Even the customer's approach to the doctor or dentist is entirely different from his feeling and attitude toward the Service Station.

We, who are in the business every day, simply can't (and don't) realize the *inconvenience to a car owner* to have to go out of his or her way to get to the Service Station and from there to all the rest of their engagements or destinations for the day and, perhaps, back again to get the car.

Is it any wonder the owner's humor is not of the best, especially if the reason for the call is some *trouble in the car*?

Then, we could go on and add fuel to the fire by imagining how the owner feels when he fails to find the car ready when promised, some of the work he ordered not done, or the trouble still present in it as he drives home!

On a vacation recently we ran across two close friends from another city. What they said about Service was very interesting because their whole

story revolved around a matter of personalities and things that, to us in the business, with our noses to the grindstone, might seem *very unimportant*.

Both these owners had left their particular service station because they didn't think the dealer "cared about the customers" in the same close, personal way as had previously been shown.

People *do care for personal attention*, honestly given. People, you and I included, *do* patronize the places where we think we are appreciated and get a "*personal touch*."

Something in the last year or so has had a tendency to make a lot of our men less careful, less interested in their work and not too sympathetic with the customers at the very time when the customers, themselves, needed and expected that careful, personal attention the most.

Now this condition still exists, and *you men, who represent the Service leadership of Packard in the Field*, can do a great deal to bring back more of the old-time spirit; and the car owners will appreciate it by giving you their business and in being less difficult to please and more ready to commend Packard cars and Packard Service.

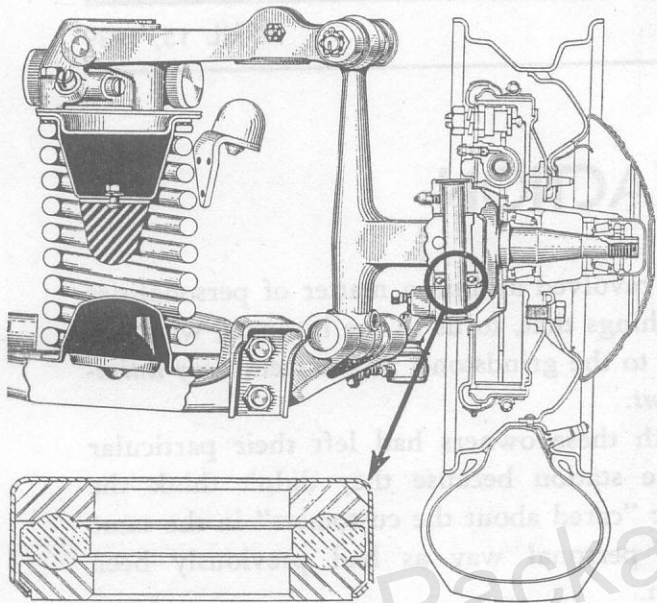
You owner contact men get together and just talk this situation over. *Sell yourselves* to the customer—that's more than half the battle.

STEERING KICK

1700-1-2-3-5

The correction of steering kick was covered in the Service Film and Film Supplement, "A New Line on Packard Wheel Alignment."

If some tendency to kick still remains after these checks and adjustments have been made, a further improvement can be had by installing the export type steering knuckle thrust bearings.



The installation of these thrust bearings will seldom be required if all adjustments are standard, but they may be of value where road conditions are unusually severe or where the owner is unusually sensitive to steering kick.

The export type bearing has a bronze ring between the bearing races instead of ball bearings. The additional friction of this type bearing will make a moderate increase in steering effort, which will probably be noticeable only in slow speed driving.

338577—Steering Knuckle Thrust Brs. 2 req'd

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.

STEERING CRANK PIN

1700-1-2-3-5

To reduce wear and maintain the friction on the steering crank, some detail changes have been made in these parts.

Thick flat washers have been added under the nut and bolt head of the steering crank pin to increase the bearing area on the frame, and the length of the pin has been increased accordingly.

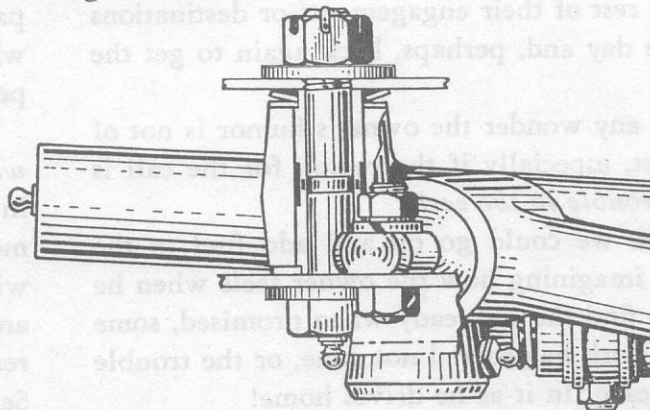
A flat is now being formed on each end of the steering crank pin sleeve to engage a flat in the bore of the thin washers.

When the crank pin nut is pulled up tight it clamps the sleeve between the frame members and holds it stationary so that the crank turns on the sleeve rather than the crank and sleeve turning on the pin.

The spring washer provides a fixed friction drag or preload on the crank. The thin plain washers, top and bottom take the wear.

Lubrication is from the fitting in the head through the pin body and out holes in the pin to the reservoir on the outside of the sleeve. When making the installation of a new pin or sleeve and when servicing a new car for delivery extra care should be used to see that lubricant is carried to the bearing surface of the bushing.

The Service Stores Division will carry only the new design parts. All the new parts will be carried in one assembly number 341162, which will be shipped on orders for old-style steering crank pins, sleeves and washers. Detail parts of the new assembly may be ordered under the following numbers:



338834	Steering Crank Pin	1 req'd
338835	Steering Crank Pin Sleeve	1 req'd
338833	Steering Crank Washer	2 req'd
121265	Steering Crank Pin Washer	2 req'd

DISPLAY YOUR ACCESSORIES



Joe Corker, Accessory Manager of New York, sent in this picture of a display which he recommends to his dealers for the next thirty days. Any Packard Dealer can build a similar display on a table placed in a conspicuous spot. We recommend you follow this plan.

Accessories well displayed are half sold. It is easy to ask the prospect to buy when he has an accessory in his hand or is looking at one on display.

SERVICE MEETING

Date _____ Time _____ Place _____

PACKARD SERVICE TRAINING PROGRAM



USEFUL TIPS for the Mechanic and Service Salesman.
Where to look and what to do for those unusual, hard to find, troubles.



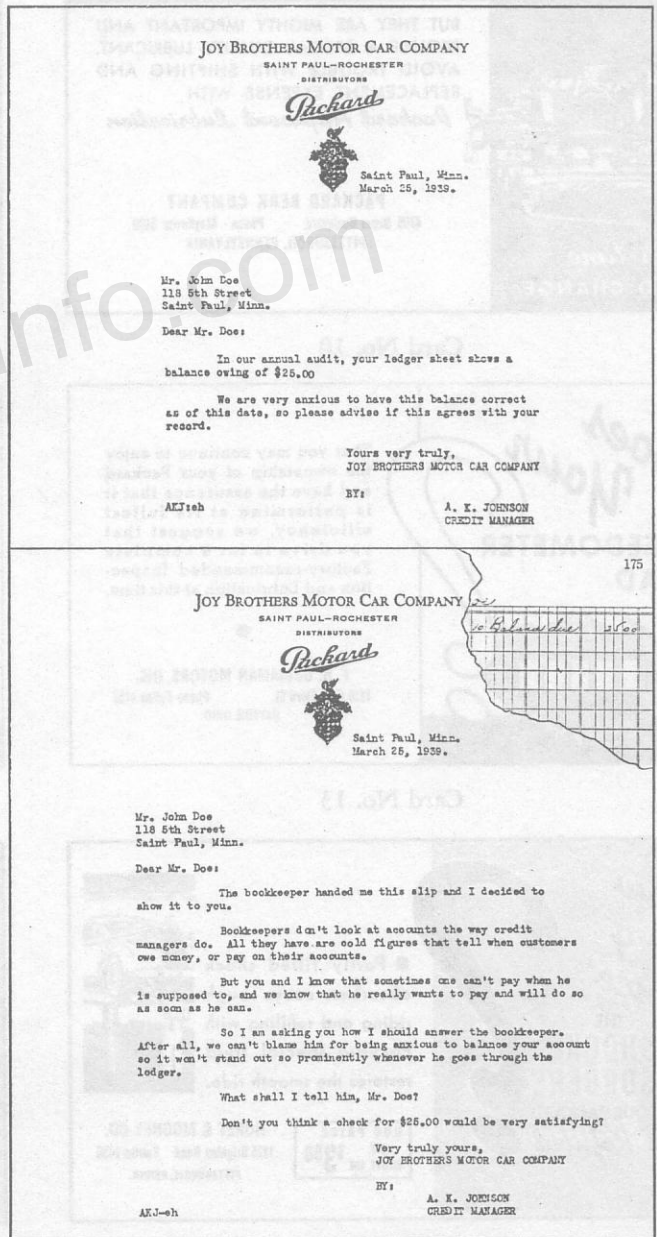
The April Service Training Film is now in the hands of distributors and subscribing dealers. Seeing it will help you do better work in less

time. It shows you the short cuts in locating unusual troubles and tells you how to fix them.

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.

WILL HE PAY?

Collecting bills is a tough job. It's hard on the fellow who is trying to get the money and on the one who has to part with it. The collector who can do a good job without irritating anyone, deserves a pat on the back. St. Paul sends in two letters they have found very successful. Looks like a very good idea to us!



LET THE MAILMAN HELP YOU SELL LUBRICATION

Use these inexpensive, "at-a-glance" stamped post cards to sell your owners on periodic Lubrication service. 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 lubricate 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.

Why?

TAKE CHANCES



**The PACKARD
LUBRICATION-INSPECTION PLAN**

- Costs less than ordinary "greasing." It assures approved lubricants of the correct grade at the right time and place. Including inspection it is a preventive service at a real saving.

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

16

Card No. 16

You can't see all the Gears and Bearings



*It's time
TO CHANGE*

BUT THEY ARE MIGHTY IMPORTANT AND REQUIRE A SPECIAL QUALITY LUBRICANT. AVOID TROUBLE WITH SHIFTING AND REPLACEMENT EXPENSE WITH *Packard Approved Lubrication*

PACKARD BERK COMPANY
4709 Baum Boulevard Phone - Mayflower 5400
PITTSBURGH, PENNSYLVANIA

Card No. 10

You can't see all the Gears and Bearings



*It's time
TO CHANGE*

BUT THEY ARE MIGHTY IMPORTANT AND REQUIRE A SPECIAL HYPOID LUBRICANT. AVOID TROUBLE WITH SCORING AND REPLACEMENT EXPENSE WITH *Packard Approved Lubrication*

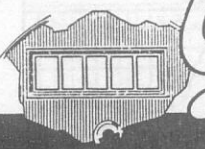
PACKARD BERK COMPANY
4709 Baum Boulevard Phone - Mayflower 5400
PITTSBURGH, PENNSYLVANIA

Card No. 4

Does Your

?

SPEEDOMETER READ



13

That you may continue to enjoy the ownership of your Packard and have the assurance that it is performing at its fullest efficiency, we suggest that you drive in for a complete Factory-recommended Inspection and Lubrication at this time.

F. H. GESSAMAN MOTORS, INC.
1536 East Third St. Phone Fulton 4159
DAYTON, OHIO

Card No. 13

Does Your

?

SPEEDOMETER READ



13

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


Card No. 13-A

How long since

?

THE SHOCK ABSORBERS ON YOUR PACKARD WERE Refilled

- Partly filled shock absorbers cause rough riding and refilling with Packard special fluid restores the smooth ride.



OUR PRICE
SIX EIGHT 120 **\$3.50**

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

Card No. 9

Have you driven

?

YOUR PACKARD 20,000 miles

Universal Joints should be disassembled, cleaned and lubricated each 20,000 miles—worn joints can cause expensive repairs.

SPECIAL PRICE \$4.50



ANGEBAUER MOTOR SALES
206-8 N. Northwest Highway Park Ridge 1073-4
PARK RIDGE, ILLINOIS

Card No. 19