



## SPECIAL NEW BUSINESS FOR JANUARY

We suggest you immediately contact car owners to visit your service station for examination of tires and to have them cross switched, balanced and wheels aligned, also to receive complete information on care of tires.

This will offer opportunity to do any other necessary operations to tune motors, check brakes, clean carbon, inspect and lubricate chassis, change oil, etc.

Contact all owners during January and February when service volume is usually below average.

General Service Manager

**X-ing**  
EVERY  
5000 MILES

THIS means interchanging the right front and left rear and left front and right rear tires, thus changing the direction of rotation. Then balance the front wheels and tires. This equalizes wear, reduces noise and prolongs tire life.

Card No. 20

**Do Your Part** \* \* \*

**Make Your Tires Last Longer!**  
LET US CHECK PERIODICALLY  
for  
OUT OF BALANCE  
OUT OF ALIGNMENT  
X-ING AND INFLATION FOR MORE WEAR  
RUBBER IS VITAL TO DEFENSE!  
JONESVILLE PACKARD CO.  
Jonesville, Mich.  
Phone 0642

PACKARD OWNERS ARE BEST SERVED BY PACKARD

Card No. 28

## WHAT TO USE

Post cards are inexpensive and get business. They go after one item at a time. Use all three and put on a real drive for this timely work. Start talking to customers about today's service needs. Keep your shop filled during January and February. We can get these cards imprinted for you in a hurry. Order by number. They cost \$1.25 per hundred plus 80c for the first 100 of each card. Add 15c per hundred to the card cost of \$1.25 a hundred for each additional hundred of the same card.

**WATCH FOR  
UNEVEN  
TIRE WEAR!**

A little care at regular intervals and a check of alignment each 5,000 miles and the front wheel bearings lubricated at 10,000 miles assures safe driving and saves money.

OUR PRICE \$2.10

**PACKARD ATLANTIC CITY COMPANY**  
405 North Albany Avenue - Phone 5-3240  
ATLANTIC CITY, NEW JERSEY

PACKARD OWNERS ARE BEST SERVED BY PACKARD

Card No. 8



Sealbeam fog lights are efficient in snow, fog, rain or dust. The powerful white light is not reflected back into the driver's eyes, but pierces the darkness ahead and illuminates the road. Their use permits one to travel steadily onward instead of having to wait until after the storm or fog has lifted.

To get the greatest benefit from these lights, connect them in series with the parking lights. This will provide the correct distribution of light for the best results and comply with all state laws.

The winter months, when many people drive to and from work in darkness, offers the best opportunity to sell fog lights. Start a campaign on this item today.

Buy an adequate stock. Ask the public to buy.  
Display all the lights you have on hand.

## AN OLD SPANISH CUSTOM

You have all heard about the importance of building and maintaining good will. Before we hear any more about it, suppose we stop for a moment and find out just what it is, then we will know how important it is and what we should do about it.

The English definitions are all good and you have heard most of them. It might interest you to know that the Spanish term for "good will" is "La llave del negocio." Until we get it into English it won't mean much to most of you. Translated, it says "The Key of the Business."

Many dollars spent on advertising, many hundreds of phone calls, many hundreds of contacts and many years of rendering good service make up this key. It is the key that keeps the doors of the business open.

What you sell must be good. The parts and accessories and labor have to be right or quickly and cheerfully made right. You can't do anything about the "Key of the Business" until what you sell is right. How you sell it and whether you will sell that customer again is largely a matter of how that key is working.

The things we ask you to do on the Service Promotion Program are all for the purpose of helping you keep the "Key of the Business." What are the things you should do?

1. Have adequate interior and exterior Packard signs.
2. Have a registration list of owners.
3. Have and operate a follow-up file.
4. Establish quotas and beat them.
5. Sell Lubrication-Inspection Coupon Books.
6. Have and sell more Packard Parts and use Balance Parts Stock Plan.
7. Display and sell more Packard accessories.
8. Build and merchandise through new departments such as Body and Paint, Motor Analyzing and Lubrication.
9. Have and train apprentice personnel.
10. Keep the place clean, orderly and well arranged.

These are what give you the "key." Don't just check them off and say, "We have all that." Do you just "have" them or is every one of them the best you can get and are they working the best you know how to work them? Have you given each one your full attention lately? Can they or the way they work be improved upon? Check them from this standpoint and see how much better you can make them.

There are other things you can do also. You can find out what the customer wants and do those things. You know he wants:

1. An atmosphere of welcome.
2. A prompt and cordial greeting.
3. Courteous consideration.
4. Punctuality on promises.
5. Protection of his property.
6. Necessary work pointed out.
7. Interest taken in his problem.
8. Expert diagnosis.
9. Good materials used.
10. The job done right.

These are the ten things you must have and they must be kept working right. These are the ten things you must do right all the time. These are what give you the "Key to Your Business." They build and keep "good will." It is owner satisfaction that builds *your* service business.

## SOFT RIDE—19th SERIES CLIPPER

We have had some inquiries regarding the possibility of obtaining a firmer ride for the 19th Series Clippers.

This result can be provided by the use of the shock absorber valves used in the 2003 model, and these can be ordered in the regular way.

The additional control provided by the Super Eight valving also reduces steering wheel fight. We suggest that the valves in question be used both for reducing wheel fight and for meeting complaints on too soft a ride or excessive strike-through of the springs.

## CAST IRON PISTONS—20th SERIES

The 20th Series cars equipped with cast iron pistons are indicated by the suffix "C" or a later letter following the motor number.

If any cast iron pistons are installed in the field they should be fitted to .0015" at the skirt. The piston pins are a light palm-push fit at room temperature. The pistons should not be heated as is the case with aluminum pistons.

## HANDISHIFT LINKAGE

The proper adjustment and inspection of the handishift linkage has been reviewed in the Service Letter a number of times.

If the entire linkage is properly checked and adjusted, a satisfactory result will be obtained but there have been numerous cases where owners have had trouble with the transmission sticking in gear after the condition had presumably been corrected.

Many of these cases develop from a cause which the average service station has overlooked. When the transmission sticks in gear the driver usually makes very vigorous efforts to move the handishift lever into position. When this is done it has the effect of trying to operate both of the shifter forks in the transmission at the same time and the full load is taken by the interlock block which is bolted in the transmission cover between the two shifter fork sectors.

The load on this block may be sufficient to bend the bolt and if the block is not in position the forks, of course, can not operate properly.

It is very important, therefore, to check the transmission cover assembly in correcting a gear shifting complaint. The operation of the levers on the side of the cover should be smooth and without undue resistance. If they do not operate freely and accurately the cover should be removed.

If it is found necessary to relocate the interlock block the surfaces of the sectors should be inspected to make sure that they are smooth. If they

are scored it will usually be found that the block can be shimmed inward toward the center of the case so that the balls and the plunger will operate on smooth surfaces.

In checking the linkage you may find in the case of a 19th Series car that the assist spring is not properly centered. This may cause the linkage to bind or it may have a tendency to throw the linkage over center and thus in itself cause the transmission to lock in gear. The best practice, we believe, will be to eliminate the spring entirely. It is not used in the Clipper models.

Do not forget that the manner in which the car is driven is the most important factor in the proper operation of the linkage. Where trouble persists in spite of the fact that the linkage has been properly adjusted, you should ride with the operator of the car to make sure that the clutch is being properly disengaged. Where the driver only partially disengages the clutch the pedal should be adjusted to get the benefit of all possible travel.

## WHAT DOES THE CUSTOMER WANT?

Another article on handling Packard Service by R. B. Parker, General Manager of Packard-Philadelphia, on the subject of "What the Packard Service Patron Wants."

### A COURTEOUS CONSIDERATION ALWAYS

That we refrain from any word or act of discourtesy goes without saying. Normal gentlemanly demeanor dictates that.

But there is a considerable difference between a negative courtesy and a positive courtesy. Positive courtesy demands not merely the avoidance of discourtesy, but a self-evident personal interest in the visitor, and an apparent desire to go "just a little bit out of the way" to please.

For example: When a visitor comes in and inquires for some particular individual or office, negative courtesy might lead to politely directing the visitor to his destination, possibly by pointing in the general direction, and with the comment, "Right through that door over there." Positive courtesy, however, would suggest escorting the visitor at least to a point where the individual desired could be seen, and if not known to the visitor, a personal introduction to that individual.

When a visitor is observed apparently waiting for someone, to *assume* that he is being attended may not be actually discourteous, but positive courtesy would dictate stepping up and making sure, and offering to be of assistance.

**PUT YOURSELF IN THE CUSTOMER'S SHOES—WHAT WOULD YOU WANT?**

# LUBRICATION INSPECTION PROCEDURE

Experience has shown that, when lubricating automobiles, certain details of procedure, aside from the technical steps recommended in the lubrication chart, are impressive to the customer, save time and steps, insure thoroughness in the job, make errors and oversights improbable and contribute generally to orderliness and efficiency.

We list herewith a few details of procedure, which, if followed in the order suggested, will accomplish these ends, providing, of course, that tools and equipment are properly organized:

1. Always put a seat cover and steering wheel cover in place before getting into car.
2. First drive car on lift before doing any work on it. Do all under-chassis work first.
3. If motor transmission or differential are to be drained, remove plugs and allow to drain while lubricating chassis. If not to be drained, check level of lubricant and replenish, if necessary.
4. Wipe all lubrication fittings. Always start at a certain position, such as the right front, working around the car in a clockwise direction, finishing at the starting point, so that no fittings are missed. Don't forget, the customer appreciates cleanliness.
5. Replace any missing fittings before lubricating the car.
6. Replace crankcase, transmission and differential plugs after filling.
7. Check and inflate tires before lowering car. Inspect tires for nails, glass and other objects which may cause punctures. Notify customer or service manager if there are any breaks in the tire or if there is any indication of poor wheel alignment.
8. Rotate front wheels and check bearing adjustment. Refer to work order: If wheel bearings are to be repacked, lower car to a convenient height (if on a free wheel lift) and repack them. Note: In many shops it has been found that this service can be done more profitably on a floor jack away from the lift, leaving the lift free for other lubrication services.
9. Lower car and put fender covers in place.
10. Raise hood and replenish motor oil. Lubricate all under-hood parts according to lubrication chart.
11. Clean air filter.
12. Inspect fan belt for condition and adjustment. If replacement should be made, notify owner or service manager.

13. Check mileage on oil filter. Suggest new cartridge if required.
14. Check battery water and fill to proper level. *Never perform this service before lifting car.* Any water dripping down the side of the battery may contain acid and damage clothes or equipment. Check battery cable and connections. Tighten if necessary. Suggest replacement if required.
15. Sweep out or vacuum clean interior of car. Empty ash trays and wipe off dash and steering post.
16. Use "Door Ease" on door lock, dovetail, and strikers.
17. Clean windshield and windows. Test windshield wipers and inspect blades. Suggest replacement if necessary.
18. As a final service, test all lights, including stop lights. Call owner's attention to any replacement necessary or notify service manager.
19. Remove fender, seat and steering wheel covers. Check upholstery for grease spots. If any are found, remove with spot remover.

## SMITH LYONS — SEATTLE



NEW LUBRICATION DEPARTMENT



NEW PARTS DEPARTMENT