



## Give the Other Fellow a Lift

“IGNORANCE is bliss.” We never could find any logic in this saying as used in connection with a service station;—“Ignorance is tragedy” would be more appropriate.

It should be the desire and ambition of everyone in the service end of the business to better fit himself for the opportunities that lie before him. It likewise should be a pleasure for all of us to help those in quest of knowledge.

The “grease-hound” of today is the service manager of tomorrow provided that he is determined to learn and that his superiors will aid him by putting in his way the information that he seeks.

It is common to hear a service manager or shop foreman bewail the fact that there are so few good mechanics; yet how far do these same persons go towards developing the men they have or breaking in new men?

Recently we asked a certain shop foreman if his men were familiar with a particular technical letter involving some important changes. His reply was that they were not, as he did not believe his men should see the technical letters.

Would you expect soldiers to win a battle with guns they didn't know how to use? Would you

have a tooth extracted by a dentist who had not yet heard of anaesthetics? Why then do we expect mechanics to become experts when we keep important information from them?

Let us all remember that the service manager doesn't as a rule fix the car—nor the service salesman or the shop foreman—the mechanic fixes it and his qualifications for fixing it depend a lot on the information that the rest of us freely give him.

Certainly—there are some persons who display no willingness to advance themselves; but there are plenty, who do and it is a wanton crime to stifle their ambitions by showing them no signs of encouragement.

Let us encourage our men, from the grease boy on up, to become familiar with our service policies. Let them read the technical letters, service manual and any other literature that will help them to become more valuable to Packard. When they come to us with a question let us be patient in the answer so that they will feel free to come again. In this way and no other shall we build strong service organizations.

Charity begins at home. To better serve our customers let us begin by serving each other a little better.

*If you are not receiving sufficient copies of Packard Service to cover your service organization, notify us and we will send additional copies.*

## It's the Little Things In Life that Count

A VISIT to almost any one of the countless chain filling stations today reveals the last word in the kind of courtesy that warms the heart of the customer.

To make money in the business of retailing gasoline, oil and grease, it is absolutely necessary that volume in sales be obtained. To get the necessary volume in this business means that a large number of customers must be waited upon. In a business so highly competitive, in order to keep and gain customers, *courtesy is imperative.*

A customer drives up to a filling station, orders five gallons of gasoline—and this represents his entire purchase. The profit on this sale is no more than fifteen cents. Now watch what happens:—the windshield and rear window are wiped off—water is put in the radiator—the attendant will willingly inflate the tires—in some cases he will add water to the battery; all of this gratis service on a profit of fifteen cents and done by a man who wears a congenial smile and is generous with such words as, “sir,” “please” and “thank you.”

Do the customers like this service? Do you like it? You bet your life you like it. Why? *Because you see so little of it elsewhere that it is a novelty.*

Remember, these fellows did not sell any cars, but by their actions you would think some of them built them, they appear so solicitous regarding their care. They treat you like a prince for no other reason than they want your future gas and oil business. They are past masters at building and holding good will—they *illustrate* the meaning of service and courtesy.

Now don't you think that we could use to advantage some of the things practised by these fellows. True, there is a wide difference between the wares of the filling station and those of the automotive service station. We cannot pump a carbon and valve job out of a tank; but on the other hand we can and should be just as courteous and just as willing to do those little services which mean so much to the customer.

Why don't we take the short time required to do such little things as to add water to the radi-

ator, check the oil in the crank case, inflate tires when they look as though they required it? Do these things and then attach a card to the steering wheel stating that these items have had attention. When the car is turned over to the owner have someone clean off his windshield, rear window and steering wheel, a most effective act when done in the presence of the owner. Little courtesies of this nature are what create GOOD WILL.

It is easy for a service station, especially a large one, to become too machine-like in its operation—it becomes mastered by cold routine and what is known as the “personal touch” disappears. It is up to those who meet the public, the Service Salesmen, to see that this “personal touch” is maintained at all costs. Our interest in our owners must be SINCERE and it must be DISPLAYED.

The one big advantage that is held by the so-called “alley garage” is that it is small and can maintain an intimate contact with owners easily. We recently asked an owner: “Why patronize an ‘alley garage’ in preference to the authorized service station?” His reply was that in the authorized station he became lost in the shuffle and was made to feel that he was only one of thousands. While no discourtesy was displayed neither did he see much resembling courtesy—he did not feel at home. On the other hand, Bill or Mike at the alley shop seemed to take a keen interest in him and his car. While it was admitted that as a rule the alley shop did inferior work, nevertheless *they made him feel that their one desire in life was to please him.*

We are living in a mechanical age; each year sees new mechanical creations which lessen the labors of life. These mechanical contrivances have advanced civilization by leaps and bounds. More and more will they appear—BUT we doubt that a machine or machine-like routine will ever displace old-fashioned courtesy and personal service.

Our owners, like you and I, are human; they appreciate attention. So in our dealings with them let us remember—IT'S THE LITTLE THINGS IN LIFE THAT COUNT.

## How to Please the Owner?

1. When he drives into your service station, make him wait ten or fifteen minutes before waiting on him. This gives him plenty of time to get in a good humor.
2. Greet him by saying "What-da-ya-want?" This will create a good impression.
3. If all his car needs is a carbon and valve job sell him a complete motor overhaul. He will feel grateful to you for showing him how to spend his money.
4. If you notice anything wrong with the automobile that the owner is not aware of, don't be foolish and tell him about it. Let him learn to find these things out for himself.
5. If the shop can have the car ready at 5:00 p. m. promise it for 2:00 p. m. The owner delights in standing around a few hours waiting. Furthermore this gives him an excellent opportunity to express to other owners his appreciation of your service.
6. Be sure that the shop does not put any covers over the fenders or upholstery. If you don't get a lot of grease on everything, the owner won't think you worked on the car. Be sure to get plenty on the steering wheel as this is sure to please him.
7. Don't inspect the job after it leaves the shop as this would be an insult to the shop and would prevent a comeback. If we are to keep the shops busy the owner should be compelled to come back at least three times before the trouble is cured.
8. Don't try to pattern after the filling stations where they are so dumb that they will inflate tires, water the radiator and do other little services free; it is such places as these that are spoiling the public.
9. Stick to the plumber, carpenter, bricklayer and others who perform all work on a time-and-material basis. Working on this basis, it will pay you to have dumb mechanics who take a long time to do a job; so fire all the fast men you have. Flat-rates or Standard Prices make it necessary to maintain efficiency in the shop. And who wants efficiency these days?
10. If the owner was given to understand that the bill would be approximately \$10.00 be sure that it is at least \$25.00. Let him find out what the word "approximately" means.

Follow these rules and increase the sale of automobiles by—YOUR COMPETITOR.

—Mike McKanic

## Regrinding Cylinders

- Q. When is it necessary to grind a cylinder block and fit with new pistons?
- A. When the walls have either become scored or have worn so that an excessive clearance exists between wall and piston.
- Q. How deep must a cylinder be scored on a Six or Eight to forbid grinding?
- A. If it becomes necessary to remove stock more than .015 of an inch the block should be returned to the factory in exchange for a re-ground block as the Hutto grinder is not intended for use when an excessive amount of stock is to be removed.
- Q. How much should a cylinder be worn to make grinding and fitting new pistons advisable?
- A. If the bore tapers more than .004 in the entire length of the bore. If the cylinder is out of round more than .003.
- Q. What is the most accurate way to measure a cylinder bore to determine extent of taper and out of round?
- A. We firmly recommend the use of a cylinder dial indicator gauge in preference to an inside micrometer, as it is very easy to get a mis-reading with the latter unless handled by one who is an expert in its use. The dial indicator gauge is also very convincing to the owner as he can readily see the variation in the bore down to one thousandth of an inch.
- Q. What does the factory recommend for grinding cylinder blocks?
- A. After a great deal of investigation the Hutto

grinder was found to be the best for use in Packard Service Stations, Tool Number S. T. 628—Price \$55.00.

Q. What points should be observed to obtain the best results with a Hutto grinder?

A. We will only give a few of the most important instructions as full details for proper operation are given in a booklet entitled, "Profit from the daily grind."

If you do not have this booklet let us know and we will gladly send you a copy. Do not forget the following instructions in connection with the Hutto grinder:

1. Do not let the grinder run free in the bore as this causes the stones to glaze. When running free the grinder will sing—when working properly it will groan; therefore *make it groan*.
2. Use plenty of kerosene—should have a constant flow of at least  $\frac{1}{8}$ " while grinding.
3. With the Hutto grinder comes a set of finishing stones (120 grit). For heavy and faster work, there are also coarse stones (80 grit) and rough stones (36 grit). These last two mentioned stones are each \$10.00 a set.
4. For enlarging a cylinder bore only .003 to .005 use finishing stones (120 grit) that come with the grinding outfit.
5. For enlarging a cylinder bore .005 to .010 use the coarse stones (80 grit) for taking out stock to within .002 of the desired measurement, then finish up the job with the finishing stones (120 grit).
6. For enlarging a cylinder bore .010 or more but less than .015 use the rough stones (36 grit) for "hogging" out stock to within .003 of the desired measurement, then finish up with finishing stones (120 grit).
7. If all bores are to be ground, use the largest bore as a standard and grind balance of bores to this same size.

Q. What precautions should be taken to prevent abrasive material (grit, dirt, etc.) getting into bearings and other working parts?

- A.
1. Crankshaft and bearings should be carefully wrapped with wet rags before starting the grinding operation.
  2. After completing the grinding operation see that the cylinders and the pistons are washed

with kerosene and then blown off thoroughly with air.

Q. What steps should be taken to insure uniform piston fits?

A. Be accurate in your measurements. Don't guess at the oversize pistons required. Allowing for proper clearance select the proper size pistons. (See Packard Service Vol. 1, No. 2 for alloy pistons and fits.) Pistons for Sixes and Eights come in eight sizes, each size being distinguished by a color.

Standard—White	.015—Dark Green
.003 Oversize—Brown	.020—Dark Red
.005 Oversize—Lemon	.030—Black
.010 Oversize—Dark Blue	.045—Light Green

Q. If the block has been removed what should be watched carefully in reassembling?

A. To see that the block *lines up perfectly* with the crankcase, otherwise oil will be sure to leak from behind the valve cover plates. Also be sure that the cylinder base nuts are *tight* for a lot of money has been spent taking up supposedly loose bearings when the trouble was a loose cylinder block.

Q. After the job is completely assembled what should be done with it before turning it over to the owner?

A. With fresh oil in the crankcase and one quart of oil to five gallons of gasoline in the tank, the motor should be jacked in. Although opinion varies greatly on the time that should be taken for running in, we believe that the time should be between six and ten hours, depending on the stiffness of the motor. A ten to twelve mile road test after jacking in the motor will give a good idea of its condition. If the motor is free enough the oil should be drained and replaced with fresh oil before turning it over to the owner.

Q. What instructions should be given to the owner?

A. He should be told to add one quart of oil to each ten gallons of gasoline for the first 1500 miles. (In cold weather one quart of oil to each five gallons of gas). The car (due to its reconditioned motor) must be driven at a speed not to exceed thirty-five miles per hour for the first fifteen hundred miles and that it is not advisable to drive too slowly.