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Don't Send Them Elsewhere

WE recently read an article which stated that one dealer received only 48½ cents out of each dollar that his customers spent for the maintenance of their cars. The other 51½ cents went to the outside grease racks, battery stations, tire and tube stores, wash racks, paint shops, brake relining stations and other places.

As the author aptly put it when speaking of the owner. "He is advised to take his battery to the north end of town, his flat tire to the south end of town, his car washing to the east end and his paint job to the painter in Hogan's alley down by the viaduct."

How true this is and what a dent it makes in profits. The success of the department store is due to the large variety of merchandise offered under one roof. On the other hand many service stations devote a lot of time to directing customers to other places where they can spend their money.

It is very annoying to the owner to be told that he must go there for this, and there for that. He expects when he buys a Packard that the Packard Service Station will take care of his car whether it is battery, speedometer, generator or horn trouble that he may experience. To him the Packard car is one unit for which the dealer is responsible.

We are well aware that a large number of service stations cannot afford to maintain a paint shop, battery department, and general electrical repair shop. There is not enough work, in the smaller communities, to justify the investment and overhead that these divisions may require.

However, we do not believe that the small service station should send the customer else-

where to have his work taken care of; in fact we consider this bad business. It gets the customer in the habit of "shopping around."

Most battery stations, electrical shops, paint shops and body shops are glad to come to a "working arrangement," with the service station, whereby a discount is given for all work turned over to them. The correct policy is, as we see it, for the service station to take the car in and handle these transactions for the owner, thereby relieving him of the necessity of going to several places for maintenance.

When the owner is compelled to go "shopping" around for paint, battery, body, electrical and other work he soon learns to shop for greasing, washing, brake relining and other revenue producing items which should be handled by the service station of the dealer who sold him the car.

When this occurs two things are lost. First, the necessary and valuable owner contact which is so vital to subsequent new car sales. Second, the profit on the material and labor (even if it is only a ten percent discount allowed by the specialty shop.)

While you may not have a battery department there is nothing to hinder you from trying to sell the owner a new one if you learn from the local battery shop that the old one is beyond repairs; the same applies to tires and other accessories. However, it's a cinch you are not going to make a profit on these and other things if you encourage your customers to go elsewhere instead of allowing them to deal with you.

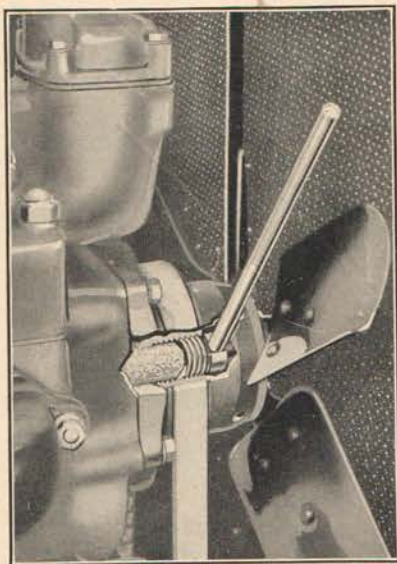
Why not adopt this slogan. "If we can't do it here we will get it done somewhere else."

"Better Service Means More Car Sales"

626-633 Water Pump

THE construction of the 626-633 water pump differs from the construction which has been standard on Packard vehicles since the 116 model. The new design is more compact and at first glance you may be in doubt as to how to proceed to tighten the gland packing nut when eliminating water leaks.

This is accomplished by inserting a round bar through one of the four holes in the water pump fan pulley, rotating the fan until the end of the bar registers with a slot in the packing nut and then turning fan slowly in opposite direction of fan rotation until the gland nut is pulled up snug against the packing. This gland has two slots directly opposite each other and it may be necessary to rotate the fan nearly half way around before the end of the bar registers with a slot in the gland nut.



Following are instructions for repacking 626-633 water pump:

1. Remove radiator, fan assembly, and water pump.
2. Remove water pump impeller.
3. Press out water pump shaft.
4. Remove water pump gland nut and all of the old packing.
5. Insert a smooth piece of round stock $\frac{5}{8}$ " in diameter, 6" long through the pump bearings. Wind 18" of water pump packing, approximately $\frac{1}{4}$ " thick, around this shaft in a clock-wise direction.
6. Force the packing into the gland and screw in the gland nut, leaving the round metal piece extending through it. This should be pressed out at the same time the water pump shaft is pressed in.
7. Replace the pump assembly and tighten the packing nut by rotating the fan hub with a $\frac{5}{16}$ " punch fitted into the gland nut slot.
8. After tightening the gland nut, adjust the fan belt. Replace the fan and radiator assembly.

Cleaning Radiators

DO you ever have trouble with clogged radiators? Do you know that it is possible to save some radiators that you may have been considering as good for the scrap heap? We recommend that you read Technical Letter 1844 again and also become familiar with the following which was received from John Sickinger, Vice-President and Service Manager of the Fonda Motor Car Co., of Syracuse, N. Y.

"We find that when a radiator has been in service for quite some time and gives the owner trouble by over-

heating, our special cleaning outfit will not always do the job of restoring good circulation.

"In cases where this outfit has failed, we have done the following additional work and to date, have been successful in every case.

"We first flush out the radiator, per Technical Letter No. 1844. We then lay the radiator face down, leaving the top and vent tube still plugged. We then pour into the radiator through the bottom tube, a solution of boiling hot Test X Oakite and water ($\frac{3}{4}$ lb. of Oakite to 12 qts. of water). We let this set as a rule over night, and the following morning, the radiator is flushed out, as per Technical Letter No. 1844.

"This does a real job of cleaning and as a matter of fact, we have reconditioned three radiator cores that we were going to throw away as junk.

"The radiators can also be tested for circulation by laying them face down with the top and vent tube plugged (the radiator must, of course, be cold), then pour the radiator full of hot water and by passing your hand over the radiator core, it is possible to feel the cold spots. This, of course, shows where the hot water is not circulating. When we find cold spots, then we give them the Oakite treatment."

Motor Connecting Rod Installation on the 626-633 Model

ON Page 80 of our preliminary parts catalog you will find listed:

Pc. No. 158647—Motor Connecting Rod and Bushing Assembly—Right

Pc. No. 158648—Motor Connecting Rod and Bushing Assembly—Left

model 626-633.

You have, undoubtedly, looked at the notations "Right" and "Left" and wondered what it was all about. Both the above rods are made from the same forging, the only difference being that the piston pin bushing (piece No. 158222), is offset in opposite directions. In the rod for No. 1 cylinder the bushing is offset $\frac{3}{32}$ " toward the front of the block, i. e., the bushing projects beyond the boss of the forging on this side. In No. 2 cylinder the bushing is offset toward the rear of the block. No. 3 toward the front, etc.

Connecting rod assembly, piece No. 158648, is to be installed in cylinders No. 2, No. 4, No. 6 and No. 8. Piece No. 158647 is to be installed in the remaining four bores. When assembling in the motor, care should be taken that the bleed hole in the crankpin end of the rod is on the side away from the camshaft.



The Stock Manager believes that if the shop had its way it would soon have the entire factory stock of parts on hand.

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Doesn't it make an owner happy when he takes you out to show you a squeak or rattle and it has disappeared only to return when he leaves you?

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In the eyes of the Shop Foreman, blessed is the mechanic who can take a job and turn it out RIGHT without asking a lot of "goofy" questions.

* * * *

It's a wise service salesman who knows when to let the customer talk without interrupting him.

Packard - New York's Service Sextette

AT last we are successful in being able to present the boys who guide the destinies of Packard Service in the "Big Town."

Two service stations are represented, one of which, located in Long Island City, is the largest of all Packard service stations. The other is on Sherman Ave. in Manhattan and is no baby in size either.

These two stations employ 400 persons, all of whom are engaged in the business of serving his Highness The Packard Owner. Some people are inclined to think of New York City as a cold and heartless place where, as far as business is concerned, all traces of warmth and friendship are entirely absent. We do not believe this and as far as Packard Service there is concerned we know positively that such is not the case.

In spite of the big volume of repair work handled, Col. "Jim" Florida and his crew have been highly successful in maintaining that spirit of friendliness and personal interest which, in the eyes of the owners, is such a necessary part of good service.

In the following paragraphs the dates signify the year that each man cast his lot with Packard. From left to right we have:

Emil J. Svoboda (1916), in charge of Service Sales at the Long Island plant. (Note resemblance to Gene Tunney.)

S. T. (Bill) Spargo (1920), in charge of Service Sales at the Sherman Ave. plant.

In Emil and "Bill" we have the counterparts of Alphonse and Gaston as far as courtesy and politeness are concerned. Many are the "infuriated" owners who have become "smiling Cherubs" when disarmed by the smiles of the "happiness boys."

The next gentleman is A. F. Lackington (1915), who has charge of the Long Island service station. Blessed with

an abundance of sunshine in his soul Fred can stand a lot of grief without its affecting his sunny disposition. The task of keeping the wheels turning at the big L. I. plant is no easy one but Fred does it and gets an immense kick out of the job. No matter what happens "he comes up smiling."

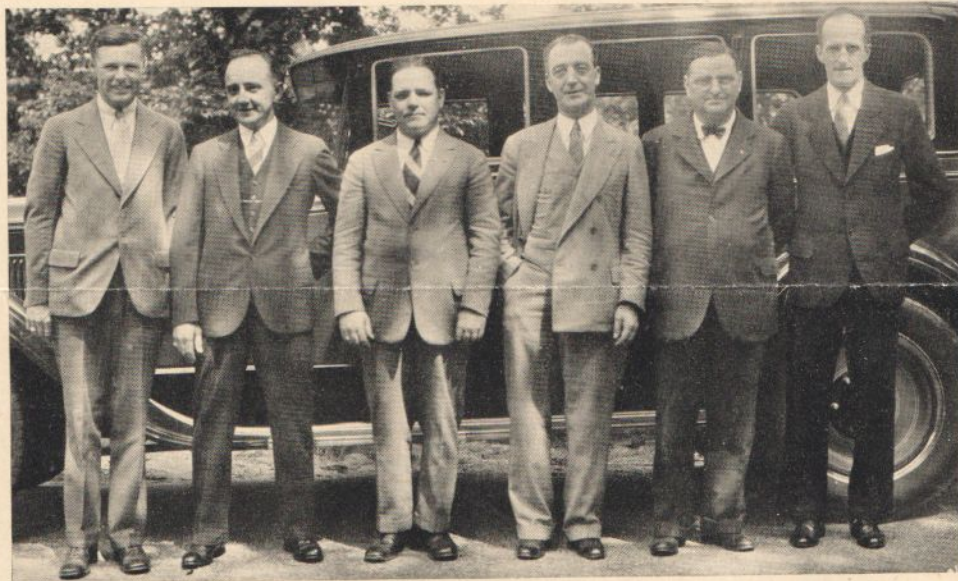
Next we have Colonel J. W. Florida (1919), who as General Service Manager is directly responsible for the operation of the 6 company owned service stations. It is also up to Colonel "Jim" to keep his eyes on and assist the 73 dealers' service stations. "Jim" is a natural born friend maker and knows how to keep the "family" pulling together. To say anything against him, to one of his men, would be a quick way to commit suicide because all of his "boys" swear by him, not at him.

C. E. Anderson (1925), Service Manager of the Sherman Ave. service station is the next gentleman. "Andy" is a born organizer and a mechanic of no mean degree. The cleanliness and orderliness of his plant are a delight to the eye. Aside from the automobile business

"Andy" dotes on building radios and while we have heard many different sets we have yet to hear the equal of the one that we heard in his house and which was built by him.

And now we come to D. E. Kelly (1911), Manager of the Parts Department. When you consider that his Parts Department handles one-

fifth of the entire factory output of spare parts you can realize his job is a big one. However, it is no bigger than "Dan" who has been "getting results" for a long time. All of us have our failings, however, and "Dan's" happens to be his mistaken idea about his singing. Let us close by saying that as a singer he is a wonderful Parts Manager and also some pumkins as a ship-builder.



New Service Literature

BY this time you should have in your possession the following new service literature.

Temporary Parts List with Prices for models 626-633-640-645.

Price Book No. 19 covering latest parts prices for all models.

September 1, 1928 edition of the Accessory Catalog. New Standard Prices for operations on "Six" and

"Eight" models prior to the new "Eight" models.

New Standard Prices and Specifications for models 626-633-640-645.

New Standard Sizes and Adjustments for all "Six" and "Eight" models.

Dealers who have not received their quota of this new service literature should apply for same from their distributors. Distributors should apply to the factory. Be sure you have it.

A Challenge

E. L. WIMMER

Field Service Representative—Packard-Chicago

IN the majority of our smaller service stations the first fundamental of good service is sadly lacking, in spite of the fact that barrels of printer's ink together with reams of paper have been used in its behalf. It can be applied to almost every phase of service routine as well as to the general appearance of the station. It is known as cleanliness.

You will agree, Mr. Dealer, that the impression made upon your new car owner, the first time he drives into your service station, will have an important bearing on your future business dealings with him.

Will he see a bright, orderly room, walls painted, floor reasonably clean and a smiling service man attired in a clean duster advancing to greet him? If so, his confidence and his good will are still yours. He will realize that it all spells clean, efficient mechanical work.

Or will his vision disclose a dingy, dirty, disorderly room, pools of oil on the floor with a filthy service man prowling around in the gloom like an evil spirit?

What impression will this picture leave? Will the confidence and good will you gained when you sold him his car be retained? Could you make him believe that clean, efficient work could possibly come from that shop? You know the answer.

Mr. Dealer, if you really believe that *good clean service makes more car sales* and are overlooking this first important fundamental of good service, you are simply building up a formidable wall of future sales resistance to climb over, to say nothing of a lot of present service grief.

For your own personal gain step into your service department, Mr. Dealer, and take a good look around. Then step out along your motor car row and take a peek into the service stations of certain friendly enemies who are enjoying good business. Make a mental comparison.

You may get a surprise. If you do, you will know what course to pursue upon your return. Your pride in being the Packard dealer in your community should certainly prompt you to place your establishment on at least an equal basis with your competitors in the struggle for business.

Mighty plain language, you may think, but if there is any doubt in your mind, accept the challenge. Go through with it and proceed to reap the benefits.

626-633 Fan Belt Change

MODEL 626 and 633 cars are equipped with endless rubber belts, piece number 163405. To replace one of these belts it is necessary to remove the radiator, fan and damper.

In case the owner cannot wait for this change to be made it is possible to install a Link Type belt which of course does not require the removal of the parts mentioned above. The piece number of this belt is 110968. In either case the price of belt and installation is the same. We carry both in our Factory Parts stock.

Now Come the Bouquets

WHAT ONE THING MORE THAN ANY OTHER LED YOU TO BUY A PACKARD?—

Packard Questionnaire.

MERCHANT, NORFOLK, VA. "The good service of the local dealer. I liked the——but the service of your dealer is better."

Brother Wilcox, we salute you.

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PHYSICIAN, NEW YORK, N. Y. "Excellent service of former cars. Courteous and efficient service received at Long Island City. My past experiences both at Broadway and in Long Island City have helped to keep me using Packards."

Jim Florida and his boys get the credit for this sale.

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BEAUTY SHOPPE OWNER, BROOKLYN, N. Y. "From things told me I understood Packard Service was economical and trustworthy; I have since found this to be true. Service, after all, is what must be considered when buying a car."

This looks like we would have to give Packard-Brooklyn a permanent wave.

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CONTRACTOR, WHITTIER, CALIF. "George Kratt, your Service Superintendent, has been such a booster and has given me such perfect service on my other Packard that I simply had to repeat."

George, your understanding of Service is perfect. Our derby is off to you.

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UNDERTAKER, LOS ANGELES, CALIF. "I would like to state that the service rendered by Earle C. Anthony, Packard Distributors, could not be improved."

We can hear Frank Randall say, "At last the truth comes out."

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WALL PAPER JOBBER, CHICAGO, ILL. "Because we have had Packards in the family for the last twenty years. Also the Chicago 37th Street service station where you receive personal care for your needs with a smile."

"Pete," "Vic," "Max" and "Rudy" will now sing, "There are smiles that make you happy."

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INSURANCE REPRESENTATIVE, HARTFORD, CONN. "Touring car gave complete satisfaction. Have had splendid service at the Hartford service station. Would only buy a car where good service was assured."

And now three rousing cheers for the boys in the Hartford service department.

We Welcome Suggestions and Inquiries from Packard Service Men
Address All Communications Care Editor, Packard Service Letter