



VOL. 2 No. 20

OCTOBER 15, 1928

## Our Challenge to You

**"ASK The Man Who Owns One."**

Not a foolish boast about how good we are or idle "braying" about our product but a direct invitation to the prospective buyer to go and consult the man who already owns the product. Think hard and see if you can recall a more fearless slogan, a greater challenge in all the advertising of the industrial world. More than two decades brings no regrets concerning the use of this most famous of all slogans. As a sales asset it is priceless.

It is also a direct cause for extreme vigilance on the part of the entire factory organization because with it always before the eyes of the public we must, at all times, be in position to feel that the challenge will not have a boomerang effect.

Recent years have brought about changes in the buying habits of the automobile public. People have come to realize that the facilities for maintenance of the car are almost as important as the car itself. They are now prone to inquire about the service department as well as the car.

Of all sad sounds this is the saddest. "The car is all right but the service is rotten." Whenever that statement is made it is a comparatively safe bet that a sale is lost.

Therefore you boys in the Service Field also have a tremendous responsibility in connection with the safeguarding of the Packard slogan. It is really a fifty-fifty responsibility between yourselves and the factory.

As a running mate for the Packard slogan we should have this one.

"Ask Our Owners About Our Service."

Could you—would you—dare to use this slogan?

Just suppose that in tonight's paper you were to make this challenge to the people of your city. Would it be safe or would it prove harmful and embarrassing?

Do you think, when asked, the big majority of your owners would give your service department a "clean bill of health?"

If so then you have little to worry about because you have a powerful sales-getter at your service. *But why not let the world know about it?*

If you are afraid to refer prospects to your owners with regard to service—well that's another story.

A three-masted schooner trying to get under way, dragging the anchor of a "Lusitania," is in no worse shape than a new-car sales department trying to operate with the mill-stone of a poor service department tied around its neck.

In the face of present vigorous competition for business we must make use of every sales weapon we can procure. Good service is a powerful ally to advertising and salesmanship. When fully developed it is more effective than either.

The time is not only coming—IT IS HERE—when the service you render is a hindrance or an aid to your success.

Therefore we challenge you to adopt a new running mate for the Packard slogan and to broadcast it in your community.

**"ASK OUR OWNERS ABOUT OUR SERVICE."**

## "Better Service Means More Car Sales"

## To "Free-Up" Hard Steering

Occasionally we hear of cases where the attempt to adjust the steering mechanism and tighten steering connections results in a complaint from the owner that the steering is too stiff.

The job is then returned to the shop and a different mechanic from the one who made the adjustments is given the job of "freeing up" the steering.

It is common for the mechanic to proceed in a blind way loosening this and that adjustment not knowing when he has corrected the fault. The correct procedure in a case of this kind is as follows.

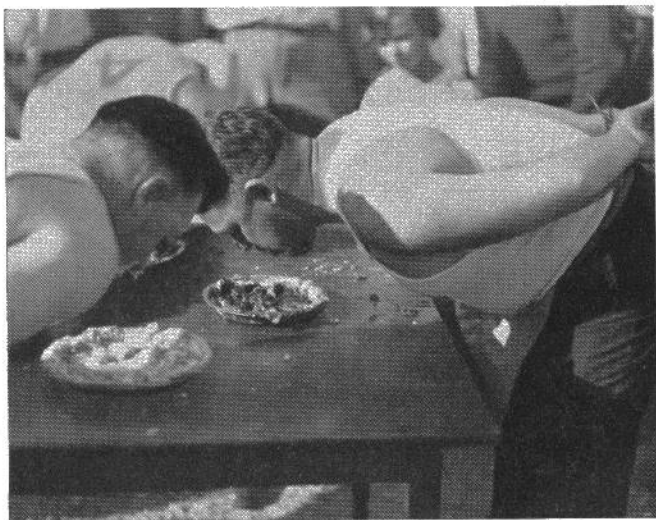
First raise the wheels off the floor. Next take an ordinary pull scale preferably one which registers to only 25 pounds. Hook the scale to spoke in steering wheel near outside rim and pull at right angles to rim of wheel and note the number of pounds it takes to turn wheel in each direction. Next back off one adjustment at a time and after each adjustment try scale pull to see if any correction has been made. The tightness may be in several different places so the thing to do when an adjustment does not better conditions is to set that adjustment back to its original position and move on to the next adjustment.

After all adjustments and connections have been checked then loosen bolts in frame and body which hold the steering column and check for bind.

When a pull of six to eight pounds is obtained the steering will be found satisfactory but if the pull, is over the latter figure there is still chance for improvement.

The idea behind all this is to check each change as it is made thus avoiding the making of adjustments after the trouble has been corrected. The average mans sense of "pull" is not accurate and the pull scale leaves nothing to guess at.

## This Is "Pie" for Jack



Yes children this is Jack Harrison hard at work instructing Service Men how to make adjustments on Packard cars. Jack knows his "stuff" so well he does it with his hands tied behind him. This "session" took place at the Packard-Albany Field Day Outing. Covering himself with glory and pie (or is it 600W) Jack easily took first prize.

## Packard Service Letters

At the recent Service Convention no less than five Service Managers reported to me that they were not receiving the Packard Service Letters.

I know that every distributor and dealer receives them so am unable to understand why they are not delivered to the Service Manager for distribution to his men.

There is nothing contained in the letters that is of a harmful nature but, on the other hand, there is much information that will make your service problems easier to solve. The letters are not the ideas of one man sitting behind a desk here at the factory inasmuch as a large portion of the material is gleaned from Packard Service Stations scattered throughout the country. In reality the Service Letter is the clearing house for beneficial ideas coming from all sources.

We again wish to repeat that we shall be glad to furnish enough of these letters for every individual in the distributor and dealer organization who will actually read them but we naturally do not want to print and mail a large quantity of matter that is relegated to the waste basket.

J. F. PAGE,  
General Service Manager.

## It Can Be Done

We wonder how many Service Managers and their Bosses read the article "Good Bye Bad Debts," in the Packard Service Letter, Vol. 2 No. 17, and then drew a heavy sigh and said, "A wonderful plan all right but it couldn't be done in this town."

Don't fool yourself. The American people are pretty much the same no matter what part of the United States they call "home sweet home."

Different dialects and customs to the contrary—the "cash basis" method of operating a Service Department has been successful *wherever it has been given a thorough trial.*

To mention a few Distributors now operating on the "cash plan" we find:

New Orleans, Birmingham, Atlanta, Memphis, and Charlotte which are typical southern cities.

San Antonio and Tulsa which are southwestern cities.

Chicago and Cleveland which are representative of the North.

Des Moines, a middlewestern city.

The Packard Distributors in the cities given above are operating *successfully* on the cash plan. They wouldn't go back to the old credit method of doing business.

Honestly now, what is there about your owners that is so different from their's.

The sound of money in the till is a whole lot more musical than figures under "accounts receivable."

Think it over again. It can be done.

## 626-633-640-645 Service Manual

Have you received the new Service Manual for the 626-633-640-645 cars, as covered in General Letter G-995 dated Sept. 11, 1928.

From the amount of orders received here at the factory it is evident that many dealers have not as yet received their copies.

The new manual includes Standard Specifications and Prices and is well indexed.

The price is \$4.00 net. The book is an indispensable aid in giving proper service on the new model cars. If you haven't ordered your copy yet please do so now.

## Piston Markings

As the majority of you service men, undoubtedly know, machine-made articles are not held to flat dimensions but, instead, a permissible limit is specified on the blue print to allow for variations which are bound to occur whenever the human element is a factor.

In our piston manufacture, we mark these variations in size for the benefit of the men making the selection to fit the cylinder bores and these markings will also be of assistance to service men in selecting properly fitting pistons.

We have recently changed the Service Division method of marking manufacturing variations in piston sizes to conform with the system used in the Car Manufacturing Division.

This code which now applies to all alloy pistons, both standard and oversize, is as follows:

"C" indicates the piston is to the exact size for its respective piece number as shown in the Parts Catalog. For example when a piston bears a piece number that specifies a certain size piston, such as .005 oversize, the letter "C" indicates it is exactly to this size.

"B" indicates .0005 under the "C" size.

"A" indicates .001 under the "C" size.

"OA" indicates .0015 under the "C" size.

"D" indicates .0005 over the "C" size.

"E" indicates .001 over the "C" size.

"4" indicates .0015 over the "C" size.

"5" indicates .002 over the "C" size.

The above markings will be found stamped on the outside top surface of all alloy pistons.

We might mention that pistons are furnished in Standard sizes and also .003, .005, .010, .015, .020 .030, .045 oversize dimensions with the variations in each size being governed by the code symbols given above. The different sizes of pistons can be distinguished by the following colors:

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

## Make Order Definite

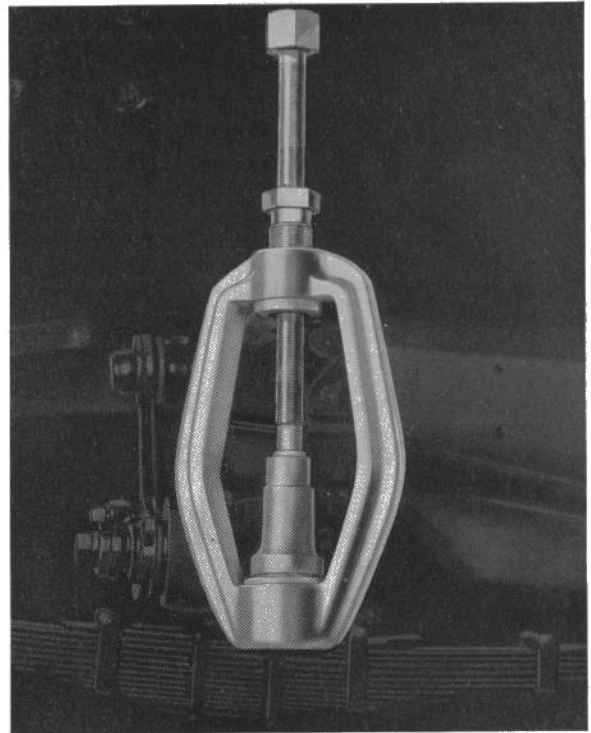
Sometimes an owner will request that a dent be removed from a fender. He may have in mind a particularly large dent and is not concerned with another small one at the other end of the fender. A flat price is set to cover the removal of one dent and the car is sent to the shop. The "ding-man" then proceeds to take out all the dents and goes far over the flat price. To prevent misunderstandings, of this nature, write the order as follows.

*"Remove dent as indicated by chalk mark."*

## Posters

Did you put up the posters referred to in the last Service Letter on page 4? Your owners will enjoy reading them, particularly "poster A." If you haven't already done so, don't waste any more time but hang these posters up in a conspicuous place in the Service Department where all your customers can see them. It's time the world found out the truth.

## Steering Knuckle Pin Puller



It is no longer necessary to remove the front axle from Bendix Brake equipped cars to replace the steering knuckle pins when they become worn or pitted.

ST. 704 Steering Knuckle Pin Puller, a new tool which we have just developed, pushes out the old pin and pushes in a new one while the axle is still on the car and requires but one man to operate it.

These tools are now in stock and may be ordered through the Parts Department under Special Tool number ST704 at \$14.25 each net.

## Legal Pointers

Here are two legal points which apply in some States, which you should know about and determine whether they apply in yours.

You cannot legally hold the automobile owner responsible for any repairs or material ordered by anyone other than the owner unless such person is an authorized agent of the owner. You cannot hold his car and if he refuses to pay the repair bill your only chance is to collect from the person who ordered the work or material.

This should be remembered in cases where different members of the family or the chauffeur orders work or material. If the charges are going to amount to very much be sure to get authority from the owner.

Another point is this. A car is held by a dealer for a bill of repairs performed on it. A financing company holds notes or a conditional sales contract against the same car and these notes or contract (chattel mortgage) have been recorded. The "owner" who ordered the repairs (unknown to the financing company) decides to give up the car and pays neither the repair bill or notes held by the financing company. The financing company can get possession of the car as it becomes their property in default of payments. The dealer would lose the amount of his repair bill.



## Universal Joint Shafts

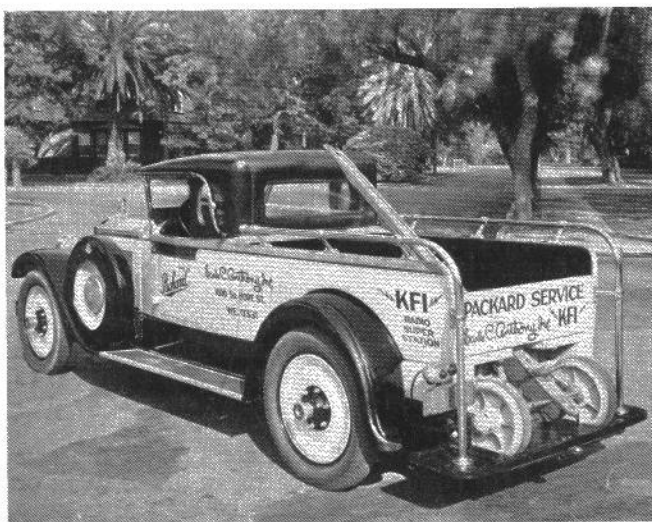
As we have recently added new piece numbers to our Service Parts List covering universal joint shafts for the new cars, we are issuing a revised list showing the dimensions for all the Mechanics Universal Joints carried in our Service Stores.

We show overall dimensions from outside edge of driving flanges of the complete assembly and length from the center of bearing journal to the far end of the spline for the shaft.

The models 126-226-136-133-233-143 were originally equipped with Spicer Universal Joints but the improved Mechanics joint assembly is interchangeable as a complete unit. Consequently, we are showing these models in the chart below:

Model	Assem. No.	Length from flange to flange	Shaft No.	Length from c. l. of bearing to spline
133-233-333				
243-143	133416	62	134325	56
126-226-326				
236-136	133418	55	134326	49
326-236	138646	57 $\frac{13}{16}$	139581	51 $\frac{13}{16}$
333-243	138647	64 $\frac{13}{16}$	139580	58 $\frac{13}{16}$
343-433	142035	63 $\frac{7}{8}$	141900	57 $\frac{7}{8}$
336-426	142036	56 $\frac{7}{8}$	141901	50 $\frac{7}{8}$
526	148973	56 $\frac{7}{8}$	156316	50 $\frac{5}{8}$
533-443	156427	63 $\frac{7}{8}$	156315	57 $\frac{5}{8}$
626	158447	55	164639	48 $\frac{3}{4}$
633-640	158448	61 $\frac{3}{4}$	164823	55 $\frac{1}{2}$
645	158449	66 $\frac{3}{4}$	164824	60 $\frac{1}{4}$

## First Aid In Los Angeles



Who wouldn't like to break down on the road if a snappy service car like this one could come to the rescue? Taking a wrecked 443 Limousine the boys in the Los Angeles service station got busy and produced this beautiful result. By the way have you fellows in the east been able to get KFI over the radio yet?

## What One Thing More Than Any Other Led You to Buy a Packard?

Sales Manager, Cleveland, Ohio. "High standard of quality and good service given by service station—Mr. Bradfield particularly. It's a pleasure to recommend the Packard to our friends."

*This doesn't surprise us one bit "Brad".*

\* \* \*

Corporation, Vice-President; Philadelphia. "I receive exceptionally courteous treatment from your service station which helps a great deal."

*Another testimonial for Cliff. Culver and his boys.*

\* \* \*

Lawyer, Syracuse, N. Y. "Excellent service given by Syracuse Distributor has added greatly to pleasure of owning a Packard."

*As Brother "Jawn" Sickinger would say, "One among many."*

\* \* \*

Doctor, Waukegan, Ill. "The persistent sales campaign made by Mr. Hewes the local Packard Dealer. He simply would not take no for an answer. His standing in the community is so high that we felt safe in dealing with him. The Packard has a good name and Mr. Hewes has handled the Packard a long time. We had heard so much from Packard owners about the wonderful service Mr. Hewes gave on Packards. The——service was very poor and very expensive. The Hewes people have at times given us service on the——that was even better than our own. We like our Packard very much."

*Won't take no for an answer—Has high standing in his community—Can even service another make of car better than the local dealer. HOW ARE YOU GOING TO STOP A FELLOW LIKE THAT?*

\* \* \*

Real Estate Man; Houghton, Mich. "Good service by competent men."

*Speaks great for the Copper Country service, Mr. Fallon.*

## Stabilator Noise

Occasionally we hear of Stabilators getting noisy on 526-533-443 cars which have been driven only a few thousand miles. In most cases we notice that service men replace the inserts in shoes to remedy the trouble only to have the disagreeable grunt return in a short time.

The cause of this noise when it occurs at low mileage is not the inserts wearing out but is usually due to the shoe or strap spreading and rubbing on the sides of the case. In cases of this kind dismantle the Stabilator and relieve the edges of the fabric on the shoe by trimming with a sharp knife just enough to clear the sides. The unit can then be reassembled, the remaining life of the inserts can be used and the noise will be gone.

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