



VOL. 2 No. 23

DECEMBER 1, 1928

## PERSONALITY

"THE ability and desire to seek another's point of view is the first evidence of that intangible quality called personality, and personality is the greatest force in the world today."—author not known.

Have you ever tried putting yourself in the other fellow's place? Did you ever stop to think what a difficult thing it is to do to jump suddenly from your point of view and look at the proposition through the other fellow's eyes. This requires a great deal of will power, imagination and broadmindedness.

A shrewd general, when mapping out a campaign, endeavors to put himself in his enemy's place, and tries to imagine what he would do to counteract the very plan that he is making. This often causes him to alter his original plan.

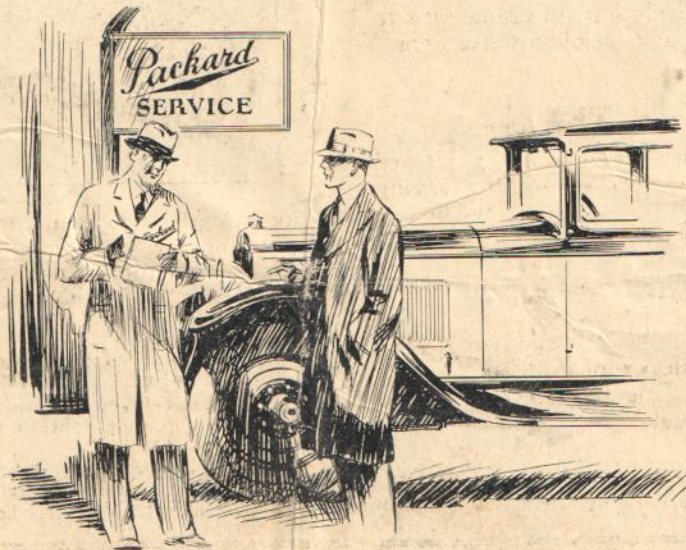
A great statesman, confronted with a weighty issue, endeavors to look at it through the eyes of the people. The successful salesman, by putting himself in the prospect's shoes, learns which selling appeal to use in influencing that sale.

We find that the majority of successful men possess this ability to change places with the other fellow. We further find that this imaginary transition is of great value to them. It gives them tremendous advantage in their dealings with human beings. Moreover people are extremely sensitive to this characteristic in others, and have great respect for it. Remember, too, that people who buy Packard cars are people whose very position in life indicates their ability to sense fairly the situation you are in. Too often the

service salesman over-estimates his own ability and under-estimates the automobile knowledge of the owner with whom he is dealing. The owner may not know what he wants in the way of repair operations performed on various parts and assemblies of his car, but he is very positive in his own mind as to what he wants in the way of results. It is your ability to place yourself in his position; to determine not only his wants but to be so in touch with his way of thinking about those wants that he will sense immediately this ability in you and as a result, place implicit confidence in your judgment.

The Service Sales Department offers a great opportunity to develop this faculty. Here, where you come in contact with owners, you can exercise to your heart's desire your imagination, your will power, and your breadth of mind, in swinging yourself over, so that you see the many service problems through the eyes of the Packard owner. This constant practicing of this very desirable trait is what will tend to develop it in yourself.

When you have developed this trait, you will have provided yourself with an instrument of success, one which is possessed by successful people. You will find that people get along well with you and that you are drawing upon a deep source of new power; that your interest in people has increased, and that your general outlook upon life has broadened. In short, you will have developed personality, and personality is the greatest force in the world today.

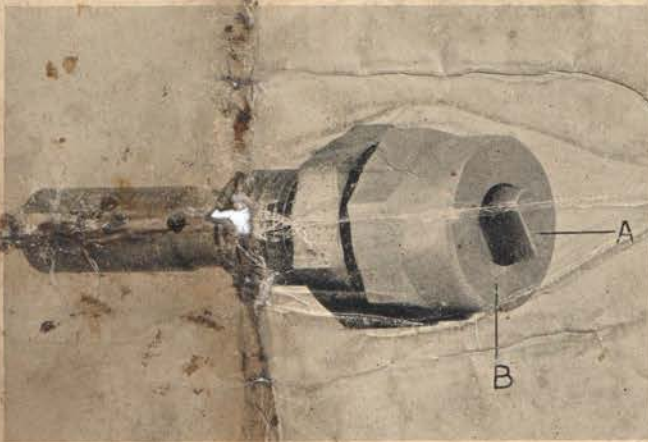


"Better Service Means More Car Sales"



## Shock Absorber Adjustment

We have recently designed an improved adjustable metering valve for the Packard Hydraulic Shock Absorbers. This assembly is carried under piece number 169183 and is illustrated below:



To adjust for variations in temperature or to compensate for varied riding conditions—

Loosen lock nut "B" and with a small wrench turn adjustment "A" to the left for a softer ride and to the right for increased stiffness. To set standard, turn adjustment "A" until it bottoms then back off  $1\frac{3}{4}$  turns.

Caution—Do not force this adjustment beyond the point where it strikes bottom as the mechanism will be permanently injured.

We have hesitated to make an adjustment in the shock absorber because we have felt that the presence of an adjustment would cause the service station to feel that any desired combination of riding qualities could be secured by changing the shock absorbers. This most emphatically is not the case.

In the first place it will always be found that a new car will ride stiffly, and this condition will continue until the car has been driven long enough so that the spring shackles and spring bolts will be free and the spring leaves will have become lubricated to a point where they will move freely against each other. It is inadvisable to attempt to soften the ride in any car until it has been driven perhaps 2,000 miles.

The shock absorbers are very uniform in their action and if, for instance, you have a certain car of one model which rides more stiffly than the other cars of the same type it is unlikely that the shock absorbers are at fault. The stiffness is very much more likely to be caused by the springs or the spring shackles.

As the weather becomes cooler the shock absorbers will become stiffer, owing to the effect of the lower temperature on the oil. In addition to this cars are usually driven more slowly in the winter time and a larger percentage of driving is on the pavement so that the winter adjustment of the shock absorbers should be somewhat softer than that which will be best for summer driving.

Naturally the car will ride more stiffly when it is first started in cool weather. The oil in the shock absorbers will be affected just like the oil in the motor, clutch and transmission, and no change should be made in the shock absorber adjustment simply to compensate for the first five minutes of the cars operation. If, however, it is found that the car rides too stiffly at all times, particularly

if it rides more stiffly than when the weather was warmer, a shock absorber adjustment may be in order.

Our Service Stores Division carries in stock the lubricant which is recommended. It is selected because the variation in viscosity caused by changes in temperature is the least of any oil which we are able to obtain. We urge that no other oil be used at any time. If the shock absorbers appear to be particularly soft in their action we suggest that you make sure that they are filled with oil before attempting any adjustment.

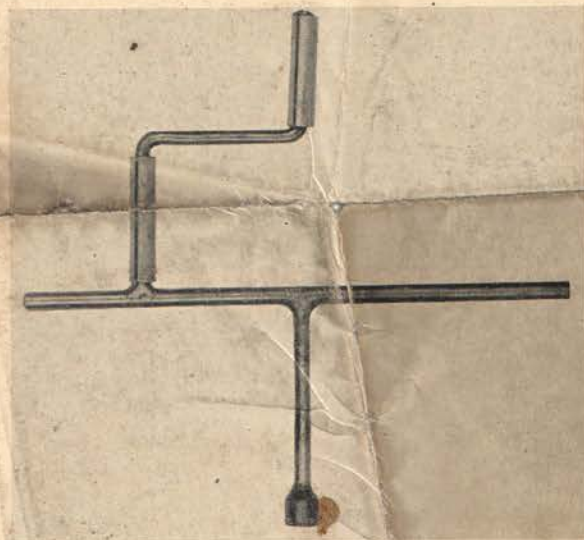
Please let us repeat that if the car rides too stiffly you should make sure that the difficulty is not in the springs or the shackles before touching the shock absorbers themselves.

## The Winner

Special Tool Department

Gentlemen:

I am enclosing a sketch of a wheel wrench which has proved very efficient as a time saver in our shop, and probably would be a valuable addition to the equipment of other service departments and shops.



You will note that it is a speed wrench, as well as one which can produce a lot of leverage for breaking loose any tight wheel lugs, and also cinching them very tightly after the wheel has been put back on.

It is inexpensive, and since we have been using it exclusively in our shop, we have not had a single complaint of wheel lugs dropping off or wheels coming loose on the road.

Very truly yours,

DOUGLAS M. LONGYEAR, INC.

T. E. REIGELMAN, Service Manager

Do you know of a time saving method of doing some part of a Packard Standard Repair Operation? Have you made a labor saving tool? Each idea that we consider can be adopted will be published in the Packard Service Letter, giving due credit to the originator and we will also present him with one S. T. 612 Mechanics Tool Kit.



## Service Salesmen Notice

You fellows who think your efforts are not noticed by the "big boss" read this a couple of times. It's true that he hasn't time to notice whether or not you are doing your job right. He supposes you will put your best effort into your work; that you will do all that you should do to be classified as a successful Service Salesman. He pays you to do that and you would be untrue to yourself if you didn't do it. What he will and does notice is the result of that extra effort on your part—that little bit above and beyond what you really have to do to get by. Those extra minutes or that going out of your way to please, or those little things that really don't belong to your job, and that you are really not paid for, are after all exactly the things that make your job worth while to you. They make you exert yourself and it's that exertion that makes you grow bigger in capacity. It's these extra things that bring you to the boss's attention.

Mr. H. P. Hardesty, General Service Manager,  
Packard Motor Car Company—Detroit Branch,  
Detroit, Michigan.

Dear Mr. Hardesty:

"I cannot let the matter of the R. S. Seese deal pass without drawing to your attention the fact that Mr. Riehl, of your Department, was instrumental in securing this business for the Packard Motor Car Company.

Briefly, the history of the case is this: Mr. Seese purchased a used Packard with which he was not satisfied, and after using the car he decided to turn it in for a ..... in fact he had made the deal with the Company, and, as I understand it, had gone so far as to sign the sales order and give a deposit on the deal. He then came to the Service Station to get his used car to take up to our competitor and turn it in. When he came in to get his car he contacted with Mr. Riehl and Mr. Riehl was able, after talking to Mr. Seese, to get him to cancel the order he had with the ..... Company and take delivery of a new Packard. The new Packard was delivered to Mr. Seese on October 19.

If all of the men in the Service Department, and in fact in the rest of the organization, would take the same interest in every owner that they come in contact with, that Mr. Riehl took in Mr. Seese, our business would be a great deal more prosperous than it is, and we would all approach nearer to that prosperity goal that I am sure each of us has set for ourselves.

This case is so different than those of complaint that come to me that it is outstanding, and I do not know of anything that I could wish for that would be better for the Branch than to have a great many more of these kind of things take place."

Yours very truly,

(Signed) W. S. PICKELL  
General Manager

## Special Tool Notice

The developing of Special Tools has been placed under the supervision of Mr. H. C. Taylor of the Time Study Department. It was felt that in time studying repair operations that the developing of Special Tools was really its twin brother. We expect nothing short of wonders from this combination in 1929.

Write Harry Taylor concerning your suggestions for tools. He will be glad to receive them and he will appreciate your full cooperation.

## Service Advertising Suggestion



The illustration is of a folio issued by the New York Branch and, not that Colonel Florida needs any mention as an advocate of Service Sales ideas that pay, but he certainly deserves a lot of credit for a mighty neat job on this piece of Service Advertising.

The folio is a three fold piece with a small lip on the bottom of the center fold that holds the cards in place. The paper used is a semi-stiff book stock which adds greatly to its distinctive appearance.

The border both on the front and on the cards is an orange red and the type is in black. Each card deals with a separate service requirement with two thoughts in mind—one being work which the customer should have done at this particular time of the year, and the other being work which will fill in that drop in the productive hour curve felt so keenly in certain departments at this time of year.

These were sent out with a letter to each owner and the results have been very satisfactory. By the way, when they say the results have been satisfactory they do not mean that they are simply patting themselves on the back and admitting that they got a cover piece of advertising. They know what they are talking about because they keep track of each order written as a result of the owner asking for one of the specific operations mentioned. On each item the selling price and cost price is noted and at any time they know just what items are popular, just which ones are paying and exactly what results are obtained.

One or two of the cards are on a rather new idea and we will give you these in detail in a latter issue.

Now this is just a variation on one idea in Service Selling. Let's pass around good ideas that are bringing results for you. If you have one—send it in. Let's make this a mutually profitable exchange of ideas.



## A Service Playlet in Two Parts

"Slim part" played by Guy Wheaton, service manager at Lincoln.

"Heavy part" played by Ed Gorlitz, factory mechanical supervisor.

Packard owner (Mr. Wheaton) "Now while its true I bought this car quite a few months ago, I never would have thought of buying it had I not relied upon the promises of the salesman and the reputation for fair dealing that your concern has. Now this case is a little different from the average. I have taken wonderful care of my car—it has never been left out in the rain and I have always washed it myself, and there just isn't any reason at all why that original paint job should begin to peel at this time. Why, Gorlitz, that's a late model U. I bought it in 1907 and surely you expect the paint on your cars to stand longer than 21 years."



Mr. Gorlitz (assuming exceedingly stern expression and steadying himself against car) "Mr. Wheaton, you don't know how glad our factory will be to adjust this paint trouble with you. The only thing that's worrying me is that they can't possibly duplicate the antique finish you have developed in the last 21 years on this car and no other finish will go nearly so well with the graceful lines and that pretty little top. Now, what I'll suggest is this—first, will it run?"

Mr. Wheaton: "Well, I never had her over 60."

Mr. Gorlitz: "Then it's all settled—we'll go out to that new roadhouse tonight and as I promised, we will go 50-50 on the bill. There is only one provision—it's to be red paint and we will sure paint the old town tonight."

## We Appreciate These---

A fairly large number of suggestions are being received from the field on shop tools and various time saving kinks. We are busy trying out those received and at this time want to acknowledge receipt of suggestions or of ideas on tools from the following:

E. J. Yardy of Plummer-Wolf Motor Sales of La Grange, Ill.

R. E. Smith of Thos. C. Hunt, Inc., Greensboro, N. C.

J. A. Kastle of Hill Motor Sales Company, Oak Park, Ill.

Chas. F. Robinson of Packard Sales and Service, Portland.

T. E. Reigelman of Douglas M. Longyear, Inc., Hollywood.

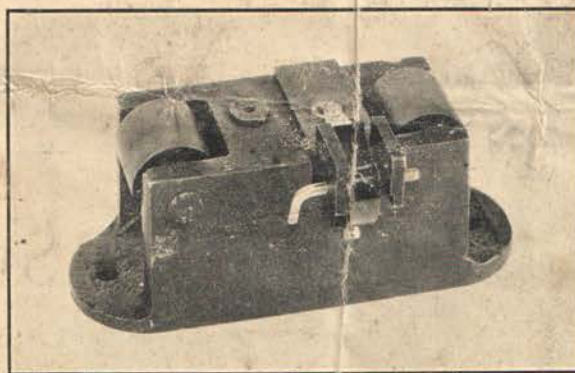
E. Kuhn of the Citizens Motor Car Company, Cincinnati.

Just as soon as we are able to give these a thorough

try out we will decide who is entitled to special recognition and a set of wrenches, S. T. 612. Details will be given in a later issue.

We have been agreeably surprised at the co-operation you fellows are giving us along this line and want you to know that we appreciate it. We know that this mutual exchange of ideas and labor saving tools will benefit all of us.

## Distributor Point Dressing Tool • for 626-640

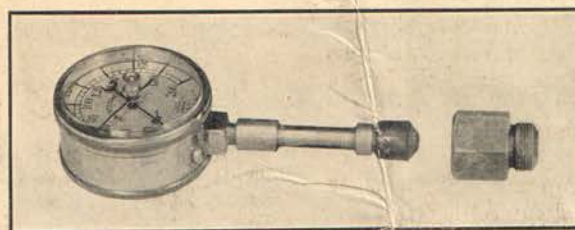


The tool under S. T. 656, which now handles breaker-points from previous Eights and Sixes, can be re-machined to accommodate the points from the 626 and 640 distributors.

Remove the breaker point arm holder from the block by taking out the large screw from the bottom of the block and send the holder to the Special Tool Department at the factory. It will be re-machined at a cost to you of \$2.00 net. A print will be supplied those stations which are equipped to do this in their own shops.

## Compression Gauge Adapter

It will be necessary to add to Gauge S. T. 193 an adapter number S. T. 725 to accommodate this gauge to the 626 and 640 motors. Gauge S. T. 193 is for use on



motors with petcocks and the adapter, S. T. 725, which screws into the spark plug hole, making it possible to use the gauge for motors not equipped with petcocks. The adapter sells for 75c net.

## CORRECTION

We want to call your attention and correct an error in the article "Timing and ignition light" in the issue of November 1, Page 3, (Vol. 2, No. 21).

The light was described as going out to indicate the point's opening. This is an error as the light burns only when the points are open. The light flashing on indicates the points have just opened.

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