



VOL. 2 No. 9

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## Service Lesson No. 7--THE PARTS DEPARTMENT

SO FAR, in these Packard Service Letters, we have not had a great deal to say regarding the Parts Department: we have confined our efforts to Service Salesmanship and the repairing end of the business.

Do not think that we underestimate the importance of the Parts Department, nor that it doesn't present sufficient problems to warrant much attention—far be it.

The Parts Department is important—much more important than the average automobile man realizes.

It is a department that can cause much dissatisfaction of owners, when cars are held up awaiting necessary repair parts that should be in stock. It is a department that can easily be a money loser through careless management.

The idea, that all that is necessary to the making of a parts department is some chicken wire stretched around a few shelves and boxes, with a sixteen year old kid to look after a poorly selected stock of parts, has cost more than one dealer a lot of money and grief, before he finally woke up to the realization, that after all, it might pay to give the matter of merchandising parts some real attention.

Take the matter of parts storage, for example. We have been in stock rooms where it was a crime the way parts were stored. Parts could be found with no identification tags on the bins. Piston pins would be stored in a bin where the tag called for valve springs. Parts could be found, scattered around on the floor or laying on benches, with no sign of an identification tag on them.



GOODBYE DOLLARS

"Better Service Means More Car Sales"

Parts that had already seen use were put in with new parts. Parts that had long since seen their day of activity were kept nearest the parts counter, while the "fast movers" were kept farthest away. The floor would be strewn with excelsior, paper, twine and what not, all of which added to the "efficiency" of the place.

In these so-called "Parts Departments," would be kept stocks of parts ranging in value from five hundred to ten thousand good, hard earned dollars. Dollars in parts that if properly cared for and merchandised, would bring in more dollars, but which under the existing conditions could only bring some red ink figures at the end of the year. Truly, a sorry state of affairs.

Do you know that some dealers and distributors order parts every day, that they already have in their stockrooms, but which cannot be found due to poor stockkeeping methods?

Do you know that parts are ordered every day, that will never be used, due to the rareness of their requirement? Good records would prevent this.

Do you know that owners' cars are being held up daily for commonly used parts, which are first discovered to be out of stock when the shop presents a requisition to the parts department?

Do you know that due to poor stock control, many hundreds of pounds of parts are shipped "express," that should be shipped "freight?"

Yes, these things do happen and all too frequently

for the good of the old bank book. They can be prevented, when it is recognized that the Parts Department, like any other business, needs intelligent attention and supervision.

From time to time we shall run articles dealing with different phases of parts merchandising, but in the meantime it won't do any Parts Department Manager a bit of harm to review that section of the Packard Service Manual, devoted to stock and stockkeeping methods. If the time proven methods, outlined, are followed closely, a profitable business will result, and your customers will be assured of better service.

Lessons on stockkeeping, may prove somewhat uninteresting and dry, to members of the service department, not directly connected with the Parts Department. To such persons (from mechanic, right on up the line) we want to say, that if you hope someday to become a successful service manager, you can't learn too much about this subject.

With all due respect to our service managers, we are sorry to say that, to some of them, the subject of stockkeeping is as clear as double entry bookkeeping would be to a Comanche Indian. In the case of the Indian, however, there is no necessity for his knowing the subject.

A manager of a business should know as much as possible about all phases of his business, otherwise, too much money may be spent for red ink.

## The Bugle Blows in a Sale

**L**ISTEN to what D. B. McElwee, Jr. of the Morristown, N. J. Packard Co. has to say.

"One of our Packard Six Phaeton owners, who purchased his car last year with many accessories, totaling \$3350.00, came in last week for service. He was shown the new bugle horn, and liked its music so well, he bought one and had it attached to his Phaeton. While in the salesroom inspecting the horn, an Eight Dietrich Coupe attracted his attention. He sat in it, praised its good looks and was tempted to drive it. He was delighted with the car's performance, and promised later in the summer it would be his next car, but he couldn't be tempted to buy with the Income Tax returns to be made at this time.

"We told Mr. ——— we would remove the bugle horn from the Phaeton, and attach it to the new Dietrich



Coupe if he would buy it, and guaranteed it would blow a sweeter tone, installed on the Coupe. His Six Phaeton for first payment, and Packard Time Sales for the balance—knocked out old Mr. Income Tax for the full count, and Mr. ——— gets a real kick out of playing the bugle on the new Dietrich Coupe.

"1-\$36.50 Horn, plus Time Sales, equals \$5399.00 new car sale."

How about this, you fellows who don't pay much attention to the selling of accessories? They can't help wanting to buy, when they see the accessory display, as shown in the accompanying picture. The accessory case, built in the wall, is a knockout, and by the smile on D. B.'s face it must be paying fat dividends. Forgetting all about the Eight sale, the profit on the horn, alone, will furnish cigarette money for some time to come.

PAY THE RENT WITH ACCESSORY SALES

# That Old Subject Again

**WE** HAVE received so many requests for the service follow-up post cards, that we have decided to have them printed in quantity lots. As these cards are printed on U. S. Government post cards, we cannot effect any saving on the cards, themselves, but we can save you five to six dollars a thousand on printing costs.

The printed cards, including your imprint, will cost as follows: \$7.25 a hundred in lots less than five hundred; \$16.75 for five hundred; \$29.00 for one thousand.

We again illustrate how this card appears:

The use of these post cards is fully described in Packard Service Letter Vol. I, No. 10. A growing number of Packard Service Stations are using them with excellent results. This system, of following up each

Card sent to owner, name and address on reverse side filled out by you.

Date.....

Recently we were entrusted with the handling of certain repair work on your car.

While we believe that we have endeavored to give you as good work and service as is possible to give, we are very much interested in knowing if this work is satisfactory to you since we returned your car.

Our interest in your car does not stop with the payment of your bill. If there is anything that is not exactly to your liking on work just completed, please return the car to us for correction. The attached stamped card is for your convenience. Please tell us frankly what you think of our service, and any information you give will be treated in strict confidence.

Very sincerely yours

Service Manager.

repair job, keeps you informed as to the customers satisfaction.

True, you will not receive a 100% return in replies, but you can bank on it you will hear from every owner who is dissatisfied, and after all you are not fishing for praises, but you do want to know who the owners are that are displeased with your work. Incidentally, you will get many cards back commending your service.

This method of follow-up is not an unproved theory—it is something that works. It keeps owners from broadcasting bad news about you. You can't afford to operate without a good follow-up.

Send your order to Editor, Packard Service Letter, and give your correct firm name and address for imprinting.

Card filled out and returned by owner. Your name and address printed on reverse side.

R. O. No.....Date.....

Did our service department properly perform the work specified?.....

Was your car ready when promised?.....

Did you receive courteous treatment?.....

If you have any reason for complaint, please state particulars:.....

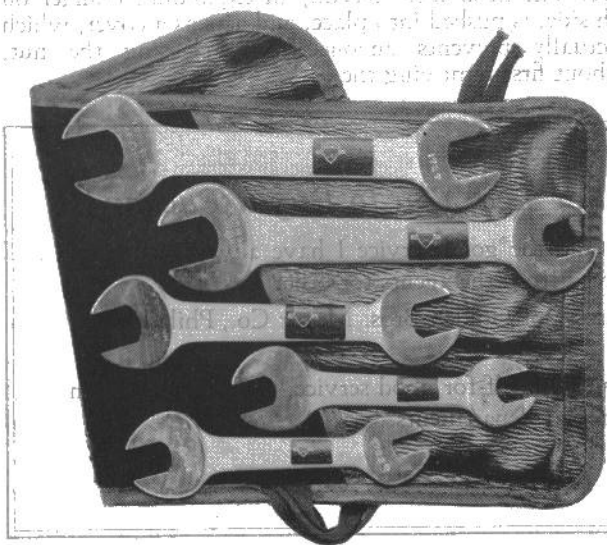
Signed.....

Phone.....Address.....

FORM D-32

**NOTE:** R. O. No. filled out by service station before card is sent to owner, to provide easy reference upon return.

## Attention Packard Mechanics!



**DO YOU** know of a time-saving method of doing a Packard Standard Repair Operation. Have you in mind a labor saving tool?

Each idea that is worth adopting 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. This consists of a set of five chrome-vanadium wrenches, that will fit over 90% of all the nuts and bolts on a Packard car, not already covered by some other special tool. These wrenches come packed in a leatherette case, as shown. Wherever possible, the idea should be accompanied by a sketch or diagram, from which a drawing can be made.

To make this a fair proposition we are barring the following inventive wicazards, who usually "hog" all the glory: Swanson of Chicago; Dunston of Boston; Peets of Cleveland; Flad of St. Paul.

Come on you future Tom Edisons, let's go. Send your ideas to the Service Special Tool Department.



# Ask Me Another

1. *How may the hum in the front end chain of a new car be corrected?*  
It should not be changed. The chain in a new car will always be a little tight, but this will wear out in a short time.
2. *Will the brakes drag if properly adjusted?*  
If the steering is turned hard over the front inner brake will drag when the drums are cold. This condition does not exist when the wheels are in a normal driving position, and a slight drag will usually eliminate itself through the heating of the drum.
3. *How can the steering sector be set in the center position, so that its high spot will engage the worm in the straight-ahead position?*  
When the sector is on center the hole in the inside plate of the gear case will line up with the hole in the sector itself.
4. *Why should the steering gear be adjusted with the high spot of the sector in the center?*

Otherwise the steering will rattle and the road shock in the steering wheel will be excessive.

5. *How may window glass rattles be eliminated?*  
By pinching together the sides of the metal runway which encloses the felt.
6. *How may rattles be stopped in windows prior to the use of the metal runway?*  
By slipping short lengths of felt covered cardboard shims between the runways and the window molding.
7. *What steering difficulty will result from insufficient tilt in the steering knuckle pins?*  
If the tilt is less than one degree the steering will have a tendency to wander, particularly at high speeds.
8. *What is the proper voltage at the generator brushes?*  
The voltage should be approximately 8. It should never exceed 8.5.



## Installation of Improved Design Budd Wheel Carrier Lock Plate

Models: 236-243-336-343-326-333-426-433

By A. GILSON—Service Engineering Department

**A**BOUT a year ago, as you undoubtedly recall, Packard owners throughout the country reported a regular epidemic of stolen spare wheels and tires, from cars equipped with the standard lock plate having the projecting handle. The covered plate assemblies, showed teeth marks of a large sized pipe wrench, on the hub part of the handle. To overcome this complaint, it was decided that the handle would have to be removed, and the present flush type lock was, therefore, developed.

When the new flush type, theft-proof, lock went into production on disteel wheels, we incorporated the same features in a service design, to cover all cars equipped with Budd wheels. This wheel carrier lock plate cover and lock assembly are carried under piece No. 0156731. When making the replacement installation on the single carrier, it will be necessary to slot each side of the small plate having a square hole in its center, and bend the

metal back to allow the cup-shaped projection, in the center of the new plate, to enter. When making a replacement of the double carrier, chuck the cast iron spacer in a lathe, and turn off the square projection, as this will interfere with the new plate.

On the single rear carrier, double rear carrier and side carrier, cut off the center stud, so that it projects only  $1\frac{1}{2}$ " from the carrier bracket. This is the only operation necessary on the side wheel carrier.

On all flush type lock plate assemblies, the plate is held down against the wheel by a sleeve nut. By using the wheel socket wrench, this nut can be easily seated in place. The flush lock, having an expanding plunger on each side, is pushed into place, and acts as a cover, which effectually prevents anyone from releasing the nut, without first removing the lock.

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

Attorney, Lyme, Connecticut. "Old established company and the good service I have always had from Packard agencies, has been in strong contrast to what I received from the agents for other cars."

Banker, Philadelphia, Pa. "The excellent service and courtesy of Golden Bros. Motor Co., Philadelphia, had a lot to do with my purchase of a second Packard car."

Accountant, Burlingame, Calif. "Packard, itself, stands out by itself for good service, at factory and San Francisco. I like your standard scale of prices used in your repair departments."

Again we shout "Better Service Means More Car Sales."