



VOL. 3 No. 19

OCTOBER 1, 1929

BE DEFINITE

CUSTOMER dissatisfaction is bad for our business and a thing to be avoided by every possible means. We simply cannot prosper in the face of it.

There is no doubt that lots of trouble and dissatisfaction is caused through the absence of a complete understanding between the service salesman and the customer.

In this connection a good rule would be—"be definite and leave nothing to the imagination."

Take, for example, the matter of disputed repair bills or those cases where an owner is asked to pay a bill for work that he assumed was to be done "no charge." In many service stations these unpleasant arguments occur frequently, and with little excuse, *because they could be avoided if a complete understanding was had before the work was begun.*

Most people appreciate straight-forwardness and become greatly incensed if they feel someone is trying to put something over on them.

Do not allow the owner to get false impressions about any transactions. On the other hand do not be blunt. Do not say, "of course you know you have to pay for this work", or use a similar expression to acquaint the customer with the fact that he must assume the charges.

It is to avoid the possibility of antagonizing the customer and at the same time seeing that the terms of the transaction are fully understood that we advise obtaining the customer's signature on each repair order.

With the repair order before him and the prices and terms in plain sight, if there is anything which to him appears unjustifiable he can call it to the attention of the service salesman. The matter can then be discussed and adjusted before the work is started—not a fter a bill has been run up covering work forgotten about.

You may think that this is an old and worn out subject but just look over your last half dozen complaints. The chances are that about half of them can be traced to this cause. It costs money to adjust them.

Look over a dozen repair order invoices from the customer's viewpoint. Are they as clear as they might be?

Only a few extra moments are required to correctly fill out the spaces on the repair order and you never know until some of the information is missing just how valuable and handy it is.

Get the owner's address and 'phone number, the license, model and motor number. Get the date of delivery and mileage. This information gives you a complete history of the transaction and when combined with a complete understanding with the customer it gives you a record that means something.

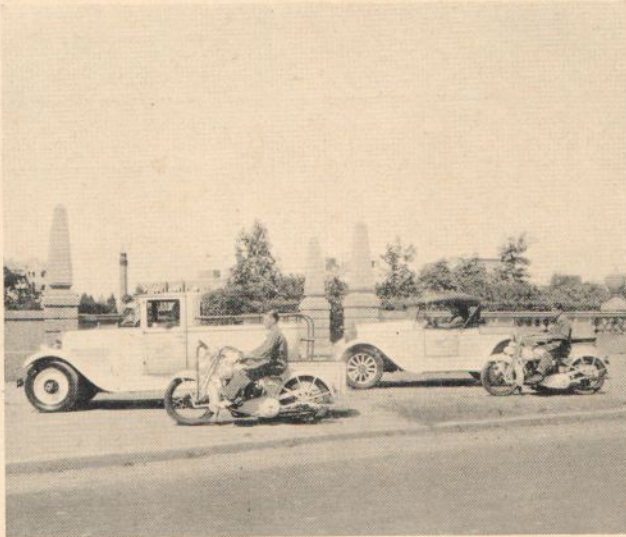
You will find that a periodical check up on Repair Order Invoices with these thoughts in mind will be well worth your while. The more definite the understanding is, the more satisfactory the transaction will be.



"Better Service Means More Car Sales"

A Real Idea

Mr. Woolf, service manager at Washington, D. C., has submitted a mighty clever money saving idea. His letter and photographs explain the advantages of the tow bar attachment. Since he has obtained a patent on this device, it will be necessary that they be purchased through him. A price of \$56.50 has been quoted and a letter to him at 1701 Kalorama Road, Washington, D. C. will take care of your order or additional information.



Washington's Delivery Equipment

Packard Service Letter,
Packard Motor Car Company,
Detroit, Michigan
Dear Mr. Editor:

Yes, Sir! There goes 'Old Expense' down a few more points, which is sweet music to any service manager's ears!

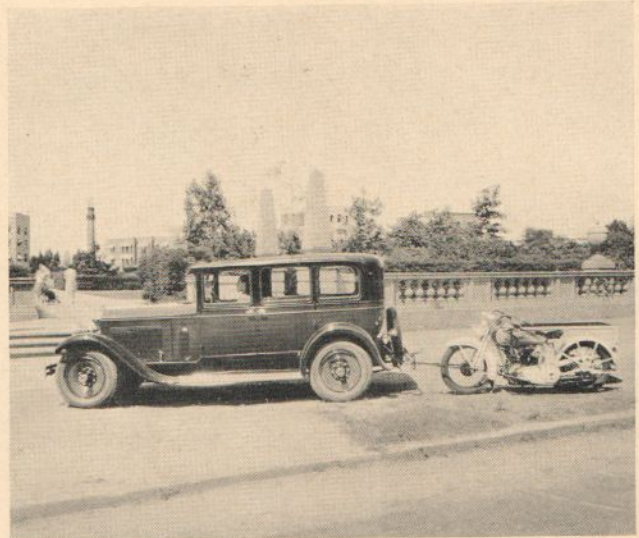
This is accomplished by a small outlay of money and will cut your delivery and small errand service about 60%, at the same time adding materially to the income of your delivery service.

We are showing pictures of our motorcycle and its attachment, which we have patented and can furnish on order. This towing device requires only one man to deliver a car and can be installed on any Harley-Davidson Motorcycle.

You will be surprised at the number of owner deliveries which can be made from your Service Station if this plan is worked out on a reasonable basis (which can be done when using this method of delivery) and supplemented by a little advertising on the part of your Service Salesmen when writing orders.

Yours for more profits!

PACKARD WASHINGTON
MOTOR CAR COMPANY
W. M. Woolf,
Service Manager.



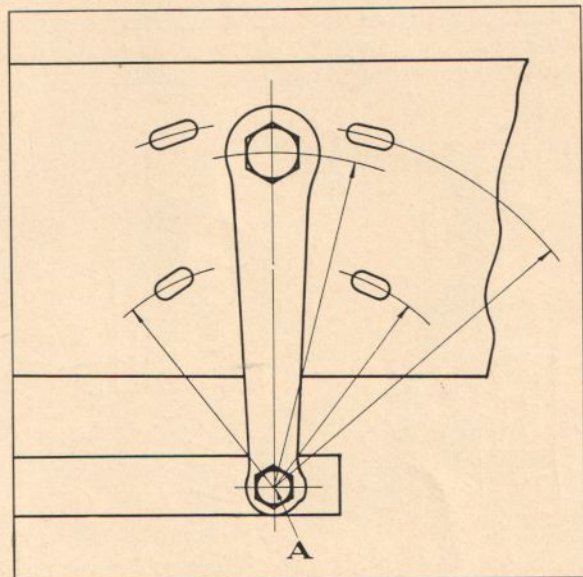
Showing Attachment in Use

Adjusting Position of Steering Post

Within the range provided for raising or lowering the post of the steering wheel, that is, 2 degrees 52 minutes, it is only necessary to loosen the four "gear case to frame" bolts and the two clamp bolts in the upper steering column bracket, to raise or lower the gear. From its lowest position, it is possible to move the wheel upward two inches if desired. The steering lever is not affected, as the whole gear assembly pivots around the center of the ball stud at the bottom end of the lever, shown at (A) in the illustration.

The steering sector, as well as the anchor bolts, swings through a short arc limited by the length of the slots in the frame. When making a change in the steering position, first lock the sector at the high point and block the front wheels in the straight ahead position so that the pivot "A" does not move during the operation.

All open cars leave the factory with the steering wheel in its lowest position. The limousines are set at the highest point and the remaining closed cars have the wheel in the middle position.



Packard-New York Opens New \$2,000,000 Service Building



After two years of careful planning, during which no less than fifteen complete sets of blueprints were prepared, The Packard Motor Car Company of New York in June of this year opened its new Manhattan service building on Eleventh Avenue from 54th to 55th Streets.

The building is the largest in the world devoted exclusively to automotive service. It covers 425,000 square feet of floor space over its eight floors, and is completely equipped for every operation required in automotive service. Complete Packard cars from the ground up could be assembled from the stock of the parts department, valued at a quarter of a million dollars.



The Parts Department

One of the most impressive features of the building is the customer's service counter at the rear of the main floor. Here is found a staff of service salesmen behind a glass and marble display case of striking beauty. The case holds a complete line of accessories, while directly in back of this section is found the lounge room, just off the offices of departments of that floor.

Double spiral ramps lead from basement to roof in forty seconds, providing safe, unobstructed one-way

traffic throughout the entire eight stories. Through this connecting highway, all departments are as compactly placed as though they adjoined on a single level.



Customers' Service Counter

In the first six weeks the Eleventh Avenue Building was in operation, according to Lee J. Eastman, President of Packard-New York, its business had doubled. Over nine hundred Packard owners who had formerly gone elsewhere for service added their names to the Packard list in that period. The increase is attributed chiefly to removal from Long Island City to the present mid-town Manhattan location, much more accessible.

Another handicap that has been overcome by the present location is the congestion at the bridge terminals leading to the old plant. The delay and consequent annoyance discouraged many from using the former service facilities.

Col. J. W. Florida, General Service Manager for Packard in the New York territory, is in charge of the Eleventh Avenue Building, and has offices there. A personnel of three hundred is required to operate the various departments.

Missing Car Notices

Notices are sent out from time to time on missing Packard cars, a large number of these cars are located and recovered through your co-operation. We wish to call your attention to the importance of promptly notifying us when any reported car is recovered. An owner who has recovered his car might be rather inconvenienced if detained by another distributor who had not received notice to remove from his bulletin board the original missing car notice.

Following is a list of such recoveries. The notice on these cars should be destroyed.

VEHICLE NO.	MOTOR NO.	VEHICLE NO.	MOTOR NO.
41868	43973	217109	217189
45797	47172	220345	220502
54482	54969	233908	233088
97451	97348	242957	243201
131405	131606-A	243651	243876
144916	144755-B	250849	251079-A
200396	200424	*176748	177203-C
209508	209392		

*(referred to in G-130)

740-745 Specifications

A Summary of principal changes not covered in 726-33 specifications in last issue.

BONNET

Two bonnet handles have been specified for each side instead of one.

Small chromium plated knobs for opening the louvre doors have been added to the bonnet sides.

The model 745 bonnet is five inches longer than the 745-C bonnet and is the same height as the 740, which is $1\frac{1}{2}$ inches lower than the 745-C.

The model 745-C bonnet is the same as the 645 except that two bonnet handles are specified for each side and small chromium plated knobs for opening the louvre doors have been added to the bonnet sides. The moulding terminates at the front end in an arrow head. The rear corners of the bonnet are raised $\frac{1}{4}$ inch.

CLUTCH AND TRANSMISSION

See article in Vol. 3 No. 18

BRAKES AND CONTROLS

On the 745 the front brake cables have been lengthened 5 inches and the rear brake rods shortened 5 inches due to moving the motor 5 inches to the rear.

COOLING

Frontal appearance of the radiator is unchanged from a side view, the radiator slopes toward the rear $1\frac{1}{2}$ degrees.

The radiator to dash tie rod has been shortened on account of the sloping radiator.

The design of the radiator filler and cover has been changed.

The 745 radiator shell is $1\frac{1}{2}$ inches lower than the 745-C and is the same as the 726-733-740 except for the filler neck.

A new filler and cover has been designed for the 745 and 745-C. This filler extends down over the front face of the radiator shell and contains the Packard crest.

The radiator shutters are $1\frac{1}{2}$ inches shorter on the 745 and their mounting has been changed to a more rigid construction on both models. The radiator shutters on the 745-C have the same frontal appearance as the 645.

ELECTRICAL SYSTEM

The battery box has been altered to conform to the new fender design.

EXHAUST SYSTEM

The exhaust tail pipe has been redesigned to conform to the changes made in the frame and gas tank.

The model 745 exhaust tail pipe has been redesigned to be interchangeable with 740.

The model 745-C exhaust tail pipe is the same as the model 745 except that five inches have been added to the straight portion.

The exhaust pipe front has been redesigned and is interchangeable with the 740.

FRAME

The holes in the side member for mounting the steering gear have been slotted to provide an adjustment of the steering gear with relation to the front seat.

New front and rear motor brackets have been designed for model 745 due to moving the motor back five inches in the frame.

FENDERS

The fenders and brackets have been designed to be interchangeable with the 726 and 733 fenders except for the battery box openings. Holes have also been added for fender lights.

The spare side wheels on model 745-C are carried three inches farther forward than on model 745 so as to give sufficient door clearance when the front doors are hinged at the rear.

The rear fender has been redesigned due to the new tire size.

GASOLINE SYSTEM

The capacity of the gasoline tank has been increased to twenty-five gallons on the 740 and twenty-eight gallons on the 745. A new filler and cap similar to the 645 type have been designed.

The gasoline gauge tank unit has been redesigned to conform to the change in the tank.

LAMPS

The headlamps have been changed to a more rounding bullet type and on the upper portion of the body the top lines of the Packard radiator have been incorporated. The new headlight lenses are convex.

The cowl lamps and bands have been superseded by lamps mounted on the front fenders.

LUBRICATION

The chassis lubricator lines have been altered to conform to the frame and the increased wheelbase length.

MOTOR

A new fan pulley and a new water pump shaft five inches longer than the model 740 has been designed for the model 745. This has been done due to moving the motor back and the necessity of keeping the fan close to the radiator core.

REAR AXLE

The $4\frac{1}{3}$ axle ratio has been specified as standard for all bodies. The 4.07 and $4\frac{1}{2}$ ratios will be specified as special equipment on the 740 and 745.

RUNNING BOARDS AND SPLASHERS

The running board splashers have been redesigned to fit the new fenders.

The rear end of the running board has been changed to conform to the new fender curve.

A new radiator splasher has been designed to conform to the change in the radiator.

A frame rear end splasher has been added to cover the gas tank and provide better appearance on the 740.

TOOL EQUIPMENT

A new longer starting crank is specified for the 745.

UNIVERSAL JOINT

A shorter universal joint with a smaller diameter tube is specified for the 745. It is interchangeable with the 733 and 740.

WHEELS

The wheel size has been changed to 19 inches with a 5 inch rim. The tire size has been changed to a 19 x 7 inch tire.

The wheel hub caps have been changed to specify chromium plating as surface finish.

SPECIAL EQUIPMENT

A tire pump can be specified.

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