

What Happens When Owners Patronize Independent Shops?

WHEN an owner takes his car to an independent shop it costs you money. Here are five reasons why.

1. Loss of repair work that rightfully belongs to you.
2. Loss, in sale of genuine Packard repair parts, due to the probable substitution of "pirate" parts by the independent shop.

3. Due to lack of Packard special tools and technical information the independent shop is not equipped to do as good work as you are. Rest assured, however, that poor car performance caused by faulty workmanship will be blamed on to the car by the independent shop.

4. Many independent shops are "spotters" for dealers selling other cars. With a small commission or "bribe" in sight it is natural for them to "knock" the Packard car and "boost" some other car.

5. If an owner is disgusted with his car, due to the poor adjustments and repairs performed by the independent shop, he will in all probability blame the car and condemn it to his friends, thereby hurting sales.

It is very easy to overlook non-patronizing owners. They may be so few that they pass unnoticed. But no matter how small they are in numbers—THEY ARE DANGEROUS.

The service manager who feels that all Packard cars in his territory are "wards" of his has the right idea! Like a trustworthy shepherd he keeps his wards away from the "wolves." He knows that the "strays" are destruc-

tive to the business of his house—therefore he keeps a vigilant eye on "his" cars at all times.

A reliable follow-up system is just as much a part of modern day service equipment as the valve refacing machine or cylinder grinder.

We know that every Packard owner should be checked up, at least, every ninety days if he does not put in appearance in the meantime. When they don't come in YOU CAN'T AFFORD TO BE IGNORANT OF THE REASON.

If you are not using a follow-up system we request that—for your own good—you again read the article on proper equipment for such a file in Vol. 3, No. 9 and Vol. 3, No. 15. If you will put the simple routine outlined in this article to work, you will have gone a long way towards building up that precious good-will, created by the owners knowing you are interested in them.

A good form letter for following up absentee owners is recommended in Packard Service Letter Vol. 1, No. 13. Use it every time you discover an owner who has not been in for some time.

T. E. Reigelman, Service Manager of Douglas M. Longyear Inc., Packard dealer in Hollywood, Cal., is a firm believer in a persistent follow-up of owners. We reprint here two letters; one from Mr. Reigelman and one which he received from one of his owners. Please note particularly the last paragraph of the owner's letter. There is no doubt in our mind but this expresses the feelings of the great majority of owners.

Packard Motor Car Company
Technical Service Department
Detroit, Michigan

Gentlemen:

Some months ago you were kind enough to write me a letter commending the efforts we have made here in Hollywood toward following up our owners. I thought perhaps you would be interested in seeing the reaction of at least one of our customers to these follow-up letters.

For your information I am enclosing herewith, a copy of a letter received from Mr. DeForrest M. Neice, who is a comparatively new customer of ours. May I again state that our follow-up system has been a small mint to our firm.

Very truly yours,

DOUGLAS M. LONGYEAR, INC.
T. E. Reigelman
Service Manager

TER:KS
Enc.

Douglas M. Longyear, Inc.,
7026 Hollywood Boulevard,
Hollywood, California.

Attention Mr. T. E. Reigelman.

Gentlemen:

I am in receipt of your letter of May 23rd, regarding services on my Packard automobile. I am glad to report that the last services rendered were very satisfactory and the car has been running in fine shape ever since. We have had no necessity for any further repair work, and I can assure you we will be very glad to bring it in as soon as it needs attention.

I am very much pleased that your Service Department is taking the interest it is in the Packard cars. One of the sore points of the owner of every car, practically, is not to get good service and consideration when his car needs it. I think your department is showing the right spirit in this matter and will make many friends, not only for the Department itself, but for the Packard automobile.

Very truly yours,
Signed

DeForrest M. Neice

DMN-B

Straightening Forgings Bent in Service

We recommend that all rebending of distorted forged parts be performed without heating the part. Tests have shown that the maximum reduction in strength of a forging straightened by the cold bending process will not be over 10% while the application of heat will so alter the crystalline structure of the steel that it will cause the part to be absolutely unsafe for the function it is to perform.

If a front axle I-beam, steering lever knuckle, or any other heat-treated forging is bent, it should be returned to its original position and shaped by straightening while cold.

In many cases a torch is applied to the bent part with the intention of heating to a "cherry red." Experience shows that "cherry red" may mean anything from 1200 to 2000 degrees Fahrenheit, depending upon the job and the mechanic performing the operation and consequently the result is extremely uncertain. The chart below will give you an idea of what happens when a heat-treated forging is re-heated to a "cherry red" and allowed to cool in the air:

| | Original Yield Point | After torch has been applied | Original is stronger than repaired part by— |
|------------------|----------------------------|---------------------------------------|--|
| Axle I-Beam | 95000 lbs. | 54000 lbs. | 75% |
| Steering Knuckle | 130000 lbs. | 90000 lbs. | 43% |
| Axle Shaft | 130000 lbs. | 75000 lbs. | 74% |
| Spring Bolt | 185000 lbs. | 50000 lbs. | 270% |

A study of the above will show what a dangerous condition may result by bending after heating regardless of how nice a looking job is turned out. Re-heating may be carried out so far that the repaired part may be reduced to as low as 10% of its original strength.

DO NOT HEAT FORGINGS. If the part cannot be straightened while cold, explain to the customer why from a safety standpoint you cannot recommend the job and sell new safe parts for the repairs necessary.

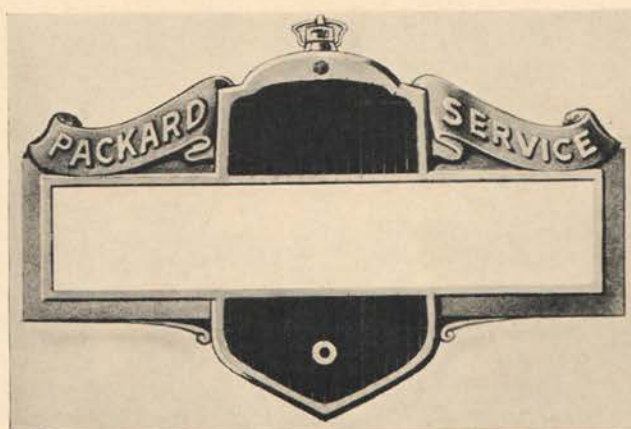
New Special Tools

New Special Tools have been designed and adopted. They will be found of great benefit in servicing the new series 726 and 740 cars. Your orders should be placed with the Special Tool Department.

| | | |
|---------|---|---------|
| ST-1371 | K&G Wheel Puller Hub Nut No. 2 726-733 only..... | \$ 2.00 |
| ST-123 | Heavy Duty Wheel Puller..... | 4.35 |
| Owner's | Wheel Puller—No. 61577 Bolt..... | .33 |
| | No. 176958 Shell..... | .75 |
| ST-747 | Headlight Nut Wrench..... | 2.00 |
| ST-750 | Strainer Body Stud Socket Wrench..... | 1.25 |
| ST-751 | Air Valve Wrench..... | 1.40 |
| ST-749 | R. A. Bearing Adjusting Nut and Radiator Packing Nut Comb. Wrench..... | 2.50 |
| ST-752 | Ritex Valve Grinder (Air), All Models..... | 12.50 |
| ST-754 | Cylinder Chamfering Tool, All Models..... | 12.00 |
| ST-758 | Conn. Rod aligning Fixture with adjustable sleeves for all type connecting rods (Made by Shepard-Thomason), All Models..... | 42.00 |
| ST-755 | Stud remover, All Models..... | 3.50 |
| ST-1373 | Brake Testing Scale Adapter..... | 3.00 |
| ST-757 | Tool for removing Horn Button..... | .50 |
| ST-753 | Radiator Hydrometer Zero Tester No. 16 for testing Alcohol, Glycerine, Prestone..... | 2.00 |
| ST-756 | A complete set of body bumping tools..... | 37.50 |
| ST-759 | Tool box to carry bumping tools..... | 3.25 |

The Service Pin

The service pin introduces your service salesman to the customer. It is distinctly Packard and adds to the appearance of the service coat. They are carried in stock at 50 cents each.



The Latest Film

Your entire organization will want to see the new film. It is interesting and instructive to the sales as well as the service forces. The current price of Service Films is \$3.50 each. The equipment required is listed in Vol. 3, No. 14.



Window Lifter Tubing

A rubber tubing has been used for some time on the bottom of the window glass and lately an improved type has been supplied. A special type of sponge rubber is now used in production and can be obtained for service replacements.

Order Part No. 176787 Sponge Rubber Bumper in 28 inch lengths and make all replacements of the tube type rubber which does not stand up with the bumper of sponge rubber. In making the installation be sure the side with the fabric faces toward the outside of the window.

Handling Tourist Business

The handling of the tourist with a new car is a simple matter on the basis of the new tourist service policy. This is outlined clearly and briefly in three short paragraphs. It is very simple to handle and very clearly written. The three paragraphs follow:

1. The Packard Service Policy requires that all work done under the Packard Warranty must be performed in the service station of the dealer who sold the car.

2. When work of this nature is performed in any other Packard Service Station, the station doing the work will take the responsibility of supplying new parts without charge for the parts or transportation to replace any which have proven defective and will arrange for the return of the old parts to the Packard Motor Car Company.

3. Any labor performed, whether it involves warranty work or normal maintenance expense, will be charged to the owner in the usual way. The owner may then refer his bill to the dealer from whom the car was purchased and he will be entitled to a refund in connection with any portion of the work falling under the warranty.

The tourist who comes into your place with a new car, which is still within the terms of the guarantee, and requires service should be handled as follows:

Write up the standard repair order in the regular manner; charge the customer standard rates effective in your zone for all work performed on the car with the exception of any work in which the replacement of defective parts is included.

When such work is required, the parts should be supplied without charge and you should arrange for the return of that part to the Packard factory without charging the owner for the transportation or any handling charge. The labor should be charged to the customer in the usual manner. You should tell the customer that he should return the invoice to the service manager of the station through which his car was purchased, and that any items which come under the terms of the guarantee will be taken into consideration and adjustment made on those items covering labor on the installation of actually defective parts.

Many cases have been called to our attention this last summer where this policy has not been carried out. We have run across owners with defective parts placed in the back of their cars, having been told they should take such parts back to their home distributors. We have also run across instances where the full list price for labor and parts has been charged, and the customer told that when credit was received from the factory, a check would be forwarded.

Neither of these methods is correct and they invariably cause the customer considerable difficulty. It is extremely important that the entire field should adopt the uniform and correct procedure for the handling of not only all service matters but particularly the tourist service policy, and we again ask that you reread the policy, become thoroughly familiar with it, and handle each case which comes under your supervision as outlined.

Replace the defective part without charging the customer for it; return the part to the Packard factory for credit; charge the customer for labor only; and ask him to refer his bill to the dealer from whom the car was purchased telling him that he will be entitled to a refund in connection with any portion of the work falling under the warranty.

Upper Radiator Hose

There may be a failure of radiator water hose due to an overheating condition. High grade rubber will vulcanize at 212° Fahrenheit therefore if water has been boiling due to sticking shutters, late timing, or anything that would cause overheating—the inside of the upper hose should be examined to make sure it has not partly closed up due to the vulcanizing action of the steam. Make sure that the passage in the hose itself is clear; otherwise replace the hose part No. 170430 on the 726 and 740, and No. 175288 on the 745.

Front Body Pillar Construction

On the seventh series bodies we are using an aluminum casting as the front facing of the forward body pillar. This casting is fastened to the front pillar by six screws running through from the inside, which can be seen on the back surface of the pillar by opening the front door.

Sometimes a squeak occurs where the lower end of the aluminum casting meets the cowl. To correct squeak, remove the six screws and tip the casting forward at the bottom. Insert a piece of tire tape between the casting and the cowl, and replace the screws.

Try This Letter on Your Customers for Increased Accessory Business

Dear Mr. Packard Owner:

Your Packard car is exceptionally well equipped but from a manufacturing viewpoint it is impossible to include everything the user may ultimately require.

You, like most motorists of today, undoubtedly are planning to run your car all winter and it is with this thought in mind that we are recommending a few items of additional equipment for your comfort and convenience.

Pleasurable motoring need no longer be dependent upon the weather—Packard accessories defeat the season's annoyances to both you and your car. You may keep yourself and your motor warm by using a heater, and louvre covers. You can prevent ice in the radiator and slush on the carpets with anti-freeze, for one, and a rubber mat for the other. By using a robe you may run your car throughout the winter in personal comfort. By the use of chains you may run your car through storm, sleet and ice in safety.

These items, of course, are classed as accessories, but they are practically necessities. The comfort they will bring to you and the increased efficiency with which your car will operate well warrants the expenditure of the few additional dollars these items cost.

We will be glad to have you phone us for additional information or we will set a definite time with you over the phone for the installation of these items and if you have time, drop in and inspect them before you leave your car for such an installation.

Yours very truly,

Accessory Division.

Upon request to the Factory Accessory Division, circulars on Packard Approved Accessories are available.

Service Posters



The fall service poster is now available. It is one of the series of twelve, and sells at 50 cents. The set of twelve should be ordered with one frame at \$1.50. The posters should be changed each month. You will find that besides adding to the appearance of your station that the low cost will come back to you many times over.

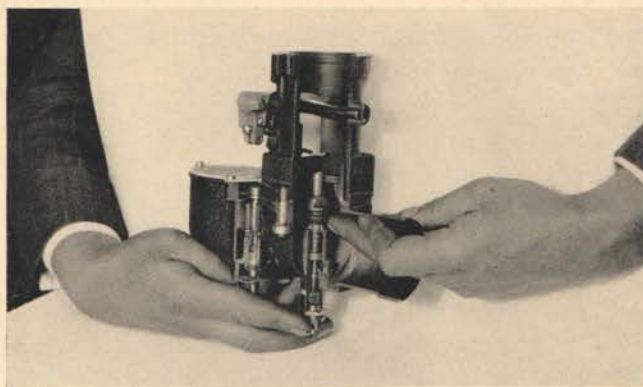
Recent Alterations

Recent alterations affecting the seventh series cars are listed:

1. The holes on the bonnet tops have been relocated to prevent chipping of paint when raising the bonnet.
2. On 726-733-740 the frame assembly will be drilled for double tire carrier installation.
3. The motor generator commutator end housing cap has been changed to facilitate removing the end cover when the generator is attached to motor.
4. The motor accelerator retracting spring No. 116325 has been cancelled and superseded by No. 177677 to lighten the load on the accelerator pedal.

5. On Model 733 tires size 6.00x20 have been cancelled and superseded by tires of 6.50x20. This change affects the following speedometer parts: Part Number 118970 speedometer pinion 4.38-1 cancelled and superseded by number 148440. Number 137102 speedometer pinion 4.69-1 cancelled and superseded by 175442. Piece Number 158446 speedometer pinion bearing 4.38-1 cancelled and superseded by 158147. Piece Number 158145 speedometer pinion bearing 4.69-1 cancelled and superseded by 175441.

Adjustment of 726 Carburetor



Remove deflector from air intake. Run finger into air opening and hold it against the metering head, then turn adjusting handle on metering pin until the pin seats, which will be noted when the metering head is reached and an upward pressure is felt against the finger in the air intake.

Since the pin is tapered it will be possible to force the adjustment too far and thus the head may cut a groove in the pin and ruin the pin. Care must be used to adjust the pin only to the point where the head starts to raise.

When this adjustment is made, back off three turns which gives you the starting adjustment. After motor is warmed up turn up for leaner or down for richer mixture as desired.

Reading Lamp

There have been some cases of short circuits in the reading lamp on the right of the instrument board on the seventh series cars.

The short is generally caused by one of the contact springs coming in contact with the body of the lamp when the plunger is pulled out. This design has been changed to much more stable contact springs completely insulated from the lamp body by a fiber insulating tube.

The new insulating contact assembly, piece No. 178667, can be installed in any lamp body.

To install new parts, disconnect wire from back of lamp. Remove knurled nut that holds lamp assembly to instrument board, and remove entire lamp assembly. Lift spring on outside of lamp body and pull out plunger. Remove inner nut from wire terminal and switch will come out. Install new part and reassemble.

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