



VOL. 3 No. 22

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Measure Him Up

Take a look at your Parts Department Manager, let us check him up with our yard stick and see whether he fits the job. Ask your bookkeeper to give you some figures showing your total Parts business for the past twelve months, also your net profit on this business. Next get the figures of new car sales, used car sales, labor sales and the net profit on each. Now place next to these figures the percentage of net profit.

Where does the parts business stand in your particular business, usually it is in second place as far as percentage of net profit is concerned. Now, with this thought in mind, let's see just how good your Parts man checks up for holding the position which is responsible for the second largest percentage of net profit which you obtain.

No. 1—Knowledge of parts. This is necessary, first, that the various types of parts may be properly handled; second, that full advantage may be taken of the interchangeability of parts; and, third, that service to both the shop and the customer may be intelligently rendered.

No. 2—Knowledge of parts business. He must be able to invest a given amount of money so as to give the best service at the best rate of turn-over for a correct return of profit. He must buy wisely and sell quickly. He must understand the principles of merchandising.

No. 3—Courtesy—He will reflect a willingness to serve. The parts man is often placed in a position to start the building of customers' goodwill, so important these days. He will courteously fill the requirements of the shop without letting the shop run his

department or do his ordering. He will, if things run smoothly, possess that rare quality called "Tact."

No. 4—Honesty. This refers not alone to the matter of proper regard for the value of every piece of stock, the guarding of it and the caring for it, but the protection of it from a record standpoint. The parts inventory will be safe in his hands and the records will be honestly kept.

Ask yourself these questions about your Parts man: Has he a thorough knowledge of parts? Has he enough business training so that I may, with confidence, leave in his hands our parts inventory and sales? Does he get along with the customers, and is there any friction with the shop? Are his records kept right and does he honestly guard our interests and those of our customers?

If your answers are satisfactory, then you probably have the right parts man. If the answers are not satisfactory, it is either time for a change, or for a lot of training. Supervision of the Parts Department, large and small, is very important. Inefficient parts men and improperly kept records are a prevalent cause of loss and one of the principal causes of poor service.

You cannot afford to have one cent more than is necessary tied up in the parts inventory. When you do have, you will find a growing stock of slow moving and obsolete parts which soon will represent an absolute loss. There are still too many woefully neglected parts departments, and they are a source of much loss. Measure up your parts man—become familiar with this side of your business, it needs your supervision.



"Your Willingness Should Outrun Your Obligation"

Poster Cards

You may or may not be using a direct mail piece or a personal letter on the subject of winter preparation. Possibly tangible results of last year's efforts were hard to figure, and we will agree that they are. Service advertising does pay in good will, but it isn't always possible to put your finger on so many dollars additional profit that it produces.

Here is an idea in connection with the service posters that can be used for very little money. We have printed some cards in three colors, exactly the same as the large sized posters except for size. They are on a good grade of light cardboard and are 2" x 5 $\frac{3}{4}$ ". They are to be used clipped to the invoice when it is either presented to the owner or mailed to him.

It has no direct selling appeal—it simply carries a suggestion for the better operation of his car and it is in a neat and attractive form. It may be used as an enclosure with a winter preparation letter.

We plan to print several different types of these, but would first like to have your reaction and criticisms. If the idea appeals to you and the price of \$1.50 per 100 is attractive, let us have your order for the No. 1 Service Poster Cards.

Service Rating

A rating card on the condition of distributors and dealers service is sent to the Sales Department at the factory four times a year. This card is made up from reports sent in by the service road men each time they visit a place. The roadman's reports also go to the general service manager, the supervisor of districts, and the district manager from whose territory it comes.

Each man in your organization should endeavor to increase the efficiency of the service department. As the efficiency increases, your rating at the factory will go up.

Why not go over this report with your men, let them know that the factory has a definite interest in how good they do their work and that they are actually graded on the results they get out of their departments. Show them how those results affect your rating with the factory and let's all get together in our efforts to produce a grade of service that in itself will sell more Packard cars.

Here are the questions—your methods and your men produce the answers which determine your rating:

1. Is the place clean and orderly?
2. Is the tool equipment adequate?
3. Is the parts stock adequate?
4. Are they trying to sell accessories?
5. Are they using standard repair methods?
6. Are they using any kind of follow up system?
7. Are the demonstrators in shape?
8. Are the Technical and Service letters properly filed?
9. Are they well versed mechanically?
10. Is the shop doing the work well?
11. How are they helping their dealers?
12. Is Service Sign in use?

How do you stand on these points?

Baltimore Service Car

Baltimore produced a very attractive service car which we are glad to show. Don't overlook the advantages of a well appointed service car, it should reflect the quality of your service in every detail.



Demonstrate Heaters

The Chicago Accessory Department has developed a display stand for demonstrating the new Packard-Kelch Heater. The Factory Accessory Department thoroughly approves of the idea and suggests the purchase of one of these stands at \$10.00, which is less the heater—this to be supplied from your stock. These will materially assist in the sale of heaters for this winter.



These should be ordered through Mr. R. E. Rosen, Packard Motor Car Company of Chicago, 306-37th Street, Chicago, Illinois. Checks should accompany orders.

Battery Charge Regulator Adjustment

All Dyneto battery charge regulators are calibrated at the factory, and should not be readjusted without first carefully checking with volt meter to determine whether or not they are operating properly.

To make this check-up, first see that the battery is charged and in good condition and that all connections are clean and tight. Connect volt meter negative lead to general terminal, and positive lead to motor for ground, start the motor and run at a speed that will allow generator to build up a voltage of approximately 7.5 volts. Allow about fifteen minutes for the regulator heating coil to heat thoroughly. If the regulator operates before this time has elapsed, it is operating at too low a voltage, and it should be adjusted. If the regulator does not operate during this time, increase the engine speed enough to cause generator to charge at a still higher rate, and let it run until the voltage reaches 8 volts. After running at this rate for a time, if regulator does not operate, it should be adjusted for a lower voltage.

To make adjustment when the regulator is cutting in too early, shut off the motor, and remove the regulator cover. Use ignition point wrench and turn the adjusting screw to the right, or down, a fraction of a turn. This increases tension on the operating blade, which will require more heat to open. Replace the regulator cover and start the motor. Allow it to run at a charging rate that will give approximately 7.5 volts at generator terminal. After running about five minutes, if the regulator does not operate, increase the rate to between 7.8 and 8 volts, and if it operates at this voltage, the unit is properly adjusted. If it operates before this at 7.5 volts, repeat the adjusting operation until the proper adjustment is reached.

To adjust for lower voltage, follow the same procedure, except to turn the adjusting screw to the left, or up, which will decrease the tension on the operating member. Unless the regulator cover is replaced after each adjustment, it is impossible to get the correct setting, because the blast from the fan will prevent thermostatic blades from operating.

If ammeter hand fluctuates excessively, it is an indication that the regulator is adjusted low, and this can be eliminated to a great extent by setting the adjustment higher. The proper adjustment for the least fluctuation of the ammeter hand is 7.8 to 8 volts, in that, this voltage occurs where battery charge voltage curve makes a sharp turn upward. The fluctuating condition is not serious, and unless the owner complains, it is not advisable to attempt to eliminate it.

Noise in Gear Shifter Lever

Technical Letter No. 1881 covers the installation of the gear shifter lever spring and seat assembly, which is installed to control vibration in the shifter lever.

It will be noticed that the bottom face of the seat is relieved on one side and in making the installation, the relief should be installed on the right-hand side, in order that the seat may clear the projection on the first speed shifter fork.

It will also be advisable to dip the seat in heavy oil before it is installed.

Fan Belt Adjustment

A number of the service water pumps which have been installed on 626 cars have been returned to us with a notation on the claim tag—"leakage."

An examination of these pumps has shown that the condition was caused by excessive fan belt tension. The belts have been adjusted so tightly that the pump shafts have been pulled out of line, and in some cases the ball bearings have been damaged.

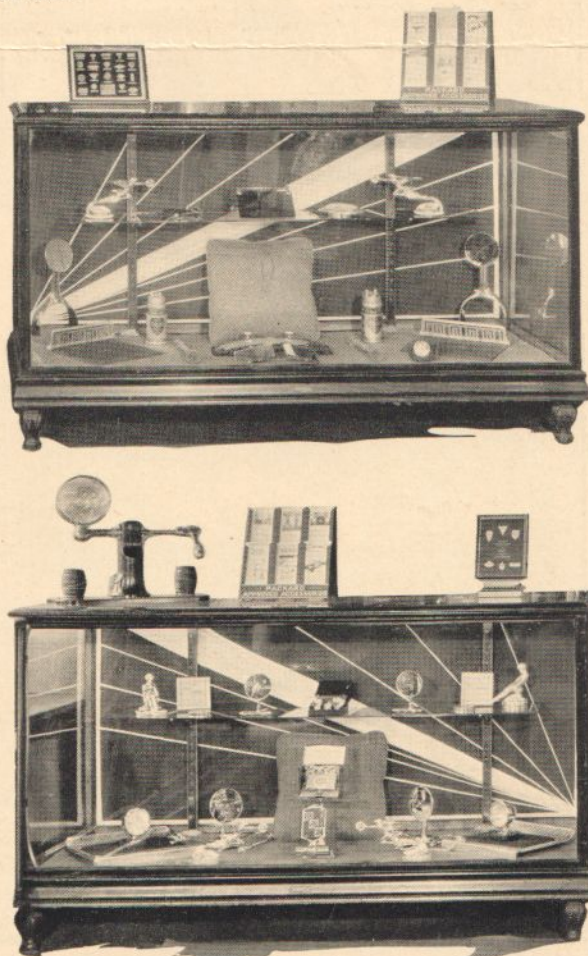
You will find that satisfactory results will be obtained if the belts are adjusted with just enough tension to prevent slippage, and during the winter months, when very little high speed driving is done, rather loose belt adjustments will be perfectly satisfactory.

Double Fan Belt Installation for 640

It is possible to install the Double Fan Belt, such as used on the seventh series cars, on the 640 models. The part number calling for the service equipment is 97591. The prices are \$20.00 the first zone, \$20.95 for the second, and \$23.20 for the third zone. This is not an exchange price, and the parts replaced are *not* returnable for credit.

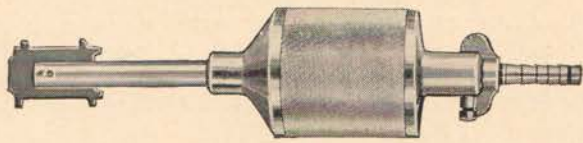
An Attractive Display

Mr. R. E. Rosen, Accessory Manager of Chicago, writes that Bert Ashley made a striking display in their show cases and sent in photographs to prove it. There can be no argument—"attractively displayed goods are half sold."



Special Tools

Air Valve Grinder

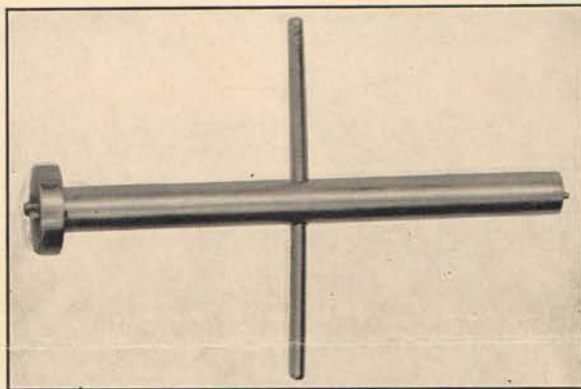


ST 752—\$12.50 Net

An 18-ounce machine operated by air pressure with adjustable control, regulating speed from zero to three-thousand one-quarter revolutions per minute. This is a very smooth running machine for grinding and finishing valves and will complete the job in half the usual time. It is guaranteed for one year.

Carburetor Air Valve Wrench

MODELS-726-33-40-45

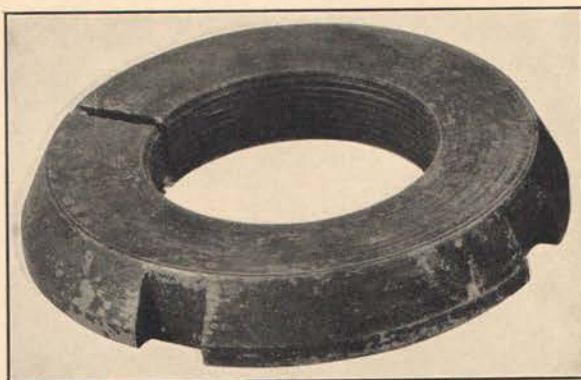


ST 751—\$1.75 Net

A tool for removing the piston air valve on both 7th Series Carburetors.

Wheel Puller Adapter [K. & G.]

MODELS 726-733

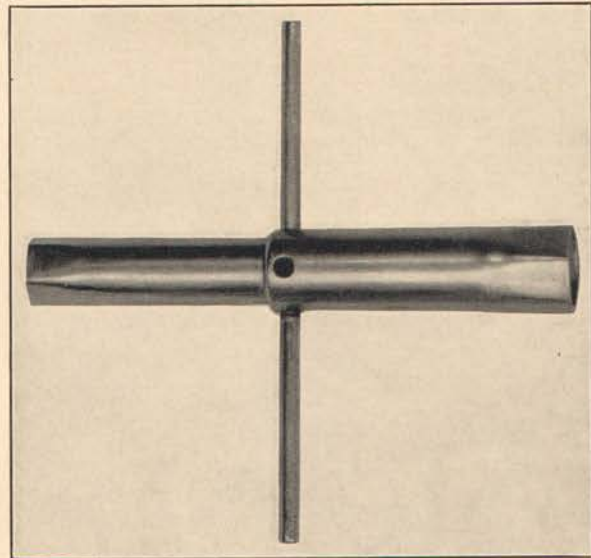


ST 1371—\$2.00 Net

This adapter may be used with the body of ST-683 (K&G Type) Wheel Puller Heavy Duty.

Carburetor Body Stud Socket Wrench

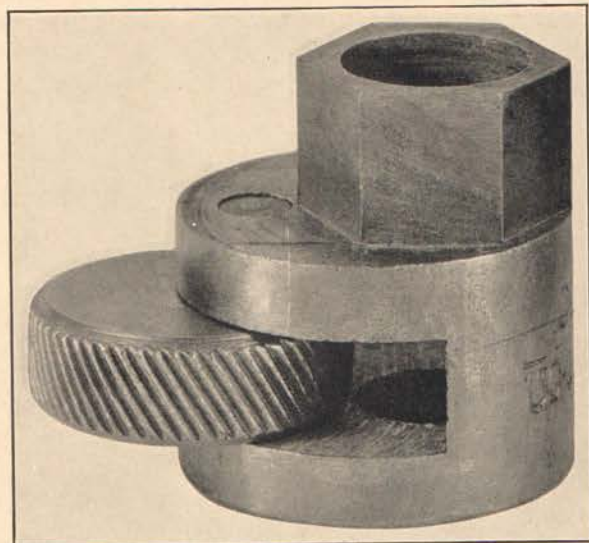
MODELS 726-33-40-45



ST 750—\$1.25 Net

A wrench used to remove the gasoline strainer body stud on both the 7th Series Carburetors.

Stud Remover



ST 755—\$1.25 Net

Will remove studs ranging from $\frac{1}{4}$ " to $\frac{1}{2}$ " in size. The wheel is eccentric and will not slip when used with Snap On Socket Wrench.

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