



The Telephone

MUCH more care should be used in your conversation when using a telephone than when talking face to face with a man. The reason is obvious yet few of us practice this rule. In our desire to save time or to sound business-like we may sound only discourteous to the listener. It is a real pleasure to do business over the 'phone if it is used properly, and on the other hand, it is a most disgusting affair if improperly used.

The 'phone service of the average service station does not reflect the effort that has been put into other improvements made in the past few years.

An owner calls the Packard number shown in the directory and what is the result? The operator comes fourth with a lazy non-interested "Hello" or possibly she says "Packard". The busy customer says he wants to find out if his car is ready. The operator transfers the call to the service department. In some cases the call is answered with fair promptness and the customer repeats his question. "Just a minute" promises the exponent of service who starts hollering for John. He finally gets in touch with John who claims that he never heard of Mr. Jones. Bill is tried next and so that he can answer Mr. Jones' question he runs out into the shop to find out whether the job is finished or not. He then dashes back to the 'phone to find that someone has hung up the receiver. Instead of promptly calling Mr. Jones and apologizing for the delay, he lets it go until Mr. Jones calls again.

Mr. Jones, who lost from four to six minutes on the last call, shows some signs of impatience and gets in return a sharp "Hello, Yep your car is ready" or "Nope, she won't be ready for an

hour." Now just what do you suppose Mr. Jones thinks of Packard Service, even though the repairs were made perfectly?

If you fellows think this condition doesn't exist, call up your service station and time your call from taking down the receiver until you get a service salesman who can answer your question. You will probably be surprised and you will resolve to do your part in correcting this condition.

The next time the 'phone rings try this—Lift the receiver (we didn't say grab) from hook, let your expression relax and just as though you were assuring the other fellow of the fact, say—"Packard Service, Mr. Smith talking." Put some life into it and say it politely. If you are asked about a car you did not handle and the salesman who did is not available, tell the customer that Mr. Doe who handled the order is busy on another 'phone or is out and that you will get the information right away and call him; or if it is easily available, get it and give it to him. Don't make him wait for Mr. Doe. If he gives you an order over the 'phone, thank him and say it as though you meant it.

The effect on the owner when a phone message is mishandled, will offset a proper diagnosis, a first class repair job and the good will established by an otherwise courteous service salesman. On the other hand when properly used, it is of the greatest assistance to you in giving real Packard Service to your customers.

Treat the 'phone as an aid to business, not as an instrument of the devil. Use it as an aid and let your customers have the chance to consider it in the same light.



Packard Owner—Well, PACKARD that is sure fine Service, thank you.

"Better Service Means More Car Sales"

New Follow Up Post Card

Volume 1 Number 10 Service Letter explained a return post card for making certain that the owner was pleased with the service rendered him. He was asked to notify you if the trouble was corrected; if his car was ready when promised; whether the treatment was courteous; and whether there was any reason for complaint. These cards are sent out the day after a car is in for repairs. The owner fills in the spaces provided and lets you know what he thinks of your service.

These are printed on stamped cards

Your satisfaction is our greatest asset.
Mistakes will happen—we are not infallible.
When we are at fault we want to know it.
Please return the attached card—it will mean much to us.

Very sincerely yours,

General Manager of Service,
PACKARD MOTOR CAR CO.

306-330 West Thirty-Seventh Street.

Owner's name and address is on reverse side

R.O. _____ Service Salesman, Mr. _____

Was our work entirely satisfactory? _____

Was the car ready when promised? _____

Did you receive courteous treatment? _____

Have you any suggestions or complaints? _____

Name _____

Address _____

Date _____

Your Firm Address is printed on reverse side

R. O. No. is filled out by Service Station before Mailing

One of the best ways of improving your service is to find out just what your owners think of it.

A suggestion has been made that the average owner won't take the time to fill out the card and mail it. For this reason a simpler card has been designed. All the owner has to do is either destroy the card or mail it, in case he wishes to have the station call him.

This card uses the new type postal permit idea where by the sender pays postage on the return card only in case it is actually returned. There is a saving in the use of this idea and undoubtedly the returns will be greater than from the other type card and may be preferred by some. It is necessary to obtain a permit from your local post office. The number of the permit can then be sent to us with your order and we will have them printed for you either as a single card or as a double return card.

If you prefer the stamped type double card, order form D-32.

If you want the permit type double card, order form D-32A and give permit number and date of expiration of the permit.

Some service stations mail invoices covering repair work a day or so after the car has been released to a cus-

tomers having a credit standing. In such cases the follow up card need not be of the double type. The single type permit card may be attached to the invoice. If you prefer the permit type in the single card style, order D-32B and give permit number and date the permit expires.

Postage Will be Paid by Addressee

No Postage Stamp Necessary if Mailed Before JULY 31, 1929

BUSINESS REPLY CARD
FIRST CLASS PERMIT No. 200, Sec. 384½ P.L.R. DETROIT, MICH.

PACKARD SERVICE, DETROIT BRANCH.

574 WOODBRIDGE STREET EAST.

H. P. HARDESTY
GENERAL SERVICE MANAGER

DETROIT, MICHIGAN

This card requires no stamp

MR. _____ SM. _____

IF THE WORK PERFORMED ON YOUR CAR
ON _____ R.O. No. _____
WAS SATISFACTORY, PLEASE DESTROY THIS
CARD. IF NOT SATISFACTORY, PLEASE MAIL
AND WE WILL CALL YOU.

PACKARD SERVICE

NO POSTAGE REQUIRED

All blank spaces are filled in by Service Station

It is extremely important that you have satisfied owners. The only way you get at those people who really have a justified complaint but hesitate to speak of it is to politely ask them to tell you about it. This type owner—unless you do get to him in time—simply sells his car and you do not get a chance to straighten things out.

You cannot keep too close a tab on your customers and it will do you a lot of good to find out every so often just what your customers think of your departments.

Capitalize on your complaints—learn something from everyone of them—it's a sure way of improving your service.

Orders for Owner Follow-Up Cards may be ordered from the Editor of the Service Letter. About a weeks time is required for printing.

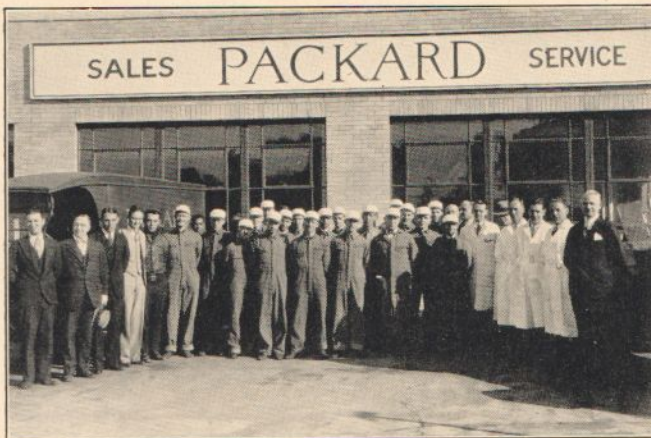
Gasoline Gauges

Don't forget to take care of the replacement of gasoline gauges that do not operate properly. This should be done before June 1, 1929.

The part numbers of the gauges affected are 157430, 158242 and 158440. The King-Seeley Corporation and its service stations are making these replacements without charge regardless of car age or mileage up to June 1 only.

Good Clean Service

When you say clean up and keep clean you are talking Guede Coghlan's language. He believes in it 100%. You see it's this way, his brother handles the front end of the building where some of the new cars are sold, and Guede takes care of selling service and the rest of the new cars. There is a family rivalry in this combination and while some may claim we are prejudiced, we do believe that any medals presented should go to the service department in the Bronx organization.



Look the bunch over—they don't get that way just for a picture, they stay that way, under a plan worked out by Mr. Coghlan. The tool room handles the suits and coats, the men draw a clean outfit every other day and pay a laundry bill of \$1.35 per week. Since the men do not have to buy the suits, their only expense is for keeping them clean and they like the plan. A clean white cap to match is provided and re-issued as needed. The company finds that besides looking well the caps save many a grease mark on top linings.

The plan has proven successful in promoting general cleanliness in all details and is well worth trying out.

Transmission Case Cover Liner

Complaint

A customer driving a current model car, arrives in the service station stating that he hears a high pitched whistling noise coming apparently from somewhere in the front compartment near the floor board. He states that it is noticeable in the neighborhood of 25 miles per hour and more easily heard on a coast then on acceleration.

Diagnosis

The Service Salesman detects the noise referred to and determines that it comes from the transmission. The noise is similar to that caused by a tight bearing. He loosens the nuts holding the transmission case cover and finds that the noise disappears. This definitely identifies the noise and it is caused by the movement of the oil in the transmission.

The Remedy

This difficulty is being corrected in the cars now being built by eliminating the resonance in the transmission case cover. This is done by riveting a sheet of packing and a steel plate to the under side of the cover, the packing being attached between the cover and the plate. As a safety precaution, it is well to have the rivet head on the outside so that there is no danger of a rivet falling into the case.

The following parts are required to take care of current model cars which are not already so equipped:

- 1—169595 Transmission Case Cover Lining.
- 2—169596 Transmission Case Cover Liner Reinforcement.
- 5— 4146 Rivet.

Using ST669 on 626 Motors

You will find when reseating valves with the Packard Valve Reseating Equipment on a 626 that as you start work on the No. 16 valve the driving wrench, which is used with the adapter to turn the cutter, strikes the bonnet cowl ledge. The best way to prevent this is to lift the fabric ledge liner out of the way and cut a semi-circular opening in the ledge. This should be cut about one inch from the center opening in the ledge, so that the driving wrench will stand at right angles to the block. The cut should be one quarter of an inch deep and can best be made with a half-round, ten-inch, rough file. You will find that the driving wrench will work freely after this has been done.

Motor Crankshaft Bearings

In the future we will ship all main bearing assemblies (upper and lower halves) half metered and line reamed to the finished size, ready to install without further scraping or fitting.

This will apply to all Six models from 126 and to all Eight models.

In the past some of the assemblies were full metered and all were .0035 undersize, which meant that a line reamer for each different diameter bearing was required to make a first class crankshaft installation.

Presuming that many of our dealers do not carry this equipment, we believe bearings made to exact size will prove more satisfactory to all service stations.

Meet Mr. Allen MacKenzie

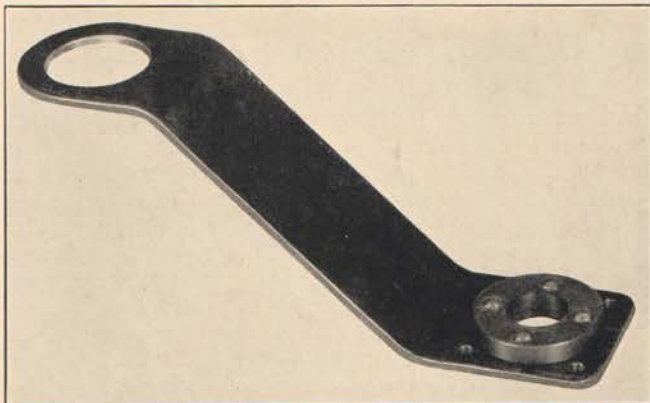


This is the boy who shows them how, in Europe. Allen can synchronize distributor points in 14 languages although he speaks only English. He claims that a Packard motor talking pretty to him on all eight in English sounds just as good to the owner as though he had tried to tune it in the Czecho-Slovakian language. You fellows who think you have a hard time getting things done ought to follow Mac around on one trip. But through it all you can tell

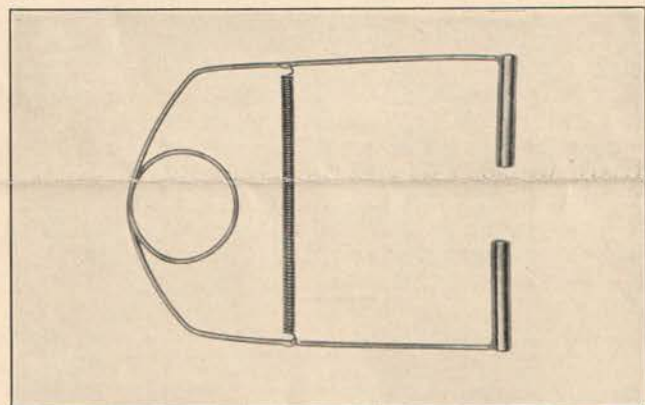
from his smile that Packard owners in Europe are getting real Service.

Prize Winning Tools

The Special Tool Department acknowledges with thanks the two suggestions as shown, and considers them especially good. They are listed as winners for the months of January and February.



The suggestion sent in by Julius Verduyn of the Detroit Branch is a tool to assist in removing a radiator without removing the headlights. This outfit is attached to the radiator inlet flange studs and with the aid of a chain fall one man can easily remove the assembly without any danger of its being scratched.



Arthur Honkamp at Sioux Falls submitted a design for a water pump packing gland tightening tool. It is made up of two pins and a spring handle. The pins fit the holes in the fan pulley hub and the spring handle causes them to drop into the slots in the packing nut as the fan is turned.

These tools will not be carried in stock but blue prints may be obtained from the Special Tool Department if you wish to make them up.

The Unusual in Service

This letter demonstrates the value of "that little extra" that makes one service station stand out above the others in the eye of the owner.

We have stressed the importance of the clean shop, the expert repairmen, courteous treatment, and promises maintained, but these things are not what makes one service station better than another, because the average Packard owner expects and receives all of these practically every time he goes into a Packard service station. Most

Packard shops are clean. Most Packard mechanics are careful, efficient men. Most Packard service salesmen are courteous and endeavor to get cars out when promised.

The lady who wrote the letter was used to receiving such service and never thought much about it, but when she received the little extra, unexpected service she received something she won't forget for a long time. She is a confirmed booster for Packard service all because of a little thoughtful extra service.

Again and again it has been demonstrated that these unusual acts of service are the things which gain both the distributor and the company its reputation for service. This is the very point that we are trying very hard to emphasize to the entire field. It is surprising how few people seem to realize the truth of it. If every service man would just do one unusual act of service in each day's work throughout all of the Packard service divisions, the company would gain a reputation for fine service that no other company could touch.

MADISON AVENUE
NEW YORK

Washington Packard Service Station,
1708 Kalorama Road,
Washington, D. C.

ATTENTION: Mr. Roberts

Dear Sir:

My 1929 D. C. tags were received this morning. This was in reply to a request I sent you late Friday December 28th. How you were able to get the tags in New York City at 8 A.M. December 31st is almost too much of a miracle to come from even your already 'famous for service' - Packard-Washington Motor Car Company.

When a member of the Packard family is in distress the best luck I could wish them is that they're not too far from Washington so that they might depend upon some truly exemplary Packard co-operation.

I am enclosing a blank check to cover any charges you might have against my account and may I at this time say the service and assistance rendered by your firm is not approached by any Packard Service Station I have yet entered.

Thanking you very much indeed, I am

Very truly yours,

H. HATHAWAY

(Miss) H. Hathaway

From Out of the West

A 100% attendance of dealers and distributors were present at Jack Harrison's service meetings at Salt Lake City and Portland. Various men who attended stated that many new ideas, very helpful to them in their Packard work have been received from Mr. Harrison.

The four men who, through the snow, drove 412 miles from Klamath Falls, and the two men who drove 375 miles from Medford; likewise the three men who drove 475 miles from Boise to Salt Lake City felt well repaid for having made the trip.

When about half way to Salt Lake City the boys from Boise shot a sufficient number of wild ducks to feed all men attending the dinner given by the Salt Lake City distributor. These ducks were delivered to the steward of the Hotel Utah, Salt Lake City, where the birds were cooked and the dinner served in royal style.

J. F. AVERY—Pacific District Mgr.

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