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A Remedy For Incompetence

MANY of us assume that the cause for most business failures is to be found in the lack of finance. We have been led to believe that the shoe-string operator was a thing of the past and that the big moneyed business was the only one that could succeed. The annual Bradstreet report, however, does not agree with this idea, as it indicates that the greatest cause of business failures is to be found in incompetence. Even lack of capital does not compare in numbers with incompetence when it comes to driving customers out of the door.

This is rather a severe statement, but coming from such a source should be given due consideration. It is to be feared and guarded against in executives, salesmen, service men and mechanics; it is to be feared for two reasons, first because of its bearing on the failure of the business you are doing today and second, because it definitely adds an extra burden upon those who must follow in your footsteps.

Based upon figures from the advertising department and on the theory that the average Packard owner turns

in his car after four years' use, it is easy to figure out that there are approximately 33,000 Packard owners who will be looking for a new car this year. We are justified in assuming, based on past records, that ninety per cent of this repeat business will come to us. This assumption, however, is based entirely upon that little word "If"—"If" the service has been satisfactory—"if" you have rendered *competent* service.

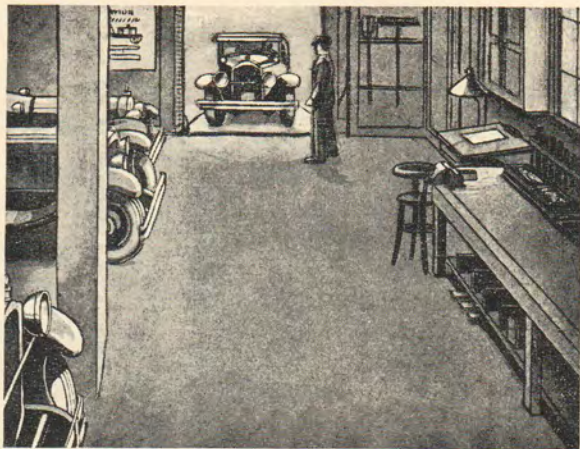
You can talk upon this matter of service from many different angles, but the one of most importance is not a matter of cleanliness alone, equipment alone, or building and location alone, it is very largely dependent upon the personal element and how competent that element is in performing its work.

We are back again to the matter of training and education. You cannot overestimate its value. The successful service department is the one which is efficiently trained to competently perform all of its various duties. Overcome incompetence by increasing your educational efforts.



THE TOURIST PROPERLY HANDLED BUILDS GOODWILL FOR YOU

"Customers often judge Packard by what they think of You"



First clean up the shop and then go after more business—
Miami, Florida, submits this Idea

MR. PACKARD OWNER:

There is no one that has a keener interest in the service that your Packard is giving you than we have and our records show that it has been some time since your car was in for service.

Our Service Department has ample facilities for rendering 100% Packard service. We carry a complete stock of Packard parts and in addition to this, our mechanics have had Packard factory training which doubly assures you that your work will be performed in accordance with factory policies and principles. This means guaranteed service.

We extend to you a cordial invitation to visit our Service Department for any assistance which we can offer. May we not have the pleasure of rendering to you, as a Packard owner, the service which we are able to give.

Special Tools

Some rather interesting suggestions on special tools have been received and if your equipment does not include such items as these, you may be interested in obtaining a detailed description, which will give you the necessary information to make the tool up in your shop. The Special Tool Department will be glad to supply the additional information.

Mr. Shy, of Omaha, made up a lever for testing the automatic spark advance. Mr. McLain, of Jacksonville, has a lubrication gun for filling shock absorbers. Mr. Greene, of Pasadena, has made up a tool for holding the cable when adjusting brakes. Mr. Hamilton, of Jacksonville, made up a puller for removing shock absorber levers. Mr. Hambright, of Atlanta, sent in a wrench which he made up for adjusting the 626 shock absorbers. Mr. Leiderman, of Pittsburgh, sent in a special radius bumping tool and Mr. McWhirter, of Beverly Hills, made up a puller for removing steering wheel hubs.

Water Pump Installation SIXTH SERIES

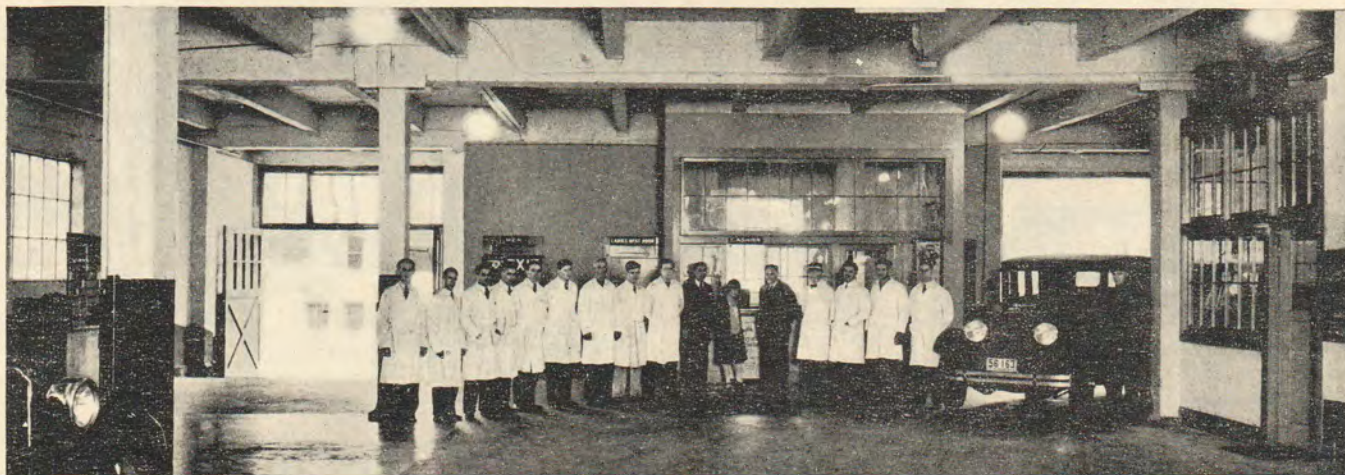
Technical letter No. 1898 describes the water pump which has been developed for the 626 model, and is now being supplied by the service stores division.

When one of these pumps is installed the last step is the application of a coiled spring the inner end of which engages with the shaft and the outer end is held in position by one of the four cap screws mounting the fan. The purpose of the spring is to prevent noise which might otherwise be caused by the loose fit of the keys and the key ways.

We suggest that instead of winding the spring 180° as described in the Technical letter, it be rotated only 90° or $\frac{1}{4}$ of a turn, because we have found that in some cases the original recommendation puts a rather heavy side load on the shaft and may cause a tendency toward leakage.

Seattle and Service

Fred Weaver is an old timer and his department operates in an old style building, *but* when it comes to appearance, efficiency and results, you are going to hustle to keep up with Fred and his assistants. The cars go in one way and go out the other, the floor is clean enough to shine; the walls are clean and the office is convenient. Lee Stipe says they go on the Honor Roll and here they are—

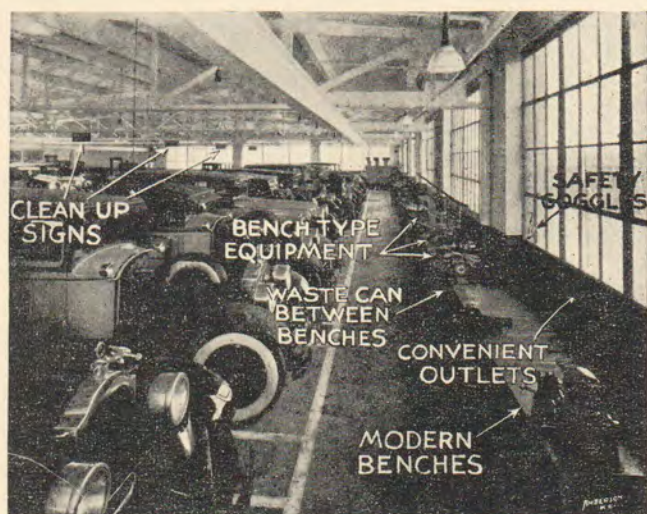


Keys

The National Automobile Chamber of Commerce has again called to our attention the fact that the careless handling of the sale of car keys results in many stolen cars and since this has not been brought to your attention for some time, may we ask that you post a notice in your stock room to the effect that new keys should not be sold to strangers without requiring identification as to car ownership. Duplicate keys should not be indiscriminately sold and if you are operating a key cutting machine, it should be kept under lock and should be accessible only to the department head.

Packard cars are equipped with locks for the owner's protection, don't destroy his protection by the careless selling of duplicate keys.

Shop Details



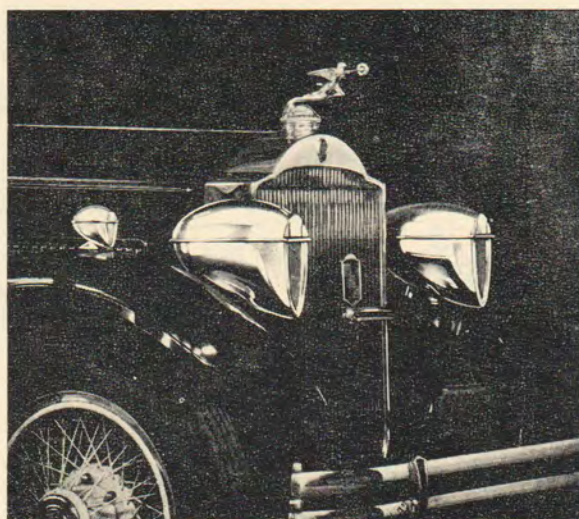
This view of Kansas City's new shop is worthy of special mention and we have pointed out in the photograph a few items of interest. In laying out a new shop, or in changing your present one, careful attention to these details are important.

Open Car Tops

We have seen quite a few cars of the phaeton type where the rear quarter curtain has been cut out so that the top bow support could be left in position with the top up.

The design of the top and the bow support is such that it is intended that the bow support bracket will be used in position on the body only when the top is down. When the top is put up, it is intended that the one hexagon nut will be loosened up and the bow support removed and carried in the car. From the standpoint of appearance, we would suggest that you explain this construction to owners who may request that the back curtain be cut so that the bow supports may be left in position on the body. We have found in one or two cases that the owner was disappointed after having requested that this be done and, of course, it could not be changed except by installing an entirely new rear curtain.

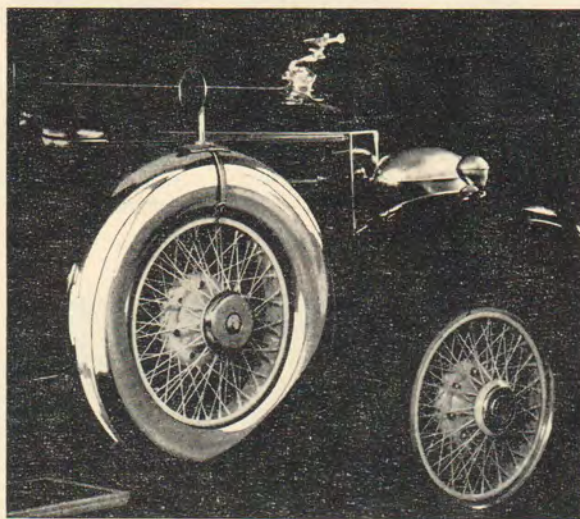
Packard Woodlites



PA 1465 Headlights—PA 1466 Fenderlights

These unusual looking lights may be installed on the standard headlight and fender light mounting. They spread the light over a wide area (160 degrees spread immediately in front of the car) but the rays are thrown down preventing glare. The headlites, PA-1465, list at \$50.00 per pair installed; the fender lamps, PA-1466, at \$20.00 per pair.

Packard-Lyon Metal Tire Covers



PA 1111

The Accessory Department is now offering this attractive two-piece steel tire cover at a price so reasonable that it will appeal to all your owners. It comes finished in chrome, lacquer, or top chrome and side lacquered. You may also purchase them in the plain metal and finish them yourself. The installation is quick and easy. Prices and piece numbers are given in a recent Trade Letter 2476.

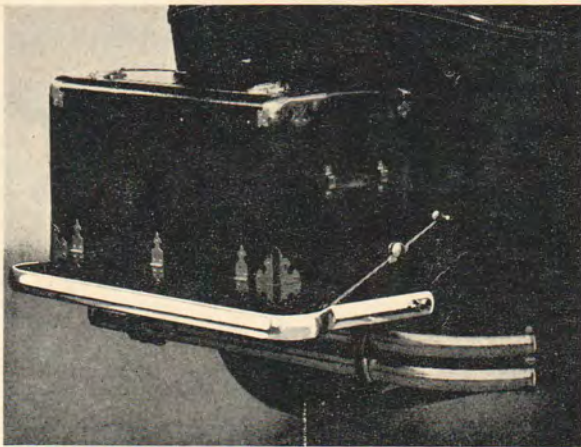
Glove Compartment Doors

Any rattle developing in one of the glove compartment doors may be easily corrected.

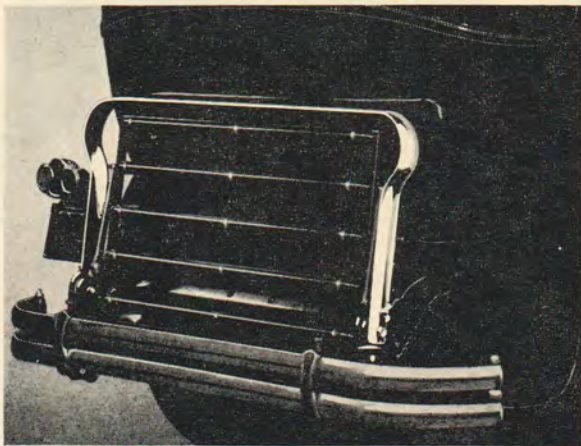
When the door closes it seats against a stamped finger on the inside of the instrument board, and if necessary this finger may be bent toward the rear in order to prevent in and out movement of the door when closed.

You will also note that the round headed plunger which forms the latch has a hole on the side. The plunger is threaded and by inserting a pin or a wire in the hole, the plunger may be rotated in or out in order to obtain the proper tension.

PA-2562 Trunk Guard Assembly



The protection afforded by this trunk guard now available through the factory accessory division is worth considerably more than the guard itself which is priced at \$15.00 installed. Its design and weight are identical with that of the bumpers. Everyone who buys, or has bought a trunk is a logical prospect for this equipment.



Springs—

We have in service stock three types of rear springs which cover all models. The three have the same carrying or load capacity and the difference is in the rate of action which is the number of pounds pressure required to compress the spring one inch, therefore, a spring with a low rate of action will be the softest and a spring with a high rate of action will be the hardest riding spring.

The three springs carried in stock have 120, 145 and 165 pounds rate of action. The medium or 145 is standard for production and it is therefore possible to get a softer than standard, or a stiffer than standard spring.

There are also two types of front springs, the standard and a special soft type spring. The standard spring has a rate of action of 325 and the light, or softer spring, has a rate of action of 275.

This combination makes it possible to give the owner most any kind of ride desired, taking into consideration, of course, the fact that the shock absorbers will have to be adjusted to fit the individual requirement.

The main thing to remember is that the load capacity of the spring does not necessarily change the riding quality; it is the rate of action which is the deciding factor.

NOTE:—The springs with the 165 lb. rate are standard on the touring models only.

		LBS. LOAD	LBS. RATE
179136	F. Spring—2	x 38 x 850	325
179138	F. Spring—2	x 38 x 950	325
179140	F. Spring—2	x 38 x 1050	325
175074	R. Spring—2 1/4	x 62 x 1100	145
175072	R. Spring—2 1/4	x 62 x 1200	145
175952	R. Spring—2 1/4	x 62 x 1300	145
175950	R. Spring—2 1/4	x 62 x 1400	145
175080	R. Spring—2 1/4	x 62 x 1200	165
175056	R. Spring—2 1/4	x 56 x 1000	145
175058	R. Spring—2 1/4	x 56 x 1100	145
175060	R. Spring—2 1/4	x 56 x 1200	145
175062	R. Spring—2 1/4	x 56 x 1300	145
175948	R. Spring—2 1/4	x 56 x 1400	145
175064	R. Spring—2 1/4	x 56 x 1000	165
175066	R. Spring—2 1/4	x 56 x 1200	165

If a soft ride is desired, substitute springs of the same load, but lower rate of action. See list below.

176724	F. Spring—2	x 38 x 950	275
176722	F. Spring—2	x 38 x 1050	275
176726	R. Spring—2 1/4	x 56 x 1000	120
176728	R. Spring—2 1/4	x 56 x 1100	120
176730	R. Spring—2 1/4	x 56 x 1200	120
176732	R. Spring—2 1/4	x 56 x 1300	120
176734	R. Spring—2 1/4	x 56 x 1400	120
176736	R. Spring—2 1/4	x 62 x 1100	120
176738	R. Spring—2 1/4	x 62 x 1200	120
176740	R. Spring—2 1/4	x 62 x 1300	120
176742	R. Spring—2 1/4	x 62 x 1400	120

If springs are required to withstand extraordinary high speed and rough driving conditions, we recommend 375 lb. rate front springs with 165 lb. rate rear.

181763	F. Spring—2	x 38 x 1050	375
181764	F. Spring—2	x 38 x 950	375
175064	R. Spring—2 1/4	x 56 x 1000	165
175066	R. Spring—2 1/4	x 56 x 1200	165
175068	R. Spring—2 1/4	x 56 x 1300	165
175070	R. Spring—2 1/4	x 56 x 1400	165
175076	R. Spring—2 1/4	x 62 x 1300	165
175078	R. Spring—2 1/4	x 62 x 1400	165

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