



VOL. 4, No. 18

SEPTEMBER 15, 1930

"How a Girl Can Become An Asset to the Service Department."

WHAT can the girl in the service department do to help good marketing and to hold customers year after year?

In the first place, she must know the car we sell. She should be able to drive it and learn its superlative qualities. No one can intelligently promote the sales or service of a car in any capacity whatever, unless they know the car intimately. A Packard is different from any other car. It can be fully appreciated only by intimate association. That is the logic behind the slogan, "Ask the Man Who Owns One." The practical understanding thus acquired enables her to learn and appreciate the customers' point of view.

The application of plain, ordinary, common sense in handling the problems that arise in the department from day to day, a keen interest to know the various processes of shop work, a comprehensive knowledge of the functioning of all engine and chassis parts, an understanding of the ignition system, a precise knowledge of the time required to take care of a particular service job, are all vital fundamentals to be mastered by the girl who would make herself valuable in the service department and appreciated by Packard owners.

A thorough familiarity with the Service Manual, which describes and analyses the various service operations, combined with a study of the shop repair envelopes and parts requisitions, is the most practical means of learning what it's all about. An intimate knowledge of the routine of the department in all of its phases is indispensable. At times when the service salesman or the service manager are not available the customer must tell his troubles to her. She must be able to report them accurately and understandingly. She must know the difference between a "Motor Tune Up" and a "Motor Overhaul" an "Inspection only" of a unit or the "Renewal of Parts" therein or a "1000 mile lubrication" or merely a

"leveling of oils" etc. She should be able in any emergency to carry out this end of the work for the service manager. She should be able to meet the customer's inquiry intelligently and to give him the flat rate on any particular job of repair. She should know the operations of the stock room and the details of time keeping.

As a rule, with the perfect functioning of our organization, the repair job is easily and quickly handled. Sometimes the customer is the reverse. But as he is the most important factor in the whole transaction, he must be made to feel that we are vitally interested and are doing everything possible to solve his troubles quickly and at a minimum charge. A girl with tact and initiative can usually meet this sort of situation very effectively. The art of graciously meeting the people who come in for repairs and service cannot be overestimated in its effect upon future sales and service.

A girl who wishes to become an outstanding success cannot ignore the social aspects of the work. No matter how faultless the technique of the mechanical shop work may be, it should have a worthy rival in skill and technique of the office force in its contact with the customer personally. Every customer's visit should be a sort of "expected arrival" and he should be made to feel we are glad to see him, regardless of his errand, and he will be glad he came. It helps wonderfully, and there's nothing like it, to take the sting out of a broken spring or sheared fly wheel.

There are many ways in which a girl can become a valued asset to a Packard Service Department if she has the interest in her work, the initiative and ambition to do it better than well, the vision to see things to be done, and the will to apply herself. It's team work that gets and holds the customers and last but not least, "Experience" is a wonderful teacher.

LADIES NOTE—

The Editor wishes to give full credit for this article to its author Miss M. D. Sherman of Milwaukee. She writes from actual experience as "right hand man" to Chas. Prinz, Service Manager at Milwaukee—we greatly appreciate her cooperation.

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

Eighth Series Numbering

The various identifying numbers on the Eighth Series car have been somewhat re-arranged and a definite description of the present system will be of assistance.

The body serial number embossed on the front side of the dash remains the same; this is a serial number and is used for identification purposes when other numbers are defaced.

The motor number remains in the same position on the upper face of the left front motor arm.

The small brass body type number plate, formerly located on the body sills, has been discontinued and this number now appears stamped on the dash plate where the vehicle number formerly appeared. There are two numbers, one being of three digits and representing the body type, a space follows this and the next number is a serial number.

The Plate indicates that this is a Vehicle Number and it is so described in the Eighth Series Information Book. We will, therefore, designate this as the Vehicle Number, although this number will give you the body type number.

The following table lists these numbers and in ordering parts, it will be advisable to use this number, especially in the case of any body parts, as this will immediately identify the type of body for which the parts are required.

PACKARD EIGHTH SERIES BODY TYPES

| 826 | 833 | 840 | 845 | Pass. | Description |
|-----|-----|-----|-----|-------|---------------|
| | 460 | 470 | | 7 | Touring |
| | 461 | 471 | | 4 | Phaeton |
| | 462 | 472 | | 2-4 | Roadster |
| | 481 | 491 | | 4 | Sport Phaeton |
| 463 | | 473 | | 5 | Sedan |
| | 464 | | 474 | 7 | Sedan |
| | 465 | | 475 | 7 | Sedan-Limo. |
| | 466 | 476 | | 5 | Club Sedan |
| | 467 | 477 | | 5 | Coupe |
| | 468 | 478 | | 2-4 | Coupe |
| | 469 | 479 | | 2-4 | Coupe—(Conv.) |
| | | | | 4 | Coupe—(Conv.) |

Door Locking Arrangement on Eighth Series Cars

A change has been made in the method of locking the cars; service salesmen should become familiar with this change and explain it to owners upon delivery of new cars. The first run of Eighth Series cars had a locking arrangement whereby the two rear doors operated just the same as on the Seventh series; the left front door could be locked from the inside of the car by pushing the locking lever forward to the extreme position, however, if the driver got out of the car through the left front door and shut the door, the locking device was released. It is not possible to lock the left front door from the outside of the car.

The right front door was so arranged so that it could be locked from the inside by pushing the locking lever forward to the extreme position, however, to lock this door from the outside, it was necessary to use the key, as there was no connection between the keylock and the locking lever on the inside of the car.

A change in this arrangement has been made adopting the arrangement used on the left front door to both rear doors. In other words, on these three doors, it is possible to lock them only from the inside of the car by pushing the lock lever to the extreme forward position. Upon

getting out of any of these doors and closing them the locking device is released and it is, therefore, not possible to lock any of these doors from the outside of the car.

The right front door locking arrangement remains the same, it is necessary to lock this door on the outside by using the key, therefore, the proper way to lock a Packard Eighth series car is for the driver to place the levers on the two rear doors and the front left door in the extreme forward position before leaving the car; he should then leave the car by the right front door and lock this door with the key, he will, by following this procedure, never lock himself out of the car.

This arrangement has the advantage of completely locking the car from the inside for safety while driving and of locking the car from the outside in such a way that it is not possible to lock the key inside of the car.

Cars now coming through production have the last described arrangement; the service salesmen should make certain which arrangement is on each car and explain the locking arrangement to the owner at the time of delivery.

It is well to mention at this time that we have discontinued the small paper sticker bearing the key number, which formerly was fastened under the patent plate, the key number on Eighth series cars is stamped with a rubber stamp on the back side of the patent plate; the paper sticker being discontinued.

Minneapolis Service Car

Art Libby, Service Manager of Minneapolis, sent in a photograph of their service car. It reflects in every detail the type of service being rendered by the Minneapolis Service Organization; it creates an impression of reliability and is, we are sure, of considerable value as an advertising medium.



Note particularly the wording on the side of the car, which is the use of the Packard slogan as applied to Packard service. When you can make such a sincere effort to satisfy Packard owners that you can use the slogan in this manner, you are reaching that degree of service which can be designated as "satisfactory Packard service."

We certainly feel that the Minneapolis Service Organization should be complimented upon this part of their equipment.

Trunk Rack Screws

Some of the first Eighth Series cars were shipped with the trunk rack bumper screws being too short; a new screw of the proper length is now available in Service Stock under Part 184999. The part number of the washer to use in connection with the longer screw is carried under Part 184998.

Eighth Series Numbering

The various identifying numbers on the Eighth Series car have been somewhat re-arranged and a definite description of the present system will be of assistance.

The body serial number embossed on the front side of the dash remains the same; this is a serial number and is used for identification purposes when other numbers are defaced.

The motor number remains in the same position on the upper face of the left front motor arm.

The small brass body type number plate, formerly located on the body sills, has been discontinued and this number now appears stamped on the dash plate where the vehicle number formerly appeared. There are two numbers, one being of three digits and representing the body type, a space follows this and the next number is a serial number.

The Plate indicates that this is a Vehicle Number and it is so described in the Eighth Series Information Book. We will, therefore, designate this as the Vehicle Number, although this number will give you the body type number.

The following table lists these numbers and in ordering parts, it will be advisable to use this number, especially in the case of any body parts, as this will immediately identify the type of body for which the parts are required.

| PACKARD EIGHTH SERIES BODY TYPES | | | | | |
|----------------------------------|-----|-----|-----|-------|---------------|
| 826 | 833 | 840 | 845 | Pass. | Description |
| | 460 | 470 | | 7 | Touring |
| | 461 | 471 | | 4 | Phaeton |
| | 462 | 472 | | 2-4 | Roadster |
| | 481 | 491 | | 4 | Sport Phaeton |
| 463 | | 473 | | 5 | Sedan |
| | 464 | | 474 | 7 | Sedan |
| | 465 | | 475 | 7 | Sedan-Limo. |
| | 466 | 476 | | 5 | Club Sedan |
| | 467 | 477 | | 5 | Coupe |
| | 468 | 478 | | 2-4 | Coupe |
| | 469 | 479 | | 2-4 | Coupe—(Conv.) |
| | | | | 4 | Coupe—(Conv.) |

Door Locking Arrangement on Eighth Series Cars

A change has been made in the method of locking the cars; service salesmen should become familiar with this change and explain it to owners upon delivery of new cars. The first run of Eighth Series cars had a locking arrangement whereby the two rear doors operated just the same as on the Seventh series; the left front door could be locked from the inside of the car by pushing the locking lever forward to the extreme position, however, if the driver got out of the car through the left front door and shut the door, the locking device was released. It is not possible to lock the left front door from the outside of the car.

The right front door was so arranged so that it could be locked from the inside by pushing the locking lever forward to the extreme position, however, to lock this door from the outside, it was necessary to use the key, as there was no connection between the keylock and the locking lever on the inside of the car.

A change in this arrangement has been made adopting the arrangement used on the left front door to both rear doors. In other words, on these three doors, it is possible to lock them only from the inside of the car by pushing the lock lever to the extreme forward position. Upon

getting out of any of these doors and closing them the locking device is released and it is, therefore, not possible to lock any of these doors from the outside of the car.

The right front door locking arrangement remains the same, it is necessary to lock this door on the outside by using the key, therefore, the proper way to lock a Packard Eighth series car is for the driver to place the levers on the two rear doors and the front left door in the extreme forward position before leaving the car; he should then leave the car by the right front door and lock this door with the key, he will, by following this procedure, never lock himself out of the car.

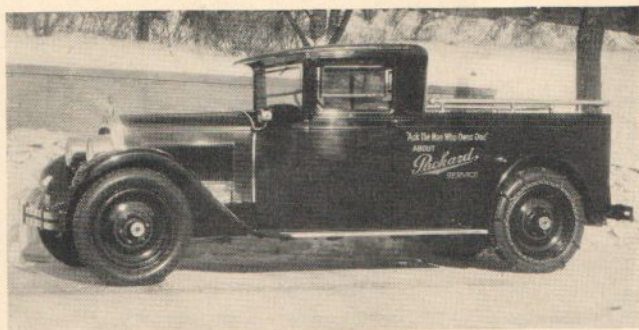
This arrangement has the advantage of completely locking the car from the inside for safety while driving and of locking the car from the outside in such a way that it is not possible to lock the key inside of the car.

Cars now coming through production have the last described arrangement; the service salesmen should make certain which arrangement is on each car and explain the locking arrangement to the owner at the time of delivery.

It is well to mention at this time that we have discontinued the small paper sticker bearing the key number, which formerly was fastened under the patent plate, the key number on Eighth series cars is stamped with a rubber stamp on the back side of the patent plate; the paper sticker being discontinued.

Minneapolis Service Car

Art Libby, Service Manager of Minneapolis, sent in a photograph of their service car. It reflects in every detail the type of service being rendered by the Minneapolis Service Organization; it creates an impression of reliability and is, we are sure, of considerable value as an advertising medium.



Note particularly the wording on the side of the car, which is the use of the Packard slogan as applied to Packard service. When you can make such a sincere effort to satisfy Packard owners that you can use the slogan in this manner, you are reaching that degree of service which can be designated as "satisfactory Packard service."

We certainly feel that the Minneapolis Service Organization should be complimented upon this part of their equipment.

Trunk Rack Screws

Some of the first Eighth Series cars were shipped with the trunk rack bumper screws being too short; a new screw of the proper length is now available in Service Stock under Part 184999. The part number of the washer to use in connection with the longer screw is carried under Part 184998.

Personal Mention

This little rural scene was taken at the country estate



of the Service Manager from Washington, D. C. We didn't get the name of the good-looking saddle horse on the left, that is, the one with the long ears; the other one on the right, that is, with the short ears and the white trousers, is none other than our friend W. M. Woolf, General Service Manager, of Washington, D. C. Some twenty-four hours a day he spends in the cares and worries of the operation of a good-sized service department and during his spare time he recuperates on what he calls "his farm," which probably accounts for his

youthful figure and freedom from gray hair, both rather unusual in a Service Manager.



Walter Deauville and the boys from Calgary, Alberta join the ranks of Service Stations marked "OK" by Bill Wilson—looks to us as though Bill was about right.

Correction—Turning Radius

Since issuing the Standard Sizes and Adjustments in Supplement No. 1, Volume 4, a change has been made and the figures effective should be corrected.

On the back page under "Steering" the 840 minimum turning radius is given as 27 feet, the construction has been changed so that this is now 26 feet 6 inches.

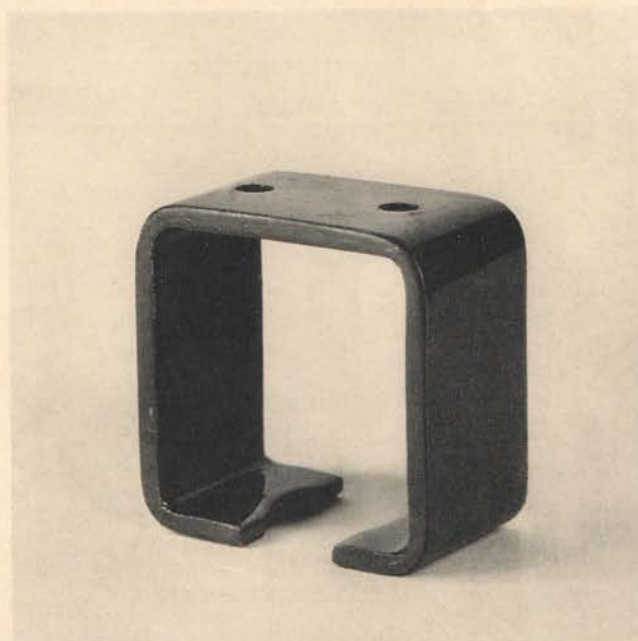
The 845 minimum turning radius is given as 27 feet 5 inches; this has been reduced to 27 feet 3 inches.

The 826 was 24 feet 6 inches and is now 23 feet 6 inches, the 833 was 25 feet 9 inches and is now 25 feet.

Please make these changes now on your Standard Sizes and Adjustment.

Special Tools

A suggestion has been received from Mr. Ralph J. Quelle, Burlington, Iowa, concerning the use of the bearing puller under ST-718 to which he attaches a clamp for removing valve guides from cylinder blocks. The device is very handy when valve guides are stuck tightly in the block and the Special Tool Committee has awarded Mr. Quelle a prize for this suggestion.



Mr. W. M. Becker, Service Manager of Barbezat Organization in Paris, France, has sent in some suggestions; one of an indicator for use in connection with the trueness of valves, another suggestion on a chain fall connection for raising the front end of the car.

Mr. E. L. Turner of the Greensburg, Pennsylvania Service Department, worked out something new on a radiator cleaning equipment and submitted the idea.

Mr. E. J. Leach of Flint, Michigan, worked out a tool similar to ST-763, which is the exhaust manifold wrench and Mr. Thos. Burdett of Jacksonville, submitted a suggestion concerning a tool for the re-facing of spring shackle brackets.

Shock Absorber Expansion Cups

A change has been made in construction of expansion cups, which removes one corner to eliminate interference with front brake support plates. This affects only those used on the front.

So that available stock might be used, the covers which are interchangeable on the left and right sides are having one corner cut off. This makes it necessary to use one of them in an "up-side-down" position; the operation of the vent is in no way affected.

See that your stock man is notified of this so that he will not report a receipt of incorrect stock, due to receiving what appears to be covers for only one side.

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