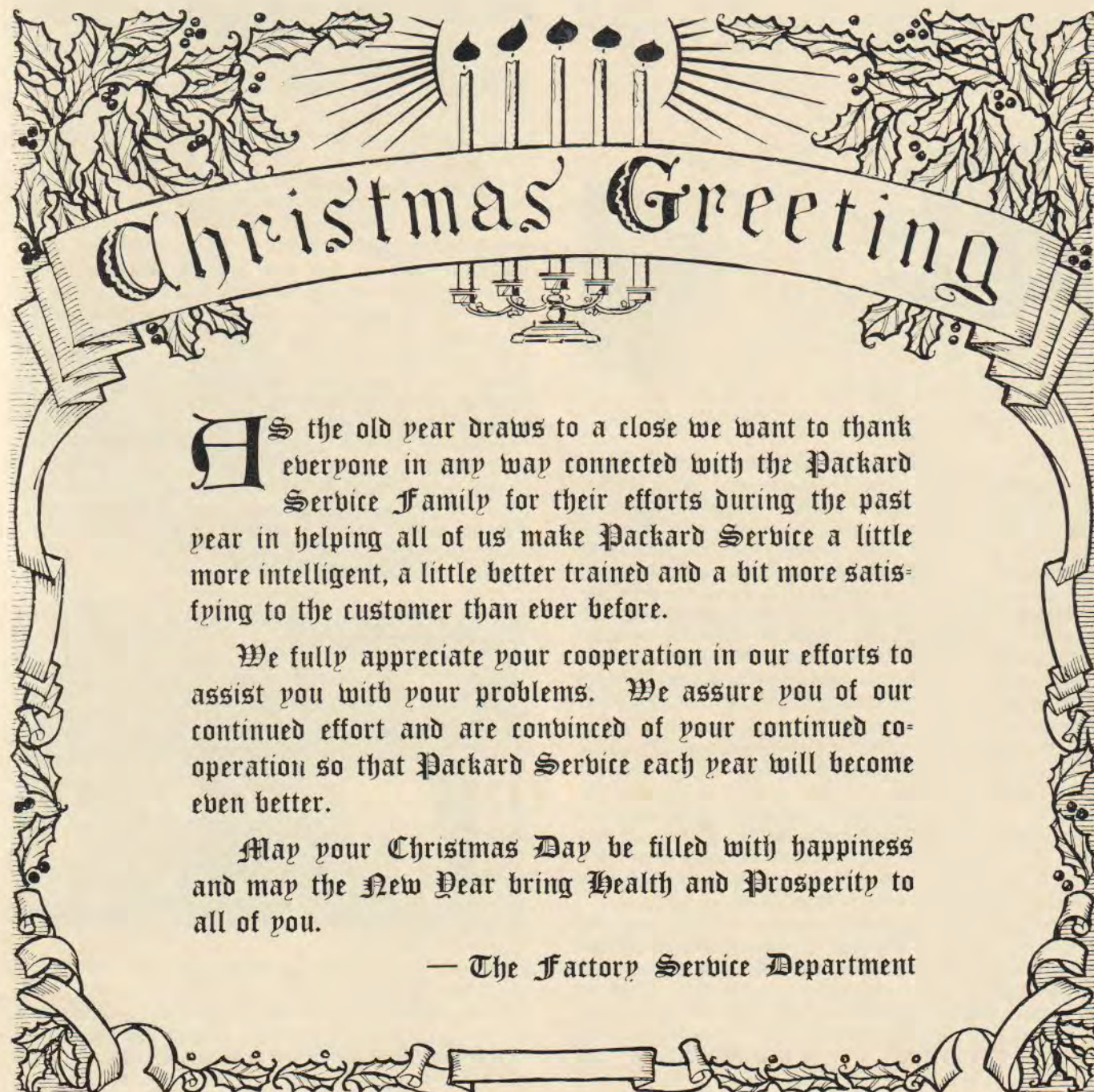




VOL. 4, No. 24

DECEMBER 15, 1930



Christmas Greeting

AS the old year draws to a close we want to thank everyone in any way connected with the Packard Service Family for their efforts during the past year in helping all of us make Packard Service a little more intelligent, a little better trained and a bit more satisfying to the customer than ever before.

We fully appreciate your cooperation in our efforts to assist you with your problems. We assure you of our continued effort and are convinced of your continued cooperation so that Packard Service each year will become even better.

May your Christmas Day be filled with happiness and may the New Year bring Health and Prosperity to all of you.

— The Factory Service Department

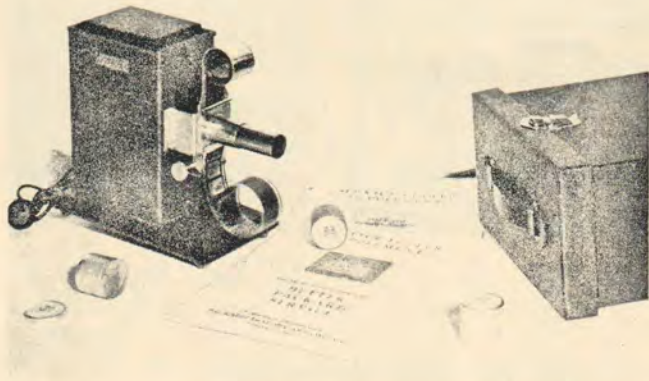
Body Noise

Certain noises in the rear compartment are rather difficult to diagnose and seem to be coming possibly from the arm rest, the cushion, or from the tire housing. We have, in most instances, been able to determine the cause for this noise and find that it is due to a distortion from tightening the two rear body bolts down too tight.

We are now using a rubber liner and it is possible to pull down too tight on the body bolts, thus losing the effect of the rubber liner and causing the distortion. You will find in a good many instances, if you have a noise which is very difficult to locate, as described, that by relieving the tension on the rear body bolts, the noise will disappear.

A New Projector

At last we have found a projector which is suitable for the smaller meetings. The film service is now available at a very reasonable cost for the projection equipment.



We have recently reduced the price on Service Films from \$3.50 to \$3.00 each. These are issued once a month. In addition to the film, a Service Letter Supplement is issued, showing all of the views used in the film; this should be passed out after the film is shown and it will gradually form a Supplementary Library on Service Subjects, which will be of considerable value for reference purposes. The Service Letter Supplements on films are not being made available except to subscribers of the Service Films. Please do not order them separately unless you are purchasing the films, in which case the same number of Service Letter Supplements will be mailed to you as you receive Service Letters.

We have endeavored for some time to find a projector which would be suitable for smaller meetings and which at the same time would do full justice to the showing of the pictures. A projector recently put on the market seems to do this in a very satisfactory manner. The projector uses a standard 100 watt lamp, whereas most of the smaller and less expensive projectors use only a 50 watt lamp and with much less efficient results.

This projector is supplied complete with the cord and carrying case and will project a very satisfactory picture up to about a three by four foot size. The film is very easily loaded and threaded down past the lens. The film can be reversed for several pictures and a very clear picture can be obtained by focusing in or out with the lens.

We will carry a few of these projectors on hand and sell them to you at our cost of \$12.00

We urge you to take advantage of this low priced projector, which is particularly adapted for small group meetings. The films at \$3.00 each are charged to you each month as shipped. The education of the entire service department is a matter worth a great deal more to you in satisfied owners than the expense of this equipment and the film service. We urge you to take advantage of it.

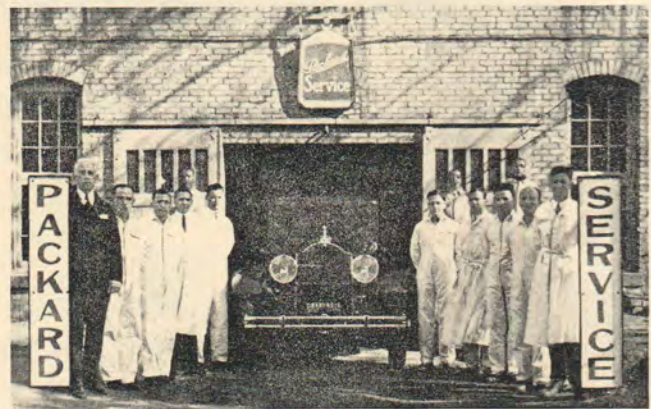
You will find that a great many of the films can be used to special advantage in sales meetings as well as service meetings. Subjects of general interest such as the proper method of fitting new cars for delivery and the proper operation of the service sales department are presented along with subjects of purely a mechanical nature. Also the new features of newly designed cars are first presented to the field through the medium of service films.

Charlotte N.C. and Service Essentials

In this view we present the Service Organization of Charlotte, North Carolina. On the extreme left is Mr. N. Frank Neer, the President and General Manager. At the extreme right is Mr. Frank Carter, Service Manager.

Mr. Neer has decided that there are three essentials of successful service. One, a sincere desire to be of service. Two, mechanical knowledge to render service, and three, the ability to sell that service to those of his customers who need it. Upon these three essentials, his organization is building an enviable reputation for service.

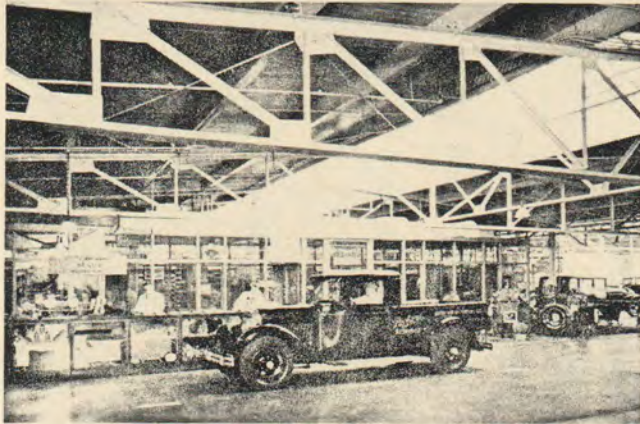
During the past year we have stressed these three items on various occasions in the Service Letter and as Mr. Neer explains, you must convince your customer of the sincerity of your desire to be of service by means of the courtesy and attention given his desires and with the promptness with which you do his work. You must demonstrate your mechanical knowledge by making certain that work leaves your shop in first class condition. The factory can assist you in this in several ways. One, by developing special tools designed to facilitate particular operations, two, through the Service Supervisor. He can help you only with the assistance of your full cooperation. Three, by use of the Service Letter and information in the form of the Service Slide Films. Finally, your service salesmen must be so educated that



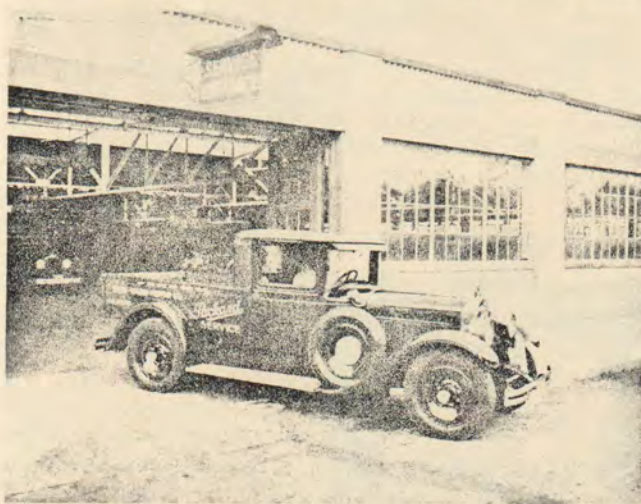
there is no doubt about their ability to sell service and in doing this you must create and maintain confidence in your customers that you will recommend and sell only what is needed for the proper maintenance of their cars so that the ultimate may be obtained in satisfactory operation.

Service in Kansas City

We were very glad to receive from Mr. Ward, Vice-President of Kansas City, the view of the interior of their Service Department in Kansas City. There are several items that are of particular interest, first being the very attractive service car. Right behind the car is



the accessory display and waiting room. In front of the car is the parts and accessory counter, which presents a very attractive display and is also used for writing service orders. The arrows on the floors, you will notice, lead customers to the correct place and the service sales-



man is conveniently located so that no customers will have to wait to receive attention.

In back of the counter is the parts and accessory stock room, neatly arranged with steel bin equipment. The entire layout presents a very attractive and efficient grouping of activities.

Noise in the Doors

Certain noises have been located in some instances in the doors, which could be designated as "snaps." These we find are due to tight fitting header channels chaffing on the upright channels. The noise can be definitely located by attempting to produce the "snap" by means of a screw driver inserted next to the channel and turning so as to produce the chaffing with the upright channel.

The cure for this condition is to provide one sixteenth of an inch clearance at each end of the header channel by removing the channel and cutting the ends off.

Notice of Missing Cars

The following cars have been reported missing:

VEHICLE	MOTOR	VEHICLE	MOTOR
67403	67508	237253	237778
82800	82988	238456	238383
162111	U-163349-B	243866	244188
175836	175673-B	253912	251223-A
177883	178177-C	253950	249067
180077	179974	256928	257762-A
184993	185162	259985	259408-B
187331	187499	277480	277030
209688	209948	283582	283887
223343	223443-C	284688	285212
225015	225023	287852	288170
232618	231281-A	288073	288553

The following cars have been recovered and the numbers should be removed from your Bulletin Board:

VEHICLE	MOTOR
257046	257702-A
182858	182990
171400	171776

New Type Dove Tails

A dovetail was adopted at the start of the Eighth Series program, which was considered an improvement over the one used on the Seventh Series and was chromium plated to improve appearance.

Complaints of noisy dovetails were received and we found that the vendor was endeavoring to spotweld steel to brass. This spotwelding, of course, would not hold and the boxes would become disassembled in the pillar. This trouble was immediately taken up with the vendor and he was instructed to make the cases all steel and to change the finish of the case from chromium plate to black enamel, as it was considered by some that we had too much chromium plate showing at this particular point.

While the situation was improved by the changes outlined above, we were still receiving complaints of noisy dovetails. In fact, we found on investigation, a large per cent of our door noises could be traced to this source. The vendor worked with us to eliminate the troubles we are experiencing and developed a dovetail, which was interchangeable with the one we were using, equipped with two Bakelite blocks in place of the metal blocks formerly used. It was tried out first on one thousand cars and with such good results that we tried it on the second thousand and it was finally adopted as standard.

You will note from the above that there were two distinct changes since the original all chromium plated dovetails were first adopted for eighth series cars. That is, the first change was a steel box with black enameled outer case and chromium plated inner blocks. The second change was the adoption of the Bakelite blocks, and these can be easily distinguished from the metal by their appearance.

We recommend, in case of door squeaks and rattles, that one half, preferably the door half, be removed and the car driven to see if any improvement has been made by eliminating the dovetail. If so, install a complete set of the new Bakelite dovetails which are interchangeable with the ones removed. In addition to this, it would be well to tighten the lock catch by setting up the adjustment screw directly under the catch. This should be set so that the lock catch works freely but does not rattle.

Personal Mention

These views might be called, "How Service Managers Spend Their Spare Time." They come from both ends of the country—Tom Moore who holds forth in Buenos Aires, and Lee Merrill who operates in Portland, Oregon.

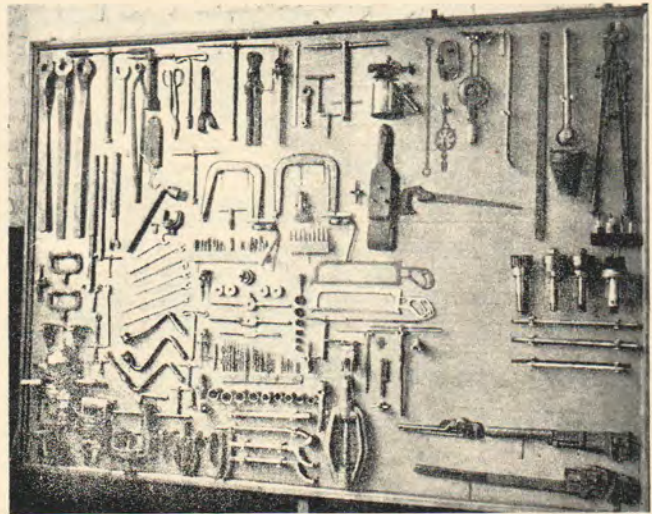


We just received notice of the appointment of Joe Marino as Accessory and Parts Manager in Buffalo. He was formerly with the Chicago Branch. We are glad to hear of his new position, and wish him luck.



Thompson Motor Company, dealer in Beverly Hills, sent in this interesting picture of their service personnel and equipment. Their service car is especially attractive, and you will also notice that they are using the cycle-tow. Mr. Thompson reports a marked increase in volume of service business as a result of the service rendered by this equipment.

Walter Pait, formerly with the Memphis distributor, is now working with Doc Shaver in Florida. We are making every possible effort in cooperation with Jim McLain, Service Manager at Jacksonville, to make certain that the highest type of service is available for Packard owners who will visit Florida this season.



W. H. Fulton, Service Manager of the Liberty Motor Sales Company, dealer at Mt. Lebanon, Pa., sends us a picture of his tool equipment. It is remarkable in several respects. First, you will notice that every tool is clean and in condition to use; second, each tool has its place which is even painted on the board; and third, the assortment is very complete. We compliment Mr. Fulton upon his very efficient method of taking care of a valuable service asset.



When we first saw this picture of Harry Taylor, Repair and Parts Pricing expert, we thought that possibly he was figuring out some new short cut on the bonus—but we were wrong—he was trying to figure out whether it would be a boy or a girl and on November 16 we found out that it was a boy, seven and three-fourths pounds at that. The doctor reports the father doing fairly well and the mother and "Donald" especially well.

The New I-Sis Polish

The Accessory Department is now shipping Packard I-Sis Polish that is an improvement over that of the past in that it dries much faster and cleans better. It will save you time on your wash rack, and be easier for the individual to work. Its a good revenue item for every one of you —if you don't sell your owners some one else is sure to.

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