



VOL. 5 NO. 1

JANUARY 1, 1931

## Co-operation —

*A talk given by Harry Schmelzle, St. Louis at a Sales and Service Meeting.*

*Below is the St. Louis Service Staff—*

OUR AIM now is to make our Service Department so good, so efficient and so well-known that every member of our organization can speak of us with pride in his eye and confidence in his manner. In order to do this we must have the co-operation of every member of the firm. Your attitude towards us is reflected in our attitude towards the customer. If you come in to us smilingly, greeting us with a cordial "good morning" we are very apt to pass the same sort of greeting to the next person we meet who is probably a customer, but if you come in with a scowl on your face, a slight nod and a grunt, or possibly not even notice us, we are not able to pass further on, that radiance which a smile and greeting would give. This is human nature and the power to overcome the obstacle of ill-nature is more than most of us in the Service Department can attain. Let us try this for a while and see how it works. We are one big family and it won't hurt us to be pleasant to each other, and it doesn't cost anything to smile and say "good morning" with a spirit that showed you really meant it.

Co-operation is the watchword of practically every phase of life. Very, very few are the businesses of life that can be run by one person. Everyone needs the help and guidance of others and no matter how humble the

position you hold, you are just as essential to that business as those higher up. We need your help as much as you need ours. You know as well as I do that the best service sells the most cars and we are trying to give you that *best* service, but we need your help.

You, salesmen, reach the customer first—you get to know him personally, probably learn some of his characteristics and know just what his ideas regarding an automobile are. Why not pass this information on to us? This knowledge would in many instances give us some insight into the customer's nature and also give us some inkling into how the customer should be handled. You know as well as I do that no two customers can be handled alike and if we know before a customer comes into the Service Department just what his manner is, we are just that much nearer to making that customer a satisfied owner.

We are anxious to do our bit, we earnestly try to satisfy every owner just as earnestly as you try to sell every prospect. That is our job and nothing gives us more pleasure than to hear of an owner that is well pleased, who talks with pride of his car. But the salesmen can help us a great deal by instilling confidence in the Service Department into the customer. Our experience has been that the new owner has a certain mistrust





## ST-794 Headlamp Adjuster

NET PRICE \$15.00

There are three points of adjustment to most headlamps:

*Horizontal Position*—which controls the spread of light ahead of the car.

*Perpendicular Position or Elevation*—which regulates the distance ahead of the car that the light strikes the road.



*Focusing*—which controls the intensity of the light as well as the spread of the beam.

The Da-Tyme Headlamp Adjuster is an accurately made instrument, so designed to enable anyone to use it, measuring both the elevation and horizontal position of the headlights. It shows just how many feet ahead of the car the light strikes the road.

A simple way to focus the lights is by holding a piece of paper about three feet in front of the lights and then adjust the focus screw until the rays of the light are at the proper position. The size of the paper should be about three feet square.

NOTE: Catalog sheets will be forwarded upon request for this tool.

## Lubricating Windshield Wipers

Visionall wipers installed on new 1931 Packard cars can be effectively oiled as follows:

Remove the Visionall end screw at the right hand side of the car and with Visionall running, squirt two or three tablespoonfuls of light motor oil into the hole. Then turn the screw back into place. It was previously supposed that this screw was very difficult to screw back into place after it had once been removed. This is not the case. The screw will easily locate itself while being reassembled.

## Instructions for Using and Sharpening Cylinder Chamfering Tool ST-754

Place the tool in the cylinder and expand the cutter and pilots by turning the adjusting screw in the body of the tool until the pilots and cutter just barely touch the cylinder wall. Turn the tool one complete turn with the cutter just touching. Turn the adjusting screw slightly to expand the cutter and pilots and take a slight cut off the top of the cylinder bore. Adjust the screw and continue cutting until the required amount has been taken off. Care must be taken that the body of the tool rests on the top of the cylinder.

When sharpening the cutting tool, do not grind the outside or face of the tool as this will change the radius of the cutting edge and cause the tool to cut unevenly and to vibrate. Sharpen it on the cutting edge or the front part as this will not change the radius.

The net price is \$12.00—Extra cutters at \$1.50 each.

## Poster No. 11

Service Poster No. 11 is now available and has been mailed to those distributors and dealers on the mailing list for Poster Service. Those who are not on the regular mailing list may order the poster through the Editor of the Service Letter. They are fifty cents each and if you do not have a frame, the metal frame to hold the poster is \$1.50. This poster is one of a series which are used with the frame referred to; they are 14½ inches wide and 39 inches long, being made up at intervals to be used in your Customer Waiting Room and on your Service Sales Floor. They present a series of "Good Will" messages to your customers in an attractive manner.

On the poster No. 11, we are trying out a new method in an endeavor to somewhat reduce the cost of the posters. Posters from No. 1 to No. 10 are of a heavy cardboard and Poster No. 11 is on a much lighter grade of paper. In order to use these in the frame, it will be necessary to leave one of the older posters in the frame, which will stiffen the lighter paper.

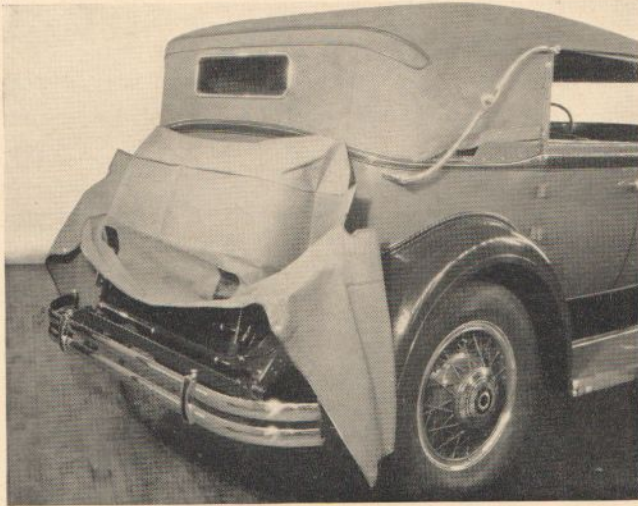
*Our Effort*  
*is to have*  
**OUR**  
**SERVICE**  
**REFLECT**  
**A DEEP**  
**INTEREST**  
*in You*  
*and*  
*Your Car*



## Lowering Convertible Sedan Tops

This group of pictures will illustrate the proper method of lowering convertible sedan tops.

View No. 1 illustrates the first step to take: Fasten the boot in position and unfasten the buttons along the edge



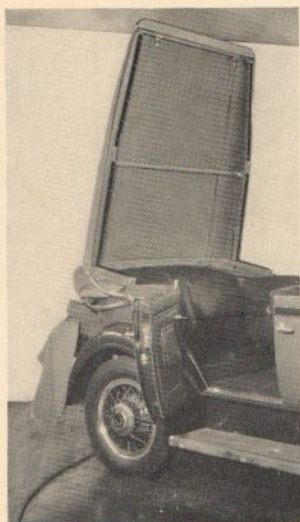
No. 1

bottom of the rear quarter of each side. Be sure that they are all unfastened to prevent tearing.

Next, unfasten all of the buttons along the edge and release the front of the top from the windshield.

Open the two rear doors, to prevent marring, and break the outer support brackets. Then after removing the rear seat cushion, raise the top to the position shown in view No. 2.

By standing in the rear compartment, release the two catches, and pull in toward the center on the two side rails. No. 3.

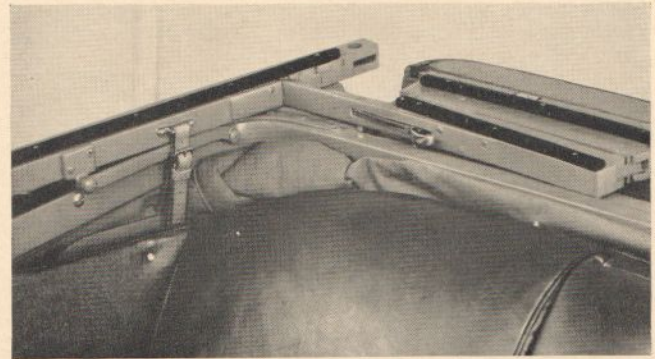


No. 2



No. 3

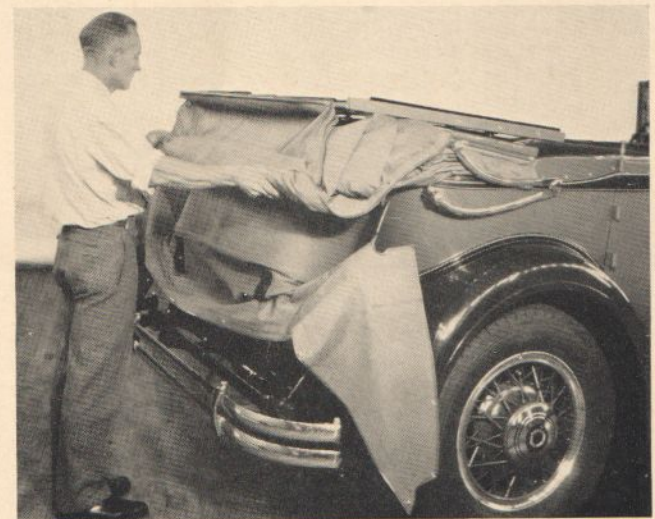
The whole top will then fold back and the hold-down straps may be placed in position, as shown in view No.



No. 4

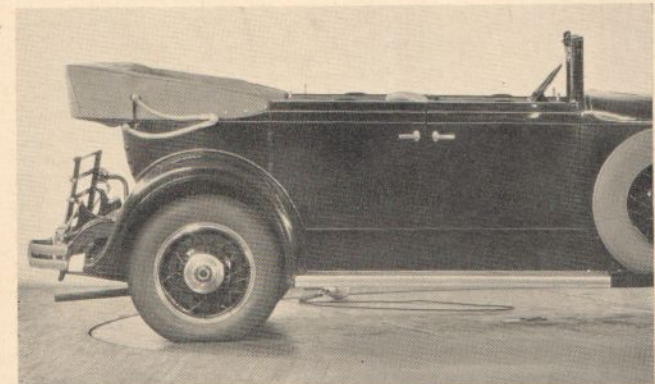
4. It will also be noted that the two catches on the front cross beam fold down inside.

The top covering is then folded in and rolled, No. 5, the boot being pulled up over and worked into position.



No. 5

This, when completely fastened, is shown in the last view, No. 6.



No. 6

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