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## PERSONALITY

THERE was a time long ago when people tolerated Service Station employees in a greasy and grimy condition. They had all the ear marks of second rate mechanics in their appearance. In the old days, service employees were all expected to be greasy and dirty. Thank goodness times have changed—there just isn't any excuse for a dirty Service Salesman.

In developing a selling personality, the place to begin is with your personal appearance. You will find that your appearance has a direct relation to the volume of business which you write. We do not claim that it is an all-important factor; we simply say that it has a definite relation to these figures. Dirty clothes, dirty hands and dirty finger nails may at one time have been a badge of honest labor. Now we are not advocating the lily white, weekly manicured type of hand, but we do think that it is not unreasonable to expect a Service Salesman to have what the average person would call "clean hands." Then too, there is the matter of the daily shave; it really shouldn't be necessary to mention this and yet only a short trip around the country will reveal more than one Service Salesman who has been holding out on the barber shop business.

Some Service Stations have a definite time at which Service Coats should be changed—time should have little to do with changing Service Coats; if you get a coat dirty every day, you ought to change it every day. You ought to change often enough to have a clean coat on all the time.

Now that we are over the disagreeable, but somewhat necessary, parts of this subject, may we again mention that one of the principal parts of your job is to keep everybody happy all of the time. Everybody likes a man with a smile; the habit of a cheerful smile is one of the most valuable sales helps you can develop. A good-

natured smile expresses your willingness to help a customer and that is what he is coming to you for. It makes the customer feel better; it makes it easier for him to buy and harder for him to complain.

Another interesting point in such a discussion is the fact that as a usual thing the people you like, like you. Therefore, try liking your customers; they are, as a whole, normal human beings and if you will look for their good points, you will find a lot to like about them. If your customer goes out feeling better than when he came in, he will remember you as a pleasant fellow to deal with and your customer, just as you, will drive blocks out of his way to deal with a personality he likes.

Because of conditions in general, you now have an opportunity of improving yourself in your present position, such as you have not had for many years. We are not advocating in this discussion that you get chummy with your customer. Simply to be friendly and interested in the man is good business. Learn the names of your customers and something about their likes and dislikes—these things show your customers that you take an interest in them and that you distinguish them from other people. To do this it is not necessary to become too familiar, or to use too much joking, or kidding, as this breeds disrespect. Politeness and self-control may not secure business of themselves, on the other hand, they were never the direct cause of losing any business.

We think that one of the most important things, after those mentioned have been taken into consideration, is the matter of enthusiasm. To use it is most definitely connected with success on any job. If a Service Salesman is enthusiastic about his work, he will not let a customer stand around waiting for someone to approach him with a smiling "Good Morning." If a Service

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and plan on coming to the most instructive and inspiring Service Meeting ever held

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Salesman is really enthusiastic about his work, he will not disappoint a customer in a delivery promise, he will check every job and make sure that the car is going to be ready, or he will see that the customer is promptly notified. If a Service Salesman is really enthusiastic about his job, he will not let a customer run along four or five months without calling at the Service Station; he will get in touch with him without being told to do so. If a Service Salesman is really enthusiastic about his job, he will not deliver dirty cars to customers.

These are the things that we mean by enthusiasm on the Service Sales job and don't forget that to become enthusiastic about the job, you've got to know all there is to know about it. If you only half know the job, you can't be more than half enthusiastic about it. We are of the opinion that it may be safely said that success without enthusiasm is impossible.

### "At Your Door" Service

"It is about time for the 2000-mile greasing of your car, Mr. Black. What time shall we send for it?"

Few car owners can resist a time-and-trouble-saving suggestion of that nature, and in most cases, following the arrangement for time of pick-up and delivery, the owner adds further instructions for adjustments, washing, polishing, repair or other service.

Courtesy-Service (free pick-up and delivery of customers' cars for service by means of the one-man-operated Courtesy-Car) provides a real opportunity for the tactful customer-contact man.

It not only, in effect, places the service department at the door of the customer's home, office or club but it provides a special reason for the solicitation of his service patronage. It is particularly effective in securing the service business of those who find it inconvenient to come to the dealer's service department and who usually drive into the most conveniently located independent service station.



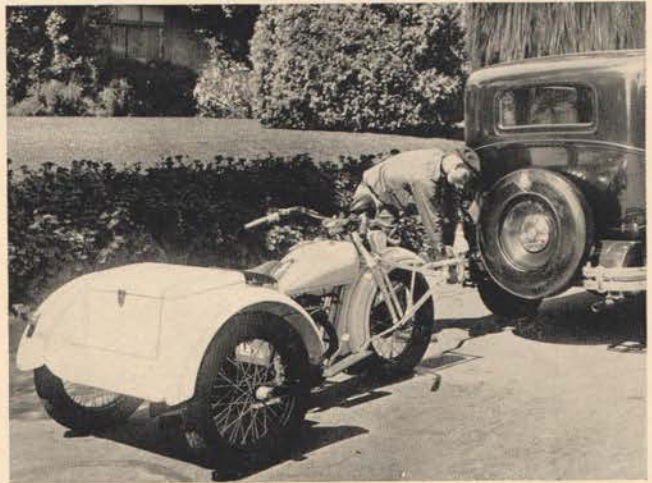
No. 1

The various folders describing "Packard Courtesy-Service" and prepared by the manufacturers of the Courtesy-Car as periodical mailing pieces for the use of the Packard dealer are effective in popularizing the Courtesy-Service feature among car owners and, combined with a systematized method of customer contact by telephone, will show a very marked result in the activity of the dealer's service department.

A feature important to observe in the installation of the Courtesy-Service system is to secure the utmost advertising value of the Courtesy-Car itself. It may, in perfectly good taste, be painted in "noticeable" colors or color combinations and the dealer's name and phone

number prominently displayed. Thus, it makes of itself an attention-compelling advertisement of the service in which it is used and is of very great value in supplementing the mail, telephone or printed advertising of the dealer's Courtesy Service.

The Factory Service Department is strongly in favor of this type equipment for the modern Service Station. A study of local conditions should be made and a very definite system for handling the equipment should be established before the idea is taken up.



No. 2

There are on the market three types of equipment, which apparently serve this purpose satisfactorily. No. 1 is known as Cylectow, made by the Cylectow Corporation Ltd., Sunset Blvd. at Cherokee, Los Angeles, California. Their equipment attached to a Harley-Davidson motorcycle is shown in View No. 1.

The Courtesy-Car shown in View No. 2 is also attached to a Harley-Davidson motorcycle. It is made by the Courtesy-Car Corp. Ltd., 2301 Maple Ave., Los Angeles, California.

View No. 3 shows the Dispatch-Tow equipment as designed and used by the Indian Motorcycle Company, Springfield, Massachusetts.



No. 3

## Cylinder Head Gaskets

Trouble will be experienced with cylinder head gaskets unless the installation is properly made. If the gasket is properly installed it is very unlikely to cause difficulty.

The blowing out of the gasket may be due to burning. If the material projects into the combustion chamber trouble is almost sure to follow, and it is necessary in mounting the gasket to make sure that it is fully protected by the faces of the cylinder block and cylinder head.

Gasket trouble will also follow the development of a small leak and it is necessary that the joint be made perfectly tight in the first place. In order to do this the following steps should be taken:

1. Make sure that the gasket and cylinder surfaces are perfectly clean.
2. Tighten the cylinder head nuts evenly, starting at the center of the middle row and working alternately out to each end. The outer rows should be tightened in the same manner, working outward from the center.  
This operation should be performed in three steps, the first step being to draw the nuts down lightly and the final operation to seat them as tightly as it is safe to make them without stripping the threads.
3. Use a sufficiently large wrench to exert the proper pressure. An "L" head wrench should have a handle at least 14 to 16 inches long.
4. After the motor has been assembled and run for a short period it will be found that the nuts can again be drawn down, and they should then receive the final tightening.

The installation of the cylinder head gasket is very important. A burned gasket causes the owner great annoyance, and if the car is driven very far with a defective gasket the passage of the flame through the leak is apt to cause the burning of the cylinder head or cylinder block. When this develops a further succession of burned gaskets is sure to follow.

## Oversize Tires

We have had a number of inquiries concerning the use of oversized tires and are giving you below a report from the Engineering Department on this subject, as we felt it would be of interest:

"The . . . . . tires have several disadvantages and we do not consider them as satisfactory as the several makes which we have standardized. The . . . . . weighs seven and one-half pounds per tire more than standard, which in the case of cars equipped with six wheels represents an increase in weight of forty-five pounds. This affects acceleration adversely also deceleration.

The . . . . . tires were extremely noisy, much more so in fact than any tires previously tried. The riding qualities of the car when equipped with . . . . . tires was very stiff and harsh, giving the impression of about ten pounds more air pressure than the standard.

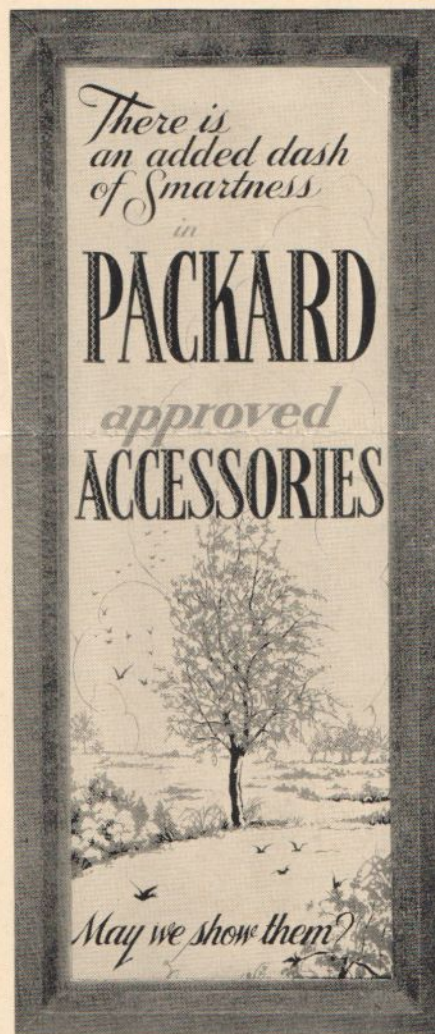
. . . . . had a greater rolling radius than standard, which would affect the speedometer calibration. There was no shimmy with either make of tire, so that no difference in this respect was noted. General handling at high speed seemed to be about the same for both makes aside from the impression of a harsh, jolty ride with the . . . . .

In view of these results we would not feel free to recommend the . . . . . for use on Packard cars."

From the foregoing we think you will agree Packard cars will perform better and give greater satisfaction to owners if we can keep any type of oversize tires out of the picture.

## Accessory Poster

We have available an Accessory Poster made up in a size to be used in the standard Service Poster frame. These posters are 14 x 39 inches and are made up in three colors; send your order to the editor; they are fifty cents apiece. Additional frames may be had at \$1.50 each. The cards may be used with the frames, or separately, as they are on a heavy cardboard.



13½" x 19"

Accessory Poster 50c Frame \$1.50

## S.A.E. Numbers and Their Meaning

10—Light	40—Heavy
20—Light Medium	50—Special Heavy
30—Medium	60—Super Heavy

## Keep Delivery Promises

The pad shown is 22" wide and 32" long; it has one hundred sheets and the equipment includes two of these pads, the hanging equipment and the special pencil with the chain. It is especially adaptable for dealer and smaller Service Station work. It may be used as a vehicle register, as well as a "promise board." It should be used

TODAY'S SERVICE PROMISES					
CUSTOMER'S NAME	REPAIR ORDER NO.	PROMISED	CHECK-UP	WILL BE READY	
				AM	PM
1. ANDERSON CARB.	628	4:30	3:30	✓	
2. JONES, R.	629	4:30	3:30		5:30
3. SMITH, P.	630	4:30	2:30		
4. HORN, J.	631	4:30	4:30		9:30
5. PAGE, H.	632	4:30	4:30		
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where the customers may see it and it will assist you in keeping track of delivery promises and will eliminate many arguments caused by not having the car ready for delivery to the customer when promised.

The equipment complete with the pads sells for \$4.35 each.

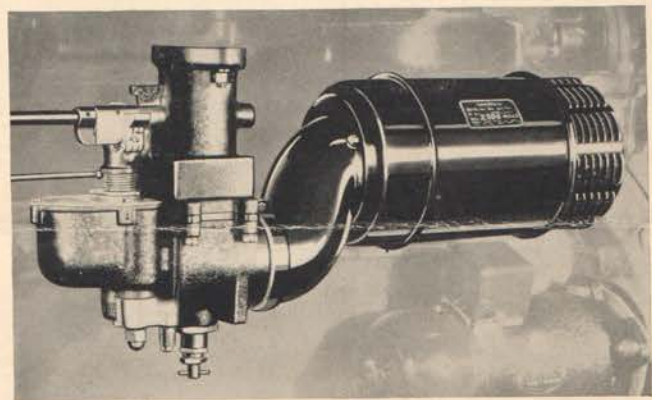
## Silencer and Air Cleaner

A combination silencer and air cleaner has been adapted to Packard Detroit Lubricator carburetors and the following list will give you the part numbers for ordering. These are to be ordered through the Service Stores Division:

Part No.	Description	No. Req'd
826-833: 726-733: 626-633		
190481	Carburetor Silencer and Air Cleaner . . .	1
191069	Carburetor Silencer and Air Cleaner Support . . . . .	1
5922	Carburetor Silencer and Air Cleaner Support Bolt . . . . .	1
5502	Carburetor Silencer and Air Cleaner Support Bolt Lockwasher . . . . .	1

191534	Carburetor Silencer and Air Cleaner Clamp Screw . . . . .	1
5502	Carburetor Silencer and Air Cleaner Clamp Screw Lockwasher . . . . .	1
7004	Carburetor Silencer and Air Cleaner Clamp Screw Nut . . . . .	1
97947	Carburetor Silencer and Air Cleaner Connecting Tube . . . . .	1
840-845: 740-745: 640-645		
186659	Carburetor Silencer and Air Cleaner . . .	1
191068	Carburetor Silencer and Air Cleaner Support . . . . .	1
5922	Carburetor Silencer and Air Cleaner Support Bolt . . . . .	1
5502	Carburetor Silencer and Air Cleaner Support Bolt Lockwasher . . . . .	1
191534	Carburetor Silencer and Air Cleaner Clamp Screw . . . . .	1
5502	Carburetor Silencer and Air Cleaner Clamp Screw Lockwasher . . . . .	1
7004	Carburetor Silencer and Air Cleaner Clamp Screw Nut . . . . .	1

Cut-off screw bosses on carburetor air intake on 840-845: 740-745: 640-645.



### NOTE:

This equipment is for use on Packard Detroit Lubricator Carburetors only.

## Added Service

As an item of "Added Service" how about having a can of light oil available at the Service Sales desk and just before delivering a car, place a drop or two of oil in the spare tire lock. This is easily done by putting the oil on the key and inserting the key in the lock a few times.

The average customer does not use his spare tires very often and it is very possible that the lock works stiffly. It should receive this attention once in a while.

Another little courtesy service is the checking of the air pressure on the spare tires and especially those carried in the fender wells. These are often overlooked and the customer will appreciate this attention.

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