



Just A Little Change!

SOME TIME ago a short story was told, and although it had nothing to do with a Service Station it would seem that no story which has been told for some time has a more direct application than this one. The story is of a couple, who, from the day they were married, seemed to have considerable difficulty in doing more than making a fair living. Finally, in desperation, the wife took over the job. Their home was located on a prominent street in a fairly prosperous village, the house was not large enough for roomers and so she started in serving meals. As the story is recalled, this took place some fifteen years ago. The business flourished for a while and then stayed rather steady and in order to make ends meet a very definite schedule was planned. No variation in the menu was made. Exactly the same food was served on each Monday; each Tuesday saw a slightly changed bill of fare, but every Tuesday was exactly the same, and so on through the week. Three times a week, prunes of the same size were served in exactly the same proportion. Five prunes to a dish and three spoons of juice were the correct proportions according to the budget, and this proportion held for some fifteen years.

In later years a few of the customers started to drift away to patronize more modern establishments, and just as things began to look rather serious the landlady took sick, so the story goes, and found it necessary to call upon her sister who lived on a farm. After a conference it was decided that the couple who owned the boarding house would take over the running of the farm for a short time and the couple who ran the farm would take over the running of the other place.

At first no changes were made; later people began to notice that things were slightly different. The food tasted different, it was not the same each day. Tuesday's bill of fare was served on Friday and other changes were made so that no one knew exactly just what was going to happen. Fresh eggs were served on occasions and such unusual things as celery and lettuce made their appearance; finally even the size of the prunes was changed;

they increased in size and six began to appear where five had been served for fifteen years.

The story goes on to tell how at the end of a week one or two new customers showed up. A few of the older ones began to come in and finally it was necessary to add a table or two, and business flourished. We imagine the old place paid as it never had paid before.

Now you don't need to have the moral of this little story brought out any plainer than it is. We do claim, however, that it applies in a very particular way to the average Service Station today. We have been going on for a good many years selling service in a cut and dried manner prescribed by certain rules laid down years ago. There has been little variation in the program, not even the little extra things have been added to make it more interesting and more acceptable to the public. After all, just as in the story, it is the little extra things and the variation in the older things that are responsible for the difference in the volume of business done. It is true that adding these little extras may cost something, but you will always find that the increased business which they produce more than offsets the additional cost.

Changing things around and giving them a different appearance, brightening them up and even talking about them in a different way will help. We believe that the average Service Department offers unlimited opportunity to make similar changes to those made in the old style boarding house described in the story. There are many places where the little touch of added service will greatly change the appearance and the impression created by our service. We should be constantly on the lookout to make certain that our service does not become stereotypical. Let's see if we can find some way of serving Monday's beans on Friday. Let's see if we can't find the Service Station counterparts for celery and lettuce. Let's add the extra prune in the way of additional services, and unusual services, so that not only new customers will be attracted to our establishment, but the old ones as well will come back because of the changes.

NOTICE—So that Labor Day plans will not be so seriously upset, we have decided to change the dates of the Service Managers' Annual Meeting from Sept. 8-9-10 to Sept. 9-10-11

Piston Pin Fits

A change has been made in the fitting of the piston pins in the pistons.

The pistons are now heated in water which is kept at a temperature of 160° and the pins are a palm push fit with the pistons at that temperature. This prevents the pins from becoming too loose in the pistons with the motor at its operating temperatures.

Our service piston assemblies will in the future be fitted in the same manner, and in order to remove the pins from the pistons your shop must be equipped with an electric plate or some other means for providing hot water. If an attempt is made to drive out the piston pins without first heating the assembly the pistons are apt to be seriously distorted.

We are not changing the piston assemblies already in stock, because the old method of fitting the pins could provide satisfactory results. For this reason you will continue to receive certain piston assemblies fitted in the old manner for some time to come, and in order to distinguish the pistons in which the pins are fitted hot, the top of the piston head will be marked with orange paint. Any piston so marked should be heated before attempting to remove the pin.

Oversize pistons are indicated by the different colors marked on the inside of the piston pin boss, and this system has not been changed in any way.

Oil Consumption in New Motors

In the article entitled "Oil Consumption" in the Service Letter dated March 1, 1931 you will find the following paragraph:

"It will also be found that if a new motor is in normal condition the oil consumption will be very much higher at the beginning than at the end of 4,000 miles. This is due to the fact that several thousand miles of operation are required to permit the piston rings to seat themselves in the cylinders, and until the rings have seated in this manner the normal oil balance will not have been reached."

While this article applied to Eighth Series cars the same condition is true in the new models. It will be found that the oil consumption will be high while the motor is new, and this is exactly what we wish, because it is during the breaking-in period that the most copious lubrication is necessary.

In the factory a light breaking-in oil is used in the new motors, and when this oil is changed at the end of 500 miles it is advisable to use a heavier lubricant according to the season of the year.

During the summer months a viscosity equivalent to SAE No. 40 is desirable, and in the case of hard drivers SAE No. 50 is advisable.

Motor Starting Crank FOR NINTH SERIES CARS

The starter crank is not included as standard equipment with the tools supplied with Ninth Series cars, it will, therefore, be necessary for those few customers who wish to carry a starter crank with them, that they purchase one from your Parts Department. The part num-

ber is 194827, and the Zone prices are as follows:

Zone 1—\$1.50; Zone 2—\$1.60; Zone 3—\$1.75.

Will you please notify your New Car Specification Department of the fact that this crank is not supplied as standard equipment, as we have been getting some reports that it has been short shipped with new cars. This, of course, is not the case, as they are not being supplied with the car tool equipment.

Sixth Series Motor Heating

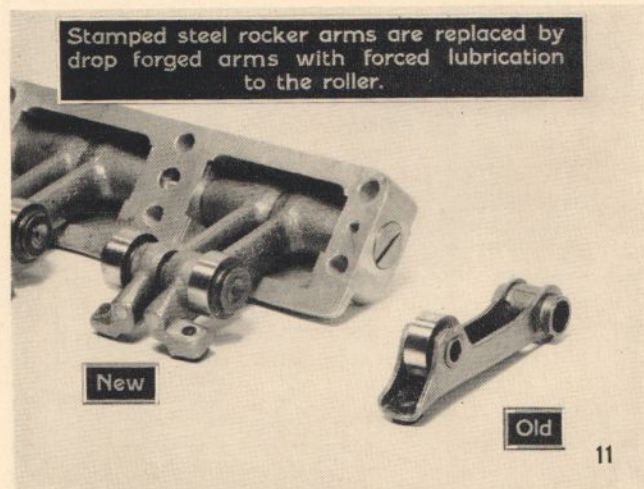
Reports have been received concerning heating motors on Sixth Series cars. In these cases it is found that these motors have been equipped with the water pump mounted on the left side of the motor. This pump equipment had a larger pulley, which slowed down the operation of both the pump and the fan, which undoubtedly is causing the trouble.

The remedy is to install the damper and larger fan equipment supplied for Sixth Series cars under part 167602. It would be well, in making any further installations on side mounted water pumps, that you also include this equipment of the damper and fan at the same time.

Installation of New Style Rocker Levers

The new rocker levers can be installed on any car formerly equipped with piece 158723 which is stamped sheet steel design. As the new design is made in a right and a left hand, at least two must be installed when making a replacement.

Piece 186671 covers the right and piece 186672 covers the left. A spacer, piece 186677, is required on the large motors.



It is not necessary to change the rocker lever pivot pin. The oil pressure at the pump should be set up approximately 10 lbs. to counteract the leakage through the rocker with the above installation.

We also recommend the installation of a valve spring washer, piece 190596, with the new rocker lever as the increased valve spring tension is required to hold the heavier rocker arm on the cam at high speeds.

Owner Interest

You may have the feeling that because many people are not spending quite as much money for service work on their cars, as they usually do, that your follow-up work should not be pressed as strenuously, simply because it does not produce as great a volume as it formerly did. This line of reasoning, we believe, is entirely incorrect. There never was a time when an owner appreciated a sympathetic interest in his needs and service requirements more than he does right now. Your efforts need not be primarily to sell more service. We think that the principal advantage of a consistent follow-up program is, in its tendency, to create a better feeling among your customers—in other words, to build Goodwill.

We feel that your follow-up program should receive particular attention at this time. We believe that this type of work should be strenuously followed up. You need not go into an expensive program of printed pamphlets, or printed letters. The type of your follow-up may be of a very inexpensive nature. You have your telephone contact and your personal contact, as well as the individually written letter. If work, in general, in your department has decreased, you will find that your stenographers and typists can well fill in their time writing personal letters to owners. Give each one a list each day, or each week and figure on so many letters per day. Make them individually typed letters, they get better results than form letters.

Mr. Alger, Field Supervisor in Pittsburgh, recently issued a set of instructions for the use of the wall type follow-up system, which is described in detail in Volume 4, No. 23 of the Service Letter. The system is very inexpensive to install and is operated at practically no cost. We are repeating Mr. Alger's instructions for the use of the system, which show clearly that it is very simple to install and to operate. It is interesting to note that places the size of the Detroit Branch, Albany, Pittsburgh and Baltimore are all using this type system, as well as recommending it to their dealer organizations.

The procedure to start the system is as follows:

No. 1. Obtain owner information on every Packard car in your territory. This may be done from your Sales Department's records; the records now available in the Service Department and in connection with registration lists.

Divide the owners according to models, Eighth Series first; leave enough extra lines between the different letters in the alphabet to list the cars your Sales Department will sell this year. Seventh Series next, then Sixth Series, etc. In the case of six cylinder cars, keep these and the eight cylinder cars of that series together. For instance, the 526-533 Sixes and the 443 Eights, leaving enough lines between these older series to add Used Car sales.

Make up a wall board to accommodate the paper sheets, they require a space of 23" x 35". Figure on your frame or border outside of these dimensions—beaver boards can be used for this purpose around which may be placed a wooden frame. If your file is a large one, you may want to arrange it so that you can use both sides of the board, or you may want to consider such equipment as is manufactured by the Multiplex people, using a wing type file. In either case a piece of celluloid used over the narrow, or eight inch sheet, will keep this part of the record clean.

Your records should be started preferably as of January first, however, they can be started at the first of any

month that you wish to start it and continued on from that point.

The man who writes up an order also keeps the owner follow-up record. When the order is written he makes a mark in the proper square on the larger sheet, or this job may be delegated to someone in particular.

You may want to show separate marks on such items as the installation of water pumps on Sixth Series cars; the installation of Eighth Series shock absorbers, or the installation of D. & L. carburetors. This can be done by appropriate marks in the date space in which the change was made.

For follow-up purposes, three letters should be used:

P—for personal calls

T—for telephone calls

L—for letters.

For Fall and Winter work, other symbols may be used to indicate when the car was serviced for Winter; another mark may be used for the installation of anti-freeze material, or if you are running any specials and wish to keep track of the number of jobs which you receive, as a result of such a campaign, designate these by some symbol. You can arrange a set of symbols to suit your own personal requirements.

We know that a persistent canvass is being made by competitive companies on Packard owners, quite generally throughout the country. A dissatisfied Packard owner is apt to become one of their prospects and by regularly contacting your Packard owners, you avoid this possibility and also it gives you the opportunity to keep their cars properly serviced and to assure them of your interest in their service problems.

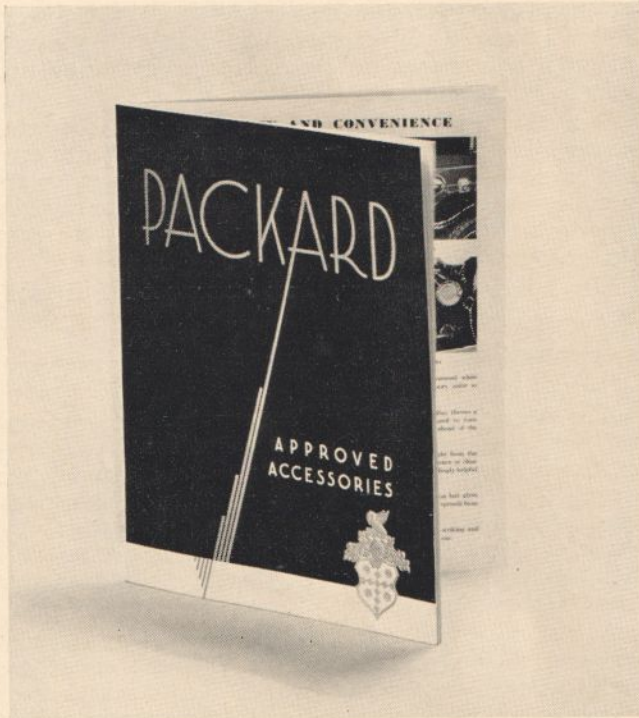
Ninth Series Pilot-Ray Installation

The Ninth Series Packard has a bracket attached to the frame which passes outward in front of the steering arm and supports the tool box. In fabricating this bracket a hole about two inches in diameter was located in such a manner that the operating rod for the lamp passes backward (without bending) from the upstanding crank of the lamp and through the hole. The rod is then bent downward about three inches from the rear end to connect to the clamp on the steering arm. This hook-up provides for a straight rod and the use of the equalizer bracket is not necessary.

Soliciting Service Business

Out attention has been called to the fact that one or two distributors have been soliciting service business outside of their territory, principally by directing mail pieces to customers from another territory. Your mailing list should be checked very carefully in this respect and you should make sure that your follow-up efforts and your customer contact work is confined to customers residing in your own territory. The seventeenth paragraph of the Sales Agreement calls attention to the fact that all efforts concerning the sale of Packard cars, or of Packard service, will be confined to the distributor's territory and this agreement is made concerning the sale, or the soliciting of such business only within the territory agreed upon.

Accessory Catalog



The new Accessory Catalog is now available. You will like its exceptionally attractive appearance. It lists and illustrates all of the new accessories as well as the current older accessories. You should be well supplied with these to promote your accessory sales. Get in touch with the General Accessory Department at the Factory for your requirements.

Service in Phoenix



Here we have the very attractive Sales and Service building in Phoenix. The Service Department is managed by Allen Pederson. Reports have it that he is doing a very good job. Tourists in his part of the country will find courteous and efficient Packard Service.

Cowl Ventilator Screen

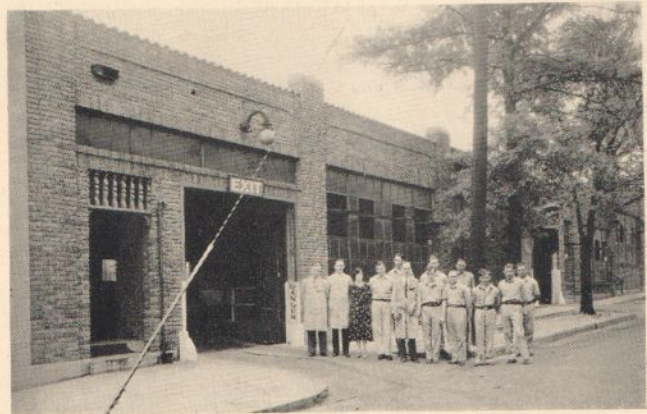
Right now is when your owners need this screen. Every Seventh and Eighth Series Owner is a live prospect. The screen is similar to the one that is standard equipment on the Ninth Series. By keeping bees, bugs and insects out of the car's interior, it is well worth the installation price of \$2.50. Order under PA-697 and then ask every Seventh and Eighth Series owner to buy.

Service in Memphis



We welcome these views of the new Service Organization and building in Memphis. This organization appears to have started out with a well organized Service Department; with plenty of clean, light space, which is well arranged to take care of service requirements in that city for sometime to come.

Mr. Watson, on the left, is the Service Manager and Mr. Boyle next to him is the Parts Manager. We welcome them to the Service Letter column and extend our wishes for a most successful and prosperous service business in Memphis.



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