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## What the Owner Wants

IT IS a good thing to check up now and then and find out how successfully you are holding your customers. You should know why they like to do business with your Service Department, or what may be more important, why they do not continue long, as your customers. Such facts will enable you to do the right things to hold them.

In many lines of business, every time ten new customers are obtained, an equal number are lost because of the fact that they are not able to obtain the type of service which they desire. It is continually being pointed out that success, or failure in selling is to a large extent dependent upon the type of service salesmen in your organization. They can make your service popular by giving your customers the kind of service they wish. Customers are glad to trade with people who have at heart the purpose to help them to continue to be satisfied with what they have purchased.

There is no doubt but what we occasionally lose a customer because of carelessness in handling the mechanical work which they have requested done on their car. There is no doubt but what some of our customers become disgusted because of the fact that they have to return their cars to the service station too many times to have a correction made. These, however, are usually the customers which you hear from, they bring the work back to be done over again and they let you know plainly that the work you have done has not been satisfactory. This gives you an opportunity of correcting your work and it may be entirely possible to satisfy these customers and convince them that the general run of your

mechanical work is satisfactory and because of this, they remain your customers.

There are other reasons, however, why customers are lost:

An analysis made a short time ago resulted in some interesting figures. Information was obtained from a group of customers, who had discontinued obtaining their service from a certain place and it was discovered that thirty per cent of these people were lost because of inefficiency on the part of the contact people, whereas only twenty-seven per cent were lost because of errors, delays and poor workmanship. A further breakdown from the thirty per cent first referred to indicates that sixteen per cent out of this thirty were due entirely to the attitude of the contact people, such words as "indifference, unfriendliness; lack of interest" would cover this classification.

The interesting part about these figures is that they represent a side of our business which can be corrected by taking the proper measures to prevent the loss of customers for these reasons.

The oil stations and the super-stations are spending thousands of dollars in an attempt to get their organizations lined up with particular reference to the importance of contact work. The average Packard service station already has a good start, but we should not feel that we have in any way approached perfection in meeting and handling customers. Continued persistent effort on this very important part of our service organizations is one of our most important jobs for the coming year.

## Kelch Heater Connections

Prior to the ninth series cars, the muffler was anchored to the frame by brackets. On the ninth series, it is fastened by clamps. In assembly the muffler location may be varied a few inches, so if the Kelch Heater pipe is not long enough to reach the muffler, all that is necessary is to loosen the muffler brackets and move the muffler so the heater pipe will enter it.

## Checking Fit of Differential Bearings

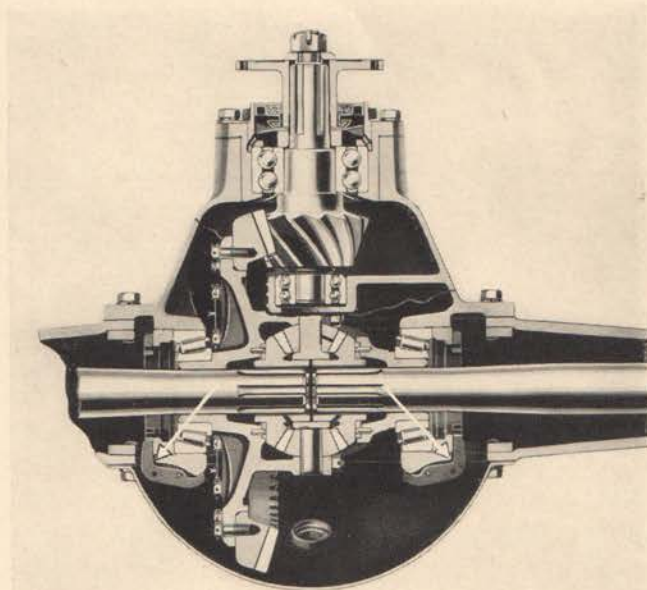
The roller bearings that carry the rear axle ring gear, score and eventually fail if they are set up too tight.

A thrust load very much in excess of requirements can be easily imposed on these bearings when they are adjusted and this excess thrust cannot be detected by the usual method of rotating the gear by hand to check the adjustment.

The mountings of the roller bearings will deflect outward as the bearings are tightened up by the adjusting nut and the deflection of the mounting must be measured very closely to obtain the desired adjustment.

This can be done by using a large pair of screw adjustment outside calipers that will easily straddle the ring gear and contact with each bearing cap just below the lock slot.

The proper setting for back-lash and tooth bearing should first be obtained and the adjusting nut farthest from the ring gear then backed off until shake can be detected in the roller bearings. The over-all dimension of the bearing caps should then be calipered just below the lock slots as shown in the illustration using a .020 feeler between one cap and the caliper.



The adjusting nut should then be tightened up until .020 spread of the bearing caps has been obtained, which can be easily determined checking with the calipers less the feeler stock as the nut is tightened up.

## Harmony

Successes are made by all hands working toward a single end. You are a definite part of the Packard family, it rests with you, as a part of the field organization, just as much as it rests with each of us connected with the factory organization, to make Packard stand high in the minds of the public. We must all have a heart interest in Packard.

The important thing to all of us is the customer. Our job is service to the customer; without customers, there would be no Packard and soon no Packard service, therefore, of first importance stands the customer.

The customer may be cranky and unreasonable and ever so hard to get along with, but let's remember that we do not hold our job for the purpose of changing customers' dispositions. We are not paid to find fault with our customers' lack of civility. In our end of the business we hold our jobs for one purpose, to be of service to the customer. You are there and we are here to serve the customer who has favored us with a visit. We must take a pride in getting along with the difficult customers, that is the true test of our ability.

Packard will grow through our success in handling each individual customer, through our painstaking desire to please each customer. Or, if you prefer to consider your job from purely a selfish standpoint, look at it in this way—as long as you are with Packard, you cannot advance, unless Packard advances. Packard needs its old customers just as much as it needs new customers. A large share of its new customers come from the satisfied old customers. It's the customer's money that pays you, it buys your clothes and your home, so you, too, are greatly interested in Mr. and Mrs. Customer. Serve them so that they will be *enthusiastically* satisfied.

## Accessory

### Suggestions for Winter Kelch Heater Display Board

The Factory Accessory Department now has available display stands for the Kelch Heater. These stands are cut so as to allow the installation of both front and rear registers of the Kelch heater; they are nicely finished and are available to you at the factory cost of \$3.25 each. A good display, especially of seasonable accessories such as heaters, is almost imperative in obtaining the greatest possible sales volume, so send in your order today.

## Closed Car Wings

Pullman cars have wings on the windows because the Pullman Company has learned through experience and study that the deflection of dust, wind, drafts, etc., gives better ventilation and less discomfort. Packard closed car wings perform the same purpose, but in a greater degree. They are particularly valuable in Fall and Winter, allowing more comfortable driving with windows open, or partly open. By proper display, by offering a pair for trial for a week or two, you will find you can develop some additional profitable business.

## Windshield Defroster

The Accessory Department has added to Packard approved accessories a compact, neat appearing, efficient windshield DeFroster, the Packard Saferay. If you haven't one of them and the occasion for its need arises, you would gladly spend many times its cost for it. Prepare your owners for all emergencies—this DeFroster will sell very fast if shown and explained, especially at a price of \$3.00 unattached, or \$4.00 attached. A campaign for the next two weeks will prove this to you.

## S. A. E. Numbers for Rear Axle, Steering and Universal Joints

Rear axle, differential, steering gear and universal joint lubricants will be listed under the SAE viscosity numbers in the same manner as motor and transmission lubricants. Lubricants designed to carry pressures much greater than those which can be carried by viscosity alone will be marked with the letters "EP," meaning extreme pressure, in addition to the SAE viscosity number.

This means that lubricants such as Whitmore or other lubricants which will work satisfactorily with hypoid gears are to be labeled "EP 90, EP 110, EP 160," etc."

Our recommendations for the various points referred to will appear as follows:

Rear axle gears and differential lubricant—SAE-EP-90.

Steering gear—SAE-EP-90 for temperatures under 30° F. SAE-EP-160 for temperatures over 30° F.

Universal joint lubricant—SAE 90.

## Winter Lubrication for Transmissions

We have previously called your attention to the fact that the Society of Automotive Engineers have designated the various grades of transmission lubricants by SAE numbers. You should be ordering your transmission lubricants under the following numbers:

For temperatures over 30° Fahrenheit, SAE No. 160.

From 30° to Zero, SAE No. 90.

Below Zero, SAE No. 80.

If it is found inconvenient to change the oil for cold weather operation, the gears will shift hard and you will find it necessary to thin the lubricant. This should be done by the addition of kerosene—one-half to three-quarters of a pint of kerosene should be added.

## Ignition Coils

A change has recently been made in the ignition coil in order to provide a more powerful high tension current than was formerly obtainable.

The new coil may be distinguished by its increased length, since it measures 1" longer than the old unit. The length of the coil body proper is now  $5\frac{1}{2}$ " instead of  $4\frac{1}{2}$ " as before. This does not include the switch.

The increased strength of the new coil makes possible a wider variation in spark plug gaps, and it is not necessary to hold the gaps as closely to the prescribed limits. The motor may also be somewhat less liable to develop a miss caused by improper breaker point adjustment.

In most cases the original coil will be found to be perfectly satisfactory, but if a hard driver wishes to obtain the benefits of the new unit he can do so at a moderate cost. The net price of the coil and switch assembly is \$4.20 and we will allow a \$2.00 credit on any of the old coils which are returned in good condition.

## Rumble Seat Lock

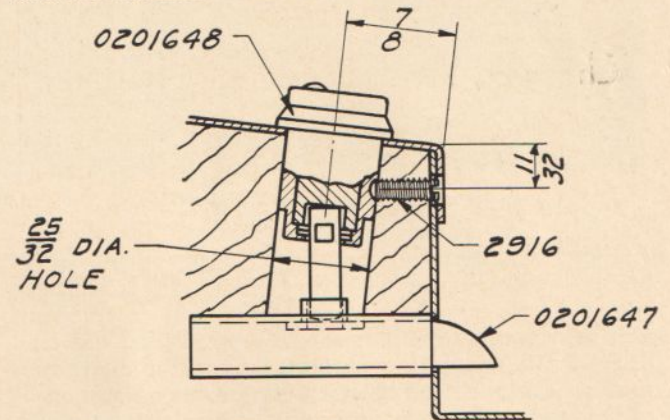
There has been some demand for a key lock in the rear deck of rumble seat equipped cars. Equipment for this purpose is now carried in Service Stock. You will require a rumble seat door lock, a door key lock and a set screw. The three piece numbers to order are as follows:

201648 Door lock

201647 Key lock

2916 Set screw

Instructions for installing these locks are as follows and the illustrations will be of assistance:



1. Remove rumble seat door lock.
2. Measure  $\frac{7}{8}$ " forward on top deck and drill  $2\frac{5}{32}$ " diameter hole through deck and in line with door lock latch opening.
3. Assemble new door lock, piece 201647, in same position as the one removed.
4. Assemble door key lock, piece 201648, in  $2\frac{5}{32}$ " diameter hole.
5. Measure  $1\frac{1}{2}$ " down from top deck and drill  $\frac{7}{32}$ " diameter hole  $\frac{5}{8}$ " deep, counterbore  $1\frac{1}{2}$ " diameter  $\frac{1}{8}$ " deep.
6. Assemble set screw, piece 2916, in this hole.

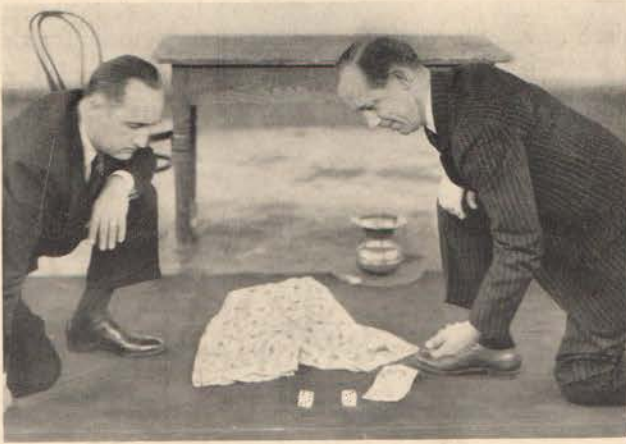
## Clean Transmission and Differential Cases

One or two instances have been called to our attention where noisy differentials and noisy transmissions, which have been shipped from Service for replacement purposes, have been discovered after assembling has been completed in the car. The difficulty in these cases has been found to be due to dirt or foreign particles, which seem to have gotten into the cases in transportation or in handling here at the factory. It is advisable, in all cases where complete assemblies are used for replacement purposes, such as differentials and transmissions, that the units be very thoroughly cleaned out after they have been installed before the lubricant is added. You will save yourself quite a bit of trouble if this precaution is taken.

## Additional Cold Weather Precaution

One item which does not always receive the necessary attention when preparing cars for cold weather is the battery ground connection, which, as you know, often becomes corroded and in this condition will eventually break off. We suggest that you make sure to cover this point in your cold weather preparation. Replace any ground cables, which are badly corroded; in doing so, you may save the owner considerable annoyance.

## Personal Mention



A short time ago we were glad to welcome Frank Randall, General Service Manager from the Earl C. Anthony California organization. After a strenuous business session during which our good friend Jack Gilray gave us some timely and fatherly advice, the meeting was adjourned to the golf course where Frank and Jack decided to do some locker room duty. Anyway, Frank took the Deluxe Sales Department for quite a ride, even to the fancy interior upholstery, which Jack hated to part with, but luck was against him.

## Brake Caution Cards

# CAUTION

The service you will receive from Relined Brakes is determined by how you use them during the **First 500 Miles**

Avoid sudden stops or any severe brake action during this breaking-in period.

You will be amply repaid by the longer life and greater efficiency of your brakes.

**Packard Motor Car Co.**

Breaking in brakes is just as important as breaking in motors. You will prevent a lot of come-back work on your re-lined jobs if you will get your customers used to the idea that new brakes must be handled carefully. We urge you to use cards such as the one shown. They are designed to be attached to the choke; they are printed on gray paper in two colors, your firm name is imprinted at the following prices:

200.....	\$ 4.95
500.....	7.50
1000.....	11.75

## Service Poster

A cold weather poster is now available. These are 14½" x 29"; they are printed in three colors and will assist in your Winter preparation campaign. If you have not received one, or require more than one, order a "Winter Poster" from the Service Literature Department. They are fifty cents a piece. Thorough winter preparation of Packard cars gives you an opportunity to contact owners in a profitable manner. If you have already sent out your Winter letter, follow it up with telephone calls and build up your sales volume by selling your owners "thorough preparation" at a price which will attract this business.



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