

VOL. 6 No. 14

JULY 15, 1932

## Who Put the Super into Super Service?

THE answer is easy. It was the Service Manager of the station which had nothing else to sell but service. This man found out that if he wanted to sell only service it had to be *outstanding* service. It had to be superb service. This type of service could be based only upon one idea. Super service is based upon *Owner Satisfaction*.

The "authorized" service station grew up in general because of the large number of new car sales. Very little credit can be claimed for any "authorized" service volume by any real sales effort. Now that new car sales are not producing as satisfactory a service volume as is required, what happens? Service volume dwindles to a serious point for the simple reason that a large share of the volume that we should have retained has been drawn away by steady sales efforts on the part of the "Super" variety of stations.

Super service is based on the idea that "Service that pleases is Service that pays," or if you please, Super service is built upon the solid foundation of *Customer Satisfaction*. On the other hand we have the sad picture of Authorized service with a foundation of new car sales. Based upon the experience of the last two years, which of these two foundations is the stronger? This begins to sound like the story of the two Jewish gentlemen and their houses, one built on stone and the other on sand.

Our job is not to preach, but to offer suggestions, so here you are. The "sandy" foundation of "New Car Sales" has already been somewhat washed away. Let's throw in some of the "rocks" of "Owner Satisfaction" and see what we can do when our feet are on safer

ground. Every effort that we make to gain back, or to hold our present volume should first be tested to see if it will produce more "Owner Satisfaction" in our service.

When you call up an owner to solicit his business, first say to yourself, "What can I tell him that will convince him that he will be pleased and satisfied with our service." Don't call him up until you have the answer to this. Look at the mailing piece you have just planned. Will it convince the owner that you are interested in his satisfaction, or will it give him the impression that you simply want his money?

How about the Service Salesmen? Are they simply taking orders politely, or are they making a real effort to sell "Owner Satisfaction"?

How about the mechanics? Are they doing each operation with only the bogey time in mind, or is "Owner Satisfaction" behind every move they make?

This is not a one-man job. It will take every man in each service station pulling together all of the time. Let's all of us keep these two words in mind in every move we make. We are thus helping to build Packard service and our own future upon a real foundation where *all* Packard owners will be enthusiastically satisfied with Packard Superb Service.

A letter has just been received from a customer in New York, who has been receiving this type of service. The organizations he refers to are to be complimented on the interest which they have taken in servicing his car. This service has created a Packard owner who is enthusiastically satisfied with Packard service.

" EVERY OWNER A SALESMAN "

136 East 64th St.  
New York, N. Y.  
June 22nd, 1932.

MR. F. H. WARRICK,  
Park Avenue Packard, Inc.,  
6 East 57th Street,  
New York, N. Y.

Dear Mr. Warrick:

On May 22nd, 1932, my 640 Packard Club Sedan heavy straight eight completed three years of steady service and I believe I owe it to you and your splendid company to express my appreciation of the sterling quality of your cars. I set as my standard of performance for this car that it should run three years without once having a forced stop on the road for any reason whatsoever and on May 22nd it passed the test date running as steadily and faithfully as ever. That is a first class performance because I make hard runs frequently to Boston and Canada through the mountains; the car has done 42,000 miles and I have never had a puncture.

Once at Williamstown it stopped six feet from a garage door and refused to start, but there was water in the gasoline which we quickly discovered. Once in Boston the carburetor rod slipped off, but even then it crawled around the corner in low to a garage.

Once I parked the car in the White House grounds when with a friend I had an appointment with the President and the car has carried a long line of Admirals, Generals and Oriental potentates.

Every two weeks the car has been at your station at 330 E. 44th Street for oiling and check-up and while America is the land of the motor car, I doubt if any company can better our friends, Messrs. Lent, Dubon and Christopher, to which trio of motor experts this splendid performance is chiefly due. Also, your offices in Montreal and Boston have given me the best of attention so that my occasional visits to them have become very pleasant incidents in my journeys.

The car has never hit anything so that its shining appearance today is an example of what a Packard can be and has brought you several sales. Further, the Narragansett Garage in New York has given the car every care.

For years I lived abroad and I am accustomed to high powered motors as I have been an airplane pilot; but among them all, Packard engineers have given your product the deservedly high reputation of a famous name.

I must state also, Mr. Warrick, that I have much enjoyed your personal friendship. I can only honestly repeat in the words of your advertisement, which for a generation has demonstrated American scientific skill; "Ask the man who owns one."

Very sincerely yours,

(Signed) JOHN B. CHEVALIER

## Radiator Mounting

On some of the earlier 900 series cars a radiator core anchor bolt spacer was used which was made of semi-hard moulded rubber. Those now used in production and carried in service stock are much more flexible. If you encounter a radiator which seems to vibrate excessively we suggest that you check the spacers and make certain that the flexible type is used. The part numbers are the same, and any which are ordered from the service department will be of the correct material. This applies to part No. 202098, radiator core anchor bolt spacer upper.

Care should be taken in tightening the radiator hold-down nuts. It is advisable to apply some glycerine to the steel washer so that it will not bind and twist the lower rubber spacer. If the rubber spacer is twisted it will tend to loosen the hold-down nut when the car is driven on rough roads. Do not replace the lower rubber spacer with any other material as this assists in absorbing shocks otherwise transmitted to the radiator.

## Vapor Lock Correction

Technical Letter No. 1913 covers the installation of the new carburetor aspirating tube and float chamber vent to correct vapor lock.

In accordance with this letter a credit has been allowed on the parts removed to offset the charge for the material furnished, but we feel that we are now justified in discontinuing this allowance.

In the future the new material must be supplied on the basis of a straight sale as no credit will be extended upon the parts removed.

## Special Service Spring — 900

We have available in the Service Parts Department special service springs for the 900. These are carried under part 0203546 rear axle spring and cover assembly. This is a 1300 pound spring with a 145 rate of action whereas the standard spring is a 1175 pound spring with the same 145 rate of action. This service spring does not affect the riding quality of the car in any way, but simply establishes a greater riding height.

## Breaking In The Brakes

It has been brought to our attention that there are still cases in which the owners of new cars have not been instructed regarding the proper operation of the brakes.

*In the Service Letter dated February 1, 1931, will be found the following:*

"Almost every car owner knows that it is inadvisable to drive a new car at high speeds. It is necessary to drive at moderate speeds until the cylinders and pistons are properly "broken in" otherwise serious trouble may result.

The average person does not realize, however, that new brake lining should be treated in the same way. If the brakes on a new car are used very severely, both the drums and the lining are apt to become scored to such a degree that a satisfactory adjustment is impossible.

If on the other hand, new brakes are used moderately for the first 1,000 miles, the drums will become burnished and the high spots on the lining will be rubbed down so that severe applications will not cause any trouble."

This advice is more than ever important in the case of the Light Eight. The brakes on this car are so powerful in their action, that new brake drums can easily be injured through abuse. Scored brake drums are almost invariably caused by the fact that the brakes have not been used in moderation while the car was new.

All possible care should be used to see that every new car owner is familiar with this situation, and if scored brake drums develop, we will feel that the Dealer is responsible for not advising the owner, or else that the owner is responsible in that he has not followed the Dealer's advice.

## Click in Brakes

An objectionable click is heard usually in the rear brakes after backing up, because of the fact that the shoes are prevented from returning to the anchor pin. To remedy this condition the Bendix Brake Company has approved the use of a special metal depositing lubricant known as Lubriplate. This is manufactured by the Lubriplate Corporation, Chrysler Building, New York City.

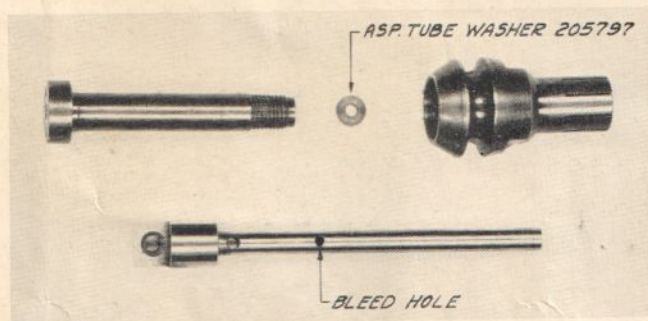
This lubricant is not available generally throughout the country and the Bendix Brake Company has had made up special one-pound cans. These have been shipped to their distributing organizations to make it available to Packard distributors and dealers. Only a small quantity of this lubricant is used and the one-pound can will take care of a large number of cars.

Order this lubricant under Bendix part number 27491, list price 75c per one-pound can.

A thin coat of the lubricant should be applied to all bearing points in the brakes, except cables and conduits. It should be applied to brake cams, anchor pins, backing plate shoe edges, or any other point where metal to metal friction contact may occur. You will find that it deposits on each wearing surface, a hard smooth film of metal that will enable these parts to operate free and thus prevent the sticking which has caused the shoe to spring back against the cam.

## Recalibration of 900 D. L. Carburetors

A change has been made in the size of the aspirating tube washer in late D. L. carburetors on the 900 model.



A change is also being made in the drilling of the bleed hole in the motor carburetor pump plunger assembly. The bleed hole is located about two-thirds of the way up from the lower end of the pump plunger rod. This hole only passes into the center drilling of the rod and should be drilled out to a 50 drill size. The aspirating tube washer is changed for piece No. 205797 which has a smaller hole than the washer previously used. In replacing this washer be sure that it is clamped tight between the two halves of the aspirating tube when they are screwed together; also, be sure that it is not distorted by being cocked in the opening. This change will noticeably increase gasoline mileage and will not affect performance. Do not try to solder up the hole in the old aspirating tube washer and redrill it. Use a new washer.

## Keep After Them!

Several distributors are bringing in service business and are doing it at a low cost by the use of post cards. Your service mailing should not be restricted to the use of post cards, but they do seem to bring in some results just at this time. They are effective and this is an inexpensive method of tiding over what is usually a rather slow period for service work.

A great deal of the success of service advertising is to be found in the word "regular." Service follow-up to be effective must be "regular."

The last issue of the Service Letter gave you a few suggestions and here are two more which have been sent to us so that we might pass them on to you. If you have used any mailing pieces that have proven effective, please address a copy to the Editor of the Service Letter so that we will be able to keep in touch with what is being done on owner follow-up work.

You expect your SPEEDOMETER to be accurate and quiet.

Do you remember ever having it oiled?

Our Charge - 75c

Distributor points should have attention also - and frequently. Another short job.

FONDA MOTOR CAR CO., Inc.  
635 West Canfield Street

### SPECIALS FOR JULY ONLY...

#### VALVES

Removing carbon and grinding valves including a special tune-up will help restore the snap and pep of high operating efficiency of your motor.

**\$10.55**

Renew Spark Plugs  
Special Price per Set

Six - - \$3.60

Eight - - 4.80

With Valve Job Only

#### BRAKES

A complete brake relining will re-establish the factor of safety so necessary and desirable to carefree motoring. All models from the fourth series of sixes and the third series of eights to present. SPECIAL PRICE

**\$19.85**

Bring Your Car in Today - - -

PACKARD MOTOR CAR COMPANY  
DETROIT BRANCH

## Oil In Stabilizers

Some service stations are overlooking the checking of oil in the bumper stabilizers used on the Deluxe and Twin Six cars.

It is very important that exactly the right amount of motor oil be used for the efficient operation of the stabilizers. When checking, if the oil is found to be dirty, it is important that the reservoir be thoroughly cleaned before adding the new oil.

The correct amount of oil to use is 85 CC's. You should have a container marked so that exactly 85 CC will be used.

It is also important that when reassembling stabilizers that Form-A-Gasket be used under the bolt head to prevent water from entering the case.

## Engineering Appointments of Interest



C. R. PATON,  
Chief Engineer



J. R. FERGUSON,  
Asst. Chief Eng.

We believe that service men throughout the country will be particularly pleased with two recent appointments made in the Factory Engineering Department. A great many service men already know Clyde Paton through his activities as Experimental Engineer and through his assistance rendered the Service Department in recent service meetings.

While Mr. Ferguson is not quite as well known to the field, he has probably been in closer touch with the Service Department and its problems than anyone in the Engineering Department, aside from our old friend Ralph Williams, Service Engineer, and his assistant.

We know that the entire field service organizations join the Factory Service Department in congratulating these two upon their recent advancement.

The entire Service Department should feel an even greater obligation than ever before in cooperating with both Mr. Paton and Mr. Ferguson toward our mutual goal of "Even Better Packard Cars." This obligation does not rest only upon the heads of the Engineering Department. A great deal of assistance can be given by the Service Department in supplying the Engineering Department with correct information, concerning the operation of Packard cars in the hands of owners, which after all is the final test of any car.

### Rear Axle Gear Ratio with Corresponding Speedometer Gears

MODEL	AXLE GEAR RATIO	DIFF. GEAR MARK	SPEEDO. GEAR MARK	TIRE SIZE
900 Spec.....	4.07 to 1	61-15'	8-22	6.50 x 17
900 Std.....	4.36 to 1	61-14	8-24	6.50 x 17
900 Spec.....	4.69 to 1	61-13	8-25	6.50 x 17
901-902 Spec.....	4.07 to 1	61-15	8-21	6.50 x 19
901-902 Std.....	4.36 to 1	61-14	8-22	6.50 x 19
901-902 Spec.....	4.69 to 1	61-13	8-24	6.50 x 19
901-902 Spec.....	5.08 to 1	61-12	8-25	6.50 x 19
903-904 Spec.....	4.06 to 1	69-17	8-20	7.00 x 19
903-904 Spec.....	4.41 to 1	75-17	8-22	7.00 x 19
903-904 Std.....	4.69 to 1	75-16	8-23	7.00 x 19
903-904 Spec.....	5.07 to 1	71-14	8-25	7.00 x 19
905-906 Spec.....	4.06 to 1	69-17	8-20	7.50 x 18
905-906 Spec.....	4.41 to 1	75-17	8-21	7.50 x 18
905-906 Std.....	4.69 to 1	75-16	8-23	7.50 x 18
905-906 Spec.....	5.07 to 1	71-14	8-25	7.50 x 18

SUGGESTIONS OR QUESTIONS FROM READERS ARE ALWAYS WELCOME. HOW CAN WE MAKE THE SERVICE LETTER OF MORE VALUE TO YOU? ADDRESS LETTERS—EDITOR—PACKARD SERVICE LETTER.