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A Service Salesman

FIRST, last and all of the time you are a Salesman. What you sell is Service. Service is a mixture of several things, it is like a meal and no one item makes a meal, it takes a good mixture of items to make a good meal. Service, like a meal, is no good if it is underdone, or overdone. It must be just right.

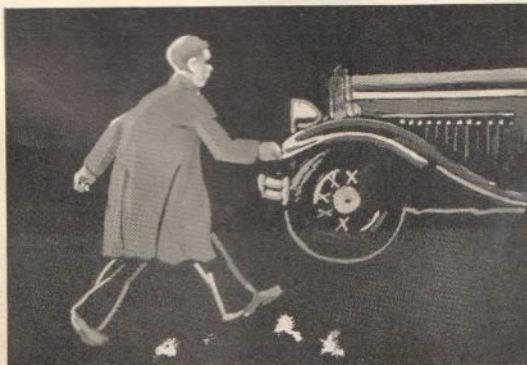
Underdone meals cool quickly. Underdone service likewise cools a customer quickly. Just one or two meals of underdone service and a valuable customer becomes interested in the type of service offered by the Super-Service Station.

Now take the other extreme. Both overdone meals and service are sickening, usually they have to be done over again. This over-selling of service, that is not actually required, is bad business. Another type of overdone service is sometimes found in handling friends. It is most desirable that every Service Salesman should be friendly with his customers. He should never allow his friendship to stand between him and good service. No matter how good a friend your customer may be, he should be given the same service attention you would give any other customer. While he is in the service station he is first a customer and second a friend.

This comparison of service to a meal applies only to a meal in your home, not to a meal in a restaurant. A good meal in a restaurant seems to require a tip, neither a meal at home, nor Packard service ever requires a tip. You are a salesman, not a waiter, nor a bell boy. If a tip is offered, thank the customer and tell him that your efforts are a part of Packard service. Then suggest that he show this appreciation by continuing to obtain all of his service from you.

Being a Salesman you will, of course, be careful of your personal appearance. If you can't buy that new suit just yet, you can have the old one pressed and razor blades are still fairly reasonable, both Woolworth and Kresge handle them. We have never advocated Lily White hands for a Service Salesman, on the other hand, clean hands and presentable finger nails never, as far as we know, got anyone into trouble.

We have also noticed that good Salesmen are careful about their voice and their conduct. Good Salesmen are always courteous. Packard service has a National reputation for being courteous. You have a personal responsibility for helping to maintain that reputation.



Which ?

Is Packard Service Different?

We believe that Packard service is just a little different. The mechanical work is a little better and the contact with the owner reflects just a little bit more personal interest on the part of the Service Salesman. This difference is the same thing that you feel in going from one hotel to another, or in trading at one store as compared with another. You like to transact business with some people, and with others you don't. You may tell yourself that this difference is accounted for in the matter of cleanliness, or in the matter of courtesy, but if you were to inspect each of the places carefully, you would not find enough difference to justify such a feeling, nor would you find the man at one place actually any less courteous than at the other. The actual difference between the two places would be something deeper than either of these. It might be found in the words "Character" and "Personality."

The Character of one business establishment, as compared with another, is determined by the majority of people working in that establishment. If the character of the majority of people is above reproach, then the character of that place of business stands out and draws people to it.

Then there is "Personality"—that indefinable something that unconsciously attracts and pleases people. We want our owners to "like" our service. Let's build "Character" and "Personality" into every one of our organizations.

This matter then becomes one of individual character. There are many things which go to make this up. The most important are honesty, sincerity and loyalty. No employee can compromise on any of these without its reflecting on the establishment as a whole. On the other hand, you cannot overestimate the value of the Goodwill built up by any customer who becomes definitely sold on the character of a business establishment through the act of some individual.

A little story which very aptly illustrates this point came to our attention the other day.

It seems that Roy Ellenberger, a mechanic in Packard-Pittsburgh for some seven or eight years, was assigned to a Sixth Series car to do certain mechanical work. This work required the removal of the front seat cushion. To his surprise, he found a folded five dollar bill, a glove and a package of cigarettes. He immediately turned these things over to the Shop Foreman, telling him where they were found. The Shop Foreman immediately reported the matter to the Service Manager. You can imagine the owner's delightful surprise when these items were turned over to him! It so happens that this particular owner is a professional golf instructor at one of the foremost Country Clubs in the Pittsburgh territory. You undoubtedly can also imagine the excellent advertising Packard-Pittsburgh is going to receive as a result of this series of honest acts on the part of its employees, and this is particularly emphasized during these kinds of times.

Isn't it just this sort of thing that makes Packard service just a little bit different?

Removal of Air Cleaner

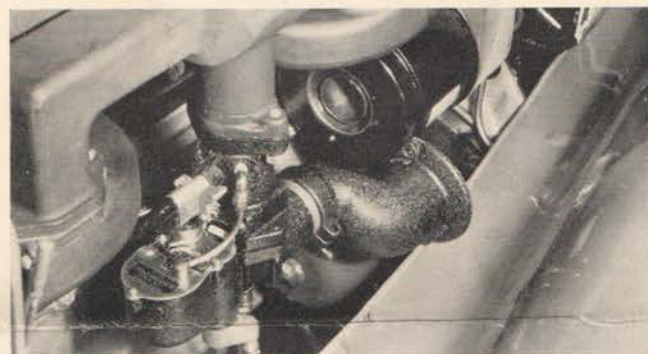
The carburetor air cleaner on the current model cars should be removed and washed out at intervals of 2500 miles.

If the operating conditions are such that very little dust is present, the interval between removals may be

lengthened, but if the car is driven on dusty roads, it may be found advisable to perform the cleaning operation at even shorter intervals.



On the Standard and DeLuxe Eights the removal of the cleaner is a simple operation, but on the Light Eight it is complicated by the presence of the hot air stove immediately in front of the cleaner unit. On this model the operation is accomplished by loosening the goose



neck connecting the carburetor with the cleaner and rotating the goose neck outward one-half turn in order that it may be removed so the cleaner may be slid backward.

In the first Light Eight motors, the goose neck can not be rotated so as to clear the frame and the cleaner body. In order to make the removal it is necessary to lower the carburetor body from the manifold and unfasten the heater so it can be moved forward enough to permit the dropping of the goose neck. In the later motors the flange at the forward end of the goose neck has been cut off so that the cleaner may be removed as illustrated.

We suggest that at the first removal you cut the flange in any cases where this has not already been done. You will note that the cut starts at the edge of the bottom bolt, and comes as close as possible to the body of the goose neck.

In replacing the cleaner make sure that the flange just forward of the rear end does not make contact with the generator regulator cover, filing the flange if necessary. If the cover is jammed down to accommodate the cleaner an internal short circuit may result.

Help the Tourist

The touring season will soon be here. Any assistance that you can give your customers, who are contemplating trips, will be appreciated by them. Undoubtedly all of the Service Salesmen in your establishment are familiar with the main highways leading into, and out of town. If convenient, we would supply a large size wall map of your surrounding community and we would have

available tourist maps of the better sort.

In this connection we have found a tourist guide which we believe has advantages over most of those which are available. It is called the "Hobbs Guide." These have been on the market for a number of years and are sponsored by the Goodrich Tire Company. They retail for twenty cents a piece and cost Packard distributors or dealers ten cents a piece. No advertising space is sold. The guide is, therefore, without favoritism in connection with its recommendations. They are different from ordinary guides in several respects; they not only give the condition of the road, but the surface variation of the road in altitudes. They give the mileages on the trips both ways and in addition to their recommendation for accommodations, which seem to be very fair, they give along with others, a complete list of Packard distributors and dealers along the route covered by each guide. This information is given with the street address, telephone number, the closing time; the general condition of the parts stock and whether or not storage is available for Packard cars.

These guides would save you typing up lists of Packard Service Stations along particular routes. We believe the information they contain concerning Packard Service Stations would be of interest and value to Packard tourists. Since this information is checked by the Factory, we believe that you will find it reliable and we, therefore, recommend the guides to you.

The guides may be obtained by addressing the Hobbs Guide Company at Akron, Ohio.

Radiator Protection

Radiators and cooling systems should be thoroughly flushed out at least every six months. This is simply a precautionary measure for better car performance. After a thorough cleaning, the cooling system should be filled with clean water and a rust preventive. We have used for many years and have recommended Sunoco Radiator Rust Preventive. This material is now distributed by the United Motors Service, which gives it a wide distribution. A distributor's discount will be allowed on all purchases by Packard distributors and dealers. This material in no way impairs the cooling efficiency of the system. It protects the surfaces against corrosion and aids materially in keeping water passages clean. Our experience with it justifies our further recommendation and if you have not already added it to your supplies, we urge you to do so. Use it according to the directions on each car as it is thoroughly cleaned and prepared for Spring and Summer driving.

Clutch Throwout Bearing Lubrication

The clutch throwout bearing in the Light Eight is lubricated by means of an oil pipe containing a felt wick. The purpose of the wick is to feed the oil gradually from the pipe so that it will not empty itself in a short time after filling.

In the early cars the wick was $8\frac{3}{4}$ " long, but it has been reduced in length to $1\frac{1}{2}$ " in order to increase the amount of oil which can be carried in the tube. We cannot give you a definite point when this change took effect but it was approximately the middle of March.

We suggest that in order to insure full lubrication of the throwout bearings you cut the wick in all cases where the long wick was used. It can easily be checked by running a wire into the top end of the pipe, because the wire will be stopped when the wick is reached.

Cutting off the wick is most easily performed by disconnecting the pipe and withdrawing 7" of the wick from the lower end, leaving the short length remaining at the bottom of the pipe.

Axle Shaft Bearing Oil Seal

In Service Letter Volume 4, No. 23 of December 1, 1930, we notified you of a change in the rear axle shaft bearing retainer to guard against oil leaks in Eighth Series cars. It was pointed out that if you used the new construction, it would be necessary to order out part 185436 rear axle shaft bearing retainer and oil seal assembly. This assembly may be used on the following cars 443, 640-645, 740-745, 840-845, 903 and 904. It went into production in December of 1930 on the 840-845.

Should the oil seal require replacement on any cars equipped with this assembly, it is not necessary to change the entire assembly. Simply change the rear axle shaft bearing retainer seal under part number 185009.

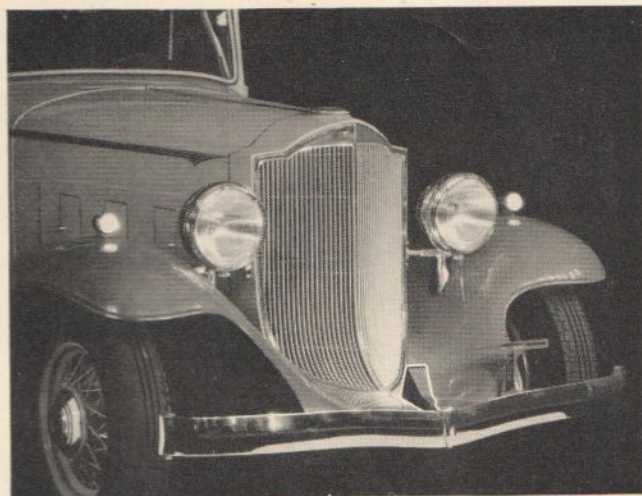
If oil leakage occurs on cars not equipped with the new type retainer and the oil seal, then it is necessary to use the complete assembly under part 185436.

The part number of the seal does not appear in the Parts List; it should be added to your Parts Record Cards so that you may order out either the complete assembly, or the seal alone, as may be required.

Radiator Flood Light

General Letter G-428 issued March 24 describes a radiator flood light for use on the Light Eight. It is especially designed and fastened to the center bolt on the back of the front bumper bar, and throws a soft light over the radiator grid; it is being used on demonstrators and show room cars and it is not difficult to sell to owners.

This item is being carried by the Accessory Department and is especially priced at \$4.00. It should be ordered under PA-777 and listed on Accessory Orders.



Gear Shift Lever Ball

A new gear shift lever ball of the soft rubber type is now being used in production. This ball is available in service stock under part number 202985. The new ball materially reduces vibration noises in the gear shifter lever.

New Special Tools

A quicker or a better way to do the job is the reason for every special tool. These are developed by the Special Tool Department as a result of suggestions received from the field, plus a great deal of investigation and development work. They are offered to you on a cost basis, plus simply a merchandising expense. This is a service rendered for your convenience.

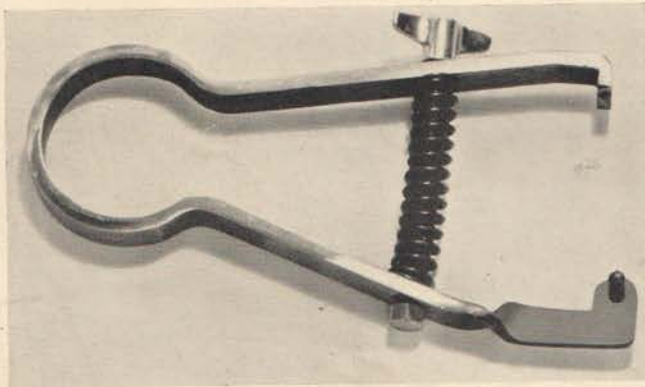
All special tools are fully guaranteed. When ordering tools they should be listed on separate D-19 Parts Orders. Order by number, or if you are ordering special equipment, or electrical equipment, be sure and give complete information, such as current, voltage and cycle.

If you have any suggestions for the improvement of any tools handled by this department, or if you have developed a tool which is particularly handy, we will appreciate your notifying the Special Tool Department. Address your letters to Mr. H. C. Taylor, Service Department.



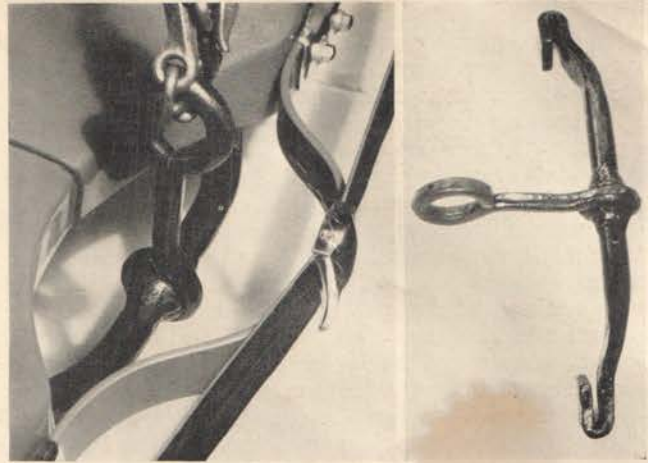
Rear Axle Shaft Nut Wrench—ST-849
MODEL 900, NET \$2.90.

This is a Heavy Duty wrench designed especially for Service Station use. It is made with a sufficient offset so that the axle shaft nuts may be removed without first removing the wire wheels. It is long enough to give sufficient leverage.



Radiator Lifter—ST-851
MODEL 900, NET \$3.50.

The radiator and shell assembly on the 900 is rather difficult to handle on account of its size and shape. The lifter, when used with the chain hoist, makes this job easy and will prevent scratching the assembly. One end of the lifter is inserted in the radiator to dash tie rod hole, the other end into the radiator filler. The lifter is then locked into place by tightening the thumb nut.



Hoisting Bar—ST-862
MODEL 900, NET \$4.25.

Due to the construction at the front of the frame on the Light Eight, a special bar is required for using a chain hoist to lift the front end of the car, otherwise the chain hoist must be hooked onto the bumper bar and this is not a safe practice. Insure the safety of your men by the use of this special hoisting bar. We show it both separately and in use.



Trans. Synchronizer Yoke Centralizing Spring Wrench—ST-861
MODEL 900-901, NET \$.60.

A special wrench is required for changing the yoke centralizing spring. The wrench is used to press against the spring so that the cotter pin may be easily removed. The wrench is also used for reinserting the cotter pin. This wrench is also shown in use.

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