



VOL. 7 No. 23

DECEMBER 1, 1933

"Trifles"

YOUR service business, no matter how large or small a service station you are working in, is built on "Just one customer." This may sound peculiar, but let's see whether or not there is any truth in the statement. The customer's car that you have just finished working on, or the customer that you have just finished talking to, is the same one who will be back again, provided you have done two things. First, that you have fixed his car the way he wanted it fixed, and second, provided you have handled him properly. Failure in either one of these, or in both, will prevent his return. Doing these two jobs right, not only means that this customer will be back, but that he will influence his friends to be back, or to buy Packard cars. And the reverse is true, dissatisfied he will not only not be back himself, but it is most likely that he will prevent his friends from coming back. Satisfied in these two respects, he is the most effective piece of advertising that you have. He, with his friends, means future business. Dissatisfied he just as effectually keeps business away.

Since you will only work on one car at a time, or work with one customer at a time, then it follows that your service business is made up for the time being of just one customer. That one customer at a time, satisfied, is what makes the difference between a full and an empty service station.

We are not in any sense belittling the necessity for proper diagnosis and proper mechanical work, but it is just as true that other things being equal, it is the *trifles* upon which the battle of service is won, or lost. These unexpected services which cost little, or nothing, but which bring the customer back without fail.

Your customer drives in and he is properly met, that is, met with enthusiasm, not only with the expression on your face, but in your actions in getting up to him. Indicate by both of these that you are eager for his business. It has been suggested that the well-trained doorman, likewise the well-trained service salesman, makes every possible effort to remember customers' names. It seems to us that while this is a good start, it does not

go far enough. You must also remember the customer's car. You should remember not only that the customer driving in is Mr. Jones, but that the last time he was in, it was for brake work. Indicate to him that you remember this, and notice the difference. He will actually marvel at your interest in his car. He will feel sure that you have a definite interest in him and in his car and he will be convinced that he is coming to the right place to obtain his service. Aside from mechanical work which the customer had done on his last visit, try to remember whether or not the man has been out of town, or away over the week-end. Mention this fact during your greeting. Mostly, however, try to keep in mind the nature of the work that the customer had done the last time he was in. All of this may be easier in the smaller towns, but it is a habit well worth cultivating, regardless of the size of the place.

These items, which we call "trifles," are not matters pertaining only to the service salesman's part of the job, it is just as possible for a mechanic to keep a customer's car clean while he is working on it and it is just as possible for the wide-awake shop foreman to report conditions not found on the repair order, to the service salesman, as it is for the service salesman to do a little more than he is actually called upon to do in writing up the order.

In all the text books on the general subject of service, you will find the caution that one to be successful must become "sales-minded." This may be perfectly good teaching, but it seems to us that the important thing for a service man is first to become "customer-minded." Handle each part of your job with the customer always in mind. Do the work the way you would want it done if the car was yours. Do all the little extra things that you have time to do on exactly this same basis, and that is that you want the customer just as well pleased with the job as you would like to be pleased with it if the car were yours.

Let's first and last be "customer-minded" on every part of our Service job.

"EVERY OWNER A SALESMAN"

A Model Letter

Mr. Packard Owner:

Today there are specialists in every field. You patronize them because you know they are more skilled and better qualified to take care of your needs than any one endeavoring to cover a larger territory. You seek an optometrist when your eyes give trouble. You go to a patent attorney with your patents, and to an expert with your income tax problems, and quite often you are surprised to learn that their fees are no greater.

Your Packard car is a high grade piece of machinery built with scientific thoroughness to render long and pleasurable service. Certainly you should, therefore, exercise the same good judgment in deciding who is to repair it. Obviously, mechanics who have worked on only Packards for many years with Packard-designed special tools are more capable, more skilled than those who work on all makes of cars, and equally as important should be the assurance that only genuine Packard parts will be used.

You will also undoubtedly be surprised to learn that our charges are no greater, and often less, than those of the general repair man, considering the quality and thoroughness of our work. **OUR RESPONSIBILITY IS GREATER.** We must do a better job. Will you give us the opportunity to prove this? Simply call Boulevard 6100 and ask for

Yours very truly,
PACKARD MOTOR CAR CO. OF CHICAGO,
R. E. Rosain

Chassis Lubricators Service Kit

Tool Number S. T. 930
List Price—\$12.50

The Packard Chassis Lubricator Service Kit will save as much as 70% in labor and assure a more efficient and accurate repair job. It is priced so low that it will pay for itself on the first few cars.

It is advisable that each chassis lubrication system be checked at least once a year. This check-up with the



Service Kit requires less than half an hour and enables the dealer to make a good profit on the job.

The Service Kit consists of a pressure pump with a long flexible rubber hose, pressure gauge with fittings for connecting to the various types of lubricators, and special wrenches for reaching drip plugs and fittings in difficult locations. It will service chassis lubricators on other makes of cars as well as Packard. It will service ALL Packard lubricators and is made universal in application by the adapters and coupling tubes.

The mechanic connects the service pump to the chassis

line and depresses the lever. The pump automatically forces new oil into the lines and bearings. Broken tubes, leaking joints, closed tubes and any defects in oil feed are thus readily located.

The pressure gauge and fittings are used to check the operation of the customer's lubricator pump, and system in accordance with complete instruction manual accompanying each Service Kit.

This kit is a real time-saving tool for service departments. It is strongly built with space for the various parts. It weighs only a few pounds and can be carried about the shop.

Battery Charging Rate

Each fall we caution you of the necessity of making sure that the generator charging rate is set up to take care of the increased demands created by winter driving.

Each year this becomes more necessary because of the increase in current consumption. Our lights are drawing more current than before, and an increased proportion of cars are equipped with heaters and radios.

In spite of the length of time our generators have been equipped with voltage regulators, we still find cases in which the third brush is set up, but no attention is paid to the regulator adjustment. If the regulator cuts out before it should, it will be impossible to obtain a full battery charge.

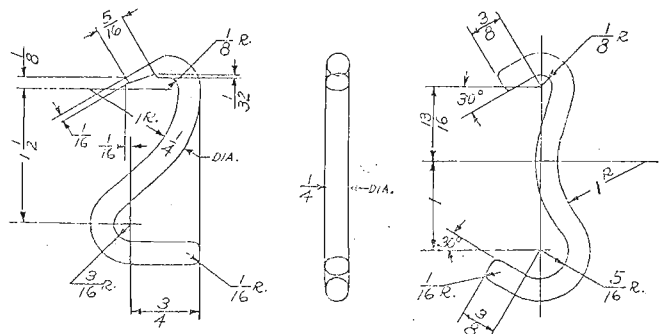
Although we have increased the size of the generator in order to take care of additional demands, there will be instances in which cars are operated during the winter months under such conditions that the battery will not remain charged. Such cars are not driven far enough or fast enough to put back into the battery that which is withdrawn by the lamps, ignition, starter motor, radio, heater, etc.

In such cases it will be necessary to bring up the battery from an outside source. There are now on the market a number of small battery charging outfits which may be installed in a garage, drawing current from the lighting circuit. They can be plugged into the battery line when the car is in the garage.

It is unnecessary for us to make a definite recommendation as to the equipment used, because they are approximately the same price, and any equipment manufactured by a reliable electrical house will be satisfactory.

Brake Drum Springs

In SERVICE LETTER, Volume 7, No. 20 of October 15, we told you about the installation of brake drum springs and we gave you the part numbers for various series cars. In some cases it has been reported that this spring did not do a satisfactory job and usually we found this to be due to the method of installing the spring. The spring



had been stretched to a point where it did not have sufficient tension around the drum. If the spring does not have its maximum tension around the drum it will not accomplish its purpose. Possibly the trouble is due to the method of installing the spring and we have found a more simple method than that described in the SERVICE LETTER.

This method has been reported to the factory by Service Supervisor Eveland and it is described as follows:

Use $\frac{1}{4}$ " rod and bend as shown in the accompanying sketch, which is one-half actual size. With the wheel removed, hook one of these pieces on the clamp bolt on the dust shield on top of the drum; the other hook into the drain hole on the bottom of the shield. Place the brake drum spring in the bottom hook and pull over the top hook. Next push the spring over the drum on the right side with the right knee, then use a bar to slip the spring over at the left side.

This simplifies the installation and makes it possible to put the spring on in a very short time.

The credit for this time-saving device goes to "Red," a mechanic in Packard Winston-Salem, North Carolina.

We will not carry these hooks in stock as it is a very simple matter to make them up and we are simply supplying you with the sketch for this purpose.

Standard Sizes and Adjustments Corrections

In the SERVICE LETTER, Volume 7, No. 16 of September 1, 1933, you will find Standard Sizes and Adjustments for Eleventh Series cars. There are two corrections that should be made. The first one is under "Clutch," or the heading of clutch spring load. At the present time this reads "Inner--50 pounds at $1\frac{9}{16}$ ", outer--100 pounds at $1\frac{9}{16}$." This should be crossed out and made to read "125 pounds at $1\frac{9}{16}$." (There is only one spring on the 1100-1-2).

In the next space the reading at the present time is "Inner--50 pounds at $1\frac{9}{16}$ ", outer--100 pounds at $1\frac{9}{16}$." This should read "Inner--52 pounds at $1\frac{9}{16}$ ", outer--105 pounds at $1\frac{9}{16}$." This applies on the 1103-4-5-7-8.

Compressometer Adapter

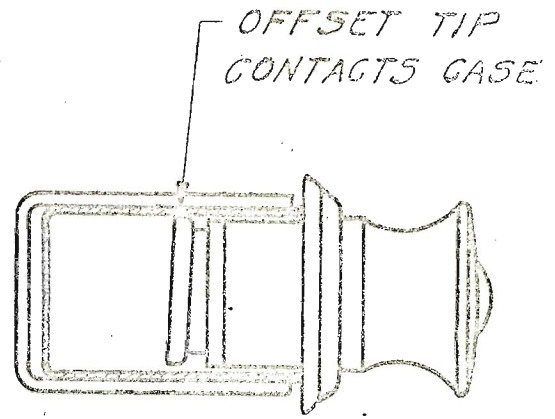
Used on the 905 to 1108 twelve cylinder cars. This short adapter is needed for checking the compression on these cars and is especially adapted to take a reading on No. 6 cylinder of the right bank. This is used with compressometer ST-193.

Tool No. S. T. 926
List Price--\$0.40

Cigar Lighter

The illustration shows the mounting of the cigar lighter.

We have found some cases in which the cigar lighter tip has not been centered with the lighter body and has



made contact with the side of the case. When this occurs a short circuit develops which will burn out the body fuse.

In any cases where the body fuse is burned, it will be advisable to examine the lighter tip and make sure it is properly centered. If not it should be replaced.

Valve Spring Compressor

Tool No. S. T. 795—List \$8.50



Testing valve springs is just as important as grinding valves.

The special testing scale holds the spring firmly in position and gives spring tension reading in inches.

The correct reading will be found in the "Standard Sizes and Adjustments."

Wheel Puller Adapter for KG Pullers

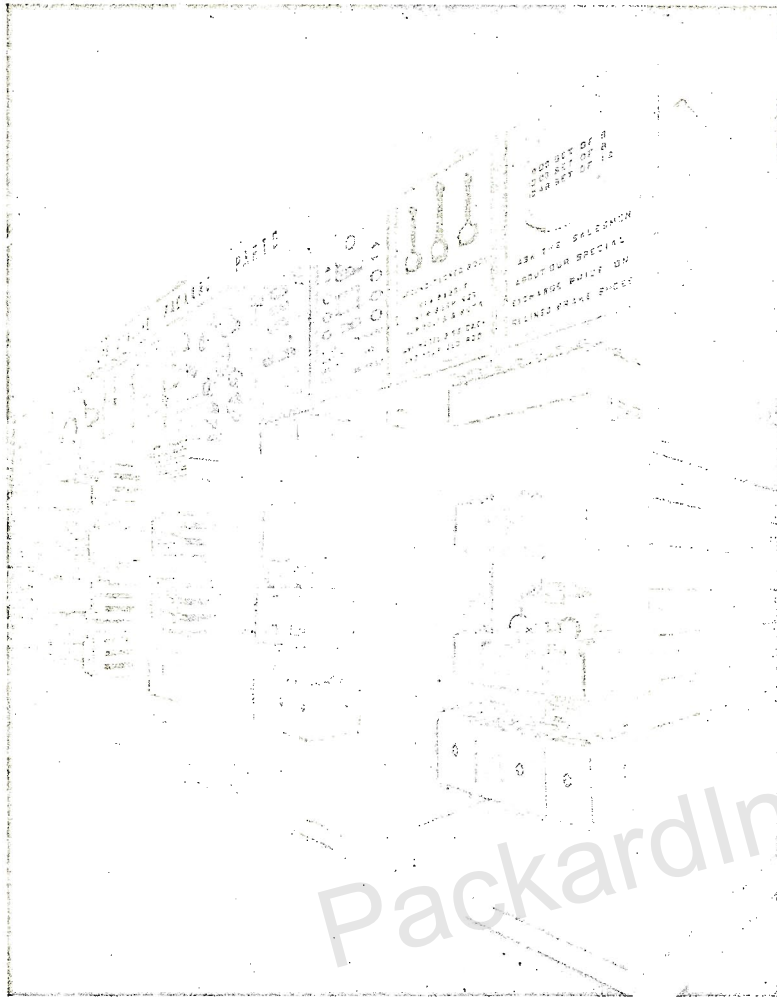
For using the wheel puller on 905, 906, 1005, 1006, 1105 and 1106 series cars, you will require adapters as follows:

Tool ST-1430, size $2\frac{1}{16}$ " for the Ninth Series.

Tool ST-1431, size $2\frac{1}{2}$ " for the Tenth and Eleventh Series.

These are adapters for use with the KG pullers.

Making a "Store" Out of a "Parts Department"



In picture and in words, we are presenting the new appearance of the Chicago parts department. It is now dignified with the name of "parts store," and we will let Rudy Rosain, parts department manager, tell his own story. We are passing it on to you with a word of praise to the boys in Chicago for the very neat and effective display which they have worked out, and with the hope that it will start other parts men on the job of transforming their parts department into present-day parts stores.

"We have introduced a store atmosphere in our Parts Department. Signs with parts displayed and with prices have completely changed the environment in which the Parts Salesmen work. The factory's packaging of gaskets and other parts, of course, contributes to the success of the plan.

"The new "scenery" has had an amazing effect on customers whether car owners or garage repairmen. The signs have brought many inquiries resulting in sales of parts which the customers fully expected to purchase elsewhere, such as the exchange on connecting rods and brake shoes, ignition cable and hose.

"Many gasket sets have been sold to repairmen on the basis of the saving effected. Many battery box bases have been sold because of the display and very reasonable price. This item has helped a great deal to refute impressions some folks have that Packard parts prices are high.

"This complete 'layout' has been worked out by the Boys in the Parts Department under the supervision of 'Rolly' Weber, Parts Assistant, and had its inception when we decided to pay them a commission on the sale of accessories and some obsolete parts. This has since been extended to Mr. Horsley's bargain lists.

"By some clever telephone work, Parts Salesman Labeots sold three 1½ E Cylinder and Piston Assemblies at the special bargain prices. A mimeographed letter on truck wheel bearings has also been sent to Truck Operators.

"Instead of the usual 'Order Taking' attitude found in most Stockrooms, there is now a more definite and enthusiastic selling atmosphere emanating around the sales counter".

WHAT CAN YOU DO TO BRING YOUR PARTS DEPT. UP-TO-DATE ?

New Accessory Catalog

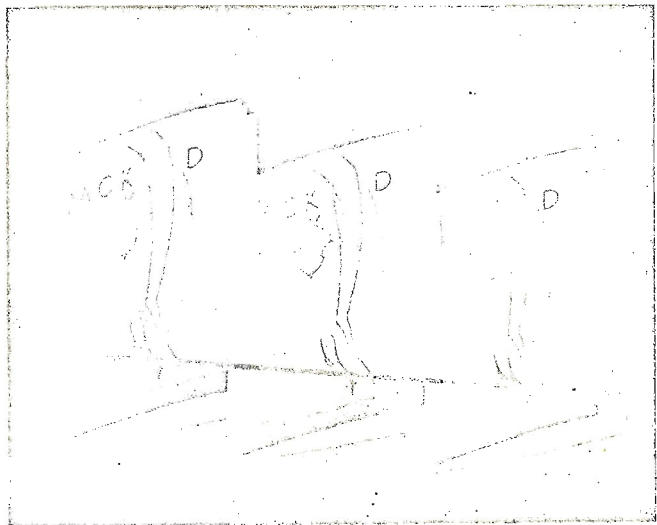
The use of this accessory catalog is the best and easiest plan we can suggest for familiarizing your owners with the additional equipment you have to offer them.

From our experience we know that the proper use of the catalog increases accessory business. Because it has been successful in the past we strongly recommend that you see that every recent purchaser receives a copy of this catalog at his home.

The price is only 5c each (which is only a small portion of the cost) with a charge of \$4.00 for imprinting any quantity with your name and address. This includes envelopes for mailing. Delivery can be made immediately.

Let's put this profitable weapon to work *AT ONCE*.

ORDER YOUR SUPPLY TODAY.



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