PACKARD SERVICE LETTER

VOL. 7 NO. 6 MAR. 15, 1933

One Way to Get Them In!

As told by Clint. Fisk, President and General Manager of Cleveland

The Service Department's point of view is usually based on the one big idea that their job is to "Fix Them After They Have Gone Wrong."

This exists because for years the owner has operated on the basis of bringing all of his mechanical trials and tribulations to the service department *after* it has happened.

The point of view of service men has also been greatly influenced because they think—to a large degree—in mechanical terms and a mind that is not mechanically inclined is difficult for them to understand. From their point of view—the most important items of service are; testing, order taking and good shop practice, and to do the repair work correctly and complete it on time.

Their point of view is naturally affected because they live in an atmosphere of general complaint and they are often called upon to defend themselves against owners' claims.

Another condition that has its effect upon the service point of view is that owners who come to the service station are not only in trouble but they are usually in a bad frame of mind when they arrive.

Come to think of it—I have never seen an owner enthusiastic over a repair bill.

I have come to the conclusion that the Service Department's duties are not the most pleasant part of our business.

It is seldom that the service point of view and the owner's point of view meet on a basis of easy understanding.

THE OWNER'S POINT OF VIEW

Let us take an owner's point of view and see how he feels.

As a general rule owners have little or no conception regarding the maintenance of a car. He changes oil on schedule and lets it go at that. When mechanical trouble arises he is disgusted and can't understand why it should happen to him.

He distrusts service stations because only last week he had a 2,000 mile oil and grease job and hardly got started on a tour when the front end chain jumped and he had to be towed in and spend the night in a strange town.

Why didn't the Packard people back home see that his chain was tight—didn't he just have it in for service —why let him go out like that.

A few experiences of this nature and the owner puts the service on the spot, and makes up his mind that he is spending too much for repairs and having too many interruptions in the use of the car.

He gets sore because he has been trying to handle the maintenance of his car—something he knows little or nothing about—on a hit-and-miss basis. And the less he understands about it—the madder he gets and the louder he talks.

And there you have one kind of owner's point of view and it is not difficult to understand why the owner and the service don't always agree. One fixes them *after* it happens and the other never expects it to happen.

WHAT THE OWNER EXPECTS FROM THE SERVICE

And then you have the owner's point of view as to what he expects from your service department *and incidently what he is entitled to.*

He wants *immediate attention*—either when he phones or drives in. This is a habit which he has developed to a very high degree by associating with gas stations. All he has to do to get attention at a gas station is to drive in and he is killed in the rush to attend to his wants.

So he naturally does not want to wait when he comes to your service station. He wants to be greeted and at least told that they will take care of him in a few minutes.

He likes to be waited on by a person who is both *pleasant and polite*—especially when he is spending money.

He does not like to be treated in any *ordinary routine* manner. He never would admit it—but if you *make a fuss over him*—he is pleased.

The owner always reserves the privilege of being as impolite as he wants—or he can get as mad as he likes—*BUT DON'T YOU TRY IT*!

You are supposed to have the knack of making him not only *like you* but also keep him happy. And no matter what the situation—you must always *be courteous.*

The owner expects you to *know all about* his *mechanical troubles* but he does not know what the trouble is himself.

If the car is heating up—he expects you to know why—even though there may be four different reasons why it heats up.

Remember, he feels that it is your fault and that it should not heat up under any circumstance—and above all things—don't guess wrong—find out and let him know.

Nothing is more difficult to explain than a wrong guess—and in case you don't know it—there is more *good will lost by not correcting the trouble the first time than any other one item.*

When the service department gets the full significance of how important uninterrupted usage of a car is to an owner—they will develop the idea of maintenance on a basis where they inspect the owners car on schedule and then tell the owner what is needed.

And they will discard the old idea that their responsibility starts and finishes because they can FIX THEM *AFTER* THEY GO WRONG.

What the owner wants is a system that will discover what is wrong—before it happens. And the owner sometimes finds that service by going elsewhere.

The fourth item that a customer expects from the service and does not always get is *THE PROPER DELIVERY OF HIS CAR* upon completion of repairs.

When he calls for his car he most certainly appreciates somebody being interested enough to ask him if his *bill is correct* and to see to it that his car is brought out—and to *THANK HIM FOR HIS BUSINESS.*

When he buys ten gallons of gasoline they always thank him and ask him to come again but when he spends $10.00 on a Packard he has a tough time getting his car out.

It is JUST AS IMPORTANT TO DELIVER A COMPLETED JOB PROPERLY as it is to do the work properly. See to it that the *shop marks* are removed and that it is clean.

It is not difficult for the service department to ask the owner as soon as he comes for his car—"if he has his bill" and show him the Cashier's window.

And it certainly would sound very assuring to the owner to have someone ask him "if he would *like the Repair Order items* checked."

And instead of allowing the owner to look for his car —put him at ease with "just a moment and we will get your car for you."

And then thank him and NEVER ALLOW HIM TO LEAVE WITHOUT THANKING HIM AND ASKING HIM TO COME AGAIN. BY ALL MEANS *MAKE HIM KNOW YOU APPRECIATE HIS BUSINESS.*

"WHAT TO DO ABOUT IT!"

So the very first step in the sale of Lubrication Service is to get the idea across that Airplanes, Locomotives and Machinery are all maintained on a scheduled inspection.

Why is it that cars are on a strictly hit-and-miss basis?

Just because owners have refused to care for their cars on a scheduled basis—in the past—is no reason why we cannot persuade them to change.

Get the owner to admit that his car must be lubricated and then show him the common sense method of handling it.

Point to him that it is for his protection and that his repair bills are bound to be less, when his car is being lubricated and inspected on schedule.

Preventative service of this kind not only costs less over a period of time, but is more satisfactory to the owner and there will be fewer interruptions in the use of the car.

It took us nine months to sell 300 owners the idea of scheduled lubrication service—about one a day—and we are going to continue to present it for their consideration until they all become maintenance-minded.

We see to it that every new car owner clearly understands the benefits of our lubrication service within 30 days after the new car is delivered.

Already 50 owners have—without solicitation—renewed this lubrication service after the first 10,000 miles had expired.

Allow me to say that once the owner purchases the lubrication service his whole attitude changes.

He no longer is in fear that the expected mechanical troubles are just around the corner.

He appreciates our informing him of any mechanical

items that need attention—and about 50% of our shop work has come from this source.

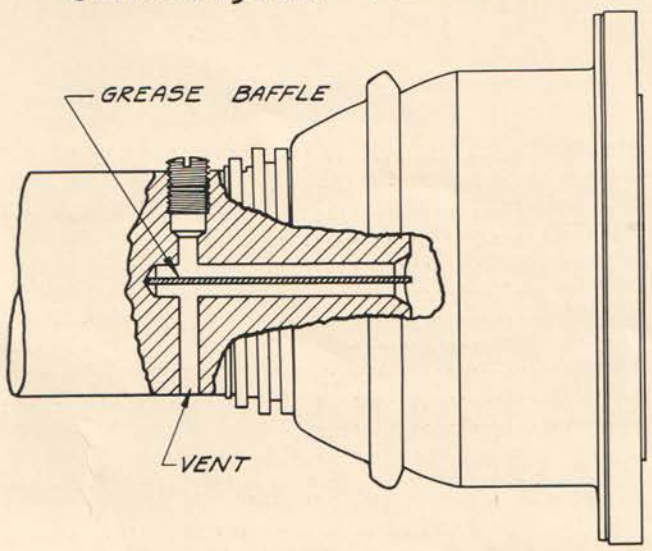
If he does not choose to have the repairs made, he at least blames himself when the troubles arrive, because he has become maintenance-minded.

Another item that the Lubrication Service controls, is that of service contact and that is very important in connection with repeat sales.

These are times when service departments must do the unusual thing to get business—and keep it.

Service business will not just happen; you must keep everlastingly at it.

Universal Joints—Tenth Series



The lubrication of the Tenth series universal joints is shown in the illustration.

In performing this operation the joint is turned until the grease plug is at the top. The plug is then removed an Alemite nipple fitted, and grease is forced in at the top until it runs out the lower vent.

It will be noted that the grease baffle directs the lubricant into the joint proper, and no grease will come out of the lower vent until the proper level in the joint has been reached. Spicer universal grease joint should be used.

After the lubrication has been completed, the Alemite connector should be removed and the plug replaced in order to preserve the proper running balance in the joint.

Detonation

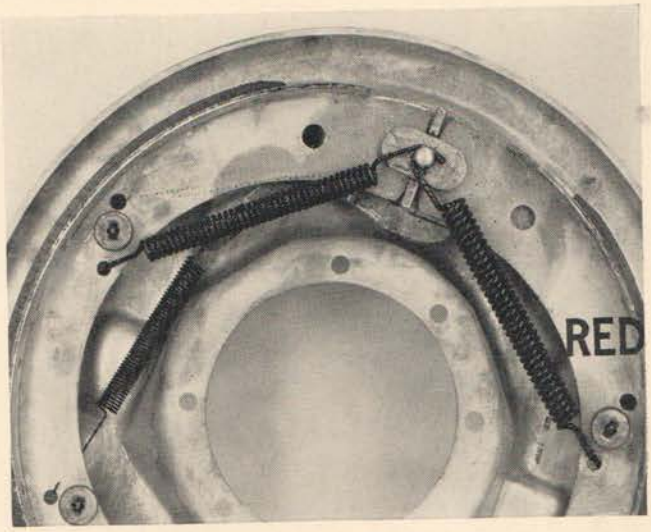
The spark timing for Tenth series cars is covered on the last page of the SERVICE LETTER dated February 1.

We have found a slight tendency toward detonation in some of the new Eights' and Super Eights', and an investigation has indicated that where the detonation is excessive, the compression will be found to be unusually high.

In such cases the spark advance covered in the SERVICE LETTER will be excessive, and the advance may be reduced without sacrificing performance. Instead of 9° it may be found necessary to reduce the advance to 6 or 7°.

Brake Shoe Springs

A change has been made in the location of the attaching point of the brake shoe anchor pin spring upper on



the brake assemblies. A hole has been added in the shoe and brake assembly, which allows the use of a stiffer spring and slightly changes the angle of the spring pull.

The picture shows the new location of the hole and the new red spring under part 209156 increases the tension from 70 to 100 pounds.

This change eliminates the click which has been pronounced when backing up. It is possible to make this change on the 900 Series cars where it will also eliminate the back-up click.

900 Brake Cables

On the first run of 900 model cars the brake cables were longer than on the later cars, and as brake adjustments are made it will be found that in some instances all of the threaded adjustment at the end of the cable has been used up. In a case of this kind, $\frac{5}{16}$ can be cut off the clevis and still have enough thread left for an ample factor of safety. The clevis lock nut need not be over $\frac{3}{16}$ thick and the thin lock nut can be substituted wherever the thicker type has been used, which will also provide additional clearance.

Steering Knuckle Lubrication

A question has been raised concerning the lubrication of the steering knuckle pins on Tenth series cars.

The ball bearings on which the pins are mounted are packed with grease. They are carefully sealed and will operate for a long period without further attention. No Alemite connectors are used at this point, because a pressure lubricator is likely to blow out the oil seals.

We suggest that every year, or every 10,000 miles the plugs be removed and elbow type Alemites fitted. They can be installed by taking them apart and putting them together after the half of the connector which screws into the knuckle is in place.

A limited quantity of heavy oil or cup grease can then be used, although we suggest that a hand gun be employed so that there will be no possibility of excessive pressure.

After this has been done the Alemite should be removed and the plugs replaced so that there will be no possibility of damage through the use of a high pressure gun in the hands of some one unfamiliar with the construction.

DL Carburetor Information

CALIBRATION ON 826-833-840-845

826-833	840-845
14 metering pin	12 metering pin
44 Aspirating tube	37 Aspirating tube
Float needle seat	Float needle seat
No. 38 drill size	1/8" drill size

When *air cleaner* is used, change Aspirating tube to:

48 Aspirating tube	40 Aspirating tube

When it is found necessary to check gas levels in float chamber, place test tank 6 feet above carburetor and set gas level in float chamber 13/16" to 15/16" from face of float bowl.

CALIBRATION ON 901-902-903-904

901-902	903-904
14 metering pin	12 metering pin
48 Aspirating tube	40 Aspirating tube
Float needle seat	Float needle seat
No. 38 drill size	1/8" drill size

When it is found necessary to check gas levels in float chamber, place test tank 6 feet above carburetor and set gas levels in float chamber 13/16" to 15/16" from face of float bowl.

CALIBRATION ON 726-733-740-745

726-733	740-745
14 metering pin	12 metering pin
44 Aspirating tube	37 Aspirating tube
5/32 float needle seat	5/32 float needle seat

When air cleaner is used, change aspirating tube to:

48 Aspirating tube	40 Aspirating tube

When fuel pump is installed, change float needle seat to:

No. 38 drill size	1/8" drill size

If, for any reason, the gas level has to be changed on cars using vacuum tanks, raise your test tank 2 feet above carburetor and set gas level at 13/16" to 15/16" from face of float bowl.

Where a *Fuel Pump* has been installed on a motor it will be necessary to change your float needle seat to the dimensions given above. Also, set your test tank to a height of six feet above carburetor to insure proper gas level in float chamber which is 13/16" to 15/16" from face of float bowl.

This is very important as fuel pump delivers 2 pounds pressure equal to six foot head on your test tank.

CALIBRATION ON 726 SERIES TO PRESENT SERIES, Inc.

	Metering Pin	Aspirating Tube	Float Needle Seat
726 - 733	14	44-.086	5/32
With air cleaner	14	48-.076	5/32
With fuel pump	..	.....	No. 38 drill
740 - 745	12	37	5/32
With air cleaner	12	40	5/32
With fuel pump	..	.....	1/8" drill
826 - 833	14	44	No. 38 drill
With air cleaner	14	48	No. 38 drill
840 - 845	12	40	1/8" drill
901 - 902	14	48	No. 38 drill
903 - 904	12	40	1/8" drill

Dash Pot Spring 726 to 902, inclusive, 3/4".
Dash Pot Spring 840 to 904, inclusively, 1-3/16"
Pump Spring on 2-piece pumps, 1-7/16"

Speedometer Pinions and Bearings

Gear and Pinion	Ratio	No. of Teeth	Model	Speed. Pinion	No. of Teeth	Speed. Gear	No. of Teeth	Bearing
141459	4.07-1	57-14	740-745-840-845	121791	20	118024	8	170722
141903	4.38-1	57-13	740-745-840-845	118970	22	118024	8	158146
141460	4.69-1	61-13	740-745-840-845	175442	23	118024	8	175441
141462	5.08-1	61-12	726-733	137102	24	118024	8	158145
184410	5.08-1	61-12	740-745-840-845-826-833	184571	25	118024	8	184497
141902	4.38-1	57-13	733 prior to frame 281649 726-826-833	118970	22	118024	8	158147
141461	4.69-1	61-13	633 after frame 281648	148440	21	118024	8	158147
141461	4.69-1	61-13	733 prior to frame 281649 and 726	137102	24	118024	8	158145
141461	4.69-1	61-13	633 after frame 281648—833-826	175442	23	118024	8	175441
141459	4.06-1	69-17	903-904-905-906	121791	20	118024	8	170722
141903	4.41-1	75-17	903-904-905-906	118970	22	118024	8	158146
141460	4.69-1	75-16	903-904-905-906	175442	23	118024	8	175441
184410	5.07-1	71-14	903-904-905-906	184571	25	118024	8	184497
141902	4.41-1	75-17	901-902	118970	22	118024	8	158146
141461	4.69-1	75-16	901-902	137102	24	118024	8	158145
141462	5.07-1	71-14	901-902	184571	25	118024	8	184497
202368	4.07-1	61-15	900	118970	22	118024	8	158146
202369	4.36-1	61-14	900	137102	24	118024	8	158145
202370	4.69-1	61-13	900	184571	25	118024	8	184497
202370	4.69-1	61-13	1001-2	137102	24	118024	8	158145
202368	4.07-1	61-15	1001-2	148440	21	118024	8	158147
202369	4.36-1	61-14	1001-2	175442	23	118024	8	175441
141903	4.41-1	75-17	1003-4	175442	23	118024	8	175441
141459	4.06-1	69-17	1003-4-1005-6	148440	21	118024	8	158147
141460	4.69-1	75-16	1003-4-1005-6	137102	24	118024	8	158145
184410	5.07-1	71-14	1003-4-1005-6	184571	25	118024	8	184497
141903	4.41-1	75-17	1005-6	118970	22	118024	8	158146

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.*

PRINTED IN U S A