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## We Learn from Others

IN the service department we are continually hearing from all sources just how inefficiently we really operate our service department; just how impolite and untruthful we are, as service salesmen, and just how inefficient and careless, and decidedly ignorant of our jobs, we are as mechanics. Aside from somebody on the inside, it isn't very often that somebody tells the service department that they are really doing a good job.

All of this leads us to wonder whether we are really as "punk" as most folks seem to think. We wonder what the comparison is with service rendered by other types of organizations, and we wonder if anybody really ever has a good word to say about us, except possibly during the warranty period when they want to stay on good terms with us for fear that they may have to ask some favor.

Let's take a look at some other types of service rendered by other than automobile concerns. Some friends of mine live in the section of town located on the river, in the spring it is not unusual for the river to overflow, making it impossible for the drainage system in that section to take care of the extra supply of water, which usually results in a flooded condition in the basement of houses located in that district. This condition is not specially good for the motors of washing machines kept in the basements. In this particular case, considerable damage was done and the motor had to be dismantled and the armature entirely rewound. This was done, the motor reinstalled, and the people were assured that everything was now quite all right. It was, as long as you didn't turn on the current, if you did, the motor spit sparks about as far as Slim, the riveter, could spit tobacco juice. Not only that, but the belt promptly slid off the machine, just to make the thing more binding. Needless to say, the service expert of this concern had to make the trip all over again, clear out to the suburbs, and do the job again. Such things, of course, don't usually happen outside of automotive repair shops.

Now let's go up the street a little way to where a friend of ours lives, who heats his house with one of these new style oil burners, that is, we should have said, attempts to heat his house with this outfit. Last week something went wrong with the outfit about nine

o'clock of one of the coldest nights of the winter. After calling the service man for this make of heater, and after waiting for hours, finally a service man, again spelled with a small "s," arrived for the job. He stuck his hands in his pockets, looked exceedingly wise; looked all over the oil burner and the mechanism in general, and proceeded to tell our friends exactly what was wrong. He then decided that he needed some parts that he hadn't brought along and went back down town to get them. Some hours later, he was back on the job. He finally completed some sort of an adjustment and was very slowly wiping off his tools, placing them carefully in his kit, when the owner of the house happened to notice that although the burner was operating, the gauge was humming along merrily at a pressure of over eighty pounds, whereas it has never operated at a pressure of over fifty-five. Upon questioning the so-called, and very learned, expert, he was told that the higher pressure was right; that the factory didn't know how to set the things anyhow, and that it shouldn't be reduced to the fifty-five pound pressure. The owner, however, assuming that the factory might know something about the equipment, and being a little leary about so high a pressure, decided that he would prefer to have it reduced; he didn't care about having his house look like a charcoal sketch the next morning, so he requested the service man to adjust the pressure to that recommended by the factory.

Well, let's try one more example, up the street another friend owned one of these ice-less refrigerators, one of those that are guaranteed indefinitely and that never go wrong, however, this one stopped operating. A call to the service man received no response for the first day, but about noon on the second day, he showed up, another of those fellows that knew all about the thing; he really should have designed it because he knew more than the engineers who built it. He looked it over carefully, shook his head and decided that a whole new freezing unit, and in fact a new motor, should be installed; those originally put in by the factory were not adequate for cooling this particular job, the factory really should have made them good long ago. He would have to take the whole works down to his shop and it would take two or three days to fix it up, and the charge

"EVERY OWNER A SALESMAN"

would be around \$32.00. However, the owner of this outfit happened to be rather mechanically inclined and knew enough about ice-less refrigeration to know that about all that was wrong was the fact that the gas used in that particular type machine had probably leaked out and needed a new supply. He suggested as much to the expert and was duly squelched, however, he decided that he couldn't do without the ice box for three or four days and suggested that he would obtain the advice of another expert before going ahead with that amount of expense. He called in another man and told him his experience, and also told him what he thought about it. This man examined the ice box in a few moments and decided that for \$1.50 he could supply the necessary gas that had leaked out and the ice box was finally fixed.

This is another of those service instances that could only happen in automotive repair shops. We could probably go on down the street and find any number of similar examples. The point we are attempting to make, however, has probably been amply proved. The conditions do exist elsewhere. This fact, however, doesn't make it any less important for us to be on our toes to make sure that they don't continue to exist in our own service departments.

It must have been a couple of years ago that somebody wrote the following paragraph, after apparently thinking along the lines that you have just finished reading. The paragraph goes like this:

"This leads us to believe that if this country were to feel the pinch of necessity, if times were not quite so prosperous, grievances like those we have mentioned might not be so numerous. A mild form of adversity might conceivably put everyone on his toes. In sterner times, there might be no room for sloppy, careless work. Necessity might very well provide the needed antidote. We are also of the opinion that adversity, should it come, will rest most lightly upon those firms which see to it that their advertising doesn't create one impression and their service department another."

We haven't any idea who wrote this, but he certainly wasn't far wrong. We are all supposed to have learned some lessons from what we have been through in the last year or so, let's make doubly sure, however, that we have learned this one, and that is, that the impression which we can create in a service department, which will create satisfied customers, who in turn will talk favorably to their friends, will produce a condition which even the best of advertising will have a hard time keeping up with.

This filter formerly was made with a square fitting at both ends and at the lower end this square was inserted into a square hole in the supporting bracket. The replacement filter unit now being furnished has a round boss at each end flattened on two sides. To insert this unit into the original supporting bracket it is necessary to first file a radius in two sides of the square bracket hole to accommodate the round section of the filter boss.

## Brake Shoe Springs

This seems to have been forgotten about.

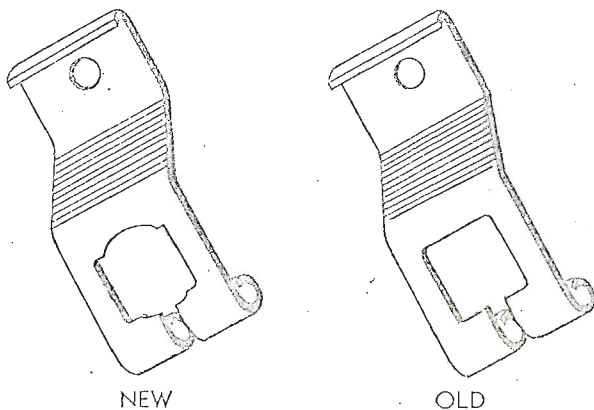


A change has been made in the location of the attaching point of the brake shoe anchor pin spring upper on the brake assemblies. A hole has been added in the shoe and brake assembly, which allows the use of a stiffer spring and slightly changes the angle of the spring pull.

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.

## Fitting Oil Filters



A change has been made in the shape of the lower fitting on the motor oil filter on the 11th Series cars.

## The Boss

*Who is The Boss?*

*The man who founded this business?*

*The President?*

*The General Manager?*

*The various Department Managers?*

*No, none of these!*

*I am the reason for this business.*

*I am the reason for its prosperity.*

*I am its guiding genius.*

*I do more to promote, raise wages, hire or fire, than any executive.*

*I must be served before I bestow my blessings.*

*I am the end-all and be-all of everything connected with this business.*

*I am the foundation of all its progress.*

*I am its Master.*

**I AM THE CUSTOMER.**

—Postage and Mailbag.

*Sent in by Franklin of Seattle.*

## The New Service Course

Service meetings of all sizes are being held throughout the country, the one shown was held in Pittsburgh where Fred Bishop, general manager, and Jack Harrison of the factory service department, presented the first of the new series of slide films with sound record accompaniment. The boys from the Pittsburgh service organization, as well as from the dealers' service organizations, attended and showed much interest in this new method of presenting the service story.

Comments and suggestions on this new method of presentation will be appreciated. Address the Editor of the SERVICE LETTER.

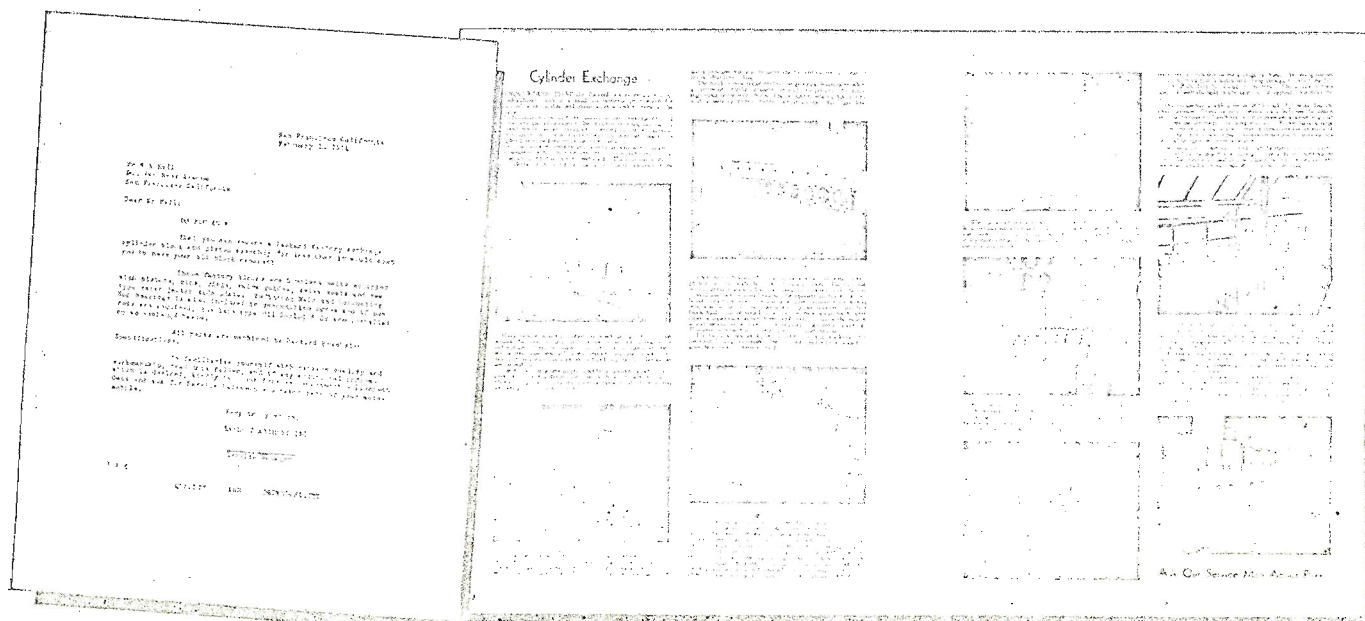


## Selling Motor Reconditioning Jobs

Mr. E. J. Sturgeon, service manager in San Francisco, has a very clever method of getting after the owners on his list, whom he feels would be interested in reconditioning their motors. This is a case of analyzing your customer list and determining which ones on the list, first, require this work, and second, should have this work in view of the fact that they anticipate operating their car for some time. Or, in some instances, the owners of older series cars where it is known that they are now obtaining their service on the outside. The personally signed letter has a drawing appeal that no printed matter can have. The inside of the folder, as shown, is the cylinder exchange

article, as originally published in the SERVICE LETTER.

We have had so many calls for this article that we have reprinted it on plain white paper, leaving the front and back sides plain. It is on a good grade of heavy paper which can be used for the purpose as shown by Mr. Sturgeon. The price a hundred is \$1.20. Undoubtedly you have on your list a good many owners who should receive a letter similar to the one shown here. Why not go over your list immediately and make out a special list, sending letters of this type. The cylinder exchange folder can be obtained by ordering from the Editor of the SERVICE LETTER.





## Accessories in Toronto



A short time ago we received from Mr. H. E. Bushell, service manager of Packard-Ontario Motor Company, Toronto, Ontario, a photograph of the accessory display which had been installed on their service floor. The picture does not nearly do it justice. Concerning the display, Mr. Bushell says that the service boys got together, feeling that there was a larger field for the sale of accessories, and built and decorated this special booth, after which a man was placed in charge of the booth, and at different times the displays were rearranged. While they do not, as yet, have any special figures, they have noticed a decided increase in accessory sales and attribute it to the interest taken in the display.

Accessories is one item which the average distributor and dealer does not put enough time on, either in the way of sales efforts, or merchandising, that is in the display of these items. They can be rearranged and worked out on a seasonal basis. Somebody should be made responsible for the display. Some real effort along these lines will produce results.

## Car Washer

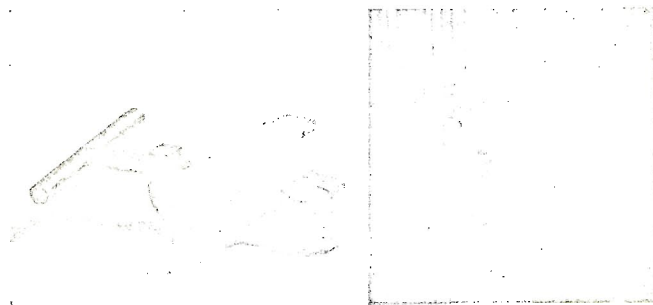


B. E. 203—Price \$7.50

This car washer meets the demand for a low priced washer using city water and ordinary air compressor. It may be used with both hot and cold water, and the wooden handle is always cool. Any desired mixture of air and water may be obtained and this car washer will do just as rapid and satisfactory work as the more expensive equipment. The control is simple and positive, and both air and water controls are conveniently arranged.

This car washer operates on the ejector principle from the ordinary air compressor. When used with only a small amount of air it produces a concentrated driving steam that will cut the mud from the car in inaccessible places from quite a distance. Increasing the flow of air breaks up the water into fine particles which effectively flushes the dirt from the more highly finished surfaces.

## Radiator Shell Center Bar Clip Expanding Tool



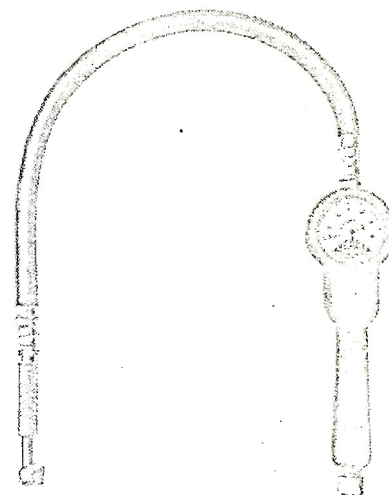
Tool No. ST-937—Price \$2.20

Series 1100 to 1108

In order to dismantle the radiator shell from the radiator it is necessary to pry the center radiator shell bar loose from the radiator shutter. To assemble it is necessary to bend the three hold-down clips together, and then spread them after the shutter and shell are together. This special tool is used to spread the clips when assembling the radiator shell and shutter. It is placed between the shutter opening and holds the center bar and shutter while the clips are being spread. This prevents any rattle between the shell and shutter.

## New Style Loose Type Tire Gauge

This is a very efficient gauge that can be attached to any air line, and is calibrated against a mercury column pressure gauge. This is the method employed where extreme accuracy is necessary. It indicates pressure from 5 to 60 pounds.



Tool No. ST-770—Price \$9.00