



VOL. 9 No. 20

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## THE CUSTOMER COMES FIRST

By "A MAN WHO OWNS ONE"

During the past ten years, I've owned several Packards and I've learned a lot about Packard service. Service has always interested me. Being General Manager of a big chain of department stores, a type of business that *must* give good service in order to exist, service is a big part of my job!

Because my work called for a lot of traveling, I've come in contact with Packard service stations all over the country. I've met a lot of old timers, fine fellows, all of them. I can say, frankly, that most of the Packard service I've seen has been mighty good—with, of course, a few exceptions.

For instance, one day a new Packard owner came into a station where I was having my brakes adjusted. I think he came in for an inspection. I'm sure there wasn't any trouble with the Packard because he was smiling when he stepped out of his car.

He stood waiting for someone to take care of him. But nobody did. One service salesman was at the telephone, laughing and joking; another was arguing with a mechanic over in one corner of the shop. They both looked up as the new owner entered . . . and then apparently forgot he existed!

After waiting several minutes the customer looked at his watch. His smile disappeared and his face clouded up. Then he looked at me as if to say: "Is this what they call Packard service?"

Another minute passed and still another. Mr. Owner looked at his watch again. Then he jumped into his car, slammed the door, and drove out faster than you could bat an eyelash! The two service salesmen looked after him in surprise and one of them murmured: "What in hell's the matter with that guy?"

I wouldn't be a bit surprised if right then and there they lost a chance to make a steady customer. Of course, I don't know what happened later, but chances are his first Packard became his last. For, no matter how good a car is, it can't continue to satisfy an owner without the cooperation of the service department.

Now, if I were a Packard service man, I'd make it my business to see that every customer was taken care of as soon as he entered the station. I'd greet him with a smile—call him by name, if possible. I'd give him my sincere attention and make him feel that I was glad to see him, not only as a customer, but as an individual! Nothing artificial, but a real, cordial welcome. It makes a hit!

Packard owners demand that kind of service. They're accustomed to courtesy. And they take their business where they can get what they want!

In my organization, our employees are taught that the customer comes first and the merchandise second. We could have the best-selling stock of goods in the world on our shelves, but if we weren't courteous and willing to help our customers fulfil their needs . . . well, we wouldn't stay in business very long.

Now, I happen to know that the particular Packard service department we've been talking about does good repair work. They have never failed to put my car in first-class shape. But their business was slow in getting started because they failed to *personalize* their service.

Today, things are different. They're doing a big volume of service work for the Packard owners in that community because they have learned the first fundamental of real service:

**THE CUSTOMER COMES FIRST!**



## SERVICE BINDERS



We now have available a three-ring binder large enough to hold a two years' supply of **SERVICE LETTERS**. It is of the flexible type with sturdy metal back binding, and is attractively designed and finished in brown. They are priced at 35c each. Please order through Distributers.

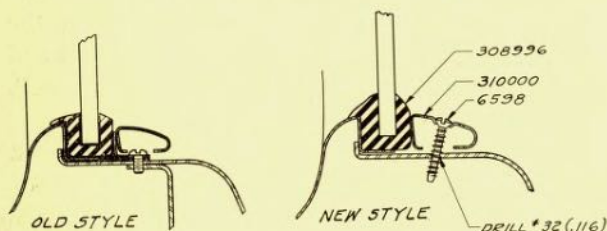
We also have in blue, a similar binder called **SERVICE CHARGES**. This is to be used with the new size Service Charge Manual. It will hold the sheets for the 120, 120-B, Eight and Twelve service prices. They cost 35c each.

If you should decide to replace the cardboard tabs furnished with the inserts, a special celluloid alphabetical tab index may be purchased at 50c a set.

## WINDSHIELD GLASS INSTALLATION 120, 120-B

Below is an illustration showing the latest method of installation of windshield glass on the 120 and 120-B models. The following parts are required:

- 1 No. 308996 Windshield glass weatherstrip
- 1 No. 310000 Windshield finishing moulding
- 14 No. 6598 Windshield moulding screws



Drill No. 32 holes for Parker-Kalon screws.

All service repairs should be made in this manner in order to obtain a satisfactory job.

Remove the old style moulding by prying. The Parker-Kalon screws are then removed or the heads are cut off. This will remove the "L" shaped stamping which held the ends of the screws.

After installing the new weatherstrip the new style

moulding is fitted in place and used as a template to drill the holes for the Parker-Kalon screws which are then put in place.

## DOES IT PAY?

The Packard Motor Car Co.  
Detroit, Michigan

Dear Sirs: I wish to express to you my sincere appreciation for exceptionally conscientious, courteous, efficient and prompt service rendered to me by the Packard-Louisville Co., Louisville, Ky. You are fortunate in having such splendid representatives in Louisville—and patrons like myself of Packard appreciate such service.

Very sincerely yours,  
E. L. S.

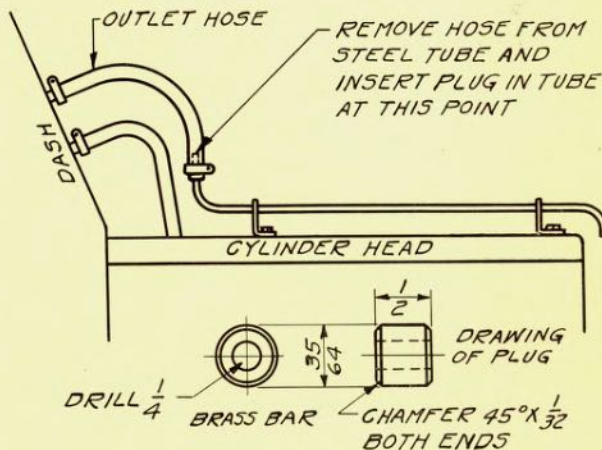
## HOT WATER HEATER INSTALLATION

In the installation of the hot water heater some difficulty may be found in removing the outlet plug in the cylinder head. If the plug can not be removed with a large screw driver we suggest that you drill a  $\frac{1}{4}$ -inch hole through the plug and use a No. 5 Easy Out.

For distributers who prefer to make the connection at the water temperature tube outlet at the rear left side of the cylinder head, an extra "T" connection will be supplied. These connections may be ordered under Pc. No. P. A. 5709 (for 120 and 120-B), at a cost of \$.20 each.

In the installation of the hot water heaters which you will receive in the future, you will find a reducing plug inserted in the rear end of the steel tube mounted on the cylinder head. The purpose of this plug is to reduce the flow of water.

It has been found that this reduction in flow does not reduce the efficiency of the heater and at the same time it cuts down any tendency of the water to "gurgle" in passing through the heater core.



If you encounter a disagreeable water noise in heaters which you have already installed, the noise may be eliminated by the insertion of the reducing plug at the rear end of the water tube, as shown in the illustration.

These plugs will be supplied without charge and may be ordered under Pc. No. P. A. 5708.

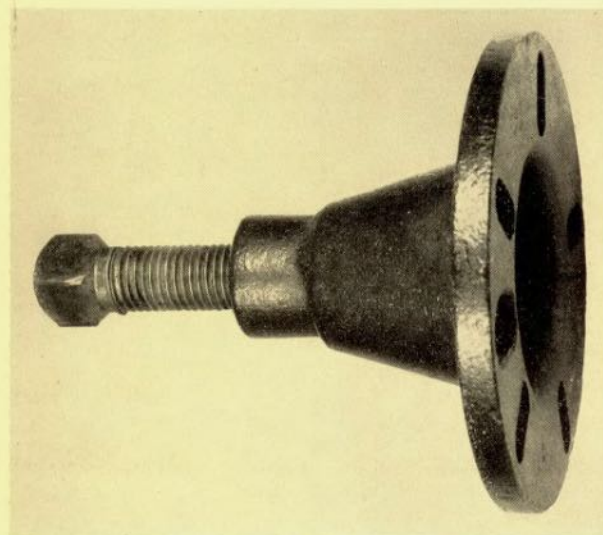


## REAR WHEEL HUB PULLER MODEL 120-B

Here is a flange type puller, strongly made of malleable iron, with special chrome nickel puller screw.

This type of puller is fastened to the wheel hub screw holes, and securely fastened with wheel screws.

The screw is drawn up tightly against axle shaft which is generally sufficient to pull the drum. In exceptional cases the head of the screw may be struck with a hammer.



Tool No. ST-5073. Price \$3.00.

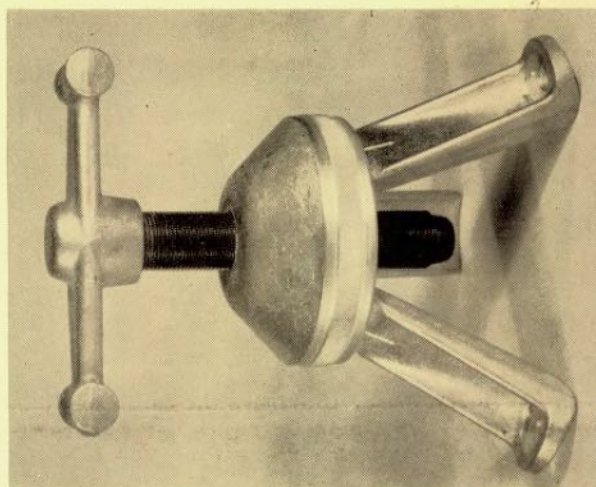
## UNIVERSAL REAR WHEEL HUB PULLER MODEL 120, 120-B

The 120-B rear wheel cannot be removed with the old type Universal Puller.

There is nothing to take apart, nothing to assemble, simply set the arms to the wheel hub screw holes and securely fasten with wheel screws.

A few hammer blows on the drive handle will pull the tightest wheel. The most practical tool in the shop for removing any type wheel.

The 120-B rear wheel can not be removed with the old type Universal Puller.



Tool No. ST-5074. Price \$13.75.

## LUBRICATION DRIP PLUGS

<i>Models</i>	<i>Pc. No.</i>	<i>Symbol</i>	<i>Flow per Min.</i>
236-243.....	135945	UOB-1-	.12 CC
336-343.....	135946	LOB-1-	.12 CC
326-333.....	132466	SOB-2-	.26 CC
426-433.....	132469	TOB-2-	.26 CC
	135947	SOB-4-	.69 CC
	132487	SOB-5-	1.00 CC
	135948	TOB-6-	1.5 CC
526-533-443.....	146265	DB No. 1	.15 CC
626-633-640.....	146266	DB No. 2	.3 CC
645-726-733.....	148819	DB No. 3	.6 CC
740-734-745.....	146267	DB No. 4	.9 CC
	146268	DB No. 5	1.2 CC
826-833-840.....	221577	DC No. 000	.03 CC
845-900-901.....	194001	DC No. 00	.04 CC
902-903-904.....	182448	DC No. 0	.05 CC
905-906-1001.....	182449	DC No. 1	.15 CC
1002-1003-1004.....	182450	DC No. 2	.3 CC
1005-1006-1100.....	182451	DC No. 3	.6 CC
1101-1102-1103			
1104-1105-1106			
1107-1108			
1200-1201-1202.....	225293	LTA No. 2	.03 CC
1203-1204-1205.....	230008	LJR No. 00	.04 CC
1206-1207-1208.....	225273	LJB No. 00	.04 CC
1400-1401-1402.....	225270	LSA No. 00	.04 CC
1403-1404-1405.....	225297	LTC No. 00	.04 CC
1406-1407-1408.....	225271	LSA No. 1	.15 CC
	225272	LSA No. 2	.3 CC

## RADIATOR SHELL ORNAMENT WRENCH



Tool No. ST-639. Price \$1.95.

### MODEL 120-B

A long wrench that will reach and loosen or tighten the screw on the radiator shell ornament without removing the radiator shell.

Remove the two front bonnet screws at radiator shell. Use ST-639 Wrench—and loosen screw enough so that the ornament can be removed from radiator shell slot.

This wrench was designed for tightening the rear camshaft bearing plate and therefore has a double use.



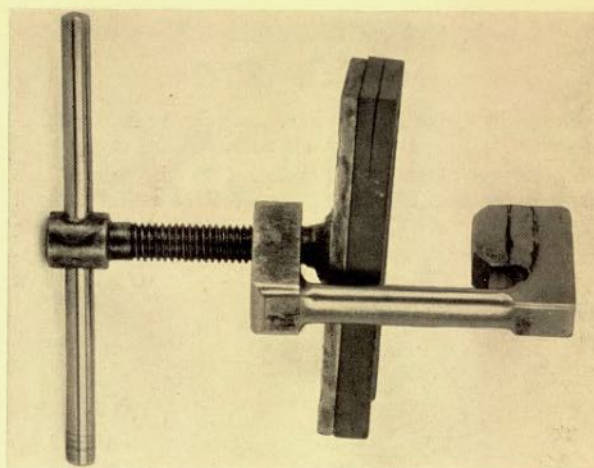
## RADIATOR SHELL CENTER BAR CLIP EXPANDING TOOL

In order to dismantle the radiator shell center bar from the radiator shutter, it is necessary to pry the center radiator shell bar loose from the shutter.

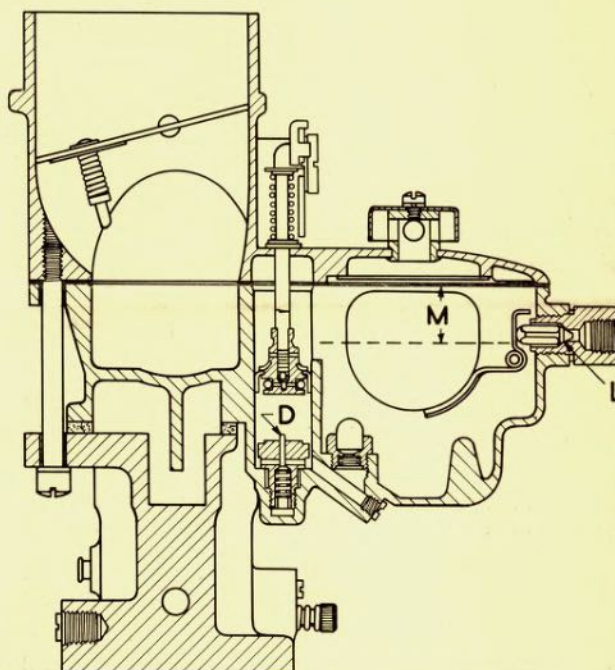
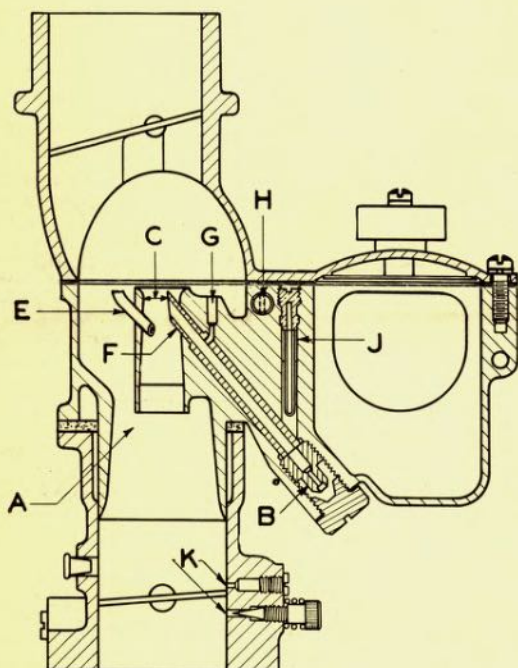
To assemble, bend the three hold-down clips together, and then spread them after the shutter and shell are together.

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.

Tool No. ST-960 Price \$5.00 1400 Series only.



## CARBURETOR SETTINGS



		VENTURI	METERING JET	MAIN DISCHARGE JET CLEARANCE	BY-PASS JET	PUMP JET	MAIN DISCHARGE JET	HIGH SPEED BLEEDERS	IDLE AIR BLEED	IDLE TUBES	IDLE DISCHARGE HOLES	NEEDLE VALVE SEAT	FUEL LEVEL		
MODEL	YEAR	CARB. TYPE	A	B	C	D	E	F	G	H	J	K	L	M	
905-6	1932	EE-3	1 3/16	.064	19/64	.080	*60	*36	*65	*46	*70	*56-58	.140	9/16	
1005-6	1933	EE-3	1 3/16	.058	17/64	.060	*65	*28-36	*65	*46	*70	*56-58	.140	9/16	
1107-8	1934		17/64	.060	*65	*28-36	*65	*46	*70	*56-58	.140	9/16			
1207-8	1935	EE-3	1 5/16	.060	17/64	.060	*62	*28	*65	*44	*70	*56-58	.140	9/16	
1407-8	1936		17/64	.060	*62	*28	*65	*44	*70	*56-58	.140	9/16			
1003-4	1933	EE-2	1 3/16	.060	19/64	.060	*70	*36	*70	*42	*70	*56-60	.130	9/16	
1103-4-5	1934	EE-22	1 3/16	.060	19/64	.060	*70	*36	*70	*42	*70	*56-60	.130	9/16	
1203-4-5	1935	EE-23	1 3/16	.056	.030	.044	*54	*60	*28-36	*65	*44	*70	*56-60	.130	5/8
1403-4-5	1936		1 3/16	.056	.044	*54	*60	*28-36	*65	*44	*70	*56-60	.130	5/8	
1001-2	1933	EE-2	1 3/32	.055	19/64	.060	*70	*36	*65	*42	*70	*56-60	.130	9/16	
1100-1-2	1934	EE-22	1 3/32	.052	.030	.044	*64	*60	*28-36	*65	*42	*70	*56-60	.130	5/8
1200-1-2	1935	EE-23	1 3/32	.052	.030	.044	*64	*60	*28-36	*65	*42	*70	*56-60	.130	5/8
1400-1-2	1936		1 3/32	.052	.044	*64	*60	*28-36	*65	*42	*70	*56-60	.130	5/8	
120	1935	EE-14	1 1/32	.048	.285	*62	*65	*32-36	*65	*50	*70-UPPER *55-LOWER	*60-54	.113	15/32	
120-B	1936	EE-1	1 1/32	.048	.281	*60	*65	*32-36	*65	*50	*70-UPPER *55-LOWER	*58-54	.101	15/32	

NOTE "G" - ON PACKARD 8 AND SUPER 8  
TIP TO COME FROM .030 TO .044  
BELOW TOP OF SMALL VENTURI.

NOTE "F" - DIMENSION \*28-\*36 REFERS TO  
TWO DIAMETERS IN ONE TUBE.

NOTE "K" - SMALLEST HOLE AT TOP.