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EVERY CAR A PATIENT

By "A MAN WHO OWNS ONE"

Several times, in these little articles, I've had occasion to mention Joe Philips, the service salesman who takes such good care of My Packard. Frankly, Joe made quite a hit with me from the first. He's got a good head.

A short time ago I had what seemed to me a pretty clever idea. I spoke to Joe about it.

"Joe," I said, "how would you like to go to work for me?"

"Go to work for you?" He was completely dumfounded.

"Yes," I said. "I've got an opening in the store for a man with sound common sense. I think you'd make a go of it. Won't pay much at first, but there's a good chance for advancement. What do you say?"

Joe was quiet for a moment.

"That's a real compliment," he said, finally, "and you'll never know how I hate to turn it down. But I just can't accept."

I tried hard to find out why, and finally managed to wheedle the story out of him. It seems that Joe had wanted to be a doctor, but he didn't have the money to sink in long years of preparation. So, he decided to learn the service business instead . . . somehow he felt that there was some similarity between the two.

"You see," he said, "every car that drives in here is another patient. I have to diagnose it carefully to find out just what the trouble is. Why inaccurate diagnosis may cost a life—just as it might in the case of a doctor—and it's sure to waste time and money,

and quite possibly lose a customer. A customer is just as important to me as a patient is to a doctor."

"I see your point all right," I said. "Go on."

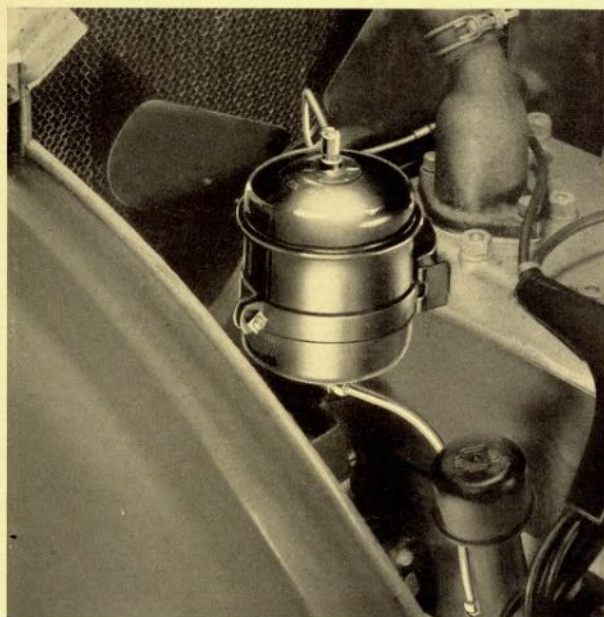
"Well, the fixing of that trouble, properly and the first time, is naturally just as important as proper diagnosis. If you went to a doctor to have your tonsils removed and he didn't do a thorough job, so that you had to have the operation done over again, you wouldn't be satisfied, of course. And you'd probably go to a different doctor the next time you were sick.

"It's the same thing with service work. Many's the owner whose business has been lost because his car wasn't repaired, permanently, on his first trip to his service department. And it may be some little thing, like a tiny rattle, that causes all the trouble.

"Well, I don't know that I've explained how I feel, but the real answer is that this business is in my blood. I like it too well to leave. I've spent a lot of years in the service business and if I accepted your offer—well—I'd be starting from scratch again!"

Naturally, after Joe's explanation, I gave up any idea of putting him to work for me. Any man who likes his work that well is bound to get ahead where he is. And I can't help but feel that, if I were a Packard Service Man, I'd try to picture every car as a patient . . . a patient who needs accurate diagnosis and satisfactory treatment no matter how slight his illness, and who will repay a successful cure with his confidence and future business.

SELLING 120 PUROLATORS



PA-5061

The Purolator equipment for the 120 is an accessory that can be sold readily through the service department. We now have over 25,000 120 cars in service and practically every owner should be sold a Purolator if he understood its advantages. Point out to him that this is an added protection to insure keeping the motor oil free of dust and foreign particles, thereby prolonging the life of the motor.

Why not start a campaign on this item right now? Mention it to every owner who comes into your service station, and pay your service salesmen a liberal commission for selling this equipment. You will be surprised at the results!

Another attractive feature in regard to merchandising Purolators is that you later get the cartridge replacement business, which is also profitable.

VALVE TAPPET ADJUSTMENT—120

You have been cautioned several times regarding the valve tappet clearance in the 120 motors. It is not safe to adjust the tappets at less than .007" and .010" for the intake and exhaust valves, respectively.

If you find any cases in which the valves lose their clearance, an inspection should be made promptly. This can be done by watching the operation of the valves with the motor running and the valve cover plate removed.

The push rods are free to rotate but there should be no rotation in the valves themselves. If the speeding up of the motor causes the rotation of the valves the cause for the loss of tappet clearance will then have been found, because this results in the "grinding" of the valve head into the cylinder block with consequent wear of the block.

The rotation of the valve will be due to insufficient spring tension, and you will find that by increasing the tension the condition can be corrected. A $\frac{1}{16}$ " washer will, in almost all cases, be found sufficient.

Be sure that the surfaces of the washer are flat and smooth so that it will have a good bearing contact both with the cylinder block and with the top of the valve spring. This will help to prevent the valve spring from rotating.

Insufficient spring tension may also cause a poor idle, because the spring may be unable to properly hold the valve in position against the friction in the valve guide. Weak springs will be indicated by the rotation of the valves, and this should always be corrected.

HEATER PRECAUTIONS

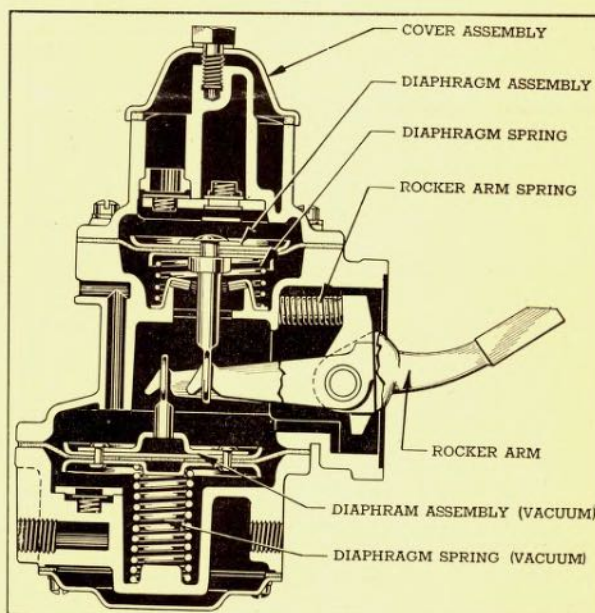
Hot Air Heater—120 Coupe

Our present 120 hot air heater cannot be installed on the 120 or 120-B convertible coupe due to the fact that the exhaust pipe on this model is special.

Hot Air Heater Installation On All Models

When installing hot air heaters on all models be sure to transfer the exhaust pipe to motor brace now on the standard exhaust pipe to the exhaust pipe attached to the heater unit. This is very important.

VACUUM BOOSTER PUMP DIAPHRAGM

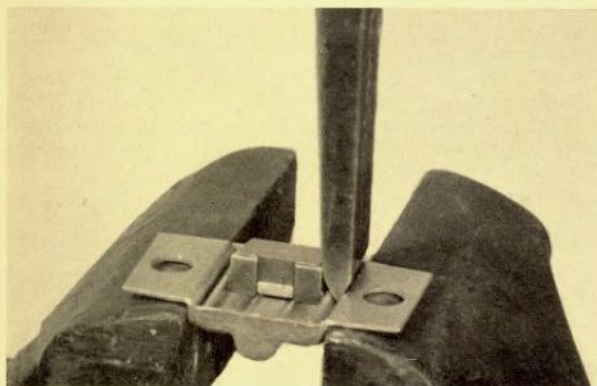


It is advisable that the diaphragm in the vacuum booster pump be replaced after approximately 25,000 miles of service.

A diaphragm of this character is subject to natural depreciation, and if a leak develops, oil will be drawn from the crankcase and delivered to the intake manifold.

In checking for excessive oil consumption, in cases where there seems to be no normal explanation, it will be advisable to determine whether the diaphragm is in good condition.

DOOR RATTLES—120



A door rattle in the 120 or the 120B may be caused by excessive forward and back movement of the wedge plate which is set into the roof rail.

It is necessary that the wedge plate have sufficient clearance between its two guides so that it will not bind or stick, but approximately .003" will be found sufficient.

In those cases where a rattle develops it will be due to the fact that the clearance is greatly in excess of the above figure. The illustration shows the manner in which the wedge plate assembly can be corrected after it has been removed from the roof rail.

A chisel can be used to force the guides inward against the sides of the plate.

SERVICE TRUE-ISMS

Excellence in mechanical work is almost never achieved by accident.

A careless man and a good job seldom stay friendly—let's be friends.

The man who goes about his work with resignation is sooner or later asked for one.

Ability has only one proof—action.

You are not honest unless you are ashamed of how little you know.

The way to get a better job is to overflow the one you've got.

Records have only one value—they are made to be broken.

Forethought saves back-talk.

The policy of "each man for himself" is profitable neither for you nor the company.

You may think the end of a job is important, but the beginning is the principal part.

Don't waste time giving welcome advice—because it isn't.

People buy misrepresented goods once, but never a second time. Poor Packard Service is "misrepresented goods."

GO AFTER LUBRICATION

We are reproducing one more reason for your keeping after lubrication business continually. The more customers you have turned into enthusiastic lubrication contract users, the better off we are all going to be.

We have sometimes failed to give a proper reply to the objection that our place of business is not convenient. You will be particularly interested in the first paragraph of this letter addressed to prospects by one of the largest lubrication concerns in the country.

You will next be interested in the amount of courtesy work which they do along with the lubrication job, and you will be somewhat surprised to learn that the use of fender and seat covers is included as a service to the owner.

Take a good look at what \$1.00 buys in the way of service plus lubrication, and before you get through notice particularly that line next to the last one. They include pick-up and delivery on a \$1.00 lubrication job! This looks like a full dollar's worth to us. How far would the same dollar take the customer in your service station?

TO THE MOTORIST:

Isn't it a fact that the average man driving an automobile will drive miles out of his way for a real lubrication job?

You can now obtain at all Service Stations what is probably the most complete lubrication service in the world. We guarantee, if you try it and stand there to watch us do the job, that you will claim that you have never seen anything like it. Just think of the extra service you get.

For instance -

Car brushed out	Wheel covers are
Lights checked	placed on steering
Windows cleaned inside and out	wheel so that you do
Battery refilled	not get any dirt on
Doors lubricated and tightened	your hands
All dirt and grease removed from air cleaner, generator, starter, oil filter, distributor, etc.	All dirt and grease removed from brake drums, front and rear axle
As car is lubricated, all fittings are cleaned, removing surplus lubricants	Car completely lubricated with lubricants as specified by car manufacturer
Fender covers are put on fenders so that grease does not get on body of car	Springs cleaned and sprayed
Seat covers are placed on seats to avoid any dirt on the upholstery	Squeaks removed
	Loose parts and bumpers, license plates etc., tightened
	Door handles, gear shift lever, emergency brake levers are wiped clean before you receive the car

ALL FOR ONE DOLLAR (\$1.00)

In the above list there are many items which seem small in themselves perhaps, but altogether they make an extra good lubrication job. All we ask you to do is to try it. Compare it with anything you have ever seen.

We Will Call For And Deliver Your Car - Phone Schenley 9737.

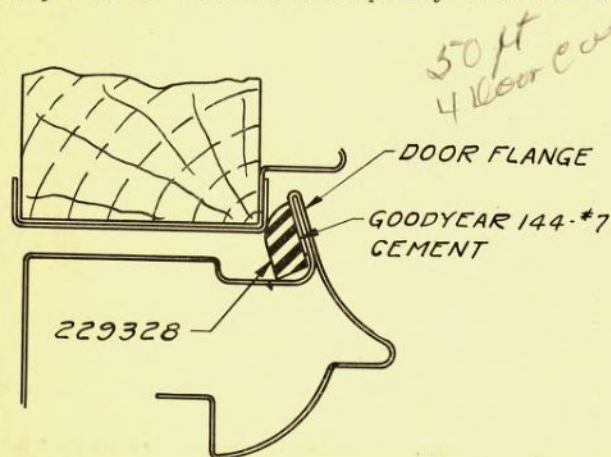
Why not let us do this job NOW?

DOOR WEATHERSTRIP

As the weather becomes colder the matter of air drafts around the doors becomes more important and you will undoubtedly receive criticisms from customers who previously have had no complaint to make.

In sealing the doors against drafts the fit of the windhose is the important factor and unless the windhose bears firmly against the door around its entire circumference, it will not be possible to make the door tight.

In those cases where a particularly air-tight result is desired, it will be best for you to apply a rubber weatherstrip to the inside of the door flange all the way around. The weatherstrip may be cemented



to the inside of the flange and since it is made of soft sponge rubber, it will conform to the body sills and pillars when the door is closed. The illustration shows a cross section of the top of the door and the manner in which a seal is effected at that point.

The rubber weatherstrip is carried in running lengths. It is covered by Pc. No. 229328 and has a net price of \$.06 per foot, with a list price of \$.10 per foot. It may be applied to the doors on either the 120 or the large cars.

The weatherstrip should be secured to the door flange by rubber cement. We suggest Goodyear 144 No. 7, and this cement may be purchased from us or obtained locally as you desire.

The two front doors of a 120B Sedan require about 316 inches and the two rear doors require about 282 inches. This will guide you in ordering the amount which you may require.

The rubber may be very easily applied and even on the first jobs should not exceed one hour per door, with the time considerably reduced as the workman becomes more familiar with the job. This information, together with the material cost listed above, will enable you to establish a reasonable price to the customer.

IS YOUR OWNER FILE READY FOR THE NEW YEAR?

The "Syracuse" follow-up system or the panel type system using the fibre strips will soon need attention. Most of these records are kept on a calendar year basis which means at the first of the year new sections must be added to take care of notations starting with the new year's operations.

In the case of the Syracuse file it is a fairly simple matter to add to last year's file by simply inserting a new sheet to take care of the record visits over the same record for last year. Then if you wish to refer to any information on last year's record, it is an easy matter.

In the case of the fibre strip record the use of a code will be found very handy. Once you remove the monthly record (VT-35) it is almost impossible to file the individual strips and reference to them is difficult.

Therefore, we suggest the use of a code as worked out by the service department in Westchester, where Ed. Vitz is General Service Manager. Before removing the record from the right side of the file he marks the standing of the record in code on the strips held in the left side of the file. The drawing will make this clear.

Ferry, J. A	1967 W. Grd. Blvd.	No. 5754	840	6/5/32	189423
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You can make up your own code or use the one suggested below.

If the customer has been in within ninety days indicate this fact by the letter "A." If he has not been in within ninety days, but has been in one or more times during the year, he is an irregular customer indicated by the symbol "B." If he has not been in during the year he is an inactive customer. Additional letters may be used to indicate whether the customer took advantage of your Spring and Fall Specials and whether or not he is on a lubrication contract.

WHAT LED YOU TO BUY A PACKARD?

"This will be a good opportunity to say that we are more than appreciative of the prompt and courteous service rendered by the Packard Motor Co. here in Montclair. We have enjoyed our Packard 12 immensely and it was the fair service and lack of annoying high pressure salesmanship that swung us to a 120." Montclair, N. J.

"We bought the second Packard because we were so well satisfied with the first. Also, we have been satisfied with Packard Service Stations in various parts of the country." Marblehead, Mass.

"The conviction, after an examination and demonstration, that it is a most satisfactory car to own. I may add, that the willing and cordial courtesy at the service stations, has had much influence in my continued ownership since 1917." Rockville, Conn.

"Only because Bill, owner of Akron Packard Co., gives wonderful service." Akron, Ohio

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