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## OUR PART IN "INAUGURATION PLANS"

The sales department have worked out some very elaborate plans for the first part of March which will be known as "Inauguration" week. This is the time the President of the United States takes office.

We are taking advantage of this fact to gain some added publicity. During the time when the Packard 120 will "take office", the show rooms of all Packard Distributers and Dealers will be specially decorated, and 120's will be on the show room floors. A great deal of care should be taken to make sure that the show rooms are spotlessly clean, the windows shining and that the place presents a proper setting for the first actual showing in each community of the new car.

We want to be ready in the service department. Undoubtedly, a great many people will visit the service department as well as the show room. Many of them will be people who have owned Packards over a period of years. There will also be several people who will pay their initial visit, and who will be greatly interested in how Packard plans to service this larger number of cars. We should all make definite plans, so that we will be all set to go, and this cannot be done by just saying, "everything should be cleaned up".

One man in each department should be put in charge of the cleaning and re-arranging that is necessary, and one made responsible for

special displays. This should not be left until the last minute. It is not a bit too early to start right now.

Each mechanic should be held accountable for the section of the shop in which he works. No service manager or foreman should give a mechanic a second car to work on until the mechanic's space is clean. If your shop is on the ground floor, directing arrows should be painted on the floor and kept white. You may not feel that the entire shop can be painted at this time, but soap and water goes a long way. If you find it impossible to do a complete job, at least do the walls and floor.

Windows were designed for light to come through, but from appearances, this does not at all times apply to service stations. When cleaning the windows, do not forget the sills. We cannot stress too strongly the necessity of clean floors and windows. Light bulbs should also be checked, as these, like windows, were originally intended to produce light. And, don't neglect the light fixtures.

Benches were made to work on, not for scrap boxes. The impression created by clean orderly benches is most favorable. Mechanics' tool cabinets or boxes should be checked over, and, if necessary, repainted. It is possible, in most instances, to judge the efficiency of the mechanic by the way he keeps his tools and equipment. Waste baskets and junk boxes should be

emptied regularly, should be painted and used for their purpose. Keep them in place, and out of sight as much as possible.

Does your wash rack look as though it were intended for washing cars? Some we have seen would never give you this idea. A regular place for all equipment necessary for this rack is essential.

The grease pit of yesterday has gone out in favor of the lubrication lift. A great deal of money has been spent on fancy and highly efficient lubrication equipment. One of its principal advantages is its ability to sell lubrication work, and it will do this if it is kept clean. It should be taken care of daily, and more often if necessary. Keep it attractively painted.

Careful thought and study should be given to the service department entrance, as this is where the customer receives his first impression. See that it is well lighted, and make it as attractive as possible. A few pictures help—a lot of miscellaneous advertising on posters detracts. You will want to give special attention to display at this point.

Shortly we will send you designs and materials for three separate displays, one on accessories, one on parts, and one on the 120 lubrication plan. These should be set up by March 1, and special attention given to the 120 display. At this time every man in your service department should have clean coveralls, and every service salesman a clean coat. Particular attention should be given to see that they are kept spotlessly clean for the entire week.

All of this is more or less old news, but we are anxious that, during this time, every Packard Distributer and Dealer fall in line, so that from a standpoint of cleanliness and efficiency, we equal the appearance of the show room.

A clean shop invites the owner's respect, promotes efficiency, and raises the mechanic's morale, all of which increases service department profits. A clean place is a matter of supervision and training. Let's all be proud of the place in which we work, and let's outdo ourselves in the general plan to "Inaugurate" the Packard 120.

## CORRECT ANSWERS TO BRAKES AND FRONT SUSPENSION

So that there will be no confusion or lack of uniformity in answers, we want everyone to become familiar with the following facts concerning the difference in braking and front wheel suspension systems as used on the Packard One Twenty as contrasted to those used on the Packard Eight, Super Eight and Twelve.

*Q. Why does Packard use mechanical brakes on the Packard Eight, Super Eight and Twelve and hydraulic brakes on the Packard One Twenty?*

A. Frankly, our engineers believe that if well designed and constructed one type is just as good as the other.

Packard, over a long period of years, has developed mechanical brakes to their present high state, and we know that nowhere in the world are cars to be found with better brakes than those on the Packard Eight, Super Eight and Twelve. By reason of the universal satisfaction which these well built mechani-

cal brakes have given there has been no demand for any other type. In the lower price field, however, unsatisfactory mechanical brakes and extensive exploitation of the hydraulic principle have, we believe, combined to create an actual public preference for the hydraulic type and it was this fact that led Packard to adopt hydraulically actuated brakes for the new One Twenty.

*Q. Why doesn't Packard use the SafeTfleX front wheel suspension on the Packard Eight, Super Eight and Twelve?*

A. Everyone has known for years that heavy cars of long wheelbase ride very much better than light cars of short wheelbase. The problem, therefore, has been to devise a method of suspension which would give the shorter, lighter car a ride more nearly comparable to the larger cars and this problem has been most satisfactorily solved in the Packard One Twenty by the use of the Packard SafeTfleX independent front wheel suspension—an exclusive Packard development.

The Packard 1200 Sedan has a shipping weight of 4780 pounds as against 3510 pounds for the One Twenty—a difference of 1270 pounds. The greater weight and wheelbase of the larger car provide riding comfort which could not have been approached in the smaller One Twenty without the use of SafeTfleX.

—*Twelfth Series News and Notes*

## CLUTCH SHIFTER BEARING LUBRICATION

In all 12th Series cars the oil which is delivered to the clutch shifter bearing is metered by a drip plug mounted in the oil line inside the frame side channel.

If you find any tendency toward the over lubrication of this bearing, we suggest that the oil supply be further reduced by a drip plug installed at the point where the oil line enters the clutch housing.

The plug is a new one and is covered by Pc. No. 230008. It may be installed simply by disconnecting the line at the clutch housing.

## A REPAIR ORDER THAT SAVES TIME

We have available, through Reynolds & Reynolds, of Dayton, Ohio, a repair order form, which, we believe, to be a much more convenient size. It in no way changes the routine.

It has been altered to fit a service salesman's pocket, and is 8" x 4 $\frac{1}{4}$ ". It comes with three or four copies. It will fit a standard 5" x 8" file. At the top, the information is the same as that used on the standard D-104. On the face, we have listed a number of items which are most often repeated. These are so arranged, that by adding a word here and there, you can complete the order in very little time.

For instance, one item reads "foot brakes". In front of this you can put, reline or adjust. Another, is the word "wash" after which may be written car or motor. Following the printed items are a sufficient number of lines to take care of the average order written,

and there is also space for the customer's signature.

On the reverse side of the first copy space is provided for separate listing of material. The accounting copy is exactly the same as that previously used. The shop copy is of cardboard and may be used in the same way as previous orders.

On the back of the shop copy there are two sections, one a space to be used as a parts requisition. When parts are necessary, the shop copy is taken to the shop window, and instead of a parts requisition being written, the shop man uses the reverse side of the shop copy. He may at the same time make the necessary entries of withdrawal on his stock record card or arrangements can be made to have all shop copies routed through the parts department, before they are filed, the entry on the stock record card being made at this time, rather than when the parts are drawn out.

The second section provides spaces that can be used as time tickets. The in-and-out time can be written or stamped in the proper spaces, and the total time, and its cost, can be easily figured.

These two sections eliminate the use of the parts requisition and separate time ticket, or these two features of the order may be disregarded, and both the parts requisition and separate time ticket called for in the regular routine may be used.

If you prefer the order without the printed items, you should use form D-104E. If you want the order with the items as shown you should use D-104D. In either case specify whether you wish three or four copies. If you wish your firm name imprinted at the top, be sure and give the necessary information. These forms are to be ordered direct from Reynolds & Reynolds, Dayton, Ohio.

<b>PACKARD SERVICE REPAIR ORDER AND INVOICE</b>			
CUSTOMER		No 143	
Name _____			
Address _____			
City _____		Date _____	
LICENSE NUMBER	MODEL and TYPE	MOTOR NO.	
ORIGINAL DELIVERY	MILEAGE	PROMISED	

Sym.	OPERATION	AMOUNT	
	_____water pump packing		
	Adjust clutch pedal _____		
	_____foot brakes		
	_____carburetor		
	Clean carbon, grind valves, tune motor _____		
	_____breaker points		
	_____fan belt		
	Adjust generator charge rate _____		
	Battery _____		
	Tune motor _____		
	Adjust tappets _____		
	_____all spark plugs		
	Wash _____		
	TOTAL		

By \_\_\_\_\_ Customer \_\_\_\_\_  
FORM D-104D PRINTED IN U.S.A.

MATERIAL					
REQ. NO.	Quantity	PIECE NO.	NAME	PRICE	EXTENSION

LABOR RECORD						
	Employee No.	Operation No.	COST	Time Elapsed	TIME CLOCK	
					In	Out
Total Hours					In	
					Out	
Rate					In	
					Out	
Cost					In	
					Out	
					In	
					Out	
					In	
					Out	

## FRONT FRAME REINFORCEMENTS

All 12th Series cars have been equipped with a reinforcement behind the front bumper, joining the two forward ends of the frame.

The frame proper has now been reinforced and stiffened to such an extent that this bar is no longer necessary, and it is now being omitted.

If a 12th Series car is received without the reinforcement, this in itself is an indication of the fact that the car is equipped with the stiffened frame.

## WHAT ARE YOUR OWNERS SAYING?

*"The boys certainly know how to 'shoot trouble' and name the disease at the first visit."*

*"Never have to wait for my car because in the few cases they find there will be a delay they get in touch with me."*

*"It's very seldom I don't get immediate attention and when they are busy they politely ask me to wait just a few minutes."*

*"Fine bunch of boys. They certainly make me feel that my car is of paramount importance to them."*

*"While they have a modest little shop they keep it bright and it's always spick and span."*

*"Many times they have called my attention to something that should be taken care of. They give me good reasons for having the work done. They don't try to oversell me."*

*"Wonderful how they always seem to have the right part at the right time."*

*"They always take pains to see that I understand what work is going to be done and always let me know in advance what it will cost."*

Fellows, it's thoughts like these that are going to keep our owners in the family.

A restaurant may serve excellent food but who wants to wait for fifteen or twenty minutes for the waiter to take his order. Coffee stains and ketchup on the table cloth won't whet your appetite. Snooty, disinterested waiters don't start the gastric juices flowing. Although the restaurant front is marble, dirty floors and a cockroach or two don't beckon you back a second time. You expect to have the waiter tell you what's on the bill for dessert. If you order coffee and are told they will have to send out for it, that won't make you break out in song either. It's a certain cinch that you want to know how much your meal is going to cost before you do any heavy ordering. If you order hash you don't want them to bring tripe. In short, good food alone doesn't make a successful restaurant. It's got to be backed up with service.

You get the idea? It isn't all in just fixing the car.

## USED BODY

Oklahoma Motor Co., Tulsa, Okla., reports an 1101 Club Sedan body, paint scheme K for sale. Clean and good condition. Write R. W. Carter.

## DOES COURTESY IN SERVICE PAY?

Columbia, S. C.

GENTLEMEN:

*In reply to your letter of November 9th, addressed to Mrs. Watkins, I beg to express our appreciation of the manner in which the Packard people everywhere have serviced the car recently purchased from you. Not only has Mr. Shelor given it every attention while here but we have also found the same courteous interest shown by Packard Agencies in other places. We recently took a trip to Richmond, during our absence travelled approximately thirteen hundred miles, and on our return found that there was no rattling of bolts or that the car otherwise needed any servicing. Thus far we are greatly pleased with the car.*

*Yours very truly,*

H. W. H.

Washington, D. C.

GENTLEMEN:

*Today by Adams Express, the Blair Motor Car Company of Altoona is returning to you, your rental battery No. 15, which your service man so kindly let me have last Saturday and in so doing permitted me to be able to return home yesterday, and for this courtesy I am very grateful, and in addition, I would like to say that this service man who came to my rescue and I am sorry I do not know his name, was one of the most efficient and courteous gentlemen I have come in contact with for some time, and let me assure you that it is this sort of efficiency and kindness when one is in trouble and away from home, that makes us Packard owners proud that we do belong to this Packard family.*

*Thanking you once again for helping me out of my trouble while in Washington, I am*

*Very truly yours,*

D. R. M.

The following are excerpts from advertising questionnaires in answer to this question "What led you to buy a Packard?"

*"They sold it and were extremely anxious to see that it performed properly also looked after car when taken there by colored driver same as though by myself which is extremely gratifying."*

Newton, Kansas

*"Have had good service from Rochester service station, and Palm Beach, Florida."*

Rochester, N. Y.

*"Because it is a reliable car and your service men are always courteous and efficient."*

Chicago, Ill.

*"The excellent service rendered by Hugh Killeen Service Mgr. of Mack, Inc., Albany, N. Y. 'I like Packard service. It's A-1, especially at Dayton, Ohio.'"*

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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.