

PACKARD

Service Counselor

PARTS * ACCESSORIES * PRODUCT * PROFITS

INSTITUTIONAL

PROMOTIONAL



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Service Promotion

Some distributors and some dealers did a fine job in contacting owners with a winter mailing folder this Fall. Others felt that since their shops were busy they would save the cost of a mailing.

We are well aware that most service stations don't need more work right now. On the other hand, here at the factory we have the advantage of seeing a nation-wide picture which indicates that there are sections which are now, or will soon be, much interested in additional service volume. While we do not look for any general decline in service volume, we are sure that this is going to be an extremely important source of income next year.

New studies of every available square foot of working space must be made and every source of additional mechanical manpower from the standpoint of new men and training must be combed again.

The main reason for owner contacts now lies in the fact that your present owners are your future new car prospects.

You have worked hard to carry your business through a tough period and now is no time to ease up on the fight. People who own and operate Packard cars are still your most important asset. They must be cultivated and held on to. Building a new car selling job from scratch is not easy. Now is the time to start. By keeping in touch with owners and with friendly suggestions helping them get the most out of their present cars, they will stay on friendly terms with you.

Your organization and the factory have a job to do in retaining the good will built up over the years. We cannot let Packard owners forget us, nor get the feeling that we are not concerned with their problems. Steady, consistent customer contacts never hurt anybody's business. Many concerns today have less to sell than you do but they are not letting their former customers forget them.

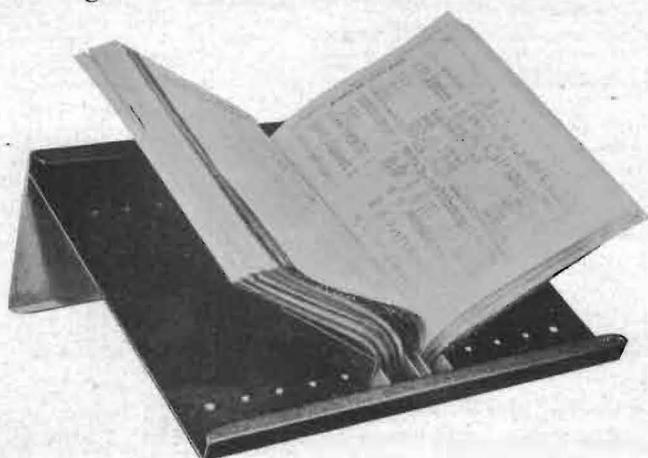
Owner contacts through a well organized follow-up system is past the stage of post-war planning. It's a problem that we are face to face with today. It's a number one problem for immediate attention.

The necessary material for an early Spring start and a consistent job for 1944 will be available. The first step, however, is to get your owner lists in order. Every Packard owner in your area should be on the list. Let's make every owner feel that we are deeply interested in his transportation problem, that we are prepared to do the worrying for him. Keep all of them friendly toward you and never let them forget you. Get your list in order and be ready to go!



PARTS LIST HOLDER

Keep your parts books and price lists in good order and easily available for immediate use at all times. The "Ever Ready" parts catalogue holder will help you do this and in addition will protect and add to the useful life of your parts catalogues.



These should be ordered direct from the Geneva Manufacturing Company, Geneva, Illinois. They are \$3.95, net F.O.B. Geneva, with two sections and you will need two extra sections or you may want more sections at \$.63 each.



Or if you prefer a good, sturdy binder in which you can keep the '41 Master Parts List, the '42 Parts List and the Master Parts Price List, here is one that will answer. It is bound in red imitation leather with substantial metal hinges. These should be ordered direct from The Reynolds and Reynolds Company, Dayton, Ohio. The price is \$1.95 each, F.O.B. Dayton.

RETURNING PARTS

We want to be in a position to continue to supply all essential parts necessary to keep Packard cars on the highways. You want to be able to buy such parts. You can help us keep a stock on certain items by returning the parts replaced. By accumulating the parts we can recondition them on a production basis for stock and this will allow us to continue to fill orders.

At present the list is not long and returning the parts will not involve much time on your part. Right now we must ask for the return of the following items:

Water Pump Assemblies

300071—115—120—B—C

A net credit of \$.75 each will be allowed providing they are not cracked or broken.

Transmission Solenoids

347490—18th—19th—20th Series

No credit can be allowed since the cost of repairing is equal to the old cost of a new unit.

Engine Cylinder Blocks

Super Eight—12th through 20th Series

- A. Blocks which can be reconditioned by re-grinding will be credited on the usual exchange basis.
- B. All other blocks regardless of their condition will be credited at \$10 net plus return freight.
- C. Dealers making returns of this material should use regular Returned Goods forms. The "Hold" or "Dealer's Copy" should be retained by the Dealer and all other copies of the form should be sent promptly to the Distributer.

The parts should be tagged and shipped direct to Detroit if the distance to Detroit from the Dealer's place is shorter than the distance from the Dealer to the Distributer and then to Detroit. Otherwise, the usual Returned Goods procedure should be followed.

In the case of cylinder blocks on which \$10 credits are allowed, freight collect shipments will be accepted.

The return of these parts is so urgent that we feel it only fair to confine shipment of rebuilt parts to distributors who comply with this request to return the replaced parts.

Shop Talk

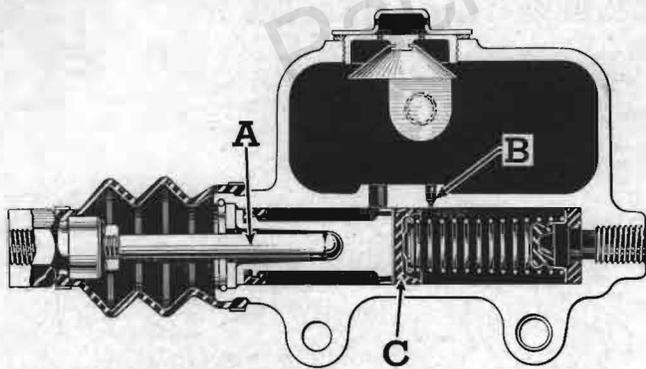
DRAGGING BRAKES

When a car whose brakes have been operating properly develops a dragging condition, it is usually caused by too much fluid in the brake lines.

If the lines contain excess fluid, the brake shoes will be unable to retract to the disengaged position and will remain in contact with the drum at all times.

First of all, make sure that the brake pedal is not binding and that the return spring pulls the pedal back against its stop. Then see that the link rod connecting the pedal with the master cylinder is adjusted so that the pedal pad has $\frac{1}{4}$ " to $\frac{1}{2}$ " free play before the master cylinder piston starts to move.

After you have made sure that the pedal and link rod are correct you should check the master cylinder itself. You must make sure that when the brake is released the primary cup does not cover the compensating port. Unless the port is clear the excess fluid will not be able to back up into the reserve chamber and the brakes will not be able to release.



A—Link rod B—Compensating port C—Primary cup

Assuming that the piston is free to move back to its released position, the failure of the primary cup to completely uncover the compensating port is most likely to be caused by the swelling of the cup. This swelling will occur if the hydraulic brake fluid contains even a very small amount of mineral oil.

In pouring brake fluid into the master cylinder be sure that there are no traces of oil in the container used in making the transfer. A container which has carried oil should be washed

out with alcohol. In disassembling a cylinder which has been removed for examination, gasoline or kerosene should never be used to wash the various parts. Never allow any rubber to come in contact with either gasoline or kerosene because they have the same swelling effect as oil.

The easiest way to check the condition of the primary cup without removing it from the master cylinder is to remove the filler plug and run a wire through the compensating port. If the piston is in the released position the wire should not touch the cup.

After the primary cup has been removed, it can be compared in size with an unused cup. Any swelling will be very apparent and a swelled cup should be replaced.

If the condition of the cups indicates that oil has been present the entire system should be thoroughly flushed with alcohol because all rubber parts will, in time, be affected.

In filling the master cylinder you should always make sure that the vent holes in the filler plug are clear. If the reserve chamber becomes air-bound, it may build up sufficient pressure in the hydraulic lines to produce brake drag.

BLUED BREAKER POINTS

One of the most common causes for hard starting in cold weather is the condition of the breaker points.

In cleaning or renewing the points you will sometimes find that the poor contact is due to the presence of a very hard blue glaze on the stationary point.

This blue glaze is a deposit of tungsten oxide and is caused by high generator voltage. If it is present you should have the regulator adjustment carefully checked. Burned out lamp bulbs also indicate high voltage, and if a car is burning bulbs you should make sure of the condition of the breaker points.

The blued point condition is also more likely to develop in cold weather, and when the trouble occurs it comes suddenly. A car which has been starting readily may, without warning, refuse to start at all.

When adjusting the point gap on a slow driven car, it is best to have the adjustment on the wide, rather than narrow, side. The wider gap is less likely to develop pitting and glazing of the points.

- at the Factory

The Packard Aircraft Division has built thousands of engines for famous fighting planes—the U. S. Mustang and Warhawk and the British Hurricane, Mosquito and Lancaster. To keep these planes flying the Packard Aircraft Engine School has trained thousands of selected Air Corps mechanics. The five weeks advance course in inspection, maintenance, overhaul and engine installation has graduated men not only from the U. S. A. A. F. but the Royal Air Force, the Royal Canadian Air Force and Norwegian Air Force as well. Upon completion of the course these men are ready to be assigned to bases for actual operation.



1—The advanced training course on the Packard-built Rolls-Royce aircraft engine starts with the study of basic design and construction. Motion pictures play an important part in these preliminary sessions. Detailed units of the engine are then taken up in their progressive stages. The Air Corps men in attendance are divided into groups of 5 with one instructor.



2—Before shop work is started on any major assembly unit the men are first shown a visual slide film followed by classroom discussion and review by an instructor. One by one the mysteries that surround the Rolls-Royce aircraft engine because of its complicated appearance, are debunked. To the graduate it becomes as simple as a car engine is to an auto mechanic.



3—With a thorough grounding on each major unit the Air Corps technicians tear down and build up the complete power plant. With the engine assembled a dynamometer test records the 1300-plus horsepower that was once 15,000-odd parts. The men are graded in accordance with the running condition of their engine. This develops a competitive spirit that creates a great deal of interest and reflects excellent workmanship.



4—The aircraft engine school hangar located within the Packard factory area houses P-40 Warhawks. Here students learn engine installation, operation, ground testing and trouble shooting. These final phases of the program are mastered under actual field conditions as you see illustrated in this picture. Making certain that an engine is in "combat operating condition" within a specified time is emphasized throughout the program.

Much of this fine training and experience in precision adjustments and unusual accuracy in building and maintaining engines will return to the automotive service station. Packard Service will be better and Packard Owners will directly benefit.