

PACKARD *Service Counselor*

PARTS ★ ACCESSORIES ★ PRODUCT ★ PROFITS

INSTITUTIONAL PROMOTIONAL



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SELLING PACKARD SERVICE

It's possible you are selling a few customers more service than they need and this should always be avoided. It works against the sale of another new car to that customer and possibly to some of his friends. Too often he feels service has cost him too much and he tells others so. This can and should be corrected.

On the other hand for the few customers who buy too much service through their own desire or from high pressure selling, the largest majority, by far, do not buy from the Car Dealer a satisfactory share of the total amount of service which they do buy. Too much of this business gets away either to the lubrication station or the general repair shop.

How much of the total service dollar your customers spend with you depends almost entirely on three things. How much he drives, how well you have sold him on your service facilities and workmanship and on how well you keep him sold. There isn't much you can do about the number of miles he drives, but there is a lot you can do about the second and third part of the statement.

When he buys his first Packard, do a thorough job of selling him on your service department. Show him all of your shop facilities, your tools and special equipment. Even show him the files of shop manuals and bulletins from the Factory to convince him you are up-to-date and completely informed on the latest methods. Show him your parts stock and system for assuring prompt parts service. Explain the value of Packard Approved Accessories, which are engineered to the car from the standpoint of appearance, materials, and functional purpose.

Tell him how long your men have been working on Packards and about the Mechanical Training Program. Sell him on your Packard Service facilities and workmanship.

Keeping customers sold is a matter of diagnosing and doing work that is needed, carefully, thoroughly and in the time promised. The next and very important step is the "follow through". It's just as important in service selling as it is in golf or baseball. The proper theme for all service selling is regularity of attention to catch minor out-of-adjustment conditions, first signs of wear or deterioration of finish, and by care and adjustment save heavy repair work and replacement costs. Unless you continually sell customers on this regularity story, they drive right on past the proper periods and likewise past your door. When such lapses are permitted to pass unnoticed, the story of the necessity for regular service for full protection at low cost will be lost.

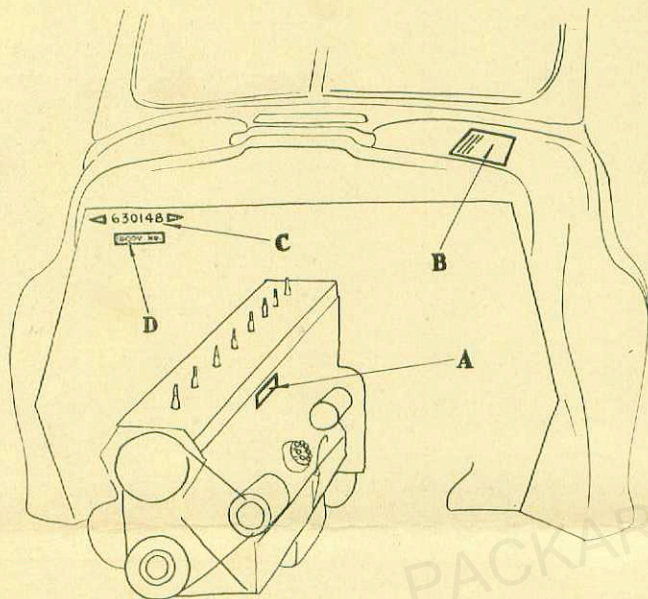
This is where a follow-up system comes into the picture. Its purpose is to remind the service salesmen when to use direct mail and personal calls. Long experience proves such a file is a source of information leading to more service business. Its value depends on the completeness of the record and the care with which each customer is followed up. A simple low cost system, requiring a minimum of time to keep it up-to-date, is recommended by the Factory and is described in detail in Service Standards Booklet No. 2. It should be in operation in every Packard service station. It keeps customers sold on Packard Service. It builds customer good-will. It prevents the loss of service business and often the loss of a customer.

SERVICE MANAGER'S PERSONAL COPY

PACKARD IDENTIFYING NUMBERS

Various identifying numbers are used on Packard cars. The names of these numbers and their location are given and illustrated for convenience in filling out essential records.

The right and left sides of the car are designated when seated in the driver's seat looking forward.



- A. The Motor or Engine Number is stamped on a boss located on the upper left side of the cylinder block between cylinders 3 and 4.
- B. The Packard Vehicle or Serial Number is stamped on the Packard Vehicle Number Patent Plate attached on the left side of the cowl under the bonnet. This number is in two sections separated by a hyphen. The first section represents the body type; the second section is the Packard body serial number.
- C. The Packard Body Dash Number is embossed between two triangles on the upper right side of the dash just below the cowl.
- D. A second Body Number is stamped on a small plate attached below the embossed Body Dash Number. This number is in two sections separated by a hyphen. This is a manufacturing number only and is not, and should not be used in any records of Dealers or Zones.

STICKING VALVES IN NEW CARS!

As has been frequently pointed out in the past, the common causes of sticking valves are rust deposits and gasoline gum. When these conditions exist, they are usually found in cars with low mileage or cars in storage or on show-room floors.

The rust condition, generally confined only to the exhaust valves and guides, is caused by the condensation of moisture in the exhaust gases. This condition is most likely to develop after a series of cold starts and stops during which time the engine does not attain normal operating temperatures and is likely to occur in cars which have been standing or moved while in storage.

The second common cause of sticking valves is gum formation in the gasoline. This formation is a result of a fuel oxidation process and increases with age, exposure to air and exposure to heat. This condition is more apt to be found on the intake valves although both the intake and exhaust valves may be affected.

Gasoline in a partially filled tank will become stale if the car has been standing for an indefinite period and gum will form more readily than it would in a car which is in service and having fresh gasoline added from time to time.

When a car is to be stored or placed on a show-room floor for a short period, filling the fuel tank will reduce the possibility of gum forming since the amount of air in the tank will be held to a minimum. Storing a car with two or three gallons of gasoline in the tank will permit gum to form more rapidly since the amount of air in the tank greatly exceeds the amount of fuel.

Heat is a contributing factor in that gum forms more rapidly in hot weather than it does in cold weather and this gum formation can be expected in cars stored in heated buildings if proper precautions are not taken.

Cars which are driven only occasionally are particularly subject to valve guide rusting. They can best be protected by adding light oil to the gasoline—one pint to ten gallons of gasoline. This forms a thin protective coating on the valve stems and guides which resists the rusting effect of condensation moisture.

If a car is to be placed in storage or on a show-room floor for even a short time, the engine should be allowed to warm up to normal oper-

ating temperature before moving it into position. This will greatly reduce the possibility of rust forming since the engine heat will evaporate the moisture which otherwise would cling to the valves and guides if the engine were stopped while cold.

If the car is to be left for an indefinite period it is advisable to also drain the fuel tank and to run the engine until the fuel tank and lines are dry. Then after allowing the engine to cool, inject a liberal amount of oil through the spark plug holes while the engine is being turned over with the starter.

When valves are stuck tightly by gum or rust, removal of the valves is usually necessary. If the rust or gum deposits are extremely light they may be loosened by injecting a solvent through the spark plug holes.

The recommended tool for cleaning the valve guides is of the expandable type having spring steel blades which will not remove any metal during the cleaning process. This tool may be ordered from the Kent-Moore Organization, Inc., 485 West Milwaukee Ave., Detroit 2, Michigan under "Valve Guide Cleaner KMO-122."

SAFETY CHECK PROGRAM

There were 5,000,000 motor vehicle accidents in the United States last year. Thousands of people were killed, almost a million were

injured. This is an unenviable record for a great motor-minded nation.

Unsafe cars are responsible for a very high percentage of traffic accidents. Faulty brakes, a broken windshield wiper, dangerous tires, and inferior or burned-out headlights increase the chances of an accident and make accidents far more serious than they otherwise would be. An unsafe car in the hands of even the most cautious motorist is a dangerous weapon.

This factor has led the International Association of Chiefs of Police to initiate a nation-wide traffic safety check program, beginning May 15. During this safety campaign, police all over the United States will make a dual check whenever traffic violations and accidents occur. Drivers' licenses and registration tags will be inspected, and brakes, lights, tires, windshield wiper and horn will be examined.

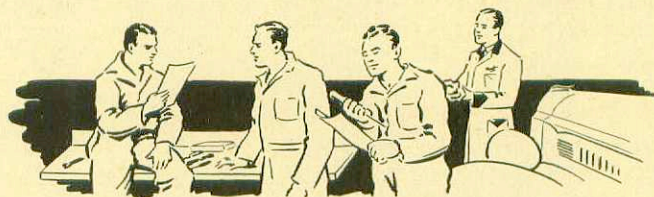
Every motorist has a responsibility to himself and to his community to cooperate in the traffic safety check program. With full cooperation, the program can have permanent results in reducing the number of accidents. The motorist can fulfill his responsibility by having his vehicle tested,—and repairs if necessary—and by checking his own driving ability.

Good driving in safe cars will prevent accidents and save thousands of lives.

All Packard Service men can help with this program.

"QUIZ TEST"

**HOW MANY DO YOU KNOW—
without looking at the answers?**

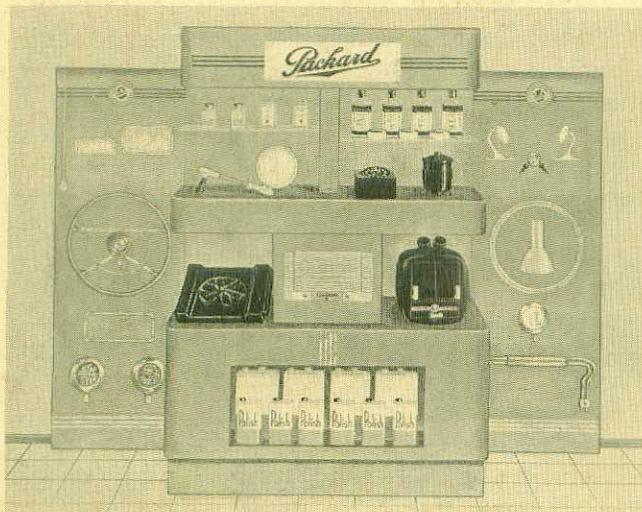


1. Burned-out lamp bulbs and hard blue glaze deposit on the breaker points is an indication of high generator voltage. True ☐ False ☐
2. When installing connecting rods, the oil squirt holes must be opposite the camshaft side. True ☐ False ☐
3. A spark plug with a long insulator installed in an engine will operate satisfactorily with lower engine temperatures than one with a short insulator. True ☐ False ☐
4. If the points on the overdrive solenoid are badly burned, the complete solenoid should be replaced. True ☐ False ☐
5. Oil enters the combustion chamber: a. Past worn piston rings. ☐
b. Through worn intake valve guides. ☐ c. Through a cracked cylinder block. ☐
d. Through a defective vacuum booster pump diaphragm. ☐

For Answers, See Back Page.

ACCESSORY DISPLAY UNIT

Here is the 1946 Accessory Display Unit. It is made of steel, finished in tan, blue and trimmed in red. The display is 60" x 76" over all. The center unit has three metal and two glass shelves. The top section is filled with two bulb lighting fixtures and a glass panel. Bulbs are not furnished. The light shines through the panel as well as down onto the display. Provision is made for the installation of a radio with space in back for operating equipment.



The side panels are provided with holes and brackets for easy installation of accessories.

The center unit is made up of shelves, it is easy to clean and re-arrange with seasonal items.

It is offered at cost and will pay for itself many times over. It is one of the most important pieces of selling equipment you can have.

The Accessory Display Unit, complete with two panels, F.O.B. Chicago, is \$49.92 packed and crated for shipment. All Dealer orders will be sent to Zone Offices. Zones will order from the Factory Accessory Section.

NOTE: The Parts and Accessory Bulletin 46P-15, Dealer 11, and order blank covering this display unit describes the construction as steel around a wood frame. Actually the steel is heavy enough so that the wood frame is omitted. The picture on the order form shows two rotary antennas and only one is needed. The mounting of the antenna is on the left panel. The order form lists adjustable sun visors, which are not yet available, and no provision is made for attaching. Two license plate frames and a set of two auxiliary bumpers are listed while provision is made on the board for only one of each and only the front bumper

guard will fit on the panel. The Factory will soon be in a position to supply all the items shown and in the meantime a very satisfactory display can be arranged.

STARTER MOTOR REPLACEMENT 20th Series

The 20th Series starter motor using the four-terminal solenoid switch will not be furnished by the Service Parts Warehouse when present stock is exhausted. Instead, the 21st Series starter and three-terminal solenoid switch will be shipped.

When a four-terminal solenoid switch is used, the circuit is completed to ground through the voltage regulator and the generator.

In the later, or three-terminal type switch the ground is in the switch itself thereby eliminating the use of the wire which leads from the switch to the voltage regulator.

When a four-terminal starter motor assembly or solenoid switch is replaced with the three-terminal type, it will be necessary to either tape or remove the ends of the unused wire in the front wiring harness.

Since the wire leading from the solenoid switch to the carburetor switch is of the same gauge and color as the wire leading to the voltage regulator, it will be necessary to determine which of these wires is to be cut off. This can be done in the following manner:

Turn the ignition switch "ON" and open the throttle enough to close the carburetor switch. Then using a suitable test light, ground one lead of the light and clip the other lead to each of the two black wires at the solenoid switch in turn. The wire which will cause the light to burn is to be connected to the switch terminal and the other wire cut off close to the wiring harness. The upper section of this wire can easily be identified since it is attached to the same terminal on the voltage regulator as the red generator wire. Disconnect this wire from the regulator and cut off close to the wiring harness.

QUIZ QUESTION ANSWERS

1. True. See Service Counselor, 1-1-44.
2. False. See Service Counselor, 2-1-45.
3. False. See Service Letter, 9-15-43.
4. False. Contact points are available.
See Service Counselor, April, 1944.
5. a, b, and d.