

SERVICE Counselor

PACKARD MOTOR CAR COMPANY



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The Selling Job is Never Done

DEVELOP PRESENT CUSTOMERS

Some dealers do not realize the full potential of all their customers—it's a veritable gold mine. It's surprising how much money regular customers contrive to spend elsewhere. This is a hidden treasure and deserves some careful digging.

Of course, you should continue to work on all new prospects, but as a well known philosopher may have said, "One Good Customer in the Hand is Worth a Dozen Prospects in the Bush."

STOP ONE TRACK BUYING

Do you sell all your services to your customers or only the one item they ask for at that particular time? We have heard many service salesmen complain about one track *buying* minds in customers but often they get that way from salesmen with one track *selling* minds.

Every time a service salesman makes a sale, he should suggest some related item or operation to the customer. If you would try for more correlated sales, your volume would zoom, providing you are polite and do not use high pressure methods; always sell the customer.

Obvious tie-ins, for example, are: Brake relining with hydraulic cylinder repair, drum turning, axle and bearing oil seals, shock absorbers, tire sales, etc. You should carry this idea through all your services, and it will pay off in greater Parts and Service Sales.

Related selling is sound business. In your displays, do not feature just one part or accessory—play up two or more parts or accessories that are related.

While correlated selling is sometimes difficult from the standpoint of physical handling, it usually is an easy mental proposition in suggestive selling. All you have to do is to mention the proper related items to enough customers and the law of averages will work in your behalf. Not all customers will buy all you suggest, but you will get a satisfactory share.

USE POSITIVE SELLING

In the same manner, you can often increase sales by using a positive method in selling. For example, a service salesman not getting results decided to experiment a little. He began asking the next service customers, "You don't want a tune-up do you?" and most of them said, "No!"

Then he tried a positive approach: "You do want a motor tune-up don't you?" Approximately half answered, "Uh -- yeah -- yes, tune it up!" Will this work in your selling? Try it. It would pay you to regard every customer as a prospect for additional business. You will, of course, be courteous, be helpful and be alert to ways and means in which you can service customers.

Try to sell something to everyone you contact. You don't make a nuisance of yourself, however, because you always present your thoughts in the light of helping the prospect or customer along. The selling job is never done and you never know where a sales talk will strike pay dirt.

HELP DRIFTERS BECOME REGULAR CUSTOMERS

Someone has said, "People come and people go but nothing ever happens." If such a condition exists in a dealership it is a reflection upon your sales ability, for it is up to you to make things happen, and that means SALES.

There are two kinds of drifters: 1—Those who drift around in all their buying, making an occasional purchase from the selling dealer, but not very often and 2—Those who have drifted away from the dealer's regular

list of customers because they have been offended or not given the proper service and attention. Perhaps some sort of apology is called for. Dealers should make customers feel right.

The former customer who "simply forgot about you" should not be too difficult to woo: just bring yourself to his attention favorably again.

Go after the big business in old customers who have drifted away and bring them back

Go after the hidden treasures in all present customers and sell them all your service facilities.

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Safety Rim Wheels

24th Series

The Factory recently began shipping a number of "300's" and "Patrician 400's" equipped with safety rim wheels. When the stock on present design wheels is exhausted, only the safety rim wheels will be used. The safety rim wheels also will be used on the "200" model at a later date.

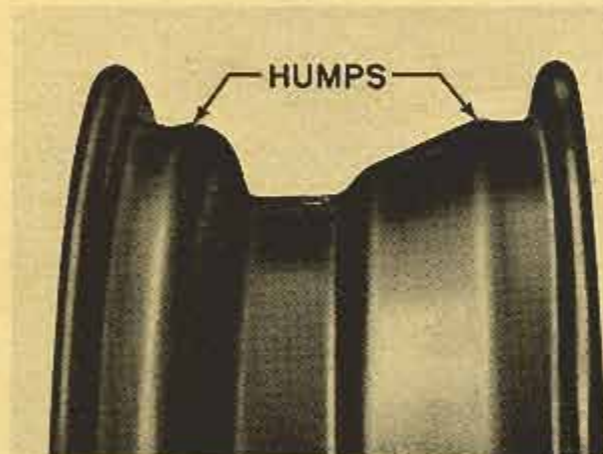


Fig. 1

The "hump" type safety rim, shown in figure 1, is designed to help hold the tire in place on the rim as a protection in case of sudden tire failure. The humps between the rim flanges and the tube-well tend to keep the tire beads against the flanges and out of the tube-well when sudden deflation occurs.



Fig. 2

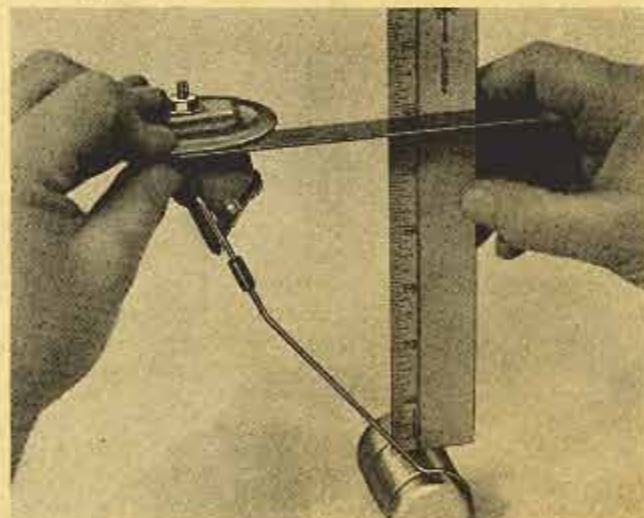
Using the car bumper jack will facilitate removing the tire from a safety rim wheel. After the tube is completely deflated, place the wheel and tire under the rear bumper. Place the base of the jack on the side wall of the tire next to the wheel rim with the jack hook under the bumper. See figure 2. Operate the jack enough to force the tire bead over the safety hump and into the tube-well. After the bead has been forced into the tube-well at this point, the rest of the bead can be pushed into the well by stepping on the tire side wall and working around the tire. The wheel and tire then should be turned over and the procedure repeated. When both beads have been pushed into the tube-well, the wheel can easily be removed from the tire.

When mounting a tire on the safety rim wheel, coat the rim flanges, humps and tire beads with soft or liquid soap. Inflation of the tube snaps the tire beads over the humps. The tire should be inflated to about 45 pounds pressure or until the beads are heard to snap over the humps. The pressure then should be decreased to 24 pounds.

Gasoline Tank Float Setting

24th Series

We have received a number of requests for the specified float setting on 24th Series gasoline tank sending units.



When measured as shown in the illustration—that is, from the top of the float to the bottom of the attaching flange, the measurement should be $5\frac{1}{8}$ inches plus or minus $\frac{1}{8}$ inch.

If adjustment is necessary, the float rod angle should be increased or decreased at the bend in the rod below the crimped clip.

Specification Revisions

24th Series

There have been various revisions, deletions and additions in the 24th Series "Mechanical Specifications and Adjustments" published in the Service Counselor, Vol. 24, No. 8, August, 1950.

Your August Counselor may be brought up to date by marking out or changing the affected items to agree with those as shown in the following list.

MODELS	200	300	400
CHASSIS SYMBOLS	2401	2402	2406
COOLING SYSTEM			
Fan Belt		41.2" x .375"	
ELECTRICAL			
Breaker Arm Spring Tension			19-23 oz. Auto-Lite
Distributor—Vacuum Controlled			Auto-Lite IGP-4502C
Generator Make and Type			Auto-Lite GGW-6003A
Generator Cut-In Speed-Cold			920 rpm Auto-Lite
Generator Voltage Regulator			Auto-Lite VRP-4402C
Starter Motor—Make and Type			Auto-Lite MCL 6114
Starter Drive			Over-Running Clutch
Number of Flywheel Teeth			158
Starter Stall Torque			Auto-Lite 25 ft.-lbs.
			4 Volts—875 Amperes
			Auto-Lite CR-4001A
Ignition Coil			
ENGINE			
Engine Rev. per Mile—Std. Ratio		2773	
CONNECTING ROD			
Weight	2 lbs. 4.5 ozs.	2 lbs. 4 ozs.	2 lbs. 4 ozs.
CRANKSHAFT			
Clearance—All Main Bearings	.0005" to .0025"	.0005" to .0025"	.0005" to .0025"
VALVES			
Exhaust	.342"	.337"	.337"
Valve Lift—Intake	.342"	.342"	.342"
REAR AXLE			
Gear Ratio			
Ultramatic	3.54 to 1		
SPRINGS			
Front—Coil		2180 x 90	2180 x 90
Rear—Leaf	950 x 110	1030 x 110	1030 x 110
LUBRICATION CHART—"Servicing The Ultramatic Drive"			
Change to read "Drain Fluid Every 25,000 Miles"			

Spring Data

24th Series

As you have probably experienced with owners of previous model Packards, there more than likely will be owners of 24th Series models who desire heavier rear springs than are standard.

These owners usually carry heavy equipment or an exceptionally heavy load in the trunk in addition to a normal passenger load.

We are listing the rear springs being used in current production and also heavier service springs for the '300' and '400' models. The standard rear springs for the '300' and '400' may be installed on the '200' if desired. The front springs also are listed for ready reference.

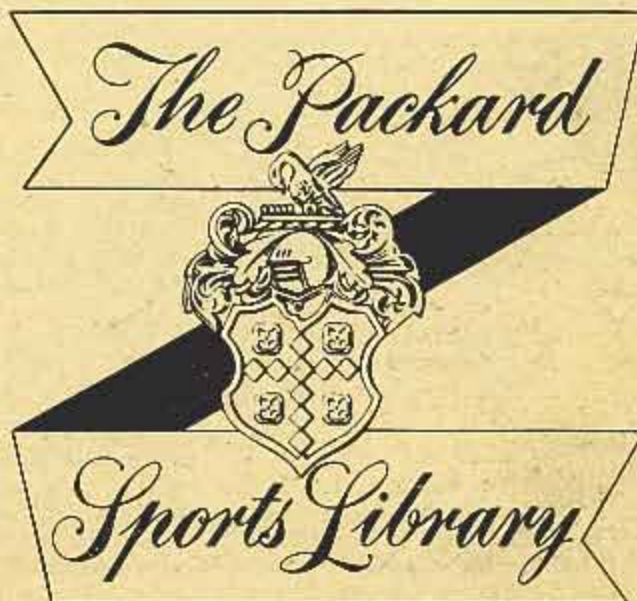
Springs—Front

Model	Part No.	
2401	395720	load 2040 lbs. rate 90 lbs. (Std.)
2402-06	382374	load 2180 lbs. rate 90 lbs. (Std.)

Springs—Rear

Model	Part No.	
2401	433541	load 950 lbs. rate 110 lbs. (Std.)
2402-06	433542	load 1030 lbs. rate 110 lbs. (Std.)
2402-06	436224	load 1120 lbs. rate 110 lbs. (Serv.)

WATCH FOR THIS!



Static Electricity

Static electricity is annoying to customers when touching a door handle of a car when standing on the ground. It is also often the cause of cracking and popping noises in a car radio. The Anti-static Powder Kit suppresses these shocks and interference in radio reception. The kit includes 5 packages of the right amount of powder to be installed in tire tubes by means of an injector.

This is a service much appreciated by owners and is suited for older models not having any type of built-in suppressors.

The Powder Kit is part number 410448 and the injector is part number 410447.

Drain Can—KRW

Illustrated is a heavy, sturdily constructed drain can with pivoted spout and filter for handling Ultramatic Drive fluid. The discharge valve on this container has a convenient finger control for the valve. The capacity is five (5) quarts.



The filter is made up of three (3) round screens of fine mesh. The bottom and top screens are 8 mesh Everdur, and the middle screen is 100 mesh copper.

This drain can is very handy for filtering oil which is to be reinstalled in an Ultramatic, removing chips, dirt and foreign matter which may have gotten into the oil.

Oil may be filtered through this drain can and poured into a clean container while other work is being performed on the transmission.

Dealers may order direct from K. R. Wilson, 215 Main Street, Buffalo 3, New York, No. PU-370 KRW Drain Can, Dealer Price \$14.90.

Measuring End Thrust Clearance

24th Series Ultramatic

The procedure for measuring end thrust clearance in 23rd Series Ultramatic units is described and illustrated on page 25 of the training booklet "Servicing the Ultramatic Drive."

In these units, the rearward thrust is taken by the thrust washer between the planetary ring gear and the front face of the rear oil pump and the thrust measurement is not affected if checked before the rear housing is installed.

The procedure for checking end thrust in 24th Series units is the same as that for 23rd Series units except that the rear housing and output shaft must be installed before making the check.

In 24th Series units, the rearward thrust is through the output shaft and is taken by the rear housing bearing and an exceptionally high and false measurement will result if checked before the output shaft and rear housing are installed.

Scratched Windshield

24th Series

We have had a few reports of windshields having been scratched by dirt where the rubber retainers at the ends of the wiper blades contact the glass.

The early run of 24th Series cars are equipped with blade assemblies having molded retainers which are rounded on the side which contacts the glass and flat on top.

Vehicles now being produced are equipped with blade assemblies having ring-shaped rubber retainers which become egg-shaped when installed. This reduces the tension of the retainer on the glass.

A similar result may be obtained on early design retainers either by cutting off part of the rounded section so that both the top and the bottom are flat or by removing the retainers and reinstalling them with the flat toward the glass and the rounded section toward the top. This should be done to prevent scratching the windshield glass.

Cleaning Convertible Top and Rear Window Panel

24th Series

The 24th Series convertible tops are made from a material which permits the use of common dry cleaning solvents, such as naphtha, carbon tetrachloride, etc. for removing spots.

The flexible rear window panel is more easily scratched than glass and "dry" washing with a dry or damp cloth is not recommended. The panel should be flushed with clear, cold water to rinse away dust, etc. If further cleaning is required, lather the panel with mild soapsuds, using palm of hand, and then rinse thoroughly.

Identifying 10 and 12 Plate Clutch Assemblies

Ultramatic

The 10 plate clutch assembly, part number 423085, is marked with a star. This star does not appear on the 12 plate clutch assembly, part number 421893. The 12 plate assembly may be used in place of a 10 plate assembly. The 10 plate assembly should never be used in place of a 12 plate assembly on 2302-06-22-32-33-2402-06-13.

Carburetor Fast Idle Adjustment

24th Series

The 24th Series carburetor fast idle adjustment clearance on both the 784S and 767S models has been reduced from .026" to .023". This provides a slightly slower and more desirable engine idle speed when the engine is cold.

The fast idle adjustment procedure is described in Service Counselor Vol. 23, No. 11, November 1, 1949. Fast Idle Adjustment Gauge—No. 109-189, which is a detail of group J-4372 (Jan. 1, 1950 Counselor) incorporates a .023" and a .026" wire gauge. The .023" wire should be used to obtain the new fast idle setting instead of the .026" wire as specified in the November Counselor.