



VOL. 12 No. 10

MAY 15, 1938

## YOU CAN INCREASE SERVICE VOLUME

As a group, Packard Distributors show a nice increase in labor volume for the first three months of 1938 as compared with the same period of 1937. The increase is better than 15 per cent and with this is an increase of better than five per cent in parts. This is just the average result of both good and poor efforts.

A list of those service stations which show an unusual improvement in service volume would be identical with a list of stations doing a good job with their owner contact plan. Let's not assume for one minute that work can't be gotten into the service department. It can and it is being done. It will take some work on your part to do it and the mail man can't do it all alone. A combination of Uncle Sam and the telephone company is the answer.

In some sections a personalized letter does a good job but don't expect one mailing to flood the shop. Direct mail doesn't work that way. It has to be consistent and steady and to the point.

That's where the Constant Reminder Postal Cards come in. You send a man a long list of specials and you scare him. He doesn't feel that his car needs a lot of work and he pays little attention in most cases to such a piece. On the other hand the cards with just one item at a time, that his record shows he needs, will be a lot more effective. The owner list should be divided and each man should look in the repair order file of a

definite number of owners each day to determine what each one needs or has not had done as the mileage would indicate he should. These service needs are covered:

**Air Cleaners  
Shock Absorbers  
Front Wheel Bearings  
Transmission Lubrication  
Polish**

**Brakes  
Body Tightening  
Motor Tune  
Cooling System  
Safety**

Make a notation on your owner record of the card number sent and a week later if the owner hasn't been in, call him on the phone and mention the card.

Sure this is a lot of work but the secret is that only a few each day need be handled. Set a quota of how many you can handle each day and stick to it. The first week may not show any results but keep at it and it will work. Let's boost that per cent.

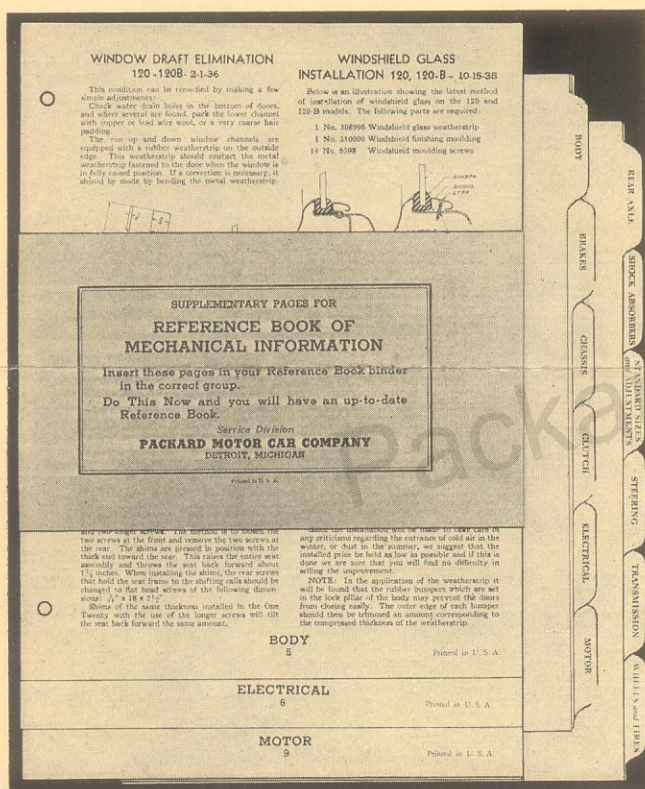




## MECHANICAL REFERENCE SUPPLEMENT

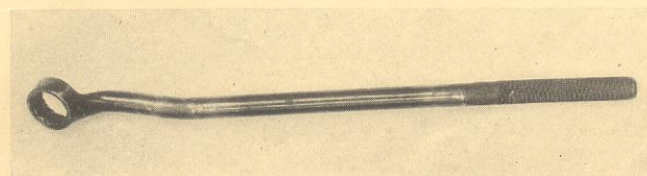
A supplement for the Mechanical Reference Book is now available. This is made up of all articles dealing with mechanical subjects which have appeared in the Service Letter from May 1, 1937, to May 1, 1938. All articles dealing with one subject are printed on one page, so that the page can be filed behind the proper index tab.

The index tabs and supplementary pages are punched for standard three-ring binders or will fit in the regular Service Letter binder, which can be obtained for 35c. Two sets of these pages are being sent to each distributor and dealer, and additional sets, as well as index tabs, may be obtained through your distributor. They will form very handy reference books and serve as an index to Service Letter articles.



## RAD. ANCHOR NUT WRENCH

The radiator anchor nut on the 120, 120-B, 120-C, and 115-C model cars is very hard to get at with an ordinary socket wrench, as it is located directly under the front cross-member. We are in a position to supply a wrench, which will let you get at this nut quickly.



Tool No. ST-5122 Suggested List Price, \$1.25

## TOP INSTRUCTIONS CONVERTIBLE COUPE (16th SERIES 6 AND 8)

1. Lower all windows.
2. Unsnap fasteners on each side where top joins body.
3. Loosen three clamps at top of windshield.
4. Unsnap fasteners at top of back curtain and pull zippers all the way down.
5. Fold rear curtain down against rear of top well. Push glass back against rear wall.
6. Push front of top up and back and drop rear bow into top well in front of rear curtain glass.
7. Fold other bows down, pulling top material out from between bows and toward rear of car.
8. Fold top material back and under the second bow. Fold ends of top material and pads in and tuck them into top well.
9. Press bows down firmly into well and fasten with hold-down straps.
10. Attach top boot.

**NOTE:** When raising top, shake sidewise to guide hinge casting into slot in body pillar. Snap rear curtain to top bow before fastening top to windshield clamps. When refastening top to body, start at front and work back.

## CONVERTIBLE SEDAN (16th SERIES 8)

1. Lower all windows.
2. Unsnap fasteners along roof rail and along rear quarter, where top meets body.
3. Loosen three clamps at top of windshield and one clamp at top of each center pillar.
4. Loosen thumb screws at base of center pillar, raise top and remove center pillars.
5. Unsnap fasteners at top of back curtain and pull zippers all the way down.
6. Fold rear curtain down against rear of top compartment. Push glass back against rear compartment wall.
7. Push top up and back and drop rear bow into top compartment in front of rear curtain glass.
8. Fold other bows down. While doing so, pull top material back and out from between the front and second bow and also from between second and third bows. At the same time pull top pads out from between bows and in toward center of car.
9. Pull top material straight back and fold rear corners in toward the center.
10. Roll top material up and tuck it in under the front bow. Tuck protruding ends of pads down into top compartment.
11. Press bows down firmly into compartment and fasten with hold-down straps provided.
12. Attach top boot.

**NOTE:** When raising top, shake sidewise to guide hinge casting into slot in body pillar. Snap rear curtain to top bow before fastening top to windshield clamps. When refastening top to body, start at front and work back.



## FOR SEASONAL BUSINESS

Getting owners in is largely a matter of reminding them. Post cards do this for you in an inexpensive way. Use one-at-a-time items as a drawing card to get them in and then look the car over for additional needed services.

*Have you had?*

**THE TRANSMISSION LUBRICANT Changed FOR SUMMER DRIVING**



● Fresh, heavier lubricant in the transmission makes gear shifting easier for long summer drives.


OUR PRICE	
SIX - EIGHT	\$1.25
SUPER 8-12	\$2.00

**OLYMPIA MOTOR SALES INCORPORATED**  
6187 Grand River Avenue  
Phone: Tyler 4-2900  
DETROIT, MICHIGAN

In the spring you have the transmission lubricant change and the cooling system flush-out and rust-preventive service to offer. Price these right and go out after your owners.

*How long since?*

**THE COOLING SYSTEM ON YOUR PACKARD was REVERSE FLUSHED and RUST PREVENTIVE ADDED**



● Rust is a cooling system enemy. Retard its formation by thoroughly cleaning and using Packard Rust Preventive.

OUR PRICE	
SIX	\$1.50
EIGHT 120	

**HORST & MOONEY CO.**  
1225 Brighton Road Fairfax 2150  
PITTSBURGH, PENNA.

The other card in the series, particularly effective at this time of year, is No. 5. Pick out a list of owners who have not had a motor tune for six months, and mail cards to them. You will be surprised at the results.

The cards illustrated, printed on government post cards, are available through the Factory Serv-

*How long since?*

**YOUR PACKARD MOTOR had a TUNE-UP**



● Smooth performance means economical operation. Adjust valves, distributor, generator, spark plugs, carburetor, timing and clean and oil air cleaners.

OUR PRICE	
SIX	\$3.75
EIGHT 120	

**HORST & MOONEY CO.**  
1225 Brighton Road Fairfax 2150  
PITTSBURGH, PENNA.

ice Promotion Department. Additional information is given in Vol. 11, No. 22, and Vol. 12, No. 1. When ordering, give your correct name imprint and your price to the customer that you wish to

charge for each card. Order by card number, to be found in the lower left corner.

Each DIFFERENT card costs \$1.25 per hundred, plus imprinting at 90c per hundred for the first hundred. Add 15c a hundred to the card cost of \$1.25 per hundred for each additional hundred of the SAME card.

## CONNECTING ROD BEARINGS 1603-4-5

The factory is now fitting Super Eight connecting rods with less running clearance, and the same practice should be followed in the field when bearings are installed. Connecting rod bearing shells should be selected to have .0007 inch to .00125 inch running clearance, .001 inch being desired. The end play is unchanged—.003 inch to .005 inch.

## IGNITION TIMING 1600

The fixed advance, or ignition timing specification for the Packard Six when fitted with the high compression cylinder head, has been increased from 4° to 6°, B. T. D. C.

The ignition advance for both the standard and high compression Six is now the same, 4½° to 6°. The greatest possible advance is, of course, desirable. When setting the spark, it will be found advisable to start at 6°, then retarding a little, if necessary to get away from objectionable ping.

## SERVICE FANS 1600 and 1601

An extra capacity service fan, Pc. No. 335021, has been developed for the 1600 and 1601. For the previous series Junior cars a similar fan is available under Pc. No. 320367.

Under ordinary operating conditions the margin of safety in the standard cooling system is entirely adequate, but for long hard pulls in extremely hot weather, and especially where altitude is encountered, the service fan will reduce the water temperature.

An oversize fan has the disadvantage of increased noise, greater consumption of power, and increased load on the fan belt. It is not beneficial at high car speeds, but on heavy pulls at the lower speeds it reduces the water temperature when the movement of the car itself does not set up sufficient air circulation.

## RADIATOR DRAIN COCK 1600-1-2

The location of the radiator drain cock on these cars has been changed from the radiator outlet connection, on the rear of the radiator, to the front of the lower tank, near the center.

The new location is much more accessible. It can be reached by hand under the front splashers and no special tool is required.

This change is in effect and the drain cocks will be found in the new location on cars now being shipped from the factory.

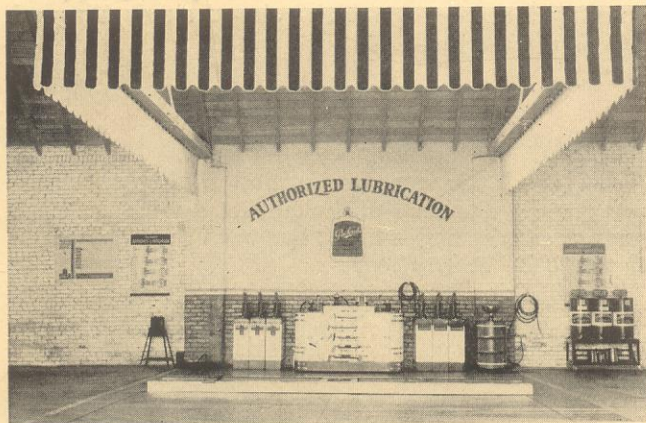


## DOINGS IN THE FIELD

### MONROVIA, CALIFORNIA

Another modernized lubrication department from a West Coast dealer is shown. We would like to point out two features which make this particularly attractive. The valance which assists in making a separate department of the lubrication activity; and next is the use of the wall space itself as a background.

A very pleasing effect has been obtained at a very reasonable cost by painting the wall a dark color, against which the light equipment is shown, and



above this the wall itself again is used in place of a built-up background in a very effective manner. Where the condition of the wall is such that paint will produce the desired effect, this method is recommended. The cost ought to be low, too.

### BILLINGS, MONTANA



The Billings distributor steps into new quarters, with the "Jimmie" O'Rourke name right out in front. The one-story building, with adequate sales and service space, has a corner location. It is well identified with Neon signs, and the service floor layout, with lubrication and parts department built for selling, shows careful planning. From a place like this, it looks like we can expect some great results and it's certain that customers will be favorably impressed with the neat, clean, efficient layout. It always pays.



The New Home of O'Rourke Motor Car Co., Billings, Montana.

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SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME. ADDRESS—N. A. LULL—EDITOR PACKARD SERVICE LETTER

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