

VOL. 12 No. 12

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USED CAR APPEARANCE RECONDITIONING

Everyone agrees that there is no single item that will move used cars like appearance. In the face of this it is surprising how many cars on lots have no appearance appeal.

The next surprising fact is how little it costs when handled properly to put real eye appeal into used cars. A very satisfactory result can be obtained at a low cost, and the equipment manufacturers have made great strides in making labor-saving tools and equipment that helps bring this about.

A definite procedure has been laid out and when used with certain equipment, most of which will be found in the average service station, you will find that it is possible to alter the appearance of used cars to the extent that they will move faster and usually at a better figure.

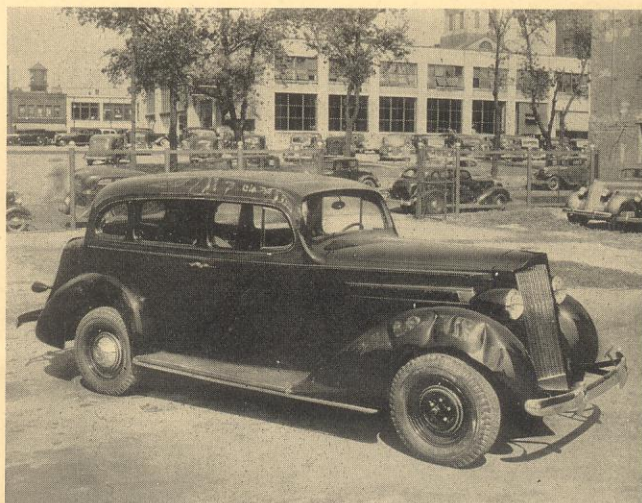
Anything that will help move used cars deserves careful study and this procedure has been recommended by different manufacturers for some time and the results obtained offer convincing proof. Clean merchandise sells quicker and usually at a better price than an even better article, the appearance of which does not justify its price in the mind of the customer.

To get the price right you may find that some of the more recently designed equipment is necessary. As in all plans it is essential that common sense be the guiding

factor. The aim is to produce better looking used cars and not the same perfection of workmanship that you desire and require for general service work.

It is understood that there will be some variation in the amount of work done, depending upon the selling price of the car. The kind of paint work you would specify on a last year's "120" would be better than that specified on a three-year-old car which you expect to sell for around \$150.00.

In other words, the same reasoning applies to appearance reconditioning as to mechanical reconditioning on used cars.



When they look like this they won't sell.

It is not the hours you put in, but what you put into the hours that counts!

The point is that used cars must be sold, and attractive used cars sell quicker. You can't properly display used cars unless they are clean and attractive in appearance and this must be consistent with the selling price of the car.

By following the procedure outlined below and using the high speed type of equipment suggested, you will find that the average cost will run from six to eight dollars for material and about six to eight hours for labor; in other words, between seventeen and twenty-two dollars per car.

1. Cleaning the car can be done in one of two ways; one, with steam cleaning equipment, the other is known as the cold spray process. This is effective when the proper cleaning solution is used in connection with a high pressure washer. The cost of this equipment is about half that of the steam cleaner. This equipment is supplied in a portable unit and uses the pressure from your regular air line.

2. Body metal repairs are next and a soldering gun and an electric arc welder may be required. A power grinder and polisher is then used to prepare the repaired portion for paint.

3. After cleaning and repairing, the body is ready for paint work. On this type of work synthetic lacquer is often used since it does not require an undercoat or rubbing and it dries quickly. In many cases the use of Packard Hard Gloss Cleaner and Polish will be a most satisfactory job.

4. Cleaning upholstery is next, and this is done by using a suds cleaner to wash the upholstery and a vacuum cleaner to remove the suds. The vacuum cleaner is then reversed and used for drying. For spot cleaning, see the owner's manual.

5. Tire appearance as well as life can be improved by re-grooving. They should then be treated with lacquer thinner.

6. Body hardware should be checked and lubricated. This will include window regulators, door handles and locks. Floor mats will also come under this operation and should be cleaned or replaced if necessary.

* * *

Strive for a satisfactory standard, depending upon the year, model and value of the car. The effort is to turn out a car, the appearance of which will add to its quick sale.

Should additional equipment be required we are prepared to make recommendations on the following items and to quote prices that we believe will save you money.

Pressure Solution Tank with

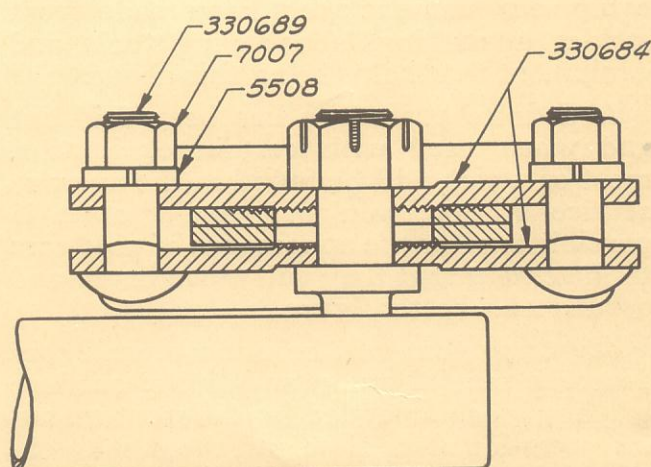
| | |
|-------------------------------------|--------------------------|
| Sprayer | Approx. Price \$10.00 up |
| Air Hammer (With Chisels) | 57.00 up |
| Hand Bumping Tools | 31.40 |
| Tire Regroover | 12.00 up |
| Soldering Gun | 42.50 |
| Vacuum Cleaner | 79.50 |
| Welder | 25.00 up |

LATERAL STABILIZER 1600-1-2

The position of the lateral stabilizer is set at the factory and it should require no attention in the field other than to see that it is kept tight. When tightening the nut, make certain that the serrations in the square washer and frame bracket are properly seated and then use a wrench, with at least three feet leverage, and **pull the nut tight**.

If the serrations are in good condition and the nut tight it should not require further attention.

On cars now being shipped, the lateral stabilizer is attached in the manner shown in the illustration.



In cases where difficulty is experienced in keeping the stabilizer tight, or where the serrations in either the washer or bracket have been damaged, the new design parts should be used.

The serrated square washer 326787 and the round reinforcing washer 327585 are now obsolete. All orders received for these parts will be filled with the new material.

| | |
|--|---------|
| 330684 Stabilizer (lateral) clamp plate | 2 req'd |
| 330689 Stabilizer (lateral) clamp plate bolt | 2 req'd |
| 5508 Bolt | 2 req'd |
| 7007 Nut | 2 req'd |

REAR SPRINGS

1600-1

Spring squeaks will some times develop in the rear springs of the current model Junior cars, and a definite treatment is advisable to handle the situation. The covered and the uncovered springs constitute separate problems.

In treating the covered springs for squeaks we suggest that the covers be removed and discarded. The bronze inserts which are usually the source of the squeaks, should then be replaced with new Silenite inserts. These inserts require no protection and no lubrication.

Order Pc. No. 333746, spring leaf separator.

The antimony lead buttons do not squeak but they may develop a snap which is most apt to be noticed at the lower car speeds. The new brass cup has been developed to include these lead inserts and at the same time the Silenite inserts are installed, brass cups should be used to surround each of the lead inserts. The cups should be completely filled with No. 3 cup grease.

Order Pc. No. 330614, spring leaf separator oil retainer assembly.

If the lead inserts are found to be badly scored or blackened it will be advisable to install new inserts when the cups are applied. The grease which is used to pack the cups is not necessary for purposes of lubrication because the lead insert does not require a lubricant, but the grease acts as a seal to prevent the oxidation of the lead. Oxidation produces the condition which causes the noise.

After the Silenite inserts have been installed and the lead inserts protected with the brass cups, the job can be finished by applying two rubber lined spring clips, 18 $\frac{3}{4}$ " from center bolt, to keep the leaves in line. These clips were not necessary while spring covers were used, but with the covers removed two of these new clips should be used on each spring.

Order Pc. No. 335191, spring rebound clip.

The treatment of the uncovered springs for squeaks is very similar. No bronze inserts are used so that the only problem is the possible snap which may develop in the lead inserts through the oxidation of the surface.

The correction is the installation of the brass cups packed with No. 3 cup grease surrounding the inserts, changing them if they are badly oxidized.

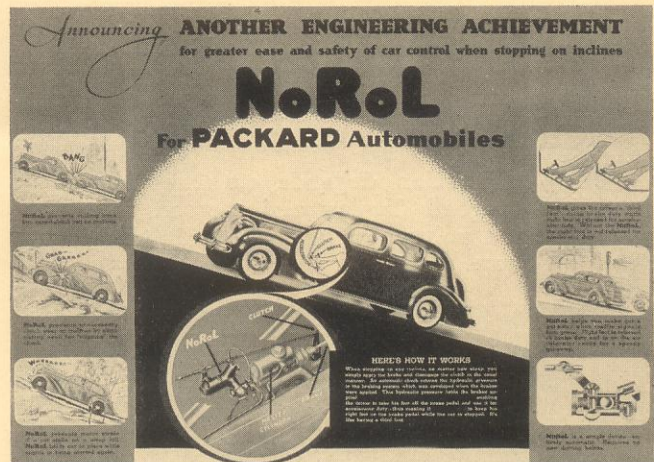
CARBURETOR GASKET SETS

The latest Stromberg Carburetor, as used on the 1601 and 2 models, requires a slightly different gasket equipment. Order as follows:

| Pc. No. | Name | Models | Suggested List |
|-----------|------------------|--------|----------------|
| AA-333903 | Carb. gasket set | 1601-2 | \$.34 |

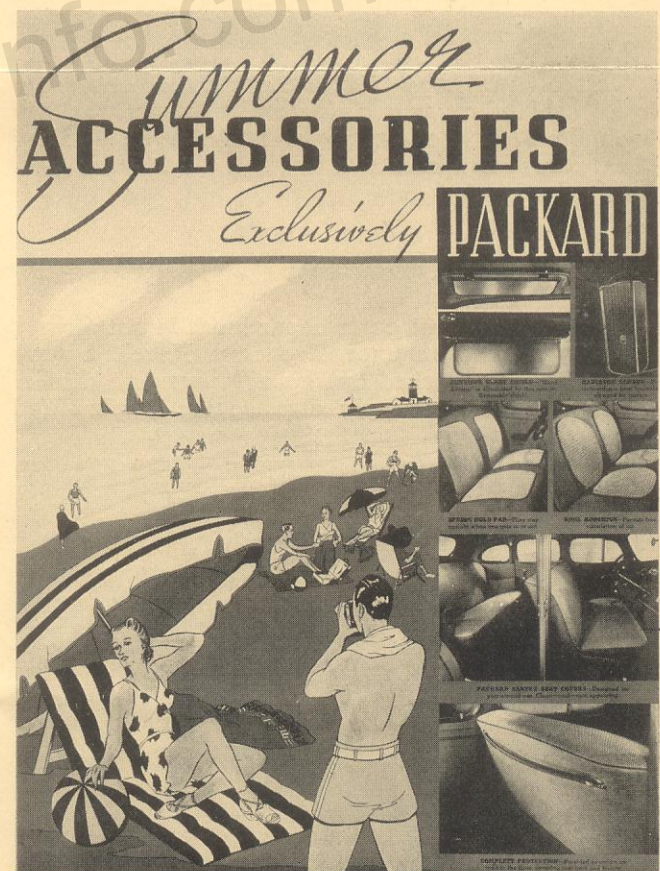
ACCESSORY POSTERS

The Accessory Division shipped to each Packard distributor and dealer a wall poster covering the Packard No-Rol and one on summer accessories. These wall posters are illustrated.



Size: 36" x 48"

Please see that these posters are properly displayed in a conspicuous place in order that you may derive the maximum amount of profit from the sale of Packard Approved Accessories.



Size: 33" x 44"

Have the accessories on hand. Keep your displays neat and clean. Ask the public to buy.

Two weeks ago the Packard Pittsburgh Parts Manager, John C. Meier, left for the great beyond.

He had been in continuous association with the Pittsburgh Company for twenty-nine years, during which time he not only did his work well but also made friends with everyone he dealt with. We deeply regret his passing.

ALHAMBRA LUBRICATION

Selling lubrication depends on three things—a good job—a good display and a good follow-up. If you want a volume of business from this source check all three.



This picture from a west coast dealer shows he is all set and a very clever and effective job has been done on the display end of the deal—How does yours compare?

DISPLAY HELPS SELL

Making a modern parts department is not always a hard job nor an expensive one. Here's a very pleasing result worked out by a Milwaukee dealer.

The bin fronts supply a place for display and



HYDRAULIC BRAKE CYLINDER REPAIR KITS

Hydraulic brake cylinder repair kits for all Packard models are now available from the factory service parts division for both the master cylinders and the individual wheel cylinders.

The master cylinder repair kit includes a new cup, new piston, new valve and seat and a new boot. Each wheel cylinder kit consists of two new cups and two new boots.

Save the time consumed by carrying these special repair parts in the form of kits. Order by piece number for the models indicated.

MASTER CYLINDER REPAIR KITS

| Piece No. | Models | Suggested List Price |
|-----------|------------------------------------|----------------------|
| D-333751 | 1600-A, 115, 120-B-C-BA-CA..... | \$1.35 |
| D-242503 | 1603-4-5-7-8, 1500-1-2-6-7-8 | 1.85 |

WHEEL CYLINDER REPAIR KITS

| Piece No. | Models | Suggested List Price |
|-----------|--|----------------------|
| D-333752 | (Front and rear) 1601-A-2, 120-BA-CA | \$.70 |
| D-333754 | (Rear) 1600-1, 115, 120-B-C..... | .70 |
| D-333753 | (Front) 1600-1, 115, 120-B-C..... | .70 |
| D-242504 | (Rear) 1603-4-5-7-8, 1500-1-2-6-7-8 | .70 |
| D-242505 | (Front) 1603-4-5-7-8, 1500-1-2-6-7-8 | .90 |

brighten up the corner. The use of the accessory display boards adds to the selling appeal, and without spending a great deal of money a very attractive and workable design has been obtained.

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