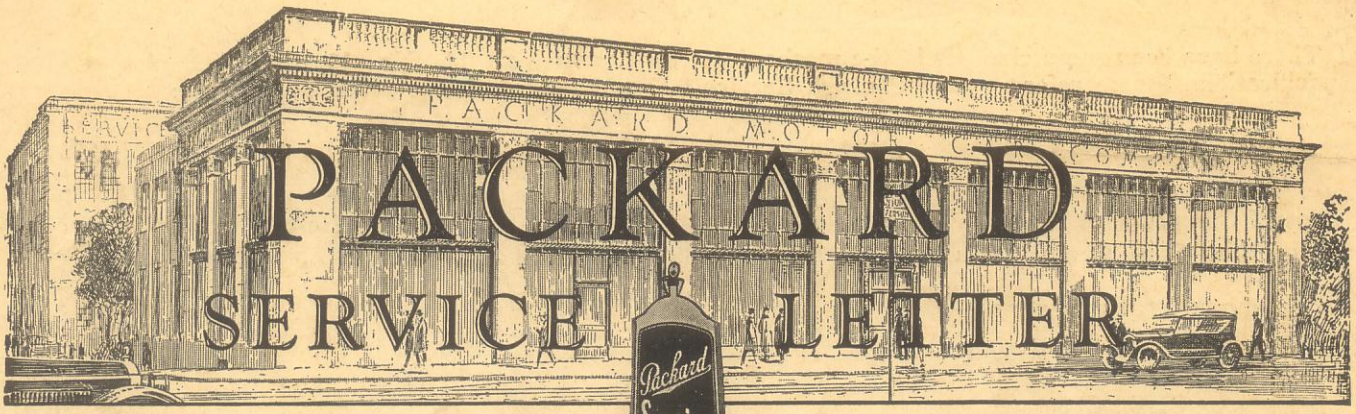


VOL. 12 No. 3 FEBRUARY 1, 1938

SELL ENOUGH BUT NOT TOO MUCH

By "The Man Who Owns One"

Not long ago I drove into a Packard service station for a motor tune-up. It had been a long time since my car had been looked at and, while it wasn't performing too badly, I knew it needed pepping up.

Sure—they'd look it over and do the necessary.

Much to my surprise — and temporary pleasure—when I returned for the car I was told that the spark plugs had been cleaned and the points adjusted, and everything was fine. My bill was just a fraction of what I had expected to pay.

The car **was** better, too—for a couple of days. I suspect my mental attitude had something to do with it. After all, it was **supposed** to be right.

But that attitude didn't stay with me. Even if I'm not a mechanic, I know when my car isn't up to snuff. So I repeated my original procedure — **only I tried another service station.**

What a difference! They checked the car while I waited. And it didn't take any selling to convince me that the carburetor needed cleaning and a new distributor was called for. I balked a little at buying all new plugs —somehow I had the idea that plugs seldom need to be replaced. But they put 'em on the testing machine for me and after a couple of remarks like, "Plugs should only be used for 10,000 miles, you know, and these have gone over 18,000. A new set will pay for itself in a few months in the gasoline you save," why I said O. K. without any difficulty.

The net result of all this was that I really got what I asked for—a real tune-up job. And I got a pretty good-sized bill, too—but I didn't mind that so much, because I was convinced my car was right.

Maybe the first lads thought they were doing me a favor — maybe they were too busy to do a real job—or maybe they just didn't know their stuff.

The point is that I came in all primed to get a definite result in a better performing motor. They didn't give me what I wanted nor did they cash in on their chance to do a thorough job of putting my motor in good running order. The other station did, and **I'll be going back there next time.**

CHANGES

There have been some changes in the mechanical specifications. Please refer to your Packard Service Letter Vol. 11, No. 19, dated October 1, 1937, and make sure it reads as follows:

NAME	1600	1601-1602	1603-4-5	1607-1608
PISTON			1. Plain Comp.	1. Plain Comp.
Type of Compression Rings			1. Perfect Circle 70	2. Perfect Circle 70
Piston Ring Gap—Compression	.007"—.017"	.007"—.017"	.007"—.017"	.007"—.017"
MOTOR LUBRICATION				
Oil Pressure—Normal Driving			55-60 lbs.	55-60 lbs.
CLUTCH				
Facing Material	U. S. Asbestos 1133G Woven	U. S. Asbestos 1133G Woven		
ELECTRICAL				
Battery—Make		Prest-O-Lite, 17 Plate	Prest-O-Lite, 21 Plate	Hi Level Prest-O-Lite 21 Plate
SPRINGS				
Front—5 Passenger Sedan	1550 x 77 Rate —Coil	1601-1600 x 77 Rate—Coil 1602-1925 x 95 Rate—Coil		
Rear—5 Passenger Sedan	1025 x 115 Rate —Leaf	1601-1075 x 115 Rate—Leaf		
BRAKES	No. 1915			
Material—Primary	Marshall Asb.			
Material—Secondary	No. SR-600 Marshall Asb.			

FOUR DO'S AND FOUR DON'TS FOR HANDLING CUSTOMERS

DO greet all owners promptly. If there is anything that provokes a man or woman it's to go into a place of business with the idea of spending some money and then have no one pay any attention to them. This happens too often.

DO appear correctly for the job you are handling. You won't sell much if you don't look as though you know your job and you have heard it before but impressions do count.

DO remember the owner's name. Practice connecting owners and their cars. Remember that the owner wants to do business with a person, not a machine. When the car comes in try to remember what kind of work the owner had done on the last visit or if you sold him an accessory ask him about it. Impress upon him the fact that you have an interest in him beyond selling him something.

DO thank the owner for his business when he is leaving. Make it sound really sincere. After all, your pay does depend upon his coming in and people like to feel that their business is appreciated.

DON'T criticize a service job done somewhere else. This doesn't indicate that you are smart. It simply indicates that you think the owner didn't use good judgment in going somewhere else, and nobody likes being told that they don't use good judgment.

DON'T listen while the owner tells his troubles and then go to work without speaking to him. Take a friendly interest in what he says and tell him what you are going to do about it.

DON'T keep quiet while making a test or an adjustment in the owner's presence. You don't have to go into a lot of detail but if he is interested enough to watch you he probably wants to know what you are doing and why, and if you do leave the job while he is standing there, give him a word of explanation.

DON'T assume a superior attitude. This never builds either friendship or goodwill. You may feel sure that the owner doesn't know anything about the mechanical side of his car but they always think they do and it certainly isn't going to help to try to make them feel small. Try giving non-technical explanations of what is wrong and what you are going to do. Try explaining what brought about the trouble and what precautions the owner can take to prevent its recurrence.

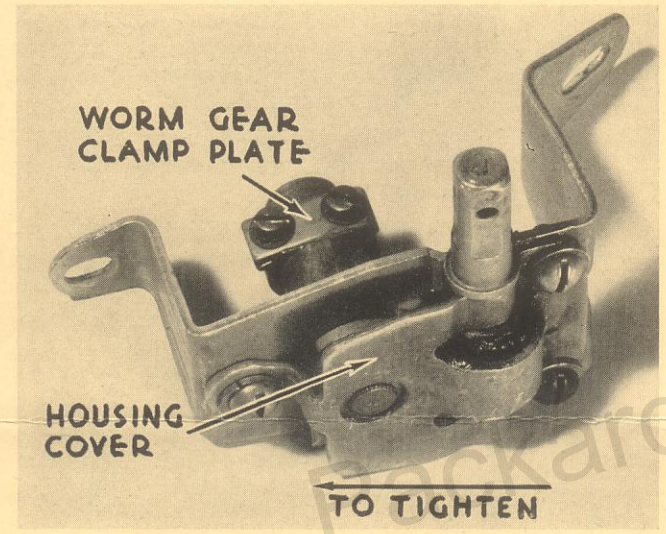
From your own experience you can probably add to this list of do's and don'ts. Have you tried lately taking one or two at a time and keeping them in mind throughout the day? It's possible that you will find one here or there that might fit your case.

ADJUSTING VENTILATING WINDOWS–JUNIOR CARS

An adjustment is provided to take up back-lash in the front ventilating window of the Six and Eight.

Remove the door and window operating handles and the door trim panel. Remove the two nuts from the studs holding the regulator assembly. Loosen the two screws in the worm gear clamp plate which hold the worm gear on the shaft, and lift out the assembly.

If the assembly does not come out readily, rotate the worm back and forth to take the tension off the worm gear shaft.



The regulator housing cover which positions the worm in relation to the gear, is attached with three screws the holes for which are slotted to allow for adjustment. Moving the cover toward the single screw moves the worm toward the gear, decreasing the back-lash.

When tightening after the desired back-lash is secured, the two screws on the same side of the worm shaft should be tightened first, then the single one. This will hold the worm in against the gear. Tightening in the reverse order tends to move the worm away from the gear, increasing the back-lash.

SPRINGS AND SHOCK ABSORBERS–1601

The early Houdaille shock absorbers were filled with No. 1402 fluid. Last November a change was made to No. 800.

Shock absorbers filled with the original oil were indicated by round heads on the filler plugs and when the No. 800 specification was started, flat headed filler plugs were used. The advantage of the new fluid is the fact that it is less apt to aerate and lose viscosity when it becomes warm.

You may find that cars equipped with the old fluid lost some of their control when driven over rough roads in warm weather. It is rather difficult to completely remove the fluid and in any cases of this kind we suggest that you order new shock absorbers, which will be equipped with the new fluid. The old shock absorbers may then be returned for credit.

You may find an occasional customer whose operating conditions are very severe or who wishes a firmer ride than is generally preferred. If this is the case you may install in the shock absorbers new service valves which have just been approved. They are as follows:

No. 330978, Shock Absorber Valve Assembly, Front

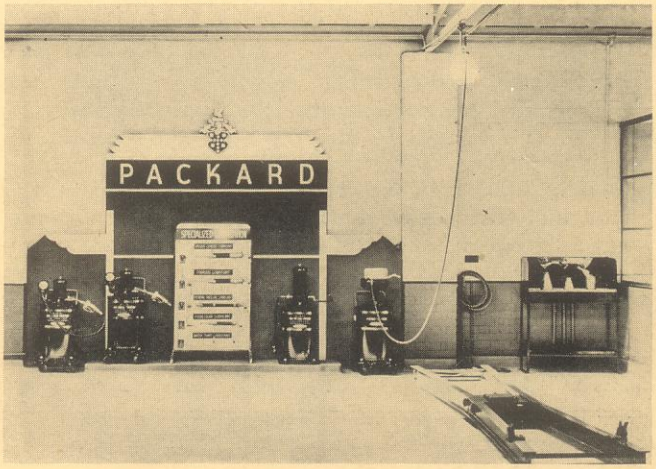
No. 330979, Shock Absorber Valve Assembly, Rear.

In checking a ride complaint make sure that the front springs are free to operate. In the Service Letter of December 1, the situation was described and the necessity for rebound bumper clearance was emphasized. In a new car the rebound clearance should be ½", and this will increase to approximately ¾" with the normal settling of the springs.

A new rear rubber bumper has also been specified for both the 1600 and the 1601. This bumper is covered by Pc. No. 330557 and is 3½" long. It is 1" longer than the bumper described in the Service Letter of November 1, and is an important factor in rear end control. The installation of these long bumpers is just as important in controlling excessive rear end movement as the shock absorbers themselves.

This new rubber bumper will also be found effective in preventing the skirt at the rear of the body from dragging on sharply crowned roads.

LUBRICATION SERVICE IN AUSTRALIA IS MODERN TOO



TRY THIS ON NEW OWNERS—

Service Salesman presenting new owner with Blue Inspection-Lubrication Coupon Book.

Service Salesman: "Mr. White, this is a book of coupons covering inspection of your car and lubrication of the chassis for 10,000 miles.

We urge you to bring your car to us at the 2500 mile intervals; please be sure to call on us for *all* your service requirements.

Also, when you are ever in need of any accessories let us show you our complete Packard line which is carefully designed under the direct supervision of the Packard Engineers.

Remember, Mr. White, systematic inspection, lubrication and adjustments at regular intervals are the secret of success in maintaining your car at top performance and condition for many satisfactory miles of service. Only Packard can give Packard Service. We wish you a very happy Packard ownership!"

COMBINATION FUEL PUMP

Used on 120 Series 1935 (Part)

Used on 120B Series 1936 (All)

After considerable mileage, the vacuum diaphragm in the fuel pump No. 1521808 very often is worn out or broken, resulting in crankcase oil being drawn through the pump and into the intake manifold. This condition has sometimes been improperly diagnosed in the field as ring or piston wear.

One of the contributing factors to this diaphragm wear is that hot oil from the crankcase comes in contact with the upper surface of the diaphragm, tending to scorch or burn it. To relieve this condition, we have, in conjunction with AC, developed an Oil Seal which fits over the Rocker Arm and protects the opening into the crankcase. AC have arranged for their rebuilding stations in the field to include this new feature when these pumps are serviced and we recommend that you take advantage of this plan. In the regular AC Fuel Pump Exchange Plan, your exchange cost on a rebuilt pump is $3.00 (exchange pump No. 476). For the additional features of the Oil Seal mentioned above, your exchange cost is $3.90 (ask for exchange pump No. 476S). This exchange is available to you through United Motors Service Branches or any AC Wholesaler. The prices quoted are subject to change without notice.

It is recommended that you check the pumps on the above cars, watching particularly for this condition —also if the cars have considerable mileage, it would be a good idea to suggest an exchange rebuilt pump to the owner as a preventive service item.

CORRECTION STEERING COLUMN BRACKETS

1600-1-2

Supplementing the article on Increased Head Room in the December 1 issue of the Service Letter, please note that piece No. 326791 and No. 326774—Steering column brackets—are obsolete and no longer carried in Service stock. The correct list for Models 1600-1-2 L.H.D. is as follows:

Piece No. 324850 Std. 1601-A—Height 1-17/32—Att. bolt centers 1-3/4"—Steering Column bracket (short)

Piece No. 326798 Std. 1601-2—Height 2-13/32—Att. bolt centers 1-3/4"—Steering Column bracket (intermediate)

Piece No. 326806 Std. 1600—Height 3—Att. bolt centers 1-3/4"—Steering Column bracket (long)

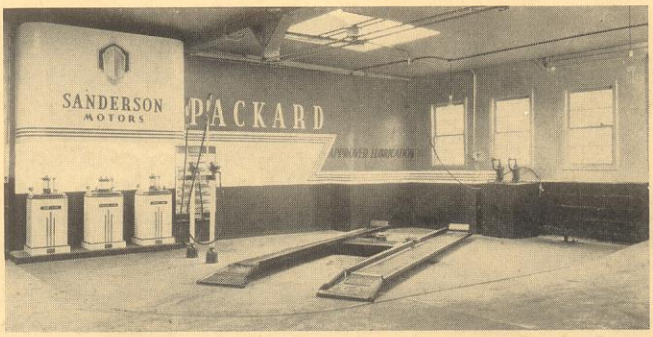
For R. H. Drive:

Piece No. 324327 Std. 1601-2-R—Height 1-1/4—Att. bolt centers 2-9/16"—Steering Column bracket (short)

Piece No. 324320 Std. 1600-R—Height 1-3/4—Att. bolt centers 2-9/16"—Steering Column bracket (intermediate)

L. H. and R. H. brackets do not interchange due to difference in mounting bolt centers.

SANDERSON OF CLEVELAND



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

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