

VOL. 12 No. 8

APRIL 15, 1938

## SELL NECESSITIES

Are you alive to the opportunities you have with each customer you meet? Have you checked up on your efforts for the past day or so? Put out on a table in front of you the last twenty orders you wrote and look them over. See anything you missed? How many oil filter installations or replacements did you make? This item is not hard to sell, yet a lot of them are going to the gas stations because you don't go after them.

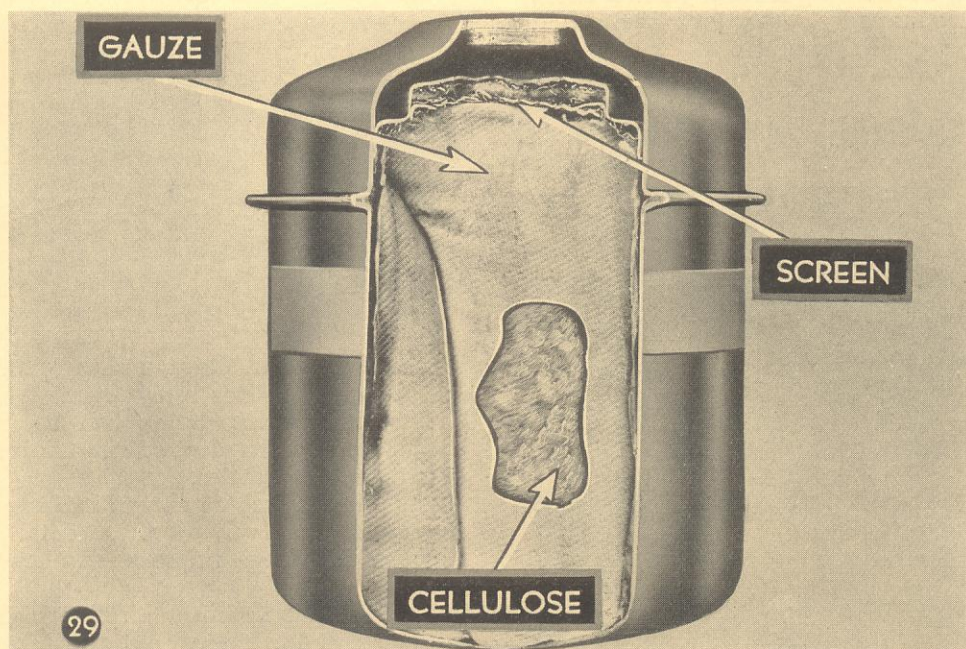
Maybe on some of these very common items that you know all about you don't give a complete enough story to the customer. You know the story of dust from the road, grit and bits of carbon getting into the oil. Are you telling the customer that these substances promote the formation of sludge and cause rapid wear, Do you explain that only by circulating the oil through a filter can this dirt be removed?

The construction of the filter should be explained and shown either by a cut-open demonstrator unit

or by picture. Explain how the filter element can become clogged with foreign material. When this happens the oil is by-passed around the filter and the motor operates as though it had no filter until a new element is installed. Don't forget to mention that, while eight thousand miles is an average life, a more frequent change under extremely dusty driving conditions may be advisable.

Too little attention is paid to filter replacements and we have a nice market in cars not supplied with them as standard equipment. There is a nice profit in filter renewals, but you have to keep after them.

Let's not overlook these everyday bread and butter items. Just because you know all about them and are aware of their importance as an economy item is no sign your customers are thinking of them. Fix up a demonstrator, make a display and ask your customers to buy.




HAVE THEM ON HAND—SHOW THEM—ASK THEM TO BUY



## A GOOD LETTER

**JOY BROTHERS MOTOR CAR COMPANY**  
SAINT PAUL-ROCHESTER  
DISTRIBUTORS



SEMI-ANNUAL REMINDER  
TO OUR PACKARD OWNERS

Rochester, Minnesota  
March, Nineteen Thirty-eight

**COMPLETE REPAIR SERVICE**

WASHING  
RELUSTERING  
POLISHING  
PAINTING  
SIMONIZING  
RELACQUERING  
BODY REPAIRING  
UPHOLSTERING  
SEAT COVERING  
FENDER REPAIRING  
WELDING  
RADIATOR REPAIRING  
ELECTRICAL  
BRAKE TESTING  
RELINING  
WHEEL ALIGNING  
OILING  
GREASING  
MOTOR ANALYZING  
GENERAL REPAIRING

**SUMMER SERVICE SUGGESTIONS**

The time is here when you should have your car summer-serviced to insure satisfactory operation. For your convenience, we are listing the points which should be given attention:

- No. 1. Have the oil changed in transmission, differential, and steering cases (Packard special oil required in differential).
- No. 2. Have anti-freeze drained from radiator. We suggest the radiator and motor jackets be thoroughly cleaned with our new process cleaner to insure a cool running motor. **THIS IS IMPORTANT.**
- No. 3. Disconnect hot water heater by removing hose connection, which should be replaced with new ones next Fall. Also have the summer thermostat installed.
- No. 4. Have generator charging rate adjusted.
- No. 5. Have shock absorbers refilled and adjusted.
- No. 6. It is a good plan to start the season by removing the carbon, grinding the valves, and tuning the motor.
- No. 7. A reluster and waxing job will make your car look like new. Have it done by us NOW.
- No. 8. To the owners who have our lubrication contracts, let us suggest that you bring in your car now, and use the Spring oiling coupon, which will cover the lubrication referred to above.
- No. 9. Ask our service men about the motor oil purulator similar to the one on our 1938 cars, now available for previous models.

We are ready to serve you NOW.

Yours very truly,  
JOY BROTHERS MOTOR CAR COMPANY

PACKARD DISTRIBUTORS FOR 36 YEARS.  
WE KNOW your PACKARD REQUIREMENTS.

Customer confidence creates repeat business. Experienced men using adequate equipment in clean, neat surroundings create customer confidence. You can prove this to your own satisfaction at a reasonable cost. The modern lubrication set-up shown is in the service department of Simpson Motors of Palo Alto, California.



The "Motor Clinic" is presented by the Bush-Morgan Motor Company of Pasadena, California. These dealers have found that motorists appreciate the smart, attractive, business-like appearance of these departments and are much more apt to use the services offered and to remember the places each time service needs arise.

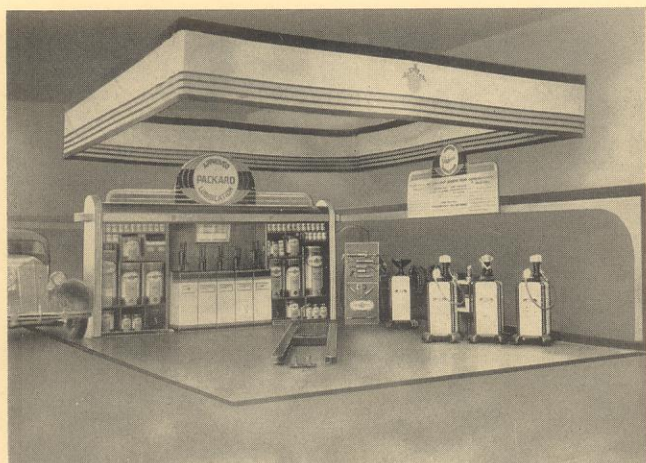
Modern backgrounds help keep a place neat and clean. They help the service man do a better job. They create in the mind of the owner the feeling that you "know your business." They set the stage for more service volume, and last, but not least, they appeal to women motorists.

Illustrated is the Saint Paul Summer Service Letter.

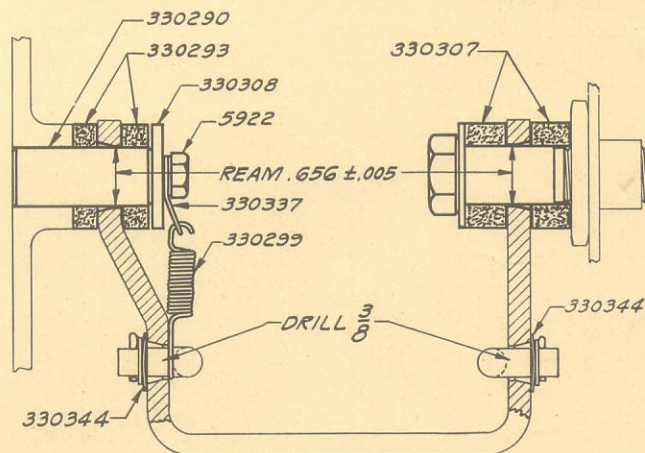
Sam Schultz, Service Manager, says: "We are getting good results from this type of letter. You will notice we asked the owner to bring back this letter. We, therefore, have a way of checking how much returns are gained.

"You will notice the number nine item about oil filters. We have recently sold 195 oil filters at \$6.75, installed. These we got from Jack Wilson, Factory Accessory Manager. Ask Jack if the rest of the field is selling oil filters."

## UP TO THE MINUTE



## CLUTCH LINKAGE—1600-1-2



The illustration shows a recent production change in the clutch shifter relay lever.

This later construction can be incorporated in earlier cars when desired to eliminate complaints of squeaks or rattles.

The piece numbers shown indicate the new parts required. However, all these detail parts may be ordered in one equipment under piece number 330712.

The old clutch shifter lever is used after the two upper holes are reamed out and countersunk and



the lower holes redrilled and countersunk to the dimensions shown. The old frame pivot, washers and bolt are also used.

## FRONT SPRINGS—1601

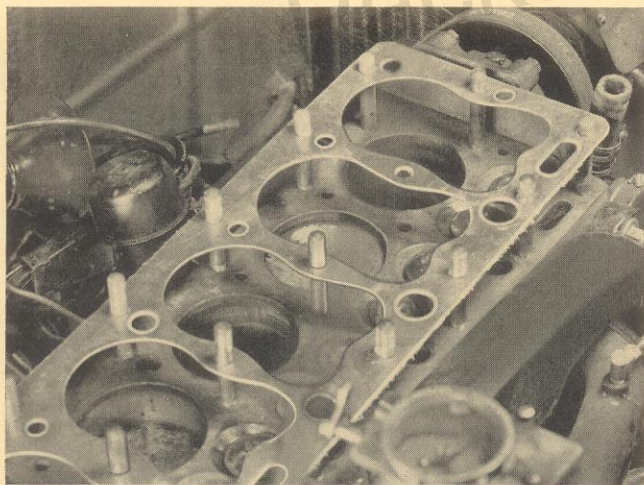
Early production 1601 Packard Eights were fitted with front springs shorter than those used in later production. The difference in riding height of the two springs was made up by a steel spacer between the spring and frame on the early cars having the short spring.

These short springs are no longer available. When replacing a short front spring with the longer one, the spacer should be removed. Leaving the spacer in when a long spring is used increases the riding height of the spring. This will cause the front end of the car to be too high and will take up the clearance between the front shock absorber arm and rebound pad and give the car a tendency to pitch. See Service Letter dated December 1, 1937.

The short springs that were used in early production were identified by red and yellow paint markings on piece number 326947 used on five-wheel models and by white paint marks on piece number 326688 used on six-wheel models.

The long springs now used on the five-wheel models carry piece number 326860 and are marked with green paint; and on the six-wheel models piece number 326861 are marked with silver paint.

## CYLINDER HEAD GASKETS



Failure to clean rust and corrosion from the cylinder head studs is often the cause of blown-out and leaking cylinder head gaskets.

The gasket, to function properly, must rest perfectly flat on both the cylinder block and head, and be compressed with a uniform tension over its entire surface. If rust scraped from the studs when the gasket is put on forms in a pile at the base of the studs, the pressure of the head will be concentrated at the studs and the gasket will probably blow out or leak.

Before installing the cylinder head gasket, thoroughly clean all rust and corrosion from the studs with a strip of coarse emery paper. Then coat both sides of the gasket with Perfect Seal, or similar gasket paste, to insure a tight seal. The cylinder head studs should also be coated all over with a thick coat of paste to protect them from rust and so facilitate removal of the head the next time.

When tightening down the cylinder head nuts be sure to follow carefully instructions given in the March 15, 1938, Service Letter.

## UNIVERSAL JOINT TRUNNION BEARING ASSEMBLY

Under Packard piece number 303749 we have been furnishing Mechanics part number 4524-J, marked "3K," trunnion bearing, which measures .828" in height.

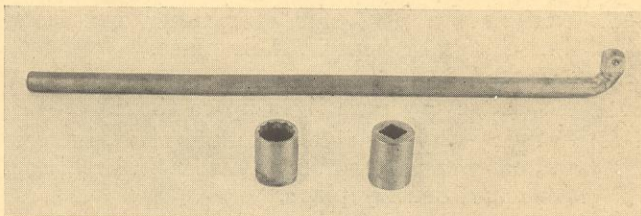
On future orders for Packard piece number 303749 we will furnish Mechanics No. 4925-J, marked "3H," which measures .026" in height. In order to maintain proper balance these should be installed in pairs opposite each other.

## UNIVERSAL JOINT FLANGE NUTS

A special wrench such as ST-5084 is required to properly tighten the transmission and differential universal joint flange nuts.

A thin-walled socket is required to grip the nut in the limited space provided in the flange and a long handle is necessary to pull the nuts up to the proper tension. Neither nut can be tightened sufficiently with a hammer and punch. Attempting to do so may result in serious damage to the bearings and may bend or spring the transmission main shaft or differential pinion shaft.

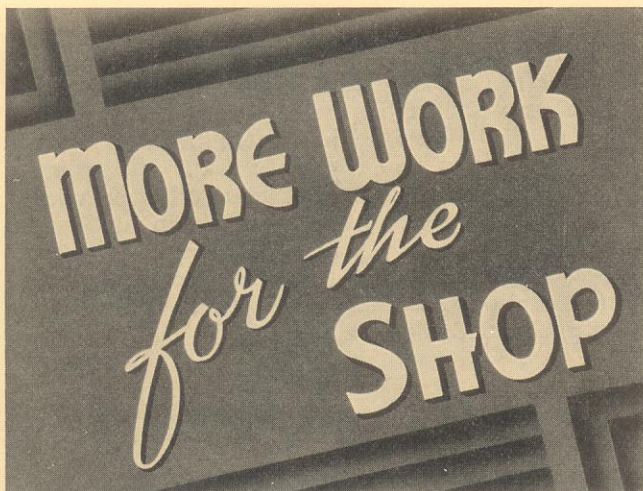
Failure to tighten the transmission flange nut will allow end float in the main shaft and may result in a chuckle or noisy rear bearing at low speed. The differential pinion shaft bearing preload is held by the tension of the nut. It must be drawn up tight to secure the necessary preload and to hold the pinion in proper relation to the ring gear.



ST-5084 transmission and differential flange nut wrench has a 24" long handle to supply ample leverage. Two sockets are included, a special 1 3/16" thin wall for the 115-C transmission flange nut and a 1 1/4" for 120-C, 1600-1-2 models.

The sockets have the standard 1/2" square drive and may be used with ST-5087 for measuring the differential pinion preload.





The April Service Training slidefilm, "More Work for the Shop," which was released April 8, deals with a subject of personal interest to everyone.

Seeing it will help you help yourself get more work to do. It will show you an easily worked plan in which every member of the service department co-operates to get "More Work for the Shop."

This film is now being shown to Packard service men. Ask your service manager when and where it is to be shown, then arrange to attend the meeting. Supplements covering this film will be distributed free. Be sure to get your copy.

## QUALITY WORK

The man whose work bench is cluttered up with tools, broken parts and dirty rags; whose working space is in continued disorder; just can't think as clearly or work as efficiently as the man who keeps his place clean and his tools neatly arranged. This applies just as much to a department as a single working place. Quality work stays sold. You've got a better chance of doing quality work if you add cleanliness and order to it. Maybe a few rules would help bring this condition about:

1. Set a good example by keeping your own office and your own desk, whether it's an office desk or a shop desk, neat and orderly.
2. Fix definite responsibility on each man for orderliness in his working area.
3. Designate a place for everything and insist that things be kept in their place.
4. Establish definite rules for orderliness and see that every man lives up to them.
5. In every way possible stimulate pride, interest and co-operation among the men in keeping a clean and orderly place.

One suggestion that will help in the case of men working in the same area or at benches has been to have their names neatly lettered on cards and the cards tacked up in plain sight. This fixes responsibility, establishes a certain pride in house-keeping and designates individual responsibility.

## NEW LUBRICATION INSPECTION FORM

Why is it cars are on a strictly hit-and-miss basis? Just because, in the past, owners have refused to care for their cars on a scheduled basis.

Point out to him that it is for his protection and that his repair bills are bound to be less, when his car is being lubricated and inspected on schedule. Once the owner purchases the lubrication service his whole attitude changes. He no longer is in fear that the expected mechanical troubles are just around the corner.

He appreciates our informing him of any mechanical items that need attention—and about 50% of your shop work will come from this source.

If he does not choose to have the repairs made, he at least blames himself when the troubles arrive, because he has become maintenance-minded.

Report your inspection to the owner and follow up on the report by using this new form in duplicate whenever a lubrication order is written.

FORM PD-128

### PACKARD

#### LUBRICATION—INSPECTION—REPORT

Name \_\_\_\_\_

LICENSE No.	MODEL AND TYPE	MOTOR No.
LUBRICATION BOOK	COUPON No.	MILEAGE

We have lubricated or otherwise serviced your Packard car, as indicated, in accordance with our agreement. The following suggestions are made to protect the mechanical life and efficiency of your car.

Blue	Buff	WE HAVE LUBRICATED	WE SUGGEST
<b>MOTOR</b>			
<input type="checkbox"/>	<input type="checkbox"/>	Water Pump	<input type="checkbox"/> Radiator, Rust Preventive
<input type="checkbox"/>	<input type="checkbox"/>	Generator	<input type="checkbox"/> Add Antifreeze
<input type="checkbox"/>	<input type="checkbox"/>	Starter Motor	<input type="checkbox"/> Hose, Renew
<input type="checkbox"/>	<input type="checkbox"/>	Distributor	<input type="checkbox"/> Fan Belt, Adjust Renew
<input type="checkbox"/>	<input type="checkbox"/>	Crankcase	<input type="checkbox"/> Motor Oil, Level Change
<input type="checkbox"/>	<input type="checkbox"/>	Steering Gear	<input type="checkbox"/> Oil Filter, Renew
<input type="checkbox"/>	<input type="checkbox"/>	(10,000 Mile Intervals)	<input type="checkbox"/> (Every 8,000 Miles)
<input type="checkbox"/>	<input type="checkbox"/>	Air Cleaners	<input type="checkbox"/> Heat Control Valve, Free Up
<b>CHASSIS</b>			
<input type="checkbox"/>	<input type="checkbox"/>	Inflate Tires lbs.	<input type="checkbox"/> Tire Condition
<input type="checkbox"/>	<input type="checkbox"/>	Steering Rods	<input type="checkbox"/> RF RR LF LR
<input type="checkbox"/>	<input type="checkbox"/>	Support Arm Pins	<input type="checkbox"/> Wheel Alignment, Check
<input type="checkbox"/>	<input type="checkbox"/>	(10,000 Mile Intervals)	<input type="checkbox"/> Front Wheels, Adjust
<input type="checkbox"/>	<input type="checkbox"/>	Knuckle Pins	<input type="checkbox"/> Torque Arm Sockets, Renew
<input type="checkbox"/>	<input type="checkbox"/>	Clutch Pedal Shaft	<input type="checkbox"/> Exhaust Gaskets, Renew
<input type="checkbox"/>	<input type="checkbox"/>	Drive Shaft Splines	<input type="checkbox"/> Renew Muffler Tail Pipe
<input type="checkbox"/>	<input type="checkbox"/>	Brake Clevis Pins	<input type="checkbox"/> Universal Joints, Repack
<input type="checkbox"/>	<input type="checkbox"/>	Front Wheels, Repack	<input type="checkbox"/> (30,000 Mile Intervals)
<input type="checkbox"/>	<input type="checkbox"/>	(10,000 Mile Intervals)	<input type="checkbox"/> Rear Wheel Bearings, Repack
<input type="checkbox"/>	<input type="checkbox"/>	Transmission Oil	<input type="checkbox"/> (30,000 Mile Intervals)
<input type="checkbox"/>	<input type="checkbox"/>	(Change In Spring)	<input type="checkbox"/> Transmission Oil, Level Renew
<input type="checkbox"/>	<input type="checkbox"/>	Differential Oil	<input type="checkbox"/> Differential Oil, Level Renew
<input type="checkbox"/>	<input type="checkbox"/>	(Change In Fall)	<input type="checkbox"/> Spring Shackle Cords, Renew
<input type="checkbox"/>	<input type="checkbox"/>	Spring Shackles	
<b>BODY</b>			
<input type="checkbox"/>	<input type="checkbox"/>	Battery, Add Water	<input type="checkbox"/> Terminals, Clean and Tighten
<input type="checkbox"/>	<input type="checkbox"/>	Clean Gear Shifter Ball	<input type="checkbox"/> Battery Cables, Renew
<input type="checkbox"/>	<input type="checkbox"/>	Clean Steering Wheel	<input type="checkbox"/> Horn, Clean and Adjust
<input type="checkbox"/>	<input type="checkbox"/>	Bonnet Lacings	<input type="checkbox"/> Pedal Pads, Renew
<input type="checkbox"/>	<input type="checkbox"/>	Dovetails and Latches	<input type="checkbox"/> Clutch Pedal, Adjust
<input type="checkbox"/>	<input type="checkbox"/>	Door Hinges	<input type="checkbox"/> Foot Brakes, Adjust
<input type="checkbox"/>	<input type="checkbox"/>	Clean Door Handles	<input type="checkbox"/> Hand Brakes, Adjust
<input type="checkbox"/>	<input type="checkbox"/>	Clean Rear Windows	<input type="checkbox"/> Generator Chg. Rate, Adjust
<input type="checkbox"/>	<input type="checkbox"/>	Clean Rear Lamp Lenses	<input type="checkbox"/> Rear Lamps, Out
<input type="checkbox"/>	<input type="checkbox"/>	Clean Head Lamp Lenses	<input type="checkbox"/> Head Lamps, Out Re-aim
<input type="checkbox"/>	<input type="checkbox"/>	Clean Windshield	<input type="checkbox"/> Wiper Blades, Renew

Form PD 128, \$0.80 per 100; \$2.95 per 500. Order from REYNOLDS & REYNOLDS, Dayton, Ohio.

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