



VOL. 13 No. 23

DECEMBER 1, 1939

HOW TO SELL SERVICE

Just a few suggestions that you all know about, but like the things we know best we often forget to use them. Therefore this is just a reminder—a sort of check-sheet to jog your memory. Your work with customers is easier and is done better if your contacts are pleasant. More pleasant contacts can be had if we greet each owner promptly as he enters the service station. Be sure you give each one a prompt greeting even though you have to excuse yourself to complete your work with another customer. By making each customer feel at ease and comfortable your contacts will be more pleasant.

As soon as you can get to an owner you, of course, listen to his story. Get all the information from him and then start to work.

There are two types of service to be sold—that which is essential to the operation of his car and that which gives him increased comfort, convenience, safety or appearance. Too often we pay attention to only the first type of service.

In the first group always explain why the service you recommend is necessary. Make your explanation in easily understood terms. Sell results. Talk about what the service will do for the owner. He is interested in proving how the car will perform after the work is done. Stop trying to sell repairs and sell results.

In the second group also sell results—state the advantage—prove the advantage to him—get him

to agree on the advantages and then go after the order.

It's this second group that makes the difference between order takers and service salesmen. Keep your eyes open for added services—they are the added profits. Guard against overselling but don't sell just the essential items and let your customers spend the rest of their dollars somewhere else.



ENROLL NOW!



Nearly four thousand service men have enrolled in the Packard Master Serviceman's activity. This is an excellent showing but is below our expectations. We are convinced that there are still a great number of Packard service men who would like to take part in this activity but have not, either through not having been told of the plan or through inability to get enrollment cards, or because the requirements have not been made clear.

The Packard Master Serviceman's activity is for any man employed by an authorized Packard Service Station. Needless to say, ladies and new or used car salesmen are not eligible.

See your Service Manager for an enrollment card. Enrollments can still be accepted.

Packard produces fine cars and Packard Service keeps them at their best

SERVICE ON EIGHTEENTH SERIES VEHICLES DELIVERED BY HENNEY MOTOR COMPANY

Beginning with the delivery of Eighteenth Series cars by the Henney Motor Company, service on the chassis is being handled as follows (Service Trade Letter 2925):

1. *Within* 90 days or 4,000 miles of the delivery date, whichever occurs first, the replacement of defective chassis material and any necessary chassis adjustments will be handled by any Packard Distributer or Dealer without charge to the customer. Parts and labor claims may be made against the Factory and labor claims will be allowed *at the full customer rate*.

2. *After* the expiration of the warranty, and up to twelve months or 12,000 miles, whichever occurs first, we will allow credit on any defective chassis material which is replaced, but all labor charges, whether or not they are connected with the replacement of defective material, will be paid by the customer.

3. The Henney Motor Company will make it clear to its salesmen and its customers that our service policy is limited to the above, and if there is any dissatisfaction on the part of the customer over further charges made against him, he will refer his claim to the Henney sales representative or the Henney Motor Company.

4. In localities where there is no authorized Packard service, the Henney customer and the Packard Distributer may arrange for service to be rendered by an independent service station. In this case the Packard Distributer will receive the bills from the independent shop and will make out the usual claims against us for labor and defective material within the warranty period, and defective material up to twelve months or 12,000 miles, as outlined in paragraphs Nos. 1 and 2. These claims will be handled in the same manner as claims from an authorized Packard Dealer.

This policy should provide a definite, workable arrangement and we are sure that all Packard Distributers and Dealers realize the value of the Henney business with respect to car sales as well as profitable parts and labor sales, and that they will extend all possible courtesy and cooperation to the Henney organization, their customers and owners.

TRY A POST CARD

A post card that will bring them in for a winter check-up, try this one, available in two colors. It is supplied on government stamped post card stock. Imprinted with your firm name, the price is \$2.05 for the first hundred and \$1.40 for additional hundreds.

Have you

PROTECTED

the

COOLING

SYSTEM

ON YOUR PACKARD



Now is the time for—
Reverse flushing and cleaning the cooling system for anti-freeze solutions.

OUR PRICE \$1.50

A. G. HAWKER, INCORPORATED
52 Elm Street - Phone 2456
NEW BRITAIN, CONNECTICUT

This is one of a series of service business-getting stamped post cards. The balance of the set is illustrated in "The First Step in Making Service Profitable."

ECONO-DRIVE GOVERNOR SWITCH—18th Series

In cars equipped with an Econo-Drive you may find cases where the light on the dash flickers after the cut-in speed is reached. Some times this will be accompanied by a repeated clicking of the solenoid indicating that it is trying to engage.

When this occurs the gear on the lower end of the governor switch shaft should be examined as well as the worm gear in the transmission which drives the unit.

We have found several instances in which the teeth of the worm gear have been incorrectly formed with the result that excessive wear has developed in both the worm and the gear on the governor shaft. This causes fluctuations in speed of the governor switch and results in its intermittent operation.

The remedy is to replace both the switch assembly and the worm gear. It is not enough to replace the switch alone because an improperly formed worm will soon develop excessive wear in the governor gear.

When the new governor is installed make sure that it does not thread down so far into the case that the gear is jammed into the teeth of the worm. When ordering use 333426 Trans. Econo-Drive Speed Driving Gear.

SEAT CUSHION HEIGHT-18th Series

We have had several inquiries as to the possibility of reducing the height of the front seat cushion in 18th Series cars.

This change might be desired either to give some individual customer a more comfortable position with relation to the controls, or to meet a criticism which might develop from a tall driver whose line of vision comes above the area on the windshield cleaned by the wiper.

It is possible to lower the seat by reducing the height of the adjusting mechanism. The stationary portion of the side rail is made in two parts with an upper flanged section riveted to the lower part of the rail.

The rivets can be cut off and the lower portion of the rail cut down about $\frac{3}{4}$ ". The flanged section can then be replaced by drilling new holes and re-riveting.

This procedure can be followed except in those cases where an under-seat heater is used. The presence of the heater makes it impossible to reduce the height of the adjusting mechanism.

VALVE LIFTER MECHANISM Super Eight

In the Service Letter of November 1, we pointed out that only the standard oil filter should be used on the Super 8 motor, because the oil which supplies the hydraulic valve lifters goes through the filter and must reach the lifter mechanism at a definite pressure.

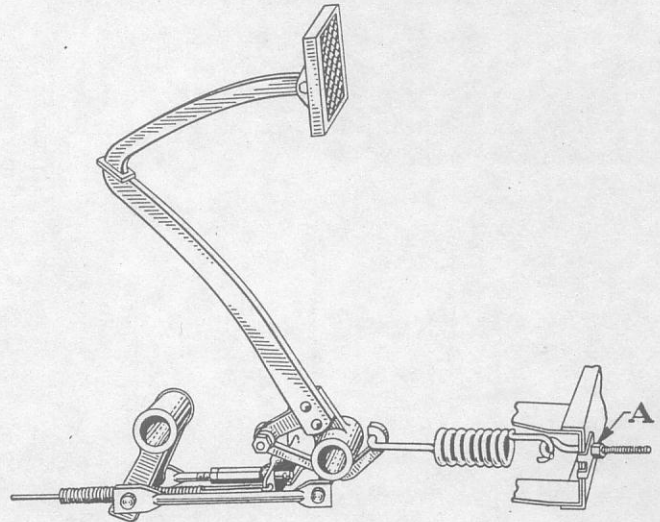
It is possible to develop noisy lifters even where the standard filter is used if this filter does not permit the proper amount of oil to flow. This might be caused by a clogged filter cartridge and by the fact that the valve in the filter which bypasses the oil with a plugged cartridge does not open properly.

If excessive noise develops in the valve mechanism the first step to take is to remove the valve cover with the motor running and see whether there is a normal flow of oil from the lifter mechanisms. If the flow is not normal it is probably due to a stoppage in the filter. The cartridge should be replaced and if this does not correct the condition we suggest the renewal of the entire filter.

Noise which develops only in individual lifters is not caused by low oil pressure. Press down the head of the lifter against the spring, to make sure that the piston moves freely.

CLUTCH PEDAL ADJUSTMENT 18th Series

If complaints of high clutch pedal pressure are received on cars equipped with Borg and Beck clutches (see November 1, 1939, Service Letter), the pressure may be reduced somewhat by adjustment.



Model 1800 and 1801 cars, equipped with these clutches, are fitted with an assist spring on the clutch pedal the same as the Super 8's. The spring tension may be adjusted to supply more assistance, and thus decrease the pedal pressure, by turning up on the adjusting nut A. As the clutch pedal pressure is reduced, the sense of feel in the clutch pedal is reduced. The pedal pressure should not be reduced to the point where all sense of feel is lost.

The standard factory setting is 28 turns on the nut after the slack is taken out of the spring.

PARTS LIST CORRECTION

The following detail parts will not be furnished from service. We suggest that you strike out these numbers from your temporary parts list as shown on page 82.

- 348741 Steering cross tube bearing socket plug.
- 348742 Steering cross tube bearing socket, right.
- 348743 Steering cross tube stud spring.
- 348746 Steering cross tube bearing stud ball seat.
- 348747 Steering cross tube bearing socket, left.
- 348748 Steering cross tube stud spring seat.

These parts are assembled by special machinery into the following small sub-assemblies and should be ordered by piece number. Please mark your records to order in accordance with the information below:

- 351993 Steering cross tube socket assembly, right.
- 351994 Steering cross tube socket assembly, left.

RADIATOR WINTERFRONT INSTALLATION

1. Bend the frame of the winterfront slightly in the center (toward the radiator grille) to insure a snug fit against grille when installed.

2. Insert the two lower prongs on the winterfront behind the lower chromium plated horizontal strip at the bottom of the grille. Bend the winterfront slightly in the center away from the grille (which will be just opposite of the bend in paragraph one) enough to permit the insertion of the two upper prongs.

The winterfront will then snap into place and cling tightly to the grille.

OVERCHOKING Eighteenth Series

We have had some cases called to our attention of the Eighteenth Series cars loading up, the engine rolling badly and in some instances stalling during the warm-up period. This condition, when found, clearly indicates an over rich choke adjustment.

Before readjusting the choke, however, the slow or regular idle adjustment should be checked and set to idle at eight miles an hour when thoroughly warmed up. Do not attempt to idle these cars at a lower speed.

If with the idle adjustment properly set the loading condition is still present, check the choke mechanism to see that it is entirely free. When the thermostat cover is removed the choke valve should fall open freely. This check should be made without removing the air cleaner in order to be sure that air cleaner clamp is not binding the choke valve. When reassembling the thermostat cover, line up the "Λ" with the line on the housing. This is the normal setting.

If the operation is still too rich during the warm-up it should be adjusted leaner by rotating the cover counter-clockwise one-half notch at a time until a satisfactory warm-up is obtained. *Caution:* Do not lean adjustment of choke more than necessary. A lean choke adjustment may cause hard starting in mild weather. Not more than two notches leaner than standard should provide a satisfactory result.

The above instructions apply to all three Eighteenth Series cars. If this amount of adjustment does not correct the condition on the Super 8, re-

move the thermostat cover and remove the choke vacuum piston. You will note that on one side of the piston just above the wrist pin there is a small hole. One quarter of the way around on the top land of the piston is a notch. Solder up both the hole and the notch. This will make the choke start to release sooner. Be sure that none of the solder projects above the surface of the piston.

Then loosen the choke adjustment (toward the lean side) one to one and a half points.

On the Super 8 engine it may be necessary in cold weather to tighten up the manifold heat control valve thermostat spring $\frac{1}{2}$ turn so that the heat control valve closes somewhat tighter. It may be necessary to let this off again in warm weather.

ALUMINUM HEADS ON SUPER EIGHTS

We suggest that every owner of a Super 8 (Fifteenth-Sixteenth Series) equipped with an aluminum cylinder head be called by phone or advised by letter along the following lines:

Mr. Smith:

Your Packard Super 8 is about old and if you have not had it thoroughly inspected we suggest you allow us to check it over.

We particularly call attention to the advisability of removing the aluminum cylinder head on the motor and renewing the gasket because if this head becomes corroded it may allow water to enter the motor and cause serious damage. The cost of removing the cylinder head, cleaning out carbon deposits and installing new gaskets will be \$.....

CARBURETION 18th Series Super Eight

In some cases you may run into a stumbling condition with the Super 8 engine on a light throttle pickup at from 10 to 18 m.p.h. This can be corrected on the earlier cars by drilling out the idle tubes with a No. 62 drill.

If this does not correct the stumbling condition remove the accelerating pump plunger and stretch the large outside spring to $1\frac{1}{2}$ ".

This can also be done in the case of stumbling on a light throttle with the 120, stretching the spring the same as the Super 8 and drilling the idle tubes with a No. 60 drill.

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