



THE LADIES!

Is the number of lady customers driving into your service station increasing? It should be or you are missing a bet. Maybe it's you as a Service Salesman or maybe it's the looks of your place that keeps them from coming back.

A fresh shave, a clean collar, and a neat white Service Salesman's coat gives a man on the floor a good start with the ladies, but it's only a start. You have to add to this start a good supply of courtesy, promptness and tact.

While you are figuring out some new ways to get this courtesy business across, don't neglect the old ones. If hats are worn on the floor, see that they are politely lifted to the ladies—both smoking and chewing are "out" and cleaning steering wheels and door handles are definitely "in."

Waiting rooms are necessary for the ladies. They need not be elaborate. Just a table and a couple of chairs will often do the job if they are kept clean. Dust them every day or twice a day. Have a couple of current magazines of something higher than the Police Gazette level and replace them regularly. A clean accessory catalog and some pamphlets should be on the table, too, but

don't have either the chairs or the table unless you keep them absolutely clean. White clothes and dirty chairs just don't go together.

And one more thing, the room we used to blush to mention and sad but true still blush to see the condition of most of them. Maybe you will blush, too, if you look at the lavatory your department offers for the use of its lady customers. Ten minutes, three times a day, will keep any lavatory spotless. Every gas station along the road does it, don't you think your lady customers expect it of you? Don't neglect it.

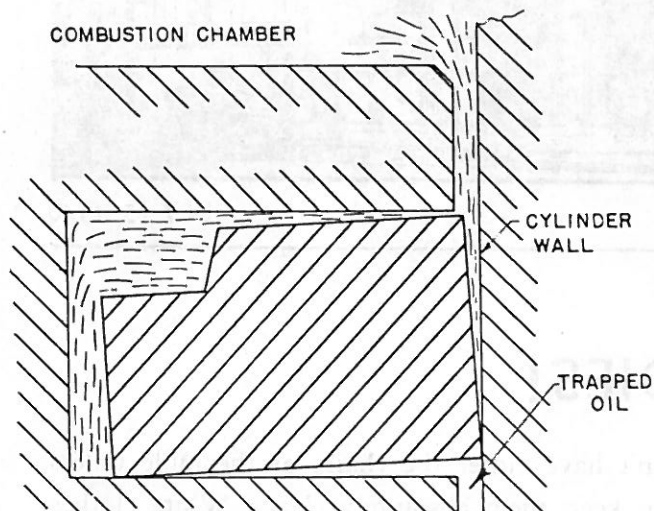
And here is an idea on selling the ladies accessories. You know how they will spend an entire day in a department store looking for a suitable gift for their husband or the boy friend. They are always looking for something that will be a change from the tie, the socks or the pipe. Why not have a nice little sign printed and placed on or near the table headed "Gift Suggestions for Him"? List a number of accessories that apply to the particular season, price them and you might display one or two. Don't wait until Christmas. This works most any time.

PACKARD OWNERS ARE BEST SERVED BY PACKARD

PISTON RINGS

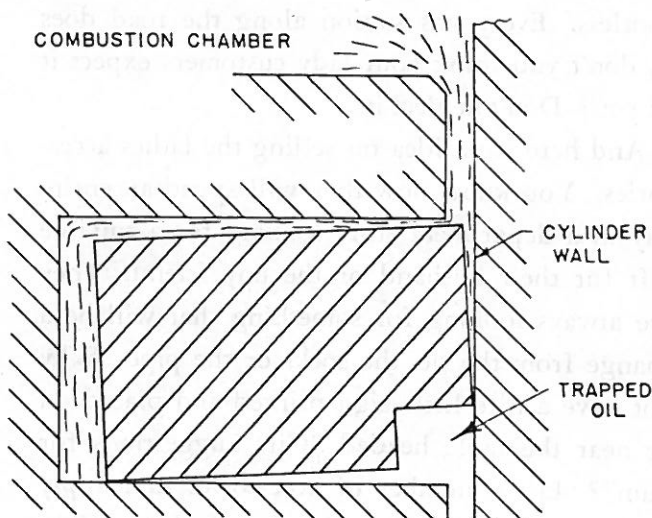
18TH SERIES

We have been using the new Perfect Circle "200" piston ring in the top groove of all pistons, during the Eighteenth Series production.



200 Ring

The "200" ring can be identified by the groove cut in the upper inner corner of the ring. When installing these rings in the piston, it is important that the groove be placed at the top in order that the ring may function properly.



70 Ring

This is exactly the reverse of the "70" ring with which the groove is in the outside lower corner and is placed in the piston facing down.

The function of the grooves in each case is to cause a twist in the ring. In both rings this twist

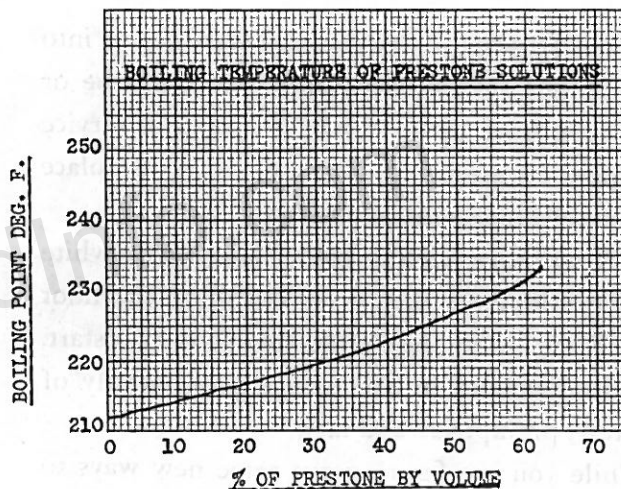
causes the lower edge of the ring to contact the cylinder wall giving a scraping action on the down stroke and a wiping action on the up stroke, which assists materially in keeping the oil down out of the combustion chamber.

If the position of the rings in the grooves is reversed, this wiping action will be reversed and the rings will then act to pump oil up into the combustion chamber rather than hold it down.

OVERHEATING

ALL MODELS

Under certain unusual conditions such as extreme heat, high altitude or pulling a trailer, cars which otherwise function normally may overheat and boil.



To meet these unusual operating conditions, the boiling temperature of the cooling water may be increased by the addition of "Prestone" brand of anti-freeze. The addition of each ten per cent of Prestone will increase the boiling temperature of the mixture approximately 3°. The curve shows the increase in degrees for different concentrations.

Concentrations in excess of 60 per cent should not be used. When installing "Prestone" all the recommendations of the manufacturer for its use as an anti-freeze should be followed including checking the system for air and water leaks. See the "Eveready Manual of Cooling System Service."

It is not advisable to use "Prestone" for more than one year. Any anti-freeze solution, in spite of the presence of an inhibitor, will in time become acid. It then has a corrosive effect on certain parts of the water system.

HYDRAULIC TAPPETS

1803 TO 1808

It is most important that the hydraulic tappets used on the Super-8 have an adequate supply of clean oil.

Any obstruction in the filter cartridge or insufficient oil pressure will usually cause all tappets to be noisy. In cases of only a slight restriction of oil flow the rear tappets being farthest from the source of oil supply will usually become noisy first.

If only one or two tappets are noisy, it indicates that dirt has entered the tappet body and is preventing the ball check from seating properly.

In order to insure a proper supply of clean oil to the tappet mechanism, a special filter marked, "Hydraulic Tappets" is used on the Super-8 cars. The blow-off in these filter bodies is set to release at a

lower pressure so that if the filter cartridge is partially clogged, the blow-off will release and permit sufficient oil to reach the tappets. Under these conditions, the filter is no longer effective in protecting the tappets against dirt and for this reason the "Hydraulic Tappet" filter cartridges should be changed frequently.

A large percentage of the hydraulic tappets returned to the Factory require only cleaning to put them in standard condition. It is not necessary to remove the camshaft and tappet body to clean or replace the hydraulic tappet assembly. After the cylinder head, valve and valve spring are removed, the plunger and cylinder assembly can be lifted out.

Pull the plunger out of the cylinder and wash both in clean gasoline and dry with compressed air. Then check the following points:

The ball check must be clean and free. The ball should rattle when the cylinder is shaken.

Carefully inspect the surface of the cylinder bore and piston. If it is scored or pitted, the entire assembly should be replaced.

If the unit has passed both the above tests, dry all parts thoroughly. Then hold the cylinder in a vertical position so that the ball will seat and start the plunger into the cylinder. The piston should not drop freely into the cylinder but should stand high supported on the column of air trapped in the cylinder by the ball check. Push the cylinder down quickly, and release. It should bounce back to almost its original height. If it does not bounce back, it indicates that either the unit has not been washed thoroughly or that the ball seat is scored. In the latter case the unit must be replaced.

Occasionally you may find a unit that seems to be stuck, the plunger cannot be moved either up or down. In most such cases you will find that carbon has built up on the inside of the cylinder bore which prevents the plunger from being pulled out readily.

As soon as the valve was removed, the pressure in the oil manifold completely filled the hydraulic unit forcing the piston up against the carbon ring at the top of the cylinder. The carbon makes the removal of the plunger difficult and the oil trapped under the piston of the ball check makes it impossible to push the plunger down.

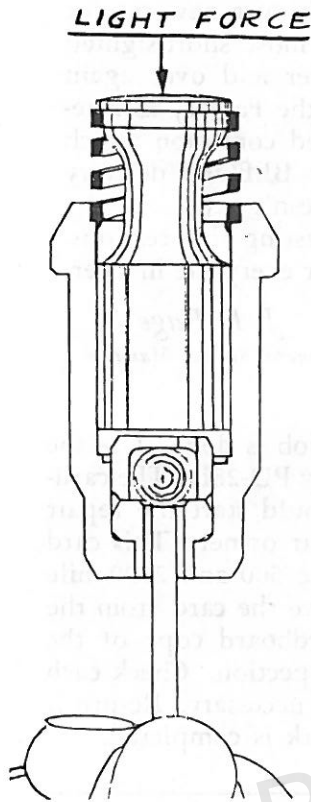
To free the unit, hold it in a vertical position and insert a match stick up through the tube extending from the lower end of the cylinder and raise the ball off its seat. While holding the ball off its seat, depress the plunger all the way. This will force out the oil and permit the unit to be disassembled, bled and checked.

REMEMBER!

Repeat business is the most profitable business. It's the easiest to get and the easiest to hold. Give outstanding service to all customers. Try especially hard to make new owners want to come to you for service. *Remember, it's satisfied owners who are your best customers.*

Good workmanship makes repeat business. Make a quick effort to find the cause of any poor workmanship and correct both the work and the cause. Any delay in locating the cause may result in repetition and dissatisfaction. *Remember, it's satisfied owners who are your best customers.*

Courtesy and cooperation help build repeat business. Owners like to do business where there is a smile, a welcome and that feeling of a friendly atmosphere. Courtesy requires cooperation and cooperation requires courtesy. They go together. Cooperate with your customers, with your fellow workers, with your boss, with other dealers' service stations and with the factory. Customers like courtesy and cooperation. It pays well. *Remember, it's satisfied owners who are your best customers.*



PRESSURE RADIATOR CAPS

We are now using pressure radiator caps on all Eighteenth Series Super-8's and Weather Conditioned One-Tens and One-Twenties.

The function of the pressure cap is to seal the cooling system and permit overflow only after a predetermined pressure has been developed. Since the boiling temperature of water increases as the pressure on it increases, cars fitted with pressure caps can be operated at higher water temperatures without boiling than if they did not have them.

The increase in boiling temperature with pressure is roughly three degrees per pound. Thus our cars are fitted with seven-pound pressure caps and can be operated at 21° higher than normal water temperature without boiling.

To be effective, the pressure cap must seal the radiator filler neck securely. Always check to see that the fibre gasket is in place on the shoulder in the filler neck. Without the gasket, the pressure cap can not seal, there will be no pressure built up and the benefit of the higher boiling temperature will be lost.

Operating the cooling system under pressure requires that all hose connections be tighter than usual. Special attention should be given the radiator hose clamps to see that they are tight. In some cases we have found hose clamps that were tight enough to hold the water during normal operation but which leaked badly under the sudden pressure when the engine was started cold.

Pressure caps are fitted to the Super-8's and Weather Conditioned One-Tens and One-Twenties. These cars have special radiators designed to operate under pressure. The radiators on our other cars are not intended to operate under pressure. Do not attempt to fit pressure caps to cars not originally so equipped.

Ross J. Henderson

Known by many Packard men for his loyalty and tireless effort in connection with his work and respected by all who knew him. Ross started with Packard in 1909, became Atlanta Depot Parts Manager in 1919 and joined the Atlanta Packard Motors about 1927. A large number who knew Ross will join with us in extending sympathy to the family and to those who worked with him until his death the last part of June.

WHERE EACH \$1 IS WORTH \$10

A pretty good investment, what?

Well, the money you spend in tuning up a motor and in cleaning up and inspecting every detail in order to deliver a new car in perfect condition to please the new buyer, is the best investment you can make.

To fail to properly condition a new car for delivery is just about the most short-sighted thing a dealer can do. Over and over again owner complaints come to the Factory as a result of some easily corrected condition which should have been cleaned up BEFORE delivery—not AFTERWARD. It doesn't pay!

First impressions are lasting impressions. Let's be sensible and deliver every car in "perfect" condition.

J. F. Page

General Service Manager

Let's see that a thorough job is done. Use the New Car Fitting and Delivery PD-28B. The cardboard copy of this form should start the repair order folder for each new car owner. This card should also be used when the 500 and 2500-mile inspections are made. Remove the card from the file and attach it to the cardboard copy of the repair order covering the inspection. Check each item and make any notations necessary. Return it to the owner's file when work is completed.

PACKARD SERVICE							
New Car Delivery and Inspection Order							R. O. No. _____
Name _____						Date _____ 19__	
Street _____				Phone _____		Promised _____	
City _____				State _____		Delivered _____	
Paint	Trim	Model	Vehicle No.	Motor No.	Ignition Key	Comp. Key	
OPERATIONS							
Fill radiator and tighten hose connections and drain plug						New Car	500 Mile
Tighten battery terminals and hold-down clamp							
Check all lights, wiper, lighter, clock and horn							
Fill crankcase to level and check air cleaner							
Check and lubricate chassis, steering gear, transmission, differential, and brake master cylinder							
Check toe-in and inflate tires to proper pressure							
Tighten wheel hub bolts (remove tie-down clamps)							
Start motor, check operation of starter, generator, oil pressure, gas gauge, heat indicator, carburetion and choke							
Check operation of window regulators, door locks, key locks, and front seat control							
Road test car (during test check clutch action and pedal clearance, handling of steering and brake action)							
Wash and polish car and clean inside							
Accessories Installed and Additional Work							
Stamp delivery date and name on number plate. <input type="checkbox"/> Fill out Owner's Service Card. <input type="checkbox"/> Place tools and Owner's Manual in car. <input type="checkbox"/>							
Mechanic's O. K. _____				Service Manager's O. K. _____			
FORM PD 28B THE PATENTED REYNOLDS & REYNOLDS SYSTEM PRINTED IN U.S.A.							

Order PD-28B from Reynolds & Reynolds, Dayton, Ohio—in duplicate—70c per hundred.