VOL. 14 No. 4 FEBRUARY 15, 1940

ARE YOU TELLING OWNERS HOW TO USE THE NEW HEADLAMPS?

The 1940 Packard cars carry a new headlighting system known as "Sealed Beam."

This lighting system represents the coordinated effort of the automobile and headlamp manufacturers and has the endorsement and approval of the American Association of Motor Vehicle Administrators, Society of Automotive Engineers, Automobile Manufacturers' Association and organizations interested in National Safety.

"Sealed Beam" headlamps provide two separate and distinct beams, giving considerably more light than has been produced in the past:

1. A country or **upper beam** designed to illuminate the road evenly for a considerable distance ahead of the car. This beam is for use on the **open highway** when no other vehicles are approaching.

2. A traffic or **lower beam** is also provided which is low enough on the left side to avoid glare in the eyes of the oncoming drivers. It is intended for use on heavily traveled highways and should always be used **when meeting other vehicles.** This beam is designed so that it does not throw any dazzling light into the eyes of the approaching driver under any condition of car loading. At the same time the distribution of light is such that the right side of the road is illuminated as far ahead as is practicable without causing glare on curves.

These headlamps have been designed to insure the motorist of maximum safety and comfort for night driving, but to obtain this safety for himself and for others the motorist must be willing and anxious to use his headlighting equipment in the manner intended. Good drivers are always courteous.

The operation of the headlights is a simple one, allowing the motorist to use either the country (upper) or the traffic (lower) beam, as traffic and road conditions demand, by means of a conveniently located foot switch. By pulling the light button on the instrument board to the second or last position, either the country (upper) or traffic (lower) headlamp beams are obtained alternately by operating the foot switch.

When the country (upper) beams are lighted a red pilot bulb in the instrument cluster will be illuminated, making it convenient for the driver to determine when this beam is in use. **Never pass an approaching car with this red light burning.** Always use the traffic (lower) beam when meeting.

HIGH SERVICE COSTS?

Where do your owners and their friends get the idea that Packard service costs are high? May we suggest a couple of places that you might look for a part of the answer?

In the first place, have you checked to make sure your hourly rate is the same as that used by car dealers selling competitive priced cars in your vicinity? If you want your owners to think your prices are fair, you ought to make sure you are in line with others on your rate per hour. If you do this you will find that your total price for most of the ordinary service jobs will be in line or will compare favorably with competition.

Another suggestion is to remove any suspicion that *all* your prices are boosted simply because *some* of them are—especially those they know most about, such as car wash and chassis lubrication. We don't mean you should try to meet the cut throat competition on these items; but aren't your owners very apt to draw some unfavorable conclusions about the place that charges $1.50 for a car wash and $1.25 for a lubrication when all the better storage garages and super-stations in your town charge 75c for a wash and 50c to 75c for a lubrication? Wouldn't this rather invite them to believe that your prices are high?

Then, too, we still find the station that charges a regular advertised rate for oil and adds a labor charge for changing it in the motor.

Be sure, too, that you give as much value for your service job as the other fellow. A lubrication job today means *besides* lubricate the car—clean the windshield and rear window—check the battery and the tires and wipe off the steering wheel. Do *your* customers get all this?

There is plenty to be done about this impression of high cost service and it isn't all up to the other fellow. Let's all work together and we will get the job done better and sooner. At the Factory we are already at work on this problem. In the Field, it's up to you; here are a couple of suggestions and they may apply to *your* service.

SERVICE QUESTION SHEETS

Don't forget, your first three Service Question Sheets must be in by March 1, 1940, if you are to qualify for the Packard Master Serviceman's Pin.

The following servicemen have sent in Service Question Sheets with no identification other than their names. Please inform the Service Promotion Department of your dealer's firm name, city and state in order that we may return your papers. L. R. Gilmore, Walter Cook.

STICKY VALVES AND CAR STORAGE

Winter often brings with it the problem of car storage and while we all know there are certain things to be done we often overlook important items.

When cars are placed in storage there are two important precautions which should be followed.

The first of these is to avoid starting the motors and running them for short periods. When this is done the raw gasoline which is delivered to the cold engine washes the oil from the cylinder walls and a deposit of rust is apt to form on the cylinder walls and the piston rings. Over a period of months rust may form to such an extent that the rings will be completely plugged in the groves.

Many cases of excessive cylinder wear and premature over-oiling can be traced to running the motors in storage. Unfortunately the condition is unlikely to be detected and when the early deterioration of the motor follows, it is blamed on the customer or on the factory. The fault actually lies with the storage practice.

The other condition which may result from running motors in storage is the rusting of the valve stems. When cars are taken out of storage with sticky valves the blame is placed on the factory although it is caused by the fact that the motors have been run for short periods.

If the valves are actually stuck the condition is corrected before delivery to the customer; but, unfortunately the deposit of rust may not be quite enough to cause trouble. In this case the car is delivered to the customer, and a slight amount of carbon added to the rust formation causes the valves to stick. Here, again, the customer or the factory is blamed for a storage fault.

The other precaution which should be observed in storing cars is to remove the batteries and see that they are kept in a charged condition. This insures the delivery of the cars with fully charged batteries.

The removal of the battery when the car goes into storage, moreover, prevents the condition which was first described. If it is necessary to move a car it must be moved by hand and this is the way it should be done.

When cars are placed in storage the spark plugs should be removed and a liberal quantity of oil poured into each cylinder through the spark plug hole. The engine should then be turned over several times with the starter before the battery is removed.

If this precaution is taken no particular attention is necessary when the car goes into service other than to see that a fully charged battery is installed.

ENGINE ROAR—1800

—IMPORTANT—

It has been found that the roar that develops in some of the Model 1800 cars at 50 to 55 miles per hour, comes from the air cleaner.

When this condition is found, it may be eliminated by installing a rubber grommet in the air cleaner brace where it is bolted to the air cleaner.

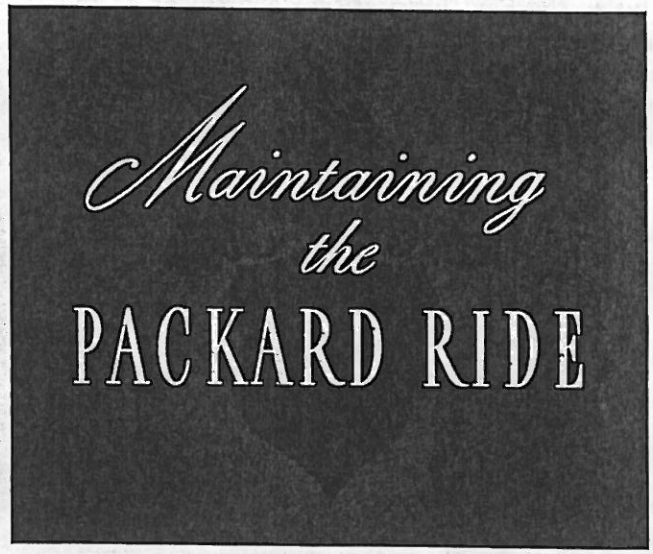
Piece Number 307737 rubber grommet may be used for this purpose. The brace should be removed and the hole in the upper end drilled out to 9/16" to receive the grommet which is installed with the wide face on the air cleaner side.

The brace should be reassembled using a 1/4" longer bolt and with a flat washer between the head of the bolt and the grommet. Do not tighten the bolt so tight that it will kill the insulating effect of the grommet.

On cars equipped with Packard heaters, the heater tube should be separated from the brace. The clip attaching it to the brace should be removed and the Super-8 heater tube support, piece number 351541 used to support the rear end of the tube.

Using this support moves the heater tube slightly to the right so that it passes under rather than over the brace. Bend the brace so that it clears the heater tube by 1/4" and be sure the tube does not hit the carburetor choke heat tube.

NEW SERVICE FILM



The third in the 1940 series of Service Sound-Slidefilms has just been released and is now being shown at Distributors and Dealers service meetings.

This film gives you the complete story of "Ride" engineering, the why and wherefore of the design and detailed information on how to service "Ride" complaints.

Service Question Sheet No. 3 deals largely with "Ride." See the film and study the Film Supplement to help you in answering the questions.

LICENSE DATA AND CAPACITY INFORMATION

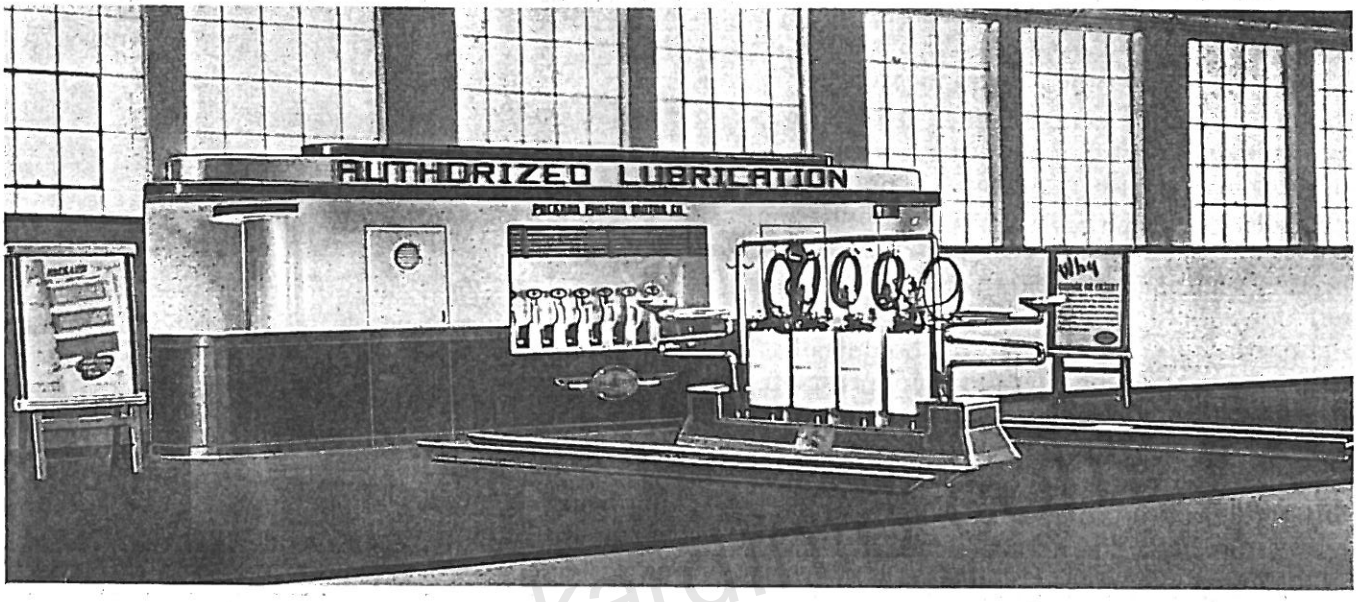
Series	No. of Cylinders	Cylinder Bore	H. P. A. M. A. Rating	Piston Displacement	Stroke	Wheelbase	Crankcase	Transmission	Rear Axle	Cooling System	Fuel System
1200-1-2	8	3 3/16	32.5	320	5	127-134-139	8 Qts.	4 1/2 Pts.	6 Pts.	5 Gals.	25 Gals.
1203-4-5	8	3 1/2	39.2	384.8	5	132-139-144	9 1/2 Qts.	4 1/2 Pts.	6 Pts.	5 1/2 Gals.	25 Gals.
1207-8	12	3 7/16	56.7	473	4 1/4	132-139-144	10 Qts.	4 1/2 Pts.	6 Pts.	10 Gals.	30 Gals.
1400-1-2	8	3 3/16	32.5	320	5	127-134-139	8 Qts.	4 1/2 Pts.	6 Pts.	5 Gals.	25 Gals.
1403-4-5	8	3 1/2	39.2	384.8	5	132-139-144	9 1/2 Qts.	4 1/2 Pts.	6 Pts.	5 1/2 Gals.	25 Gals.
1407-8	12	3 7/16	56.7	473	4 1/4	139-144	10 Qts.	4 1/2 Pts.	6 Pts.	10 Gals.	30 Gals.
1500-1-2	8	3 3/16	32.5	320	5	127-134-139	8 Qts.	4 1/2 Pts.	6 1/2 Pts.	6 Gals.	25 Gals.
1506-7-8	12	3 7/16	56.7	473	4 1/4	132-139-144	10 Qts.	4 1/2 Pts.	6 Pts.	10 Gals.	30 Gals.
120	8	3 1/4	33.8	257	3 7/8	120	6 Qts.	1 Qt.	4 1/4 Pts.	4 1/8 Gals.	20 Gals.
120-B	8	3 1/4	33.8	282	4 1/4	120	6 Qts.	1 Qt.	4 1/4 Pts.	4 1/2 Gals.	20 Gals.
120-C	8	3 1/4	33.8	282	4 1/4	120	6 Qts.	1 Qt.	5 Pts.	4 Gals.	20 Gals.
115-C	6	3 7/16	28.36	237	4 1/4	115	6 Qts.	1 Qt.	5 Pts.	3 3/4 Gals.	17 Gals.
1600	6	3 1/2	29.4	245.34	4 1/4	122	6 Qts.	2 Pts.	6 Pts.	3 3/4 Gals.	18 Gals.
1601-2	8	3 1/4	33.8	282.05	4 1/4	127-148	6 Qts.	2 Pts.	6 Pts.	4 Gals.	21 Gals.
1603-4-5	8	3 3/16	32.5	320	5	127-134-139	8 Qts.	4 1/2 Pts.	6 1/2 Pts.	5 Gals.	24 Gals.
1607-8	12	3 7/16	56.7	473	4 1/4	134-139	10 Qts.	4 1/2 Pts.	6 Pts.	10 Gals.	30 Gals.
1700	6	3 1/2	29.4	245.34	4 1/4	122	5 Qts.	2 Pts.	6 Pts.	3.8 Gals.	18 Gals.
1701-2	8	3 1/4	33.8	282.05	4 1/4	127-148	6 Qts.	2 Pts.	6 Pts.	4 Gals.	21 Gals.
1703-5	8	3 3/16	32.5	320	5	127-148	7 1/2 Qts.	2 Pts.	6 Pts.	5 1/2 Gals.	21 Gals.
1707-8	12	3 7/16	56.7	473	4 1/4	134-139	10 Qts.	4 1/2 Pts.	6 Pts.	10 Gals.	30 Gals.
1800	6	3 1/2	29.4	245	4 1/4	122	5 Qts.	1 Pt.	5 Pts.	17 Gals.	18 Gals.
1801	8	3 1/4	33.8	282	4 1/4	127	6 Qts.	1 Pt.	6 3/4 Pts.	18 Gals.	21 Gals.
1803-4-5-6-7-8	8	3 1/2	39.2	356	4 5/8	127-138-148	7 Qts.	1 Pt.	6 3/4 Pts.	20 Gals.	21 Gals.

Supplement to License Data and Capacity Information printed in the Service Letter of June 1, 1934.

PHOENIX LUBRICATION DEPARTMENT

This is the new lubrication department of the Packard-Phoenix Motor Company recently appointed distributor in Phoenix, Arizona. S. H. Bowyer, President, sent the picture in and we wish we had other pictures of his new service department. He has a real show place and is now working out a special motor clinic department which we understand will look just as good as his lubrication department.

Mr. Pederson, Service Manager, supervised the building of this lubrication department. It was built and painted in their own service station. The department is well located, customers drive right past it as they come in, walls and floor are nicely painted and a most attractive department has rewarded his efforts. They are to be complimented on the looks of their new department.



SPRING AND VACATION STAMPED REMINDER POST CARDS

Here are service mailing cards for getting Spring and early Summer business. Add these to your mailing program and get this business in early.

Spring Mailing Card No. 22

These are part 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."

Early Vacation Mailing Card No. 24

The government stamped cards as shown, not imprinted and with no price shown are $1.25 a hundred. Imprinted with your firm name and selling price, the price is $2.05 for the first hundred and $1.40 for additional hundreds.

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

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