



## THE TOURIST

There are several reasons why this summer should be a good season for tourist business. In certain sections already there are signs which indicate that a large number of people will confine their traveling to the United States, Canada and Mexico.

This gives Packard Servicemen a number of reasons for getting ready to handle tourist business and to make sure that not only the service department is ready, but that everyone thoroughly understands the tourist policy. A careful re-reading of Service Trade Letters T2882—T2894—T2902 should be the first step and then a general agreement should be reached covering these items which deal with tourist handling.

We all agree that word of mouth advertising is the best kind we can get. Let's not forget, however, that while it can do you the most good it can also do you the most harm. The story that's told by the owner of the kind of service you give is important and you must make sure that it's the right kind of a story. There's another thing to remember about it and that is that a dissatisfied local owner who never does any touring may do you quite a bit of harm around town, but think of the harm this same man can do if he becomes a tourist and frequently covers large parts of the country.

The touring owner should be treated with every possible consideration. His work should

be gotten through the shop in as short a time as possible. For one reason, delays are more costly to him. He not only has the cost of repairs, but the extra cost of living away from home.

Particular care should be given to the diagnosing of trouble on tourists' cars because he probably can't come back for corrective work, and it's doubly important that the job be done right the first time.

Also, on tourists' cars, the promised time is important, because he schedules his time closely.

Be sure that you charge the touring owner correctly. Adjusting invoices on tourists' cars is difficult and invariably causes trouble. Be sure also that no touring owner is charged during the warranty period for work, the cost of which should be handled on returned goods tags and labor claims. Do not send a touring owner back to his home dealer to have charges straightened out that you should handle correctly in the first place, and never send an owner back to his home service station with a part that has been replaced. Straightening out the credit is difficult, requires a lot of time and always leaves a bad taste.

It takes but a little more time to handle the tourist work properly in the first place than to try to straighten it out after he gets back to his home service station. Handling tourists according to the Packard Service Policy will result in more business for you, building good will for you, and these combined mean more new Packards sold.

## SPARK PLUG CLEANING

The importance of cleaning spark plugs at regular intervals has been stressed for so long that most owners now realize that it is a necessary service operation.

Complaints have been made that the 10 mm. plugs require more frequent cleaning than the larger plugs formerly used. Investigation has shown, however, that the most prevalent cause of spark plug missing is oxide deposits on the insulator and that the difficulty is actually due to the cleaning methods or equipment used.

With the smaller sized plugs, it is essential to have a high pressure sand blast type of spark plug cleaner such as S.T. 897 in order to secure satisfactory results in cleaning.

In using this cleaner, the proper cleaning procedure is essential and the following precautions must be observed:

The adapter of the correct size for the plug must be used. Adapters are supplied with the machine for 10 mm., 14 mm., 18 mm., and  $\frac{7}{8}$ —18 plugs.

When the plug is in the machine and the air blast turned on, rock the plug slightly and rotate it in the adapter to assure a thorough cleaning action.

Remove the spark plug and tap it lightly against the adapter, to reduce the likelihood of the compound packing between the insulator and the steel shell—then repeat the cleaning operation again.

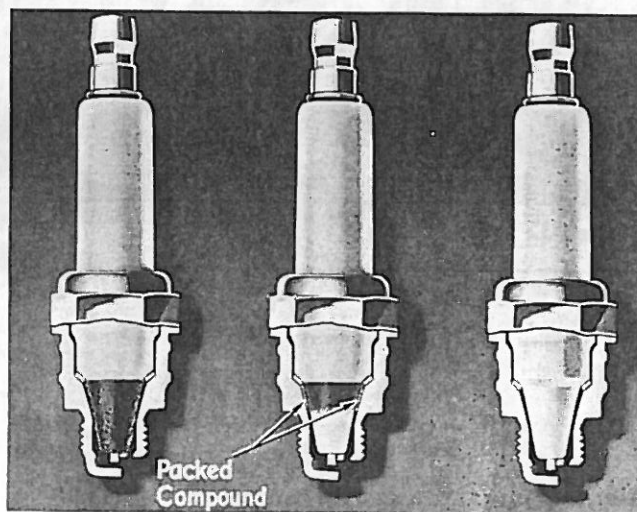
Inspect the plug in a good light and if it is not clean, repeat the operation once or twice until the entire insulator is clean (white). This is important, because some plugs clean more easily than others.

The illustration shows three spark plugs in cross section, one before cleaning, another carelessly and improperly cleaned, and the third correctly cleaned. Observe how the cleaning compound has been packed between the insulator and the shell in the improperly cleaned plug, and only the tip of the insulator is cleaned.

There are two precautions in regard to the cleaner itself that are most important. The first of these is to avoid letting any moisture get into the cleaning compound. This can be done by installing a water trap in the air line at the cleaner.

If moisture is permitted in the cleaning compound, packing of the compound in the small space in the spark plug between the insulator and the steel shell will occur. This packing will prevent any further cleaning action and, with only the insulator tip clean, the spark plug will soon require further attention.

The second precaution is to make certain that the cleaning compound is still effective. If cleaning compound is used too long, it loses its cutting effect. When this occurs, new compound should be used, and a new spray nozzle (included in the package) should always be installed.



Dirty  
Plug

Improperly  
Cleaned  
Plug

Clean  
Plug

Remember, before reinstalling spark plugs in an engine, to inspect them to see that they are clean, that every trace of cleaning compound has been removed, and that the gaps are set correctly.

The correct gap is .026" to .030". The round wire gauge S.T. 5083 should be used for measuring the gap. All gap adjustments should be made by bending the side electrode only.

## DISASSEMBLING DIRECT ACTING SHOCK ABSORBERS

### 18th SERIES

Some difficulty may be experienced with the wrench slots in the rod guide tearing out when disassembling it from the cylinder.

If the rod guide cannot be turned with reasonable pressure on the wrench, it may be loosened by tapping or peening around the upper end of the cylinder over the threads to free them. This may best be done by inserting a flat nosed punch or drift through the windows in the dust shield and tapping lightly all around with a hammer.

To prevent the wrench from slipping out of the slots in the rod guide the dust shield should be pushed down against the wrench and held in this position while turning out the rod guide.

## REAR AXLE CAPACITY

Six-1937 and 120-1937—Remain 5 pt.

Six-1938-39—Change from 6 pt. to  $6\frac{3}{4}$  pt.

110 (6)-1940—Change from  $4\frac{1}{2}$  pt. to 5 pt.

120 (8)-1938-39-40—Change from 6 pt. to  $6\frac{3}{4}$  pt.

Super 8-1939-40—Change from 6 pt. to  $6\frac{3}{4}$  pt.

## RAISING STEERING WHEEL

The steering wheel may be raised to provide approximately  $1\frac{1}{2}$  inches more height above the seat cushion by turning the steering column over so that the gear shift lever is at the bottom rather than at the top.

With the gear shift lever in this position the offset shifter lever provided for right hand drive cars should be used to provide sufficient knee clearance. Shorter idler lever rods are required as well as a shorter steering column to instrument board bracket and a special bracket brace.

All necessary parts to make this change are included in one kit which may be ordered under the following piece number:

362155 Steering Equipment

The equipment includes the following parts:

330039 Steering Column Bracket Support

320286 Steering Column Bracket

335111 Gear Shift Rod—Upper

356682 Gear Shift Rod—Lower

348708 Gear Shift Lever, R.H.D.

## REPAIRING COOLING SYSTEM LEAKS — ALL MODELS

For some time the field has been using "Wonderweld" to repair leaks in the engine cooling system.

"Wonderweld" is available in two forms and has proved very effective when used correctly. The powder form of "Wonderweld", which is the least expensive is intended for use in sealing radiator cores, the liquid for sealing engine blocks, water pumps, etc. The following method of sealing should be followed with both types.

Before installing "Wonderweld" the cooling system should be drained and flushed using a good non-alkaline cleaner such as "Eveready Cooling System" cleaner. After cleaning flush the system thoroughly and refill with clear water. Run the engine until the water in the cooling system is warm ( $120^{\circ}$ - $140^{\circ}$ F.); then put in the "Wonderweld" which has been previously mixed

according to directions on the can. Plug the overflow pipe at the bottom and leave the radiator cap on the radiator. Cover the radiator and run the engine until the water comes to a boil, then shut off the engine.

Bringing the water to a boil with the cooling system sealed will build up a pressure from ten to twenty pounds which will force the "Wonderweld" into all the small crevices through which seepage may occur.

Allow the car to stand with the engine shut off for at least one hour; then drain the cooling system and refill with water or anti-freeze.

"Wonderweld" should be used only with clear water. Introducing it into an anti-freeze solution may cause foaming and loss through the overflow.

## PARTS BIN LABELS

<b>AA-316891</b> <b>RETAINER</b> U. J. trunnion washer		<b>AA-316892</b> <b>DUST SHIELD</b> U. J. bearing	

Printed parts bin labels, showing both part number and name, are now available from the factory at 75c a set. The set covers all part numbers and accessories included in the Want List.

These printed bin labels are so perforated and of such size that they can be used on all recent makes of steel parts bins.

The price of 75c for the complete set is particularly attractive and is about  $\frac{1}{3}$  the price usually quoted by the industry.

Dealers already equipped with steel bins and using the Want List to control their inventory will find these labels particularly useful.

Dealers purchasing either the 2, 4 or 6-section parts bin set-ups as suggested by the factory in Service Trade Letter T3003 will receive the new bins *already labeled*.

The supply of these labels is limited and it is advisable that orders be placed with the factory promptly.

# A SALESMAN'S TEN COMMANDMENTS

(As Written by a Customer)

1. **BE AGREEABLE.** I buy from the man who acts as though he likes me. Being untidy suggests you don't care what I think about you. Try to please me.
2. **KNOW YOUR PRODUCTS.** Put in your spare time becoming more familiar with your goods. Don't let me ask a question about your product that you cannot answer.
3. **DON'T ARGUE.** Go with me—not against me. Show me where I'm right! Suggest!
4. **MAKE THINGS CLEAR.** Don't use words I don't understand. You can explain the most complicated subject to anyone if you use simple language.
5. **TELL THE TRUTH.** Don't lie or exaggerate or mislead or conceal. Let me feel that you are sincere.
6. **BE DEPENDABLE.** Even in small things create the impression that your word is as good as a signed note.
7. **REMEMBER NAMES AND FACES.** If you haven't a gift for this—acquire it. Jot down every day the names of those you meet.
8. **THINK SUCCESS.** Success begins in your thinking. Tell success stories. Feel prosperous. Keep your chin up.
9. **BE HUMAN.** Adaptable, friendly, sympathetic and full of human understanding . . .
10. **REMEMBER SELLING IS THE GREATEST BUSINESS IN THE WORLD.** It takes the best of tact, intelligence, self control, courage, persistence and inexhaustible good humor to make a first-rate salesman.

—From INK SPOT. Carl Gorr Printing Co.

## SERVICE QUESTION SHEETS

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.

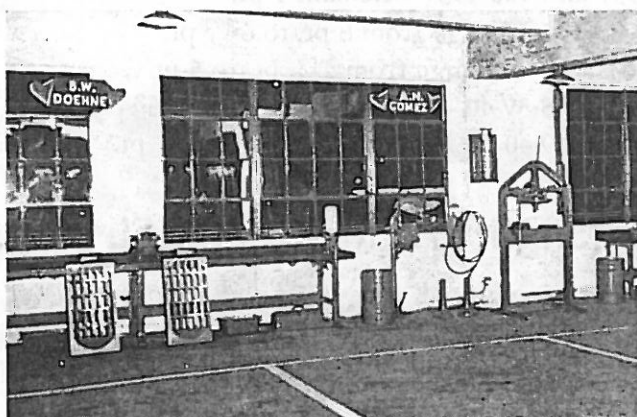
L. R. Gilmore

Earl R. Ottens

Rudolph G. Neumann

Louis Laney

## SAN ANTONIO SERVICE

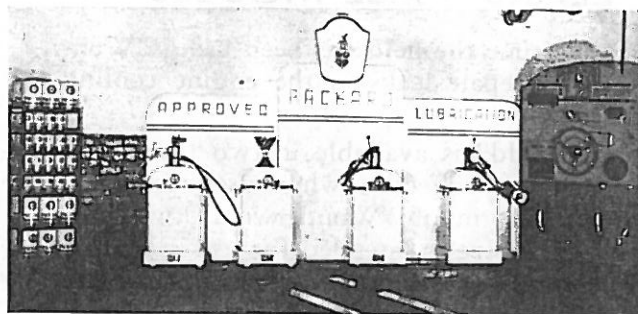


A portion of the San Antonio service floor is illustrated. It may look to you just like any other well-kept service department, but there seems to be a secret about the cleanliness and neatness of this place.

Mr. Siden, the Shop Foreman, sent in the picture and called our attention to the signs above the working spaces. These signs are a name plate for each mechanic.

This idea adds a personalized note to the service being rendered and it does something to the place and undoubtedly to the type of workmanship performed. There is a matter of pride of workmanship in the average American's make-up and it goes beyond the job itself. It takes in the place in which you work. This is an idea well worth copying.

## ELKHART, INDIANA



View showing modern lubrication department and new hydraulic lift installed by W. W. Lusher. Accessory display board promotes sales to customers who are invited to inspect modern lubrication facilities. This view of lubrication department is observed upon driving in main service entrance directly opposite.

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