

### Ration Book Envelope—Open



## VAPOR LOCK

Every year, at the start of the warm weather we have cases of vapor lock. They are caused by the fact that certain filling stations still have a remainder of highly volatile winter gasoline in their tanks.

This difficulty can only be corrected by the use of summer gasoline. Modern cars will not operate properly in hot weather with a winter fuel.

Vapor lock is caused by the fact that the fuel is heated beyond its boiling point. It may, therefore, occur with a winter fuel when the motor and fuel pump are at normal summer temperatures. It may occur even with a summer fuel if the motor and pump are unusually hot.

In checking a vapor lock condition, therefore, the first step is to determine whether the fuel is responsible, by trying another fuel which you know to be giving satisfactory results. This is particularly important in the Spring and early Summer.

If you find that the fuel is not responsible, you should make sure that the motor temperature is normal. This means, first of all, a general checkup of the spark timing, fan belt, water circulation, etc.

Make sure, also, that the heat control is free and the spring is not too tight. A tight spring or a valve which sticks, in the closed position, will cause excessive heat in the manifold and carburetor.

Vapor lock usually occurs when the motor is idled or stopped after the car has been driven at a higher speed. When the motor is stopped, the lack of air circulation causes the temperature to build up and the increased heat may "cook" the gasoline in the carburetor to the point where vapor lock occurs. When this happens, the motor will not start until it cools, or until a cooler fuel has been drawn into the carburetor.

A weak fuel pump may also cause vapor lock, under different conditions. The trouble starts as a high speed miss, which is due to a lean mixture. The lean mixture increases the motor temperature and may start a vapor lock condition in spite of the air circulation. Sometimes the motor will continue to slow down until it stops entirely.

The remedy, of course, is to see that the fuel pump delivers the normal pressure.

## BRAKE LINING

If you will examine the brake lining which we are shipping from the factory, you will find that the inside surface of the secondary shoe is stamped "B-50."

This material represents a distinct advance over anything we have furnished in the past. The grabbing tendency caused by moisture and dust is no longer a problem, and the brakes are very uniform in their action.

Lining life has been greatly increased and will be found entirely satisfactory. In obtaining the longer life and smoother operation, the coefficient of friction of the lining has been reduced so that the pedal pressure is slightly higher, but the increase in "pedal" is not objectionable.

Along with the B-50 secondary lining, we are supplying either No. 2201-H-8 or No. 2527 primary. Either of these linings is satisfactory on the primary shoes as long as it is used in combination with the B-50 secondary.

No one good quality makes a successful brake lining. It must combine long life, freedom from grabbing and lack of "fade-out" when it becomes hot. Our present lining sets provide a better result than we have ever obtained in the past and, we believe, a better result than you can obtain with any other material.

## PACKARD BLUE CORAL

A great deal has been said about the importance of keeping cars in condition today so that they will last until new ones are available.

It is important to remind owners that the preservation of the finish of the car is also important.

Spring is the time of year to sell Packard Blue Coral Treatments. It is not a cheap polish job. It is a scientific treatment that protects and tends to preserve the finish of the car. The treatment begins by removing every particle of dirt and loose film. It brings to the surface the original brilliance of the finish. The treatment removes nothing from the finish and therefore prolongs its life.

The application of Packard Blue Coral burinishes the surface to a hard mirror-like finish which lasts a long time. The Blue Coral Sealer seals in the luster and makes the finish rain-proof, streak-proof and spot-proof.

Blue Coral means as much to the finish of the car as proper lubrication means to the mechanical parts.

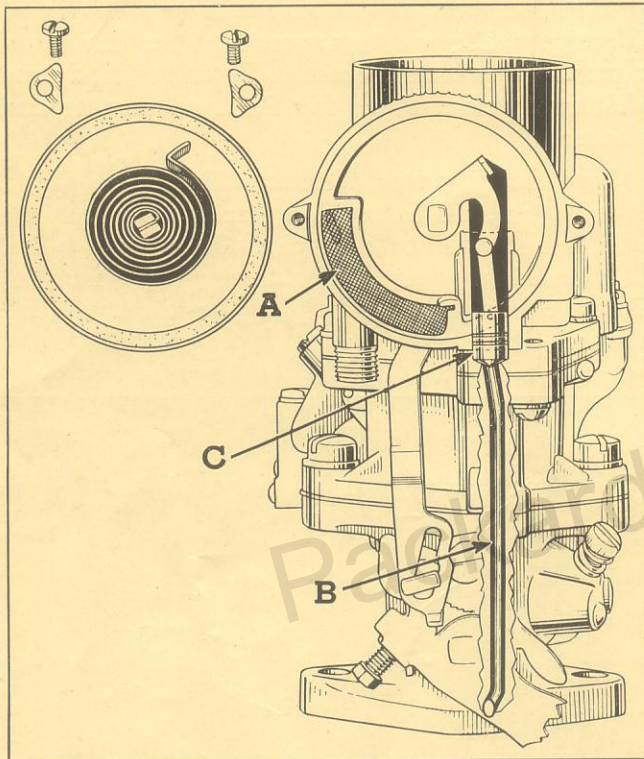


## CARBURETOR CHOKE ADJUSTMENT

The position of the carburetor choke value is determined by the thermostatic choke spring.

When the motor starts, the tube which opens into the exhaust manifold heats the choke chamber, causing the spring to expand and opening the choke valve.

Anything which prevents the proper heating of the spring will slow down the opening of the choke and will cause the motor to roll during the warm-up period.



The choke construction of the Carter carburetor is shown in the illustration. If the motor performance during the warm-up indicates that the choke is not opening properly, the most likely cause is the plugging of the screen shown at "A." It can easily be removed and cleaned.

The "unloader" mechanism should also be checked. As soon as the motor starts the suction in the tube "B" pulls down the piston "C" and opens the choke valve enough to permit the motor to run.

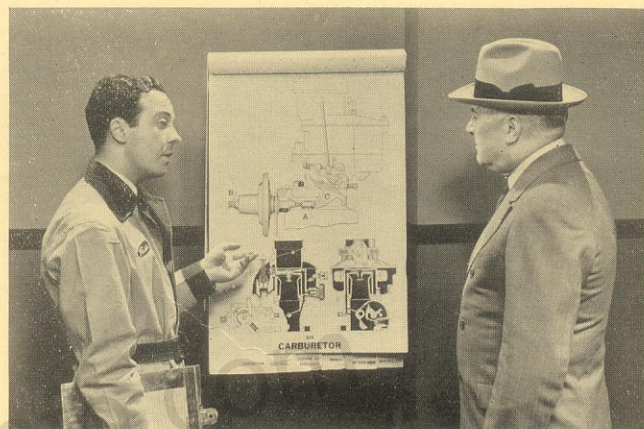
If the piston sticks in the upper position the motor will stall as soon as it starts. If it sticks in any other position it will prevent the choke from opening fully. Obviously the piston must be able to work freely in order to permit the free movement of the choke valve.

We have found cases in which excessive gasoline consumption has been caused by the plugging of the screen or the sticking of the piston.

## HOW A GOOD SERVICE SALESMAN SELLS—

### STEP No. 3

Step No. 3 is "Know all about your merchandise." Any good salesman knows all about what he is selling. In the case of a service salesman he may not know how to time a motor or reline a set of brakes, but he must know when such things are needed and what results can be expected from the condition of the car being examined.



He must know what parts are involved and how much time is required and what the job will cost. He must know how to tell from the customer's report plus his examination, what to recommend as a cure. He must know that the work he recommended definitely cured or brought about the result he promised the customer.

Much of his information comes from study of shop manuals and Service Letters. Much more can come from talks with the shop men and watching their work.

In selling, state briefly what you recommend and then explain the results such work will give. Customers are most interested in what the work required will do for them—not in a lengthy description of how the work will be done.

Know so much about what you are selling that you can briefly explain it to a customer. Sell the results of the work not the work itself. If you talk results you won't get all mixed up in a lengthy technical discussion that in most cases is not at all necessary.

See previous issues for—

STEP 1. MEETING THE CUSTOMER.

STEP 2. LEARNING CUSTOMER'S WANTS.



## SERVICE IN SOUTH AFRICA

Maintaining service volume under unusual conditions is today's problem for the average dealer in this country. We are apt to get the feeling that we are operating under extremely difficult conditions and it is interesting to hear from a distributor who really has something unusual in the way of conditions. We are quoting from a letter addressed to Mr. Helwig, Service Manager of Packard Export from Leon & Company of Johannesburg, South Africa:

"In these days when there are no new cars, we have to concentrate on service, firstly because there is an obligation imposed upon us to keep all the Packards running at their best on the road, and secondly it is the only thing we really have left in our business and we intend to stay on our feet until the war is over. All the advices from the Factory indicate that you in America are doing similarly, and we are having a drive among Packard Owners to see that they come to the Service Station as frequently as possible.

WHILE YOUR CAR WAS IN FOR SERVICE

*We Noticed*

We do not recommend unnecessary repairs, but we believe that . . .  
"A stitch in time saves nine."

**LEON & COMPANY (PTY.) LTD.**  
30 BITCON ROAD  
VILLAGE DEEP  
JOHANNESBURG  
Phone 34-2761 P.O. Box 7013

MEMO

Packard

**WHEN CHECKING** THE RECORDS OF YOUR CAR  
WE NOTICED

**LEON & COMPANY (PTY.) LTD.**  
30 Bitcon Road, Village Deep  
JOHANNESBURG  
Phone 34-2761 P.O. Box 7013

Packard

'Among many other schemes which we have adopted and put into effect is the one of 'mail pieces,' and I am enclosing eight post-cards

which we have had printed in Johannesburg and which we are sending out to Packard Owners. These, of course, have been copies from those set up by the Factory, and I hope you like our local effort. In addition we are sending out 30, 60 and 90 day Service Letters, and hope by these means to keep in constant touch with all the Owners as well as to bring in the maximum amount of work to our Service Station.

L. O. Leon, Managing Director."

## COOPERATOR'S CLUB

The Cooperators' Club is made up of Regional Managers, Branch Managers and General Managers. They recently met in Detroit to study and discuss Present Plans for Packard owners and dealers.

The meeting was conducted by L. W. Slack, Acting General Sales Manager and A. B. Nielsen, Assistant Sales Manager. Sales, Service and Business Management problems were discussed. Plans were made for helping both owners and dealers during 1943.



In the way of introduction, start at the top left and meet F. N. Finke, Cincinnati; M. V. Mulloy, New York; S. J. Cooper, Portland; T. W. Nertney, Minneapolis; J. P. Deacon, Denver; E. P. J. Rigdon, Dallas; C. E. Briggs, New York; O. A. Moore, Cleveland; R. J. Froiseth, Los Angeles; Edward Czerwinski, Cincinnati; Roy Abernethy, Kansas City; S. N. Howell, Roanoke; Roy Eveland, New Orleans; L. H. Stipe, Detroit; R. J. Martin, Cincinnati; Henry Whiting, Detroit; L. T. Mullan, Cleveland; M. C. Gale, New York; R. H. Pattison, Montreal; C. E. Stube, Chicago; L. W. Slack; W. N. Hall, Charlotte; W. C. Herring, Atlanta; W. R. Bellows, Chicago; A. B. Nielsen.

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