



VOL. 1

JUNE, 1927

NO. 5

The New Owner

HERE is a confession of ignorance. Last winter I moved into a house here in Detroit which is heated by a warm-air furnace. Having had considerable experience in firing this type of heating plant, I assumed that all warm-air furnaces were quite the same as to operation—an expensive error on my part.

The furnace provided heat in plenty while I provided coal in the same measure. The only way it could be effectually checked was to open the fire door, which not only checked the fire but usually put it out—there didn't seem to be any happy medium connected with this coal eater.

After racking my alleged brain for three months (with the furnace still several laps ahead of me and my bank roll), the brilliant thought struck me of asking the landlord if he knew any deep secrets that would slow down this miniature hades.

In five minutes he showed me a remedy that curtailed the output of at least one coal mine and brought peace and happiness into the Rogers' home once more. That the remedy was simple, is of no importance here, but the moral of the foregoing is that the landlord would have done me a great favor if, when I moved into the house, he had not rated my knowledge of warm-air furnaces so highly.

That two plus two makes four is a very simple fact, but there are thousands who each day learn of this for the first time. What is "old stuff" to you may be entirely new to other people.

Many people still ride clutch pedals because they know nothing of the resultant harm. Racing

a cold motor and the damaging results that follow is an old story to you—but thousands are waiting to hear this story for the first time. The "choke" and its attendant evils has been the subject for millions of spoken and written words, yet it is surprising how many people think of the choke as a pretty little rod to pull when they want to start quickly and push back only when the motor warns them by its uneven running that it is being drenched with raw gasoline. Nine people out of ten start in second speed; but out of that nine, we'll venture to say that six do not know of the extra strain they are putting on the clutch.

You, Mr. Service Salesman, can do more than anyone else in assisting Packard owners to avoid these expensive mistakes. Like the doctor, banker or lawyer, you occupy the position of an advisor. Like a teacher, you must never tire in the work of repeating those simple facts which enable the owners to get more out of their cars.

Let us consider the case of a new car. We all know that the care a car receives during its breaking-in period will, to a great extent, affect future upkeep costs and *likewise policy expense*. Why is it, then, that we often turn a brand new car over to a purchaser *with a few hasty and incomplete instructions?*

The worst mistake that can be made at the time of delivery of a new car is to assume that the purchaser is so "motorwise" that he knows as much about our cars as we do. Remember, the landlord assumed and I thought that warm-air furnaces were an open book to me, and it cost

me a few tons of coal to find that a few pages were missing from the book.

To get the owner started off right, we believe that at the time of delivery the owner should be taken to the service department and there introduced to someone in that department capable of clearly explaining to him those points which must be observed if the utmost satisfaction is to be secured from his car.

This function of the service department is EXTREMELY IMPORTANT and should be considered as such. It should not be entrusted to anyone who happens to be handy, but to men who appreciate the responsibility and who have the ability to present more or less dry instructions in an interesting and effective manner.

A customer is more keenly interested in his car when it is new than at any other time, so it is reasonable to expect that he will be a willing listener to any information that will help him get more enjoyment and satisfaction out of his purchase.

Records show that eighty per cent of the Packard Six cars that are sold go to people who formerly owned cars of other makes, the majority of which were lower in price than a Packard. Records further show that the average car traded in on the Packard was driven between one and two years.

The new owner has been educated by ourselves that he should buy the Packard with the idea of keeping it at least four or five years, as this will provide him with truly economical transportation.

Now a man who buys a car with the thought of keeping it only for a year or so is not as a rule overly particular about the care and attention it receives. After buying two or three cars on this basis he is apt to have become very neglectful in the care of his car.

A dollar watch will keep fairly good time, but it won't keep as good time or last nearly as long as an expensive watch—but you can't abuse the expensive watch any more than you can the cheap one.

Impress on the new owner that the Packard he is buying is made of the finest materials which are selected for maximum efficiency and durability. The owner has every right to expect the utmost in performance and long life, *but* you must make

plain to him that the satisfaction he receives will be in proportion to the care and attention that he gives his Packard.

With the customer at your side and the new car before you, we believe the following points should be covered:

1. BREAKING-IN THE CAR

Tell the owner that the car must not be driven at any sustained speed over thirty-five miles an hour for the first 1500 miles; neither is it advisable to drive too slowly during this period.

2. CHASSIS LUBRICATOR

While the salesman has no doubt told the owner all about the chassis lubricator, it won't do any harm to stress again the great advantage that this system presents over the old process of lubricating by means of a grease gun. You should have a cutaway drip plug so the owner can see readily how carefully the oil is measured as it flows to the part requiring lubrication. Stress the importance of the correct grade of oil to be used in the lubricator tank. Packard has developed an oil that will not clog the felt filter and this oil, known as Packard Chassis Lubricator Oil, should be used. Advise the owner to use the gun every hundred miles—tell him that he will know when the plunger goes back into position quickly that the tank is almost empty and needs refilling.

3. POINTS NOT COVERED BY CHASSIS LUBRICATOR

Be sure the owner is aware of those points that require lubrication and which are *not* covered by the chassis lubricator. At 2500 miles the universal joint must be refilled with oil. At 10,000 miles there is one alemite connector on the water pump, two on the steering knuckle pins, and two places on the rear brake operating cam bearings, all of which require grease *and they must get it*. In addition to these points, tell him that at this period the four wheel hubs should be re-packed with grease and that the transmission, rear axle and steering gear also require lubricant.

4. CRANK CASE OIL

Point out the crank case oil level cock and tell the owner to keep the crank case filled to the pet cock level, but not carry more than one gallon of oil above this level and then only while touring. Impress on him that the oil should be changed at the end of the first 500 miles and then

every 1000 miles in summer and every 500 miles in winter.

5. ADDING OIL TO GASOLINE

For the first 1500 miles it is a good plan to add one quart of medium cylinder oil to each ten gallons of gasoline. *Tell the owner why this is a good plan.*

6. THE CHOKE

Because it's "old stuff" don't overlook the importance of preaching a sermon, if necessary, on the evils that develop from the careless use of the choke. You know what these evils are, so tell the owner all about them in a convincing manner.

7. TIRE PRESSURE

Tell him that balloon tires absolutely will not hold air as would the old high pressure tires—that tire pressure should be checked religiously once each week—that forty pounds is the correct pressure for his tires—and that his tire mileage expense will increase in proportion as the air pressure is allowed to drop below the standard pressure.

8. BATTERY

The battery is located in a box on the right front fender. The principal reason it is there is that it is of easy access for the owner. During the summer, the battery should be checked *once a week*; during the winter, *once every two weeks*, and water added if necessary. Tell him what happens when the battery is neglected.

9. MISCELLANEOUS

There are numerous other items that should be impressed upon the new owner such as: starting in second speed; "riding" the clutch; racing a cold motor, etc. These points should not be overlooked because they are old. These "old" things cause so much trouble and after all, they will be new to lots of people.

10. INSTRUCTION BOOK

It is a well-known fact that the average owner doesn't read his instruction book and this makes it doubly important that you stress verbally the important points covering the proper operation and care of the car. No effort should be spared, however, to impress the owner with the profitable results he will obtain if he familiarizes himself with the information contained in this book of facts.

Hand the Information Book to the owner. Don't leave it in the car where it may be found weeks later. Tell him that he should be particularly familiar with the "Schedule of Lubrication" and that you are turning down the corner of page 20

so that he may readily find the information covering this important subject. As a constant reminder, advise him to remove the oiling chart and tack it up in his garage.

REGULAR INSPECTIONS

We can think of no one thing that will help an owner get more out of his car at a low upkeep expense than the practice of having it inspected at regular intervals, *provided your service station is organized to make an intelligent inspection.* Let me bring up again the time-worn but excellent example of the locomotive. Driven by no one but an experienced engineer who served an apprenticeship of several years as a fireman—driven over smooth road beds on rails as true as a straight-edge—yet, these wonderful pieces of mechanism are sent into the round-house every two or three hundred miles and manicured from cow-catcher to rear-coupler. By this care and regular attention, the life of the locomotive is greatly prolonged at a low cost of maintenance, and don't think for one minute that, if it didn't pay, the railroads would be so fussy about this feature of their business.

Now, you and I know that the average automobile has no experienced engineer at the throttle—more often, the driver resembles a bronco-buster. The road bed is often as rough as "no-man's land" between the trenches—the rails are usually under-inflated tires.

In nine cases out of ten, the car is sent to the "round-house" only when something goes wrong with it, *and fellows, that is largely your fault and mine.* It's our job to sell our owners—new and old—on this idea of regular inspection, and we will thereby enable them to reduce their cost of maintenance. Don't be an ostrich and, with your head in the sand, overlook the important fact that the dealer who can point to a number of owners who enjoy low costs of car operation *has a powerful sales influence working for him.*

It is this curse of order-taking that holds a lot of our service stations down. Service salesmanship calls for a lot of educational ability, for you must teach your owners a heap of motor car facts. YOU are their authority on their Packard cars—they are interested in what you have to teach them—your efforts and interest in their behalf is bound to be reflected in the increased sale of Packard cars.

Being a bovine-like order-taker will never get you to first base. To get your feet across the home plate, you must be a disciple of service.



A 100% Tool

A tool that will equalize brakes so perfectly that it is unnecessary to drive the car a foot to prove it. Think of it; no more fussing around trying to get an adjustment, then testing the car to find out that you have to start all over again. One adjustment made with the help of this new tool and you are all done.

Sounds fishy, doesn't it? You wouldn't believe it until you actually saw this done. We don't blame you a bit for we had to be shown, too. Nevertheless, fellows, it's a fact and brake adjusting has now become a short and exact job. You can't go wrong on this tool.

Another good feature of this tool is the reduction that can be made in brake squeaks thru the perfect adjustment of brakes. It is not claimed that squeaks can be entirely eliminated, but they can be reduced to a surprising extent.

To Vic Swanson, Sup't of Service, Packard-Chicago goes the credit for developing this time and work saver. Several good tools have been contributed by the Swedish Wizard, but he out-done himself this time. Give Vic enough chewing tobacco and plenty of space and that boy will some day trot in old man perpetual motion himself.

The tool itself sells for \$14.75, at which price even the smallest of service stations can afford it.

Operation of Brake Testing Scale—S.T. 658

1. Depress brake pedal so that there is a clearance of $3\frac{1}{2}$ inches between pedal and toe board. Tools S. T. 190 brake pedal depressor and S. T. 659 pedal depressor gauge should be used.
2. Using two jacks raise front of car as front brakes should be adjusted first. Block the rear wheel as it is of course necessary to have hand brakes in released position.
3. Standing toward front of car fit holes of clamp ring over wheel retaining nuts and move Brake Testing Scale in direction of forward rotation of wheel. To keep the tool steady the spring support should be applied against the hub cap. Exert pressure on handle and observe how many pounds register on scale. The scale will register considerably more than the required pressure during the initial effort to break the wheel loose. After once broken loose, the scale should steadily register ninety pounds.
4. Adjust the brakes by lengthening or shortening the pull rod until the scale shows just 90 pounds on each wheel. The backing plate next to the cam should be rapped sharply with a hammer to eliminate any tendency of the cam to stick, especially when releasing the tension.
5. After adjusting the last front wheel brake, try the first one again as the adjustment sometimes changes while the opposite brake is being adjusted. After adjustment has been made on both front brakes remove brake pedal depressor and test wheels for dragging brakes. If a drag is noticed then the eccentric should be adjusted until the wheel is just free.
6. To adjust rear brakes, jack up rear wheels; block front wheels and release hand brakes. Proceed exactly as when adjusting front brakes except that scale should show 120 pounds instead of 90 pounds.
7. The adjustment described above is a good one for the average driver who desires a soft brake that will bring the car to a stop without pitching him out of the seat.

For the severe driver who prefers brakes that act very quickly the pedal should be set 4 inches, and in extreme cases $4\frac{1}{2}$ inches from the toe board. When using these extreme adjustments great care should be taken to see that shoes do not drag.

NOTE—We will not have a large stock of these tools for two or three weeks. Send in a separate order for Brake Testing Scale, S. T. 658 as orders will be filled in order of their arrival at the factory.