VOL. 4 No. 15 AUGUST 1, 1930

Oil

THE number of letters received at the factory from customers requesting recommendations on motor lubrication oil would seem to indicate that many of our service contact men are not as familiar with this subject as they should be.

A great deal has been said in national advertising in recent years concerning oil filters; cylinder top oilers, crankcase breathing systems, air cleaners and other devices for the improvement of motor lubrication in general. Many customers upon finding that some of these devices are attached to the new car which they have purchased, seem to be of the opinion that all that remains for them to do is to have the oil in the crankcase changed at certain intervals and in some cases it would appear that customers believe it should not be necessary to even add oil between these intervals.

The factory's recommendation in this connection is one which was adopted after much consideration and which applies in a general way to the average car operated under average conditions.

The factory recommends that at the end of the first five hundred miles, the oil be changed and thereafter at each two thousand miles in warm weather and each one thousand miles in cold weather. As an alternative, the oil may be changed once a month, as this will take care of the variation in mileage during the different seasons of the year.

Certain local conditions may make it necessary to vary this recommendation. In general, our experience would indicate that the recommendation is satisfactory.

Many requests come to our attention for the recommendation, or approval of specific makes of oils. It would be quite a task for the factory's chemical laboratory to keep an up-to-date record of the tests made on all of the different makes and grades of oil sold throughout the country. This would not only necessitate an original analysis on each one, but a periodical analysis. We have not felt that there was any particular advantage in having such a record; we believe that a high grade well refined oil, as supplied by any of the reputable oil companies, will prove satisfactory, provided that oil of the proper viscosity is selected.

Some people refer to viscosity as "body." What is actually meant when we say an oil which has a viscosity of 68 at 210 degrees is that the fluid quality of that oil at 210 degrees Fahrenheit is such that it will take sixty cubic centimeters of the oil sixty-eight seconds to pass through a measuring device known as the Saybolt Viscometer. In other words, viscosity is the measure of the fluid quality of the oil at a given temperature. It is possessed by all oils in varying degrees; it varies with the temperature; as the temperature rises, the oil becomes more liquid and as the temperature drops, it becomes heavier and sluggish.

When it is considered that in engine lubrication a proper film of oil must be developed and maintained on all of the bearing surfaces, the importance of selecting an oil of the proper viscosity becomes evident. With too great a reduction in the fluid quality of the oil used, imperfect lubrication will result along with an increase in oil consumption.

The Society of Automotive Engineers has applied a series of numbers to lubricating oils which indicate their viscosity; the oil selected must be varied according to the temperature and the recommendation made is as follows:

In the summer with a temperature between 32 and 72 degrees, SAE No. 30 is advisable; with the temperature over 70 degrees and for normal driving, SAE No. 40 is recommended, for high speed driving at 70 degrees or over, SAE No. 50 should be used.

Another important point in connection with motor lubrication from a service salesman's standpoint is the fact that the inability of an oil to perform its function properly is nearly always the result of its contamination either through dilution or the entrance of dirt or other particles to the oil. The periodical replacement of the oil filter is a matter for the service salesman to handle; owners will appreciate being notified at the proper intervals, if it is explained to them the importance of having this device function properly. Oil filters naturally are constantly accumulating foreign matters and while this is their function, the rate of filtration is, of course, reduced proportionately and if replacement is not made at

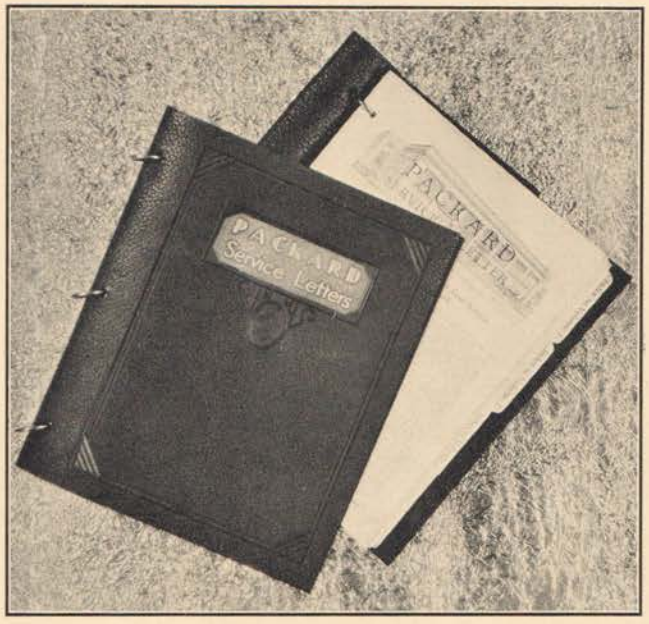
regular intervals, the purpose of the filter is defeated and wear of engine parts will be hastened.

All service contact men should be prepared to talk intelligently concerning lubricating oil to customers, as they expect to be intelligently advised concerning this very important part of motor car maintenance. It is not necessary to enter into arguments concerning the advisability, or inadvisability of using particular makes of oil; it is always safer to recommend simply a high grade well refined oil by the SAE viscosity numbers, as given and then to state that in your own service station you use oil of this or that make. It is not advisable to knock any other make of oil simply because you do not happen to be selling it; tell the customer that you cannot be familiar with the chemical analysis of all the different oils, but that the main point to watch is the fact that he purchases from a reputable concern and that he obtains oil of the proper viscosity.

Binders For Service Letters

A Service Letter binder has been designed for every man who receives a copy of the Service Letter. We have felt that the value of the letter was not simply a temporary one, but that the copies saved and filed in order made a handy and valuable reference book.

The index for each volume containing one year's issues assist you in finding articles and notes on any subject pertaining to your work. The handy, yet inexpensive binder will give you a definite place for your copy of the Service Letters. The binders are large enough to hold over two years' letters and orders should be sent through your Service Manager to the Editor, specifying "Binder for Service Letters." These sell for forty-five cents each.



Service Letter Binder 45c Each

A Reminder

The value of any service follow-up system lies in the attractiveness of your message. To continue to be attractive, the message must be constantly varied in text and style. Do not stick to a stereotype form of letter, post card, or pamphlet, use first one and then the other,

Packard **SERVICE REMINDER**

Our records show that your car has not been in for service since_____. If your car is in need of any service, we would appreciate a call, as we are interested in having your Packard give entire satisfaction.

Yours very truly,

PACKARD MIAMI MOTORS, Inc.

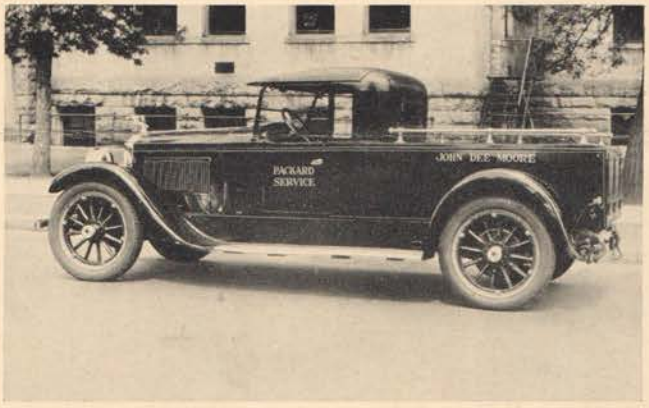
Service Manager

1740 N. E. 2nd Ave. *Phone 2-7619*

but by all means make whatever you use attractive to a Packard owner. The Miami card shown is a good example of careful attention in making their message attractive.

Spokane Service Car

The John Dee Moore Organization in Spokane built on a 133 chassis the service car shown. Mr. Clyde Otis, Service Manager, should be complimented on the very neat design and the attractive appearance of the car. There is no doubt but what this part of your service equipment should receive special attention because of the



fact that it is seen more than any other part of your equipment. Your service car should present such an appearance that it will create confidence in your method of handling service work in your shop.

New Release Tag

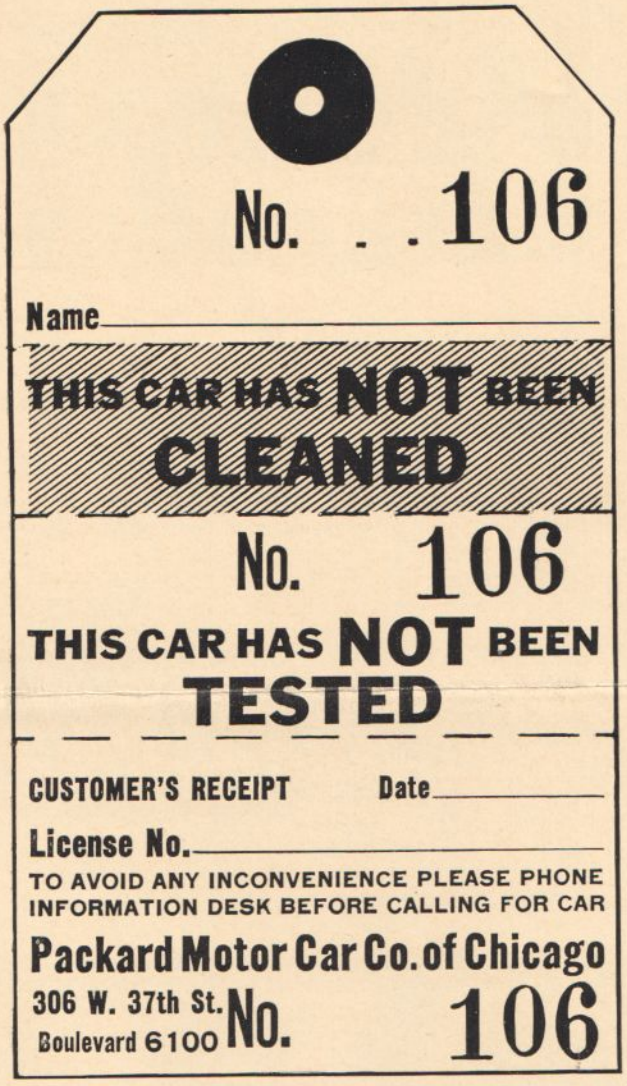
The Chicago Service Department is using a new form of release tag which has several new features and which undoubtedly will be of interest.

The tag, as you will notice, is made up of four parts, perforated so that it may be torn apart at the different sections. The customer's name, date and license number are entered in the spaces provided; the bottom portion of the tag is removed and handed to the customer as his receipt and call card; it bears, you will notice, the number of the release tag.

On the back of the lower portion, a note is printed indicating that storage charges start twenty-four hours after notification that repairs have been completed.

The next portion of the tag is removed by the service salesman, or tester after completion of the test and the third portion by the men who have charge of cleaning cars before delivery. These two sections are printed

alike on both sides; the door man removes the last or top section of the tag as the car leaves the building. He calls the owner's attention to the fact that the car has not been tested or cleaned, if the middle two sections of the tag have not been removed. This gives the service salesman an opportunity of making certain that no cars get out without the necessary test and cleaning before delivery.



The tag is working out very satisfactorily in Chicago and it may be that there will be sufficient demand for this type of tag for our department to carry them in stock. If you are interested in using this tag and based upon Chicago's experience, we would urge you to try it out. We suggest that you order them from the Service Department, specifying "Chicago type release tags."

NOTICE

Service Managers' Annual Meeting,
HELD AT DETROIT
September 10-11-12, 1930

Brake Front Camshaft

The Brake Front Camshaft on models 236, 243, 336, 343, 443, 326, 333, 426, 433, 526, 533, 626, 633, 640 and 645 prior to frame 250722 and 172444 with Bendix type brakes, which were originally 1½" in diameter, have been changed to 1¾" in diameter.

The factory no longer furnishes the 1½" camshaft and this change also necessitates the changing of the bracket. Therefore, when ordering, kindly use the latest part numbers covering the new brake front camshaft and bracket assembly.

New details are not interchangeable with corresponding details of old design.

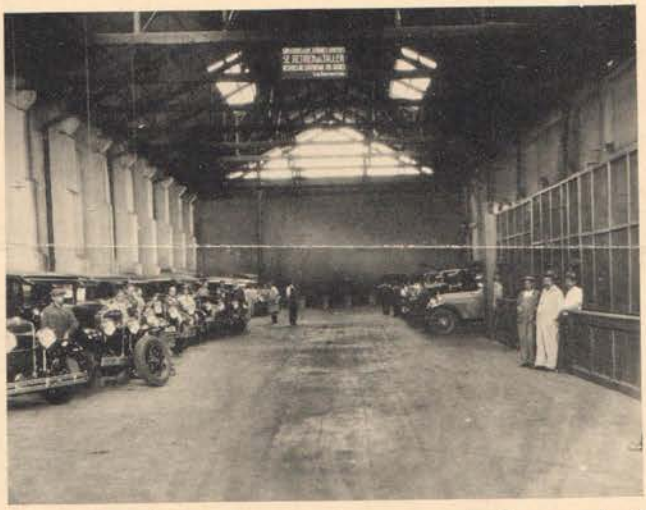
Model	*Obsolete Type*	*New Design Camshaft and Bracket Assembly*	*Detail Parts of New Assembly*
236, 243 336, 343	139182 97508	97518—Right	97559 Bracket 97555 Pivot 97557 Camshaft RH 97553 U. J. Cover
236, 243 336, 343	139084 97509	97523—Left	97559 Bracket 97555 Pivot 97558 Camshaft LH 97553 U. J. Cover
326, 333 426, 433	139182 97508	97519—Right	97556 Bracket 97555 Pivot 97557 Camshaft RH 97553 U. J. Cover
326, 333 426, 433	139084 97509	97522—Left	97556 Bracket 97555 Pivot 97558 Camshaft LH 97553 U. J. Cover
443	147470 97510	97520—Left	97561 Bracket LH 97555 Pivot 97554 Camshaft LH 97553 U. J. Cover
443	147471 97511	97521—Right	97560 Bracket RH 97555 Pivot 97550 Camshaft RH 97553 U. J. Cover
526,533	147471 97511	97516—Right	97551 Bracket RH 97555 Pivot 97550 Camshaft RH 97553 U. J. Cover
526,533	147470 97510	97515—Left	97552 Bracket LH 97555 Pivot 97554 Camshaft LH 97553 U. J. Cover
626, 633 (Prior to frame 250722)	164002	97760—Right	97771 Bracket RH
640, 645 (Prior to frame 172444)	163999		97555 Pivot 97768 Camshaft RH 97553 U. J. Cover
626-633 (Prior to frame 250722)	164001		97770 Bracket LH
640, 645 (Prior to frame 172444)	164000	97759—Left	97555 Pivot 97769 Camshaft 97553 U. J. Cover

626, 633, 640 and 645 cars after above frame numbers were equipped with 1¾" camshafts in production.

Personal Mention

The views on this page were received from our old friend Vance Mortellra, who is now representing the Export Department as mechanical supervisor in Mexico and other southern points.

The Service Sales Office is well arranged with accessory show cases; the shop is well equipped and completely supplied with all necessary tools and special



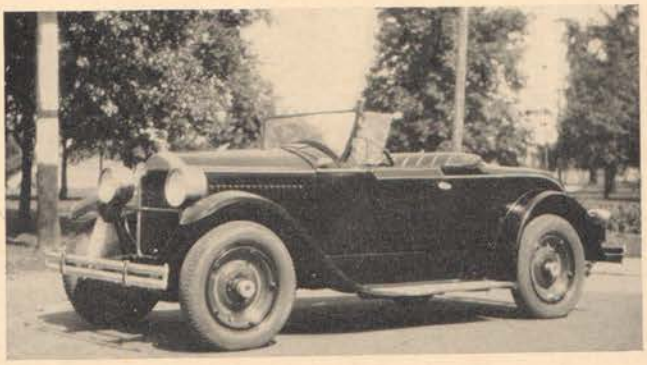
equipment; the stock room is very neatly kept and all parts properly identified.

We sometimes feel that the only real service stations must be located in the United States and just to show

that this is not true, we are going to introduce some of the service men and their organizations in other parts of the world from time to time in the Service Letter.

We have with us for special mention in this issue, D. C. Kelly of New York City. Dan has been with Packard for about nineteen years; he has charge of all service cost work besides managing the activities of the largest stock room in the country, carrying exclusively Packard parts. He also acts as cashier, paymaster and general friend and advisor of the entire New York Organization. If you ever have an opportunity of visiting New York to see the wonders of the big city, there is one thing you do not want to miss—go up to Dan Kelly's department in the 11th and 54th Streets Service Station and watch for a while the running of one of the smoothest and most efficiently operated parts department in the country. Mr. Kelly's assistants, like their boss, know their stuff and know it well

As a side line, Mr. Kelly is an accomplished tenor and as a hobby builds model boats. The other day the Automotive Service Association of New York decided that they needed some real talent at the head of their organization and elected Dan Kelly as president. We know that you all join us in congratulating Dan in his leadership of what is probably the largest association of service men in the country.



Ellis J. Mann, Service Manager for the distributer in Evansville, Ind., rebuilt this car for his wife. It is one of those "Senior League" 116 Sedans. It's beginning to look as though the advertising department was too conservative when they called these ten-year cars, especially when the boys start making 1930 sport roadsters out of them.

We Welcome Suggestions and Inquiries from Packard Service Men. Address All Communications Care Editor, Packard Service Letter.

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