



VOL. 5, No. 13

JULY 1, 1931

THE NEW PACKARD

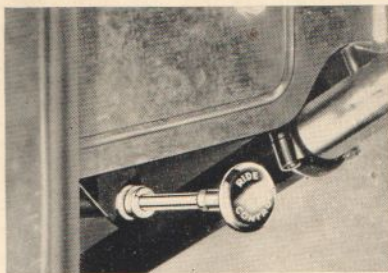
WHEN this issue reaches you, the new Packard will have arrived. We have endeavored to give you, by means of the Service Film, the outstanding features, not only from a sales, but from a service standpoint. A detailed study of the film and the booklet supplied will give you a very complete story of the Packard Eight and the Packard Eight Deluxe.

The film illustrates in many instances the old and the new construction and shows, in sectional views, all of the new assemblies. It is a film which you will want to retain for future meetings and reference purposes.

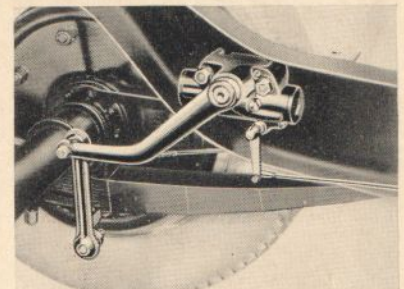
Additional films will be issued on the servicing of the new car and we feel that it will be particularly important that every Service Manager avail himself and his organization of this method of obtaining service information.

The Information Book supplied with the new series cars will not be of a technical nature, we, therefore, suggest that you retain the booklet and keep available the Service Film on the new car.

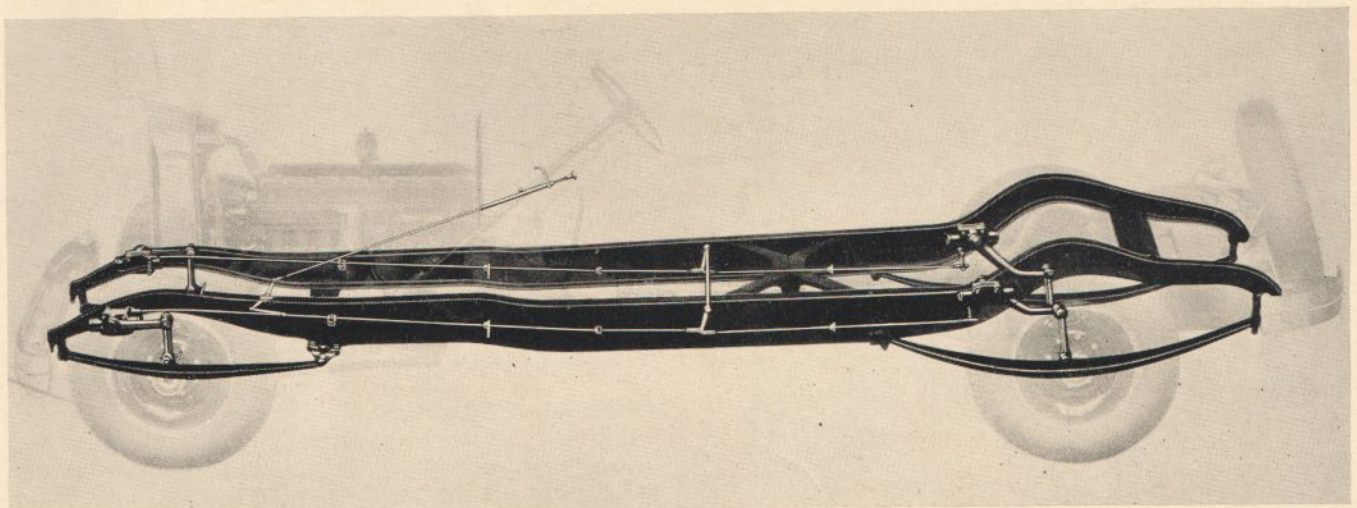
THE RIDE CONTROL



The Shock Absorbers are the same as those used on the Eighth Series. A hook-up has been provided whereby the adjustment is controlled from the driver's seat. The control handle is located at the left of the steering column; it offers three adjustments—soft, medium and firm. It is felt that with these three adjustments, no further adjustment at the shock absorber will be required. The hook-up linkage is adequately protected by



its location in the frame channel, and its being assembled in rubber prevents rattling. The shock absorber links are now of the oil-less type, they are quiet in operation and require no attention.



Miscellaneous Notes on Servicing the New Car

Transmission

No adjustments are either necessary or possible in the synchro-mesh transmissions with which the new cars are equipped.

For this reason we do not plan to carry in stock or to furnish you with the detail parts which go to make up these assemblies. If any difficulty should be encountered the entire unit may be replaced with a new assembly shipped from Service Stores Division.

Transmission Lubrication

Use a high grade mineral oil either with or without the addition of soap. Small amounts of soap or other materials decrease the tendency of the lubricant to leak, but have little or no effect on the load carrying property or the tendency of the lubricant to prevent easy shifting. These additions may, however, increase the viscosity or body of the oil.

Do not use oils with large amounts of soap or other material which would prevent obtaining a fluid lubricant.

The selection of a transmission lubricant depends upon the conditions of operation and as in the case of motor oils the correct body oil is important. It is, therefore, advisable to order transmission oils by S.A.E. (Society of Automotive Engineers) numbers instead of winter or summer grade, the more common nomenclature.

In general, order in accordance with the following:

| Average Temperature Range | S.A.E. Numbers |
|---------------------------|----------------|
| Over 30° F. | 160 |
| 30° F. to 0° F. | 90 |
| Below 0° F. | 80 |

If it is inconvenient to change oil with cold weather and gears shift hard add $\frac{1}{2}$ to $\frac{3}{4}$ pint of kerosene.

Spark Setting

The spark setting is measured in degrees on the circumference of the flywheel. In idling position before the governor starts to open i. e., under 600 motor revolutions per minute the ignition point should be as follows:

| | |
|--|--------------|
| 901-902 with low compression cylinder head. | 10° B.T.D.C. |
| 901-902 with standard compression cylinder head. | 12° B.T.D.C. |
| 901-902 with high compression cylinder head. | 12° B.T.D.C. |
| 903-904 with low compression cylinder head. | 12° B.T.D.C. |
| 903-904 with standard compression cylinder head. | 4° B.T.D.C. |
| 903-904 with high compression cylinder head. | 4° B.T.D.C. |

The distributor has an automatic advance of 20° from idling position and for repair shop operators a possible manual retard of 20° from idling position. The manual control and locking device is located at the distributor head.

Car Weights

| | | |
|------|--------------------------------|------|
| 902 | Complete Car Weights | 903 |
| 4400 | Sport-Phaeton, 5-Pass. | 4795 |
| 4300 | Phaeton, 4-Pass. | 4715 |
| 4345 | Touring, 7-Pass. | 4760 |
| 4250 | Roadster, 4-Pass. | 4695 |

| | | | |
|-------------------|-------------------|-------------------------------------|-------------------|
| 901 | 902 | 903 | 904 |
| 4570 | 4555 | Sedan, 5-Pass. | 5045 |
| | 4475 | Club Sedan, 5-Pass. | 5000 |
| | 4735 | Coupe, 2-4-Pass. | 4825 |
| | 4770 | Sedan, 7-Pass. | 5195 |
| 3420 | | Sedan-Limousine, 7-Pass. | 5240 |
| | 3440 | Chassis (Short wheelbase) | 3850 |
| | 4420 | Chassis (Long wheelbase) | 3875 |
| | 4505 | Coupe-Roadster, 2-4-Pass. | 4825 |
| 129 $\frac{1}{2}$ | 136 $\frac{1}{2}$ | Coupe, 5-Pass. | 4985 |
| 199 | 206 | Wheelbase | 142 $\frac{1}{8}$ |
| 71 $\frac{1}{16}$ | 71 $\frac{1}{16}$ | Overall Length—Sedan | 211 $\frac{3}{8}$ |
| 71 $\frac{1}{8}$ | 71 $\frac{1}{8}$ | Overall Height—Sedan | 71 $\frac{1}{16}$ |
| | | Overall Width—Sedan | 71 $\frac{1}{8}$ |

Spark Plugs

THE performance of a spark plug in an engine depends mainly on two factors—temperature and time.

It is necessary to keep the spark-plug insulator at a temperature above the range within which carbon can form on it, because a coating of carbon will by-pass some or all of the high-tension current, depending upon its conductivity. If so much current is by-passed that the maximum value attained by the voltage between spark points is less than that necessary to break down the gap, missing will occur. On the other hand, too high a temperature of the spark-plug insulator is the cause of rapid deterioration of the spark plug and of preignition.

It is important that the time which elapses between the starting of the engine and the moment when the insulator reaches a temperature sufficiently high to burn away any carbon that may be deposited upon it, be as short as possible; besides, the temperature should not rise sufficiently high during full-throttle operation to cause preignition.

The function coordinating these two factors of time and temperature represents the so-called spark plug heat range. Automobile performance is directly affected by the heat range value of the spark plug used. If the heat range of the plug is narrower than the spark plug heat range needed by the engine, either the plug will fail at high speed or it will fail in city driving in cold weather; or, perhaps, in both cases.

Engines of today require a wider heat range in spark plugs than earlier designs. The increase in the number of cylinders has resulted in both greater engine speed and higher compression. This has increased greatly the rate of heat flow which the spark plug must handle, and necessitates the selection of spark plugs of the correct heat range.

Another factor which increases the spark-plug heat range required in most engines is the difference in the combustion temperature attained in different cylinders, due to inequalities of mixture distribution. This may cause some of the plugs in an engine to fail, the others performing satisfactorily.

A thorough analysis of the factors governing heat transfer in a spark plug has culminated in the development of the 14 mm. threaded plug. This plug, which is being used as standard equipment, represents a marked improvement over both the 18 mm. and $\frac{7}{8}$ -in. spark plugs.

Carburetor Silencer and Air Cleaner

This device has a two-fold purpose—(1) A Silencer which eliminates intake noise through the carburetor and power roar in the intake manifold and (2) functions as an efficient Air Cleaner.

The Air Cleaner element of this device is wetted with oil, so that dust particles in the intake air are collected by these oily surfaces. After these surfaces are covered, the Air Cleaner ceases to function and dirty air passes into the engine, causing wear.

The Air Cleaner element can be quickly re-operated by removing it from the engine and washing it by moving the cleaner up and down in a can of gasoline—then re-oil it by dipping the entire assembly in some new or used engine oil, allowing excess oil to drain off, and then re-assemble on the engine. This should be done regularly every 2,500 miles or oftener if extremely dusty conditions prevail.

This cleaning operation makes the Air Cleaner just as good as new again.

Another Distributer Gone Cash

A sticker of the size and shape shown was put into use the day the new Packard-Memphis Service Department opened its stores. They have decided that Accounts Receivable on service business are out-of-date. We urge you to consider, relieving yourself of the annoyance and expense in connection with charge accounts for service work. You will find in the long run that this type of cash service means more satisfied service customers.

We operate our Service Department on a Cash Basis

To avoid delay and inconvenience to you in delivery of your car we are releasing it with the understanding that you will mail us check within the next 48 hours to cover this invoice.

PACKARD MEMPHIS, Inc.

Many distributors have adopted the cash system for service work. St Louis made this change some time ago and it is interesting to note that this is one of the first steps taken by the new management in Buffalo.

New or Used Sedan Body Wanted

The Cleveland Packard Company, 9306 Carnegie Avenue, Cleveland, Ohio, would like to get in touch with a distributor, or dealer, who has a five-passenger 726 or 826 sedan body for sale, either new or used. Will you please communicate with Mr. Sanderson, Used Car Manager at Cleveland.

New Accessories

See Price List of June 15, 1931 for your cost.

See General Letter 347 of June 15, 1931 and the new Accessory Catalog for description and illustrations.

1. Automatic starting switch equipment (For Eighth and Ninth Series).
2. Front bumper and stabilizer assembly (For Models 901-902).
3. Cowl ventilator screen (For Seventh and Eighth Series).

4. Pelican radiator emblem (For Eighth and Ninth Series).

5. Handy kit (For everyone).

6. Twin trumpet horns (For Models 901 and 902).

7. Right hand tail light (For Models 901 and 902).

These accessories offer more opportunity for service and profit. All are new and different and will appeal as to convenience, comfort, utility, or appearance. To build up sales, be sure your customers know you have them and how they function.

Brake Suggestions

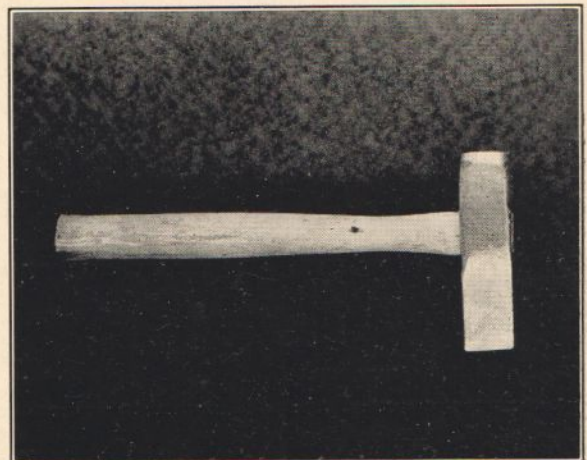
The Cleveland Packard Company suggests to their owners the importance of breaking in re-lined brakes. They do this by means of a card, which we are reproducing as a suggestion. We feel that this is extremely important and suggest that some definite method be used to convey this information to owners at the time the brakes on their cars are relined.

IMPORTANT!

THE Brakes on your car have just been re-lined, and to get the proper service out of them, it is necessary during the first 500 to 1000 miles to avoid severe emergency stops as much as possible. This is due to the fact that a moulded lining is used which is very hard, and although the brake shoes have been adjusted as close as it is possible, there are bound to be some places on the lining while it is new that are slightly higher than others. These high spots take all of the load until the lining is glazed over its entire surface. Careful application while the lining is new will give you as satisfactory a brake job as the careful breaking in of a motor will give you a smooth running motor. Following out of these instructions will avoid loss of time and expense to you.

**THE CLEVELAND PACKARD CO.
SERVICE DEPARTMENT**

Rivet Cutters



ST 808 NET \$1.50

Personal Mention

San Francisco



The new Service Manager in San Francisco, E. J. Sturgeon, has recently been promoted from shop superintendent. He has been with the organization for some time and will soon be the proud possessor of a ten year watch. From all reports he is highly deserving of his recent promotion. We wish him success.

Roanoke

Curtis Turner, Service Manager of Roanoke met with a serious accident while returning from a visit to one of his dealers—skidded off the road during rain storm, wrecking his car, throwing him through the windshield and causing three weeks' in hospital with some fifty five stitches about his neck and forehead.

At the present time he is out of the hospital—able to be about.

Philadelphia

Cliff Culver, General Service Manager in Philadelphia has completed twenty-five years of service work. He was recently honored in recognition of his twenty-five years spent with Philadelphia by a luncheon at which he was acclaimed "Dean" of all Packard Service Executives.

Aside from his long service with the Philadelphia Organization, he was connected with the Factory for four years and we, therefore, join his Philadelphia friends in congratulating him upon his exceptional record. We feel that Packard, Incorporated and the Packard owners in the Philadelphia territory are exceptionally fortunate in having a man of such extensive experience and one who has contributed in no small degree to Packard's position in the field of service.

Seattle

Harold Franklin, formerly shop superintendent is now Service Manager of Packard Seattle; Fred Wever, who formerly held this position, is now listed as Treasurer and we understand, during his spare time, is selling new cars. We congratulate both of these old timers upon their advancement.

Detroit

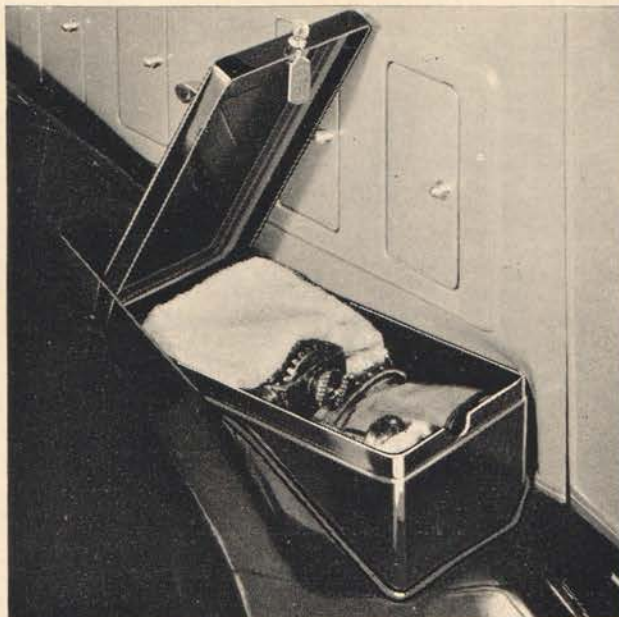
One of the busiest men in the Packard Organization is Herbert Fahner; his territory is the entire country. His duties are to assist distributors with their Parts Room problems. He recently came to the momentous decision that two could live as cheaply as one so on June 30th Miss Stella May Kain became Mrs. Herbert Fahner. We know that you join us in wishing them success and much happiness.

Unusual Accessory Display



Another picture is received from Chicago where accessory selling has been made a science. This view shows the Service Department information window with genial Mike Joseph on duty. Mike greets all the customers with a smile. In addition to quoting repair prices, paging Service Salesmen, keeping posted on the progress of cars in the shop and using four phones, more or less, at the same time, he still finds time to use what may be called "the Junior Show Case." In one month Mike sold sixteen gear shifter balls, fifteen horn buttons; thirteen cigar lighter caps, four tire gauges and four pair of goggles, thereby settling the question of whether or not he would buy new fishing tackle for his summer vacation. This information and picture is passed on to the brother who claims that he doesn't have time to sell accessories.

New Tool Box



Tools should be carefully packed in the new cars
Mention this to the owner

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