



VOL. 5, No. 21

NOV. 1, 1931

The First Job

SOMEONE has very aptly said that the first job of the Service Department is to sell cars. The more you think about it, the truer this appears to be. You may never close a sale in the Service Department, but it certainly is true that a great many sales are made in the Service Department.

There are certain steps to every sale, that is, that lead up to every sale. One of the first and hardest steps for any salesman is called the approach. The new car salesman is, for the time being, through with the customer who brings his car to the Service Station, at least as far as that particular sale is concerned. His future approach to that customer, both for obtaining prospects for additional sales and for re-orders, is in the hands of the Service Department. It is, therefore, correct to say that this very important step in the selling process is in our care. It is our responsibility.

The background of any sale is "service." A sale is made because the salesman has convinced someone that a Packard best serves his pocket book, or his driving needs, or his pride. The foreground of any repeat sale is "service," therefore, everything we do in service should be done with the thought in mind that we are maintaining sales contact between the owner and the salesman. If every service salesman has this in mind when meeting a customer and if every mechanic has this in mind when working on a car, we cannot help but improve our service, in the first place, because it means that we will have a new personal interest in our work. It also means that we are beginning to *humanize* the service which we render. We have in the past *organized* service and *systematized* service; our big job for the present is to *humanize* service.

Precautions for Cold Weather Let's Fix 'Em Right and Do It Now!

In preparing a car for winter operation the generator output should always be checked. Cases of run-down batteries will be greatly reduced in number if the generators are operating properly.

Some mechanics still believe that it is sufficient to check the generator charging rate and that if the generator is charging 18 to 20 amperes, the result will be satisfactory; this may not be the case. If the battery charge regulator cuts out at too low a voltage, the battery will not maintain its charge and the regulator should be checked as follows:

All Dyneto battery charge regulators are calibrated at the factory, and should not be readjusted without first carefully checking with volt meter to determine whether or not they are operating properly.

To make this check-up, first see that the battery is charged and in good condition and that all connections are clean and tight. Connect volt meter negative lead

to general terminal, and positive lead to motor for ground, start the motor and run at a speed that will allow generator to build up a voltage of approximately 7.5 volts. Allow about fifteen minutes for the regulator heating coil to heat thoroughly. If the regulator operates before this time has elapsed, it is operating at too low a voltage, and it should be adjusted. If the regulator does not operate during this time, increase the engine speed enough to cause generator to charge at a still higher rate, and let it run until the voltage reaches 8 volts. After running at this rate for a time, if regulator does not operate, it should be adjusted for a lower voltage.

To make adjustment when the regulator is cutting in too early, shut off the motor, and remove the regulator cover. Use ignition point wrench and turn the adjusting screw to the right, or down, a fraction of a turn. This increases tension on the operating blade, which will

require more heat to open. Replace the regulator cover and start the motor. Allow it to run at a charging rate that will give approximately 7.5 volts at generator terminal. After running about five minutes, if the regulator does not operate, increase the rate to between 7.8 and 8 volts, and if it operates at this voltage, the unit is properly adjusted. If it operates before this at 7.5 volts, repeat the adjusting operation until the proper adjustment is reached.

To adjust for lower voltage, follow the same procedure, except to turn the adjusting screw to the left, or up, which will decrease the tension on the operating member. Unless the regulator cover is replaced after each adjustment, it is impossible to get the correct setting, because the blast from the fan will prevent thermostatic blades from operating.

If ammeter hand fluctuates excessively, it is an indication that the regulator is adjusted low, and this can be eliminated to a great extent by setting the adjustment higher. The proper adjustment for the least fluctuation of the ammeter hand is 7.8 to 8 volts, in that this voltage occurs where battery charge voltage curve makes a sharp turn upward. The fluctuating condition is not serious, and unless the owner complains, it is not advisable to attempt to eliminate it.

What Is ? STARTING TROUBLE?

ONE cold winter day a Packard owner couldn't get his car started. He called the Packard service manager in his town and a mechanic was soon on the scene. He stepped into the car—and started it, as easily as he might in mid-July.

Somewhat bewildered, the owner looked as he might after seeing a magician complete his principal trick. "Why couldn't I do that?" he asked.

"You could, but to tell you the truth, sir, you just didn't follow instructions."

And the mechanic thereupon proceeded to go over with the owner the few points to be kept in mind to insure easy starting in winter. They are:

Have throttle closed, and choke button out all the way. Work the accelerator pedal up and down a few times to pump fuel into the carburetor. Turn on the ignition switch. Step on the starter pedal. Motor should now start. Repeat once if necessary. When motor is running, push choke half way in until motor warms, then all the way.

Always consult your instruction book for better performance and longer car life.

CORRECTION

Oil for Stabilizers

Volume 5, No. 19 contained a paragraph on stabilizer equipped bumpers and gave you the information that in reassembling the stabilizers, two-fifths of a pint, or 200 C C of motor oil should be used. This is an excessive amount of oil and this information should be corrected to read "85 C C" of oil. It is very important that a correct amount of oil be used and that the stabilizers be thoroughly cleaned out before the oil is added.

We suggest that you have a druggist measure a container for you and use this container in filling the stabilizers. You will then make sure that the correct amount of oil is used.

It is also important when re-assembling the stabilizers that Form-A-Gasket be used under the bolt to prevent water from entering the case.

Shock Absorber Adjustment

There has been some demand for a stiffer shock absorber adjustment for high speed driving over unusually rough roads.

When it is decided to obtain a stiffer ride than is now obtainable by moving the ride control to the stiff position, such a result may be provided by changing the rebound valves in both the front and the rear shock absorbers. The front shock absorber should use 5D valves and OG valves should be installed in the rear.

Lubrication Equipment



Such Equipment Sells Lubrication

Several articles have appeared in the Service Letter on the general subject of lubrication and the necessary equipment. We have received two photographs of an installation along with a wheel and axle aligning equipment, as worked out by Lee Merrill, Service Manager in Portland. The equipment was obtained under a special arrangement with the oil company and with unusual cooperation on their part with regard to merchandising this service. They supplied a lubrication engineer for a period of one week, he gave complete instructions to the

man on the job. They furnished the material for a free chassis lubrication service for one week; the distributor furnished the labor to get the plan started.



A Profit Producing Corner

Counting this free work to introduce the service and equipment, over two hundred jobs were obtained, resulting in a gross sale of \$632.00 for the first month and a sale of \$826.00 for the second month.

They do not employ a boy for selling lubrication, they use a first class mechanic and this has proven exceptionally profitable, not only from a lubrication standpoint, but from a mechanical standpoint, as this man is naturally on the alert looking for mechanical trouble and making recommendations, which have materially increased their labor sales

Their aligning equipment has proven profitable to the extent of well over \$600.00 for a two months' gross profit. The inspections made on the equipment are without charge.

These people are naturally well sold on the idea of such equipment, as a business builder. We are convinced that more installations of this type should be made. Notice that this one is exceptionally easy for the driver to get at and that the selling angle has not been overlooked both in the neatness of the arrangement and the attractive posters used.

Accessories

Heaters for Ninth Series Seven Passenger Cars

Due to the new position of the flexible tubing on the Packard Under-The Seat Hot Water Heater for Seven Passenger ninth series cars, the distance that the hot air must travel in reaching the rear register is so great that it affects the efficiency of the rear heater to the extent that we prefer not to recommend this heater for the Ninth Series Seven Passenger cars. It is our suggestion that you recommend the Kelch Heaters for these cars.

This change in no way affects the Packard double hot water heater on cars other than the Seven Passenger and we are confident that you will find the other installations satisfactory.

Heater Installation and Cigar Lighter

It so happens that when the shutters on the Tropic-Aire heater are opened wide that they might touch the cigar lighter underneath the cowl. If this happens it causes a short circuit which will blow out the fuse. To prevent this when making the heater installation, tape the cigar lighter.

Robes

Have you stopped to consider your increased possibilities for Packard robe sales due to the low prices now prevailing:

For instance:

One of Packard Eight Deluxe Cloth and Plush for	\$50.00
A robe of Packard Eight Cloth and Plush for only	40.00
One of rich double plush for only	32.50
The Utility Cloth and Plush robe for only	19.50
An all wool robe for	10.25

Start immediately letting every owner know about these distinctive robes at bargain prices



Robe Display in Boston—Just a Suggestion

Radiator Protection with Anti-Freeze

Vol. 5, No. 19 of the Service Letter listed Anti-Freeze solutions which have been approved by the Factory. There has been some question concerning the use of other material. We are not in a position to analyze all of the products put on the market for this use, we will, therefore, adhere to the recommendations already given with the additional comment that should any other glycerine solution be used, such as that being sold by the New York and Chicago Accessory Department, that it is extremely important to add to the solution one pint of emulsifying oil to five gallons of glycerine. This oil formerly sold as "Emulso" is now sold as "Seco" by the Sun Oil Co. The other solutions mentioned already have a rust preventative added.

Fall Posters



14½ x 39 INCHES
POSTERS 50c—FRAME \$1.50

Brighten up with a fresh poster with a Fall message. We also have small poster cards, 2 inches by 5¾ inches in three colors the same as the large poster. These are suitable for mailing and are priced at 50c per hundred—write the Editor.

Float Chamber Cover Vent

The float chamber cover with the bleed pipe attached, which is now being supplied, has the vent in the cover moved around on the side, the gasket used with this cover should be cut out under the vent, otherwise it is liable to close the vent hole sufficiently to pull gasoline from the float chamber through the bleed pipe.

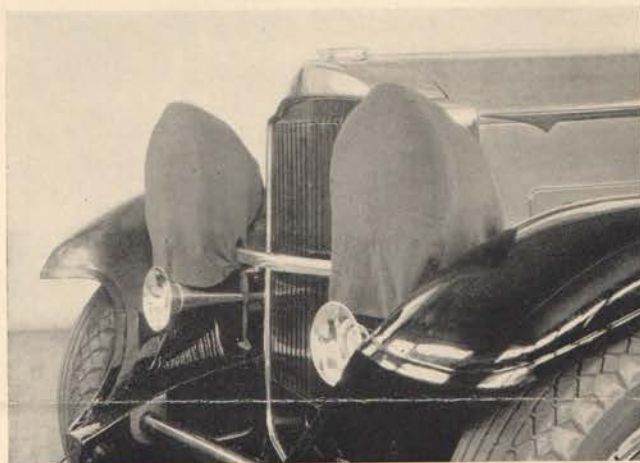
Insured Service Notice

When an owner whose car is being maintained under an insured service contract calls at a Packard service station outside his home territory, only the most necessary work should be done; but if the owner demands major work, the home service station should be asked for permission.

There have been cases reported where an owner going into another territory has demanded so much work on his car that the entire amount he has paid for the service contract has been absorbed in that one bill. This is neither fair nor just to the home station.

Will you please call this to the attention of all the members of your organization?

Headlight Covers



ST834—NET \$1.50 Pr.

These covers are neatly tailored and they fit all models. It pays to have headlamp covers for protection when removing and replacing the radiator.

Gasoline Level in Float Chamber

We find that there has been some confusion as to the proper setting of the collar at the top of the float chamber needle valve which regulates the height of the gasoline.

There must be a difference in the adjustment, depending upon whether the car is equipped with a fuel pump or a vacuum tank, since the fuel pump will force the gasoline about ¼" higher with a given carburetor adjustment.

In checking the gasoline level on the bench, a tank with a two foot head above the top of the float chamber should be used when the car is equipped with a vacuum tank. When the fuel pump is used, the test tank should be six feet above the carburetor.

In making the adjustment, a scale should be laid across the top of the float chamber with the cover removed. The gasoline should be ⅜" to ½" below this level.

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