

Spring Business Plans

YOUR plans for obtaining Spring business should be well under way by this time. This year, there should be two parts to the foundation of your plans. First, the development of a definite service volume and second, the establishment of a contact with your customers, which will result in regular calls at the service department.

Various plans have been suggested and tried out that will produce added service volume, particularly during the Spring season. None of them are particularly new and probably not one of them alone will prove to be the answer to the problem of additional service volume, however, an old plan, dressed up in new clothes and presented in a new attractive manner, often does more than a new un-tried plan.

There are two items that should receive your particular attention when endeavoring to obtain Spring business. These are "Lubrication" and "The Cooling System."

It should not be difficult for you to convince the average owner that the lubrication of his Packard car can best be handled by Packard service stations. You do, however, have to offset the Super-Service Stations' major attractions of convenience and price. It may be necessary for you to consider motorcycle equipment to offset the item of inconvenience in location. Don't forget, however, that the modern Super-Service Station is now adding this equipment and is offering free delivery and pick-up for just the type of Spring work that the average owner calls for at this time of the year. In the face of such competition you may have to consider the use of motorcycle equipment.

We are quoting a letter. It is not unusual and shows you the type of contact which the modern Super-Service Station is making with your owners.

DEAR SIR:

January 25, 1932:

Here's what we will do to help you cut the cost of operation of your Packard:

1. Wash car
2. Thoroughly lubricate chassis
3. Drain oil and refill with proper grade high quality oil
4. Vacuum clean upholstery
5. Inspect battery, add distilled water if necessary, clean terminals

6. Check wheel alignment
7. Test brakes
8. Check and properly inflate tires
9. Call for and deliver your car

The total cost to you for all of the above is only \$3.95. This is our Packard Service Special and designed to increase Packard attendance at our Modern New Service Station at 17th and Jefferson.

Remember—our lubrication men are graduates of the Alemite School in Detroit and your car is lubricated strictly in accordance with the recommendations of the Packard Motor Car Co. (??)

In addition, if you have this Packard Service Special performed eleven times, the twelfth time is absolutely free.

Should you wish additional information just phone ADams 1258 and we will do the rest, or better still drive in real soon and find out for yourself just how well equipped we are to give you the finest service available anywhere.

Very truly yours,

SUPER-SERVICE, INC.

Manager.

The next item would be "The Cooling System." Present day motor cars and present day motors are run at higher speeds. This naturally puts an added burden on the cooling system. The faster motor cars are run, the more heat there is to be taken care of and the more important it is that the cooling system be in perfect condition. The cooling system on Packard cars is adequate. It will function properly and keep the motor cool, provided the cooling system is in good condition. The trouble is that very few cooling systems are in good working condition and this is especially true after a hard Winter's work. All cooling systems collect a certain amount of rust and dirt. Cooling systems are apt to give trouble, not necessarily because of the anti-freeze solution used, but in spite of it. Simply to drain a cooling system and fill it up for spring driving is entirely inadequate. The cooling system consists of more than the radiator core and to do a real job it will be necessary to remove the motor water jacket and thoroughly flush out the passages. Usually, simply flushing out the radiator core is not sufficient, a real cleaning job of the entire water system is required.

You will have the customer who hesitates to pay for

this kind of work on the grounds that he never had to do it on any of his older cars, and this is perfectly true. Years ago the matter of heat was not important in motors; radiators were huskier and water jacket space was larger. Motor cars today are lighter and faster and the demands upon the cooling system have greatly increased. It costs the customer more for gasoline and oil to operate at higher speeds; it will also cost him more to keep his cooling system in proper condition for those higher speeds.

There are many other items under these two classifications that require attention and we are not presuming that you do not know what these items are. We are, however, giving you a list, which may assist you in some of your Spring literature. You may not have thought of all of the items on this list, but your Service Salesman should be posted to check each car that comes in during the next two or three months for these items and a special campaign should be made to get just as many of the Packard cars in your territory as possible in proper condition for Spring driving.

The other part of your plan should be based upon a real effort to establish a contact with your owners at regular intervals. After you have the car ready for Spring, impress upon the customer the importance of keeping it in that condition and explain how regular calls for lubrication and general inspection will produce just this result.

Spring Tune-Up

- 1—Thoroughly clean cooling system
- 2—Clean, adjust or replace spark plugs
- 3—Clean distributor and adjust points
- 4—Check timing and adjust chain
- 5—Check and set valve clearances
- 6—Clean gas and air strainers
- 7—Change oil and oil filter
- 8—Valve and carbon job
- 9—Lubricate chassis
- 10—Check brakes
- 11—Test wheel alignment
- 12—Tighten body bolts

Coil Noise

A slight "ticking" noise is sometimes noticeable in the ignition coil.

The noise does not indicate an incorrect condition and does no harm, but if it is objectionable to the customer it can be reduced by insulating the coil from the instrument board.

This is accomplished by wrapping with ordinary electricians tape that portion of the coil which is in contact with the sleeve in the instrument board holding the coil in place. Make sure that the coil is not in contact with the instrument board at any point.

By loosening the sleeve clamp it can be spread enough so that the coil may be forced into place in spite of its increased diameter.

Here Is An Idea From New York

The New York Branch puts on an early Spring drive on a re-lusterized special. This special includes a thorough washing of the body and chassis, a restoring of the original luster to the bonnet, body, fenders and splashers by a special process of polishing, repainting of all rust spots; applying a new coat of top dressing, cleaning of nickel and chrome plated parts and a vacuum cleaning of the interior.

A special price is established on this job and mailing pieces, with letters, are sent out with very satisfactory results.

Their theory is that Packard owners at this time of the year like to see their cars fresh and clean, looking equal to the bright Spring weather soon to come. They put such thoughts into their mailing pieces and use posters in their Service Station similar to the one issued by the Factory. A good many of the cars that come in for this type of work also require other additional work of a mechanical nature and the result of their campaign for the last two seasons has been very successful.

Service Poster



14"x39"

Poster 50c Frame \$1.50

Front Wheel Bearing Lubrication

The front wheel bearings are packed with a sodium soap fibre grease which is selected because it has not the same tendency to leakage that is present with an ordinary cup grease.

In order to provide an additional safeguard, while the car is new, the bearings are dipped in a heavy black oil when the wheels are assembled, so that lubrication will be provided even before the fibre grease reaches the bearings.

In some of the early Light Eight cars an excessive amount of black oil was used, and this oil has a tendency to leak through the inner retainer and reach the brake shoes. Such a result will cause unsatisfactory operation of the brakes.

If you discover any oil reaching the brake mechanism it will be advisable to remove the front wheels and wipe this oil off the steering knuckle spindles. Any surplus will be found on the spindles and no further correction will be necessary.

An Idea From Los Angeles

The Los Angeles Service Salesmen work on the idea that while the car is in the Service Station, they should not only sell the owner on what he needs at the present time, but look forward to future service requirements. Therefore, in their conversation, if the owner suggests that at a later date he will return for a brake reline job, a notation to this effect is put on the repair order. Anything in the conversation that the Service Salesman has with the customer, which would indicate that some future service requirements are in the customer's mind, is also noted on the repair order. These notations are transferred to the Owner Follow-up File and a definite effort is made to get the owner in for the work previously talked about.


Double Check Promises

The Detroit Branch is now using an idea that guarantees delivery at the time promised. It is an idea that can be carried out by any Service Station that uses a door man. The space reserved for cars ready to deliver to owners is located as close as possible to the door through which they will drive out. The door man has a blackboard with columns indicating the owner's name, stall number and date and time promised. The Service Salesman writing up the repair order fills in the owner's name and the date and time promised.

The door man checks to make sure that the car has been delivered to one of his stalls before the time indicated; if not, he reports direct to the shop foreman, or the Service Manager. Just as soon as the car is delivered to him, he indicates the stall number in which it is placed. This very simple idea serves as a check on delivery promises and practically guarantees that when an owner arrives to take delivery of his car, the car will be in place ready for delivery. If you are not already operating a system which gives you a double check on delivery promises, it would be well to work out some such scheme as this.

A Clever Mailing Piece From Seattle





PHONE ELIOT 0084

LUBRICATION SERVICE

Your choice of Eastern or Western OILS

Our Modern Lubrication Department

NOW IS THE TIME FOR YOUR

Spring Maintenance Special

☞

- Adjust valves to proper clearance for summer driving
- Clean and adjust—distributor
- Clean and adjust—spark plugs
- Adjust—fan belt
- Adjust—water pump packing nut
- Adjust—timing chain
- Carburetor—clean and adjust
- Vacuum tank screen—clean
- Gasoline filter—clean
- Burn—carbon
- Take compression readings and report
- Battery—clean terminals—add water—hydrometer test and report
- Trim—front wheels
- Radiator and cylinder block—flush
- Radiator hoses—tighten all connections
- Generator—adjust charging rate for summer driving

You save 30% by having all these operations done at this time. Our price is \$12.00. We are ready to furnish this service—NOW.


PACKARD SEATTLE CO.

Pike At Melrose Phone Eliot 0084

PHONE ELIOT 0084

Pick-Up and Delivery NO CHARGE Service

This Service has been added for your convenience



Motorcycle Pick-Up and Delivery

Spark Timing

A distributor incorporating a new spark advance curve has just gone into production. It may be distinguished by the number 5031262 stamped on the panel plate.

The new advance curve permits the same setting on all current model cars so that the same distributor will be used in each case. The proper spark advance settings are as follows:

Low compression head	14°
Standard head	9°
High compression head	7°

Please bear in mind that these spark settings apply only to the new distributor and that the proper settings for the previous distributor remain unchanged. They are:

	901-2	903-4
Low compression cylinder head	12°	12°
Standard compression cylinder head	9°	9°
High compression cylinder head	4°	1°

K9 Spark Plugs

You will find that the cars which you are now receiving are equipped with A. C. plugs of the K-9 type instead of the K-10 which was formerly used.

The new plugs are somewhat cooler and will be found particularly suitable for the touring season which is now approaching.

Our own experience during the past winter, moreover, has indicated that the new spark plug will operate during the cold weather with no indication of fouling if the motor adjustments are correct.

Electric Gasoline Gauge

The "900" electric gasoline gauge consists of two units, a dash unit and a tank unit. They are electrically connected by running one wire from the ignition switch to the dash unit, and another from the dash unit to the tank unit. The return circuit is through ground connections on the two units. The wire to the ignition switch is so connected that the gauge circuit is opened when the ignition is off. The circuit and operation of the gauge can be understood from the study of the diagrams attached.

The dash unit consists of two coils spaced 90° apart with an armature and pointer being pivoted at the intersection of the coils' axis. The coils are wound in such a manner that the faces adjacent to the armature present like polarity.

The tank unit consists of a resistance coil and brush, the latter being driven by the float to take up a position on the resistance proportional to the float position; this brush is grommeted.

Figure No. 1—shows the sample circuit.

Figure No. 2—shows the same circuit with one wire replaced by a ground return.

Figure No. 3—the float arm is moved so that all the resistance of the tank unit is cut out. In this position it is seen that the right coil is completely shorted out, and the left alone attracts the armature. The field of the left coil is parallel to its axis and consequently causes the armature to take up a similar position.

Figure No. 4—the float has moved the brush to the center of the resistance and in this position the current after flowing through the left coil divides, part flowing through the right and part through the resistance. The left coil and the right coil have the same polarity so that

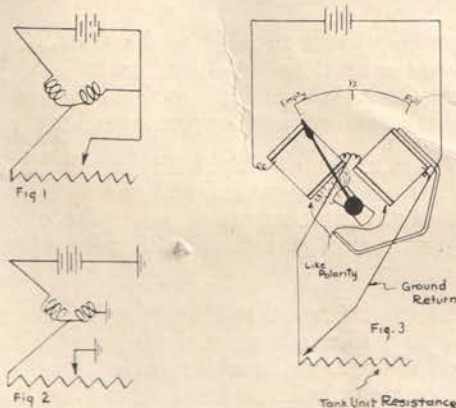
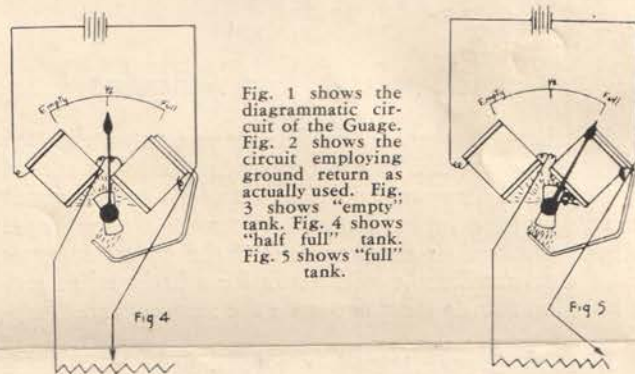


Fig. 1 shows the diagrammatic circuit of the Gauge. Fig. 2 shows the circuit employing ground return as actually used. Fig. 3 shows "empty" tank. Fig. 4 shows "half full" tank. Fig. 5 shows "full" tank.



the result in the field is no longer parallel to the axis of the left coil but is shifted clock-wise so that the pointer takes up a position indicating the half mark on the dial.

Figure No. 5—shows the brush in such a position that all the resistance is in the circuit; here a still greater proportion of the current flows through the right coil, shifting the axis of the resultant field still farther and causing the pointer to indicate a full tank reading. The effect of the right coil is increased by a pole piece.

The gauge has a negligible voltage error due to a change in voltage occasioned by the generator. The effect of this voltage change has a small effect upon the position of the needle inasmuch as the operation of the gauge does not depend on the strength but on the position of the resultant field.

The normal complaints to which this gauge may be subjected to, are, broken connections between the tank unit and the dash unit, poor ground on either unit, or the gauge unit is not properly hooked up. In the case of the former the gauge will not operate at all; in the latter two cases it will invariably show a full tank reading regardless of the quantity of the gasoline in the tank.

It is important in servicing or installing these gauges not to bend the float arm because even a slight bend will produce a very large error in the gasoline reading. Occasionally sticky tank units are found which are indicated by a sluggish reading indicator.