VOL. 7 No. 19 OCTOBER 1, 1933

Getting Ready for Winter

THIS year, more than ever, additional sales effort will be required to obtain a proper volume of Winter preparation service. It will be necessary to go after this business. Your customers will appreciate the service and you will profit by it. Considerable selling effort, to bring in owners whose cars require servicing to prevent inconvenience during cold weather, will be required.

To help you sell this service to owners, we are offering you an attractive mailing piece, which has been designed in cooperation with the Advertising Department. If these pieces are properly used, they will bring in a great many owners.

One of the principle arguments for Packard Winter Preparation is to be found in lubrication. Tell the owner that Packard engineers, through years of experience and research, know best what lubricants will most adequately insure satisfactory operation. Many points on the car require different types and grades of lubricants during cold weather. Only with proper lubricants can undue wear and excessive repair bills be eliminated. Not only the motor, but the transmission, rear axle and steering require attention with special lubricants for Winter driving. It is also a good plan to change the oil filter at this time of the year.

You are familiar with the other items requiring attention including the cooling system; flushing, hose connections, fan belts and anti-freeze recommendation. Next in importance is the electrical system, under which you have the items of battery, wiring, spark plugs, generator charging rate, contact points and timing. The fuel system requires attention in connection with the gasoline line, carburetor adjustment and filters.

In addition to these items, you have the very profitable item of Winter accessories.

A well planned and strenuously carried out campaign on Winter Service Selling should receive your full attention at this time.

If you have not received sample mailing pieces, write for them today.

Meet the Boys from Seattle, Washington

"EVERY OWNER A SALESMAN"

Just A Suggestion

Keeping service mailing lists in such condition that they are productive of satisfactory results is quite a job. If we find names on our list of customers who will not bring their cars to our service stations and who are not prospects for new or used Packard cars, it probably is a waste of time and money to keep their names on the mailing list. For the purpose of segregating some of these names, a letter similar to the one shown will give quite satisfactory results. The style is not original with us but is new and we feel confident that the percentage of returns will be well worth the expense. In addition, you very likely will get a number of requests for an explanation of your lubrication agreement service.

We are all agreed that during the next year or so it is going to be essential from a service volume standpoint to obtain every bit of lubrication work that we possibly can. We are convinced that the best method of getting and keeping this is through the use of a lubrication agreement either of the contract or coupon book style. If you have not already started the use of this new method of selling lubrication write us for copies of the forms required and the necessary simplified details. With a large percentage of your service customers coming to you regularly on lubrication agreements you will find that you can so concentrate your efforts on the balance of your customers that much better results can be obtained.

JONESVILLE MOTOR COMPANY
DETROIT, MICHIGAN

September 18, 1933

Mr. H. W. Brown,
Kansas City Mo.

Dear Mr. Brown:

This is a different kind of letter-we call it a ''Half Way'' letter:

THIS HALF IS OURS:

It's a matter of real worry to us when we don't hear from a good customer for a long time.

We haven't heard from you for a long time. Maybe we have fallen down, or something, and you are not satisfied. If that's true, please tell us about it, on your side of this letter.

Our experience has been that owners who are most pleased with the operation of their cars are those who insist upon a type of service which will be "preventive" in nature--They have found the "hit or miss" variety more costly.

May we send you the details of our plan and explain the savings? Or, why not drive in-- a demonstration is always more interesting.

Let's be frank--Do we have your good will? A few words of comment will be appreciated. It will take but a moment and we'll consider it a personal favor.

THIS HALF IS YOURS:

Very truly yours,

JONESVILLE MOTOR COMPANY

Service Manager

Clutch Pedal Adjustment

We find that many of our service stations do not recognize the importance of the clutch pedal adjustment in Tenth and Eleventh series cars in its relation to the gear shift.

In order to obtain the low pedal pressure of these cars the leverage of the pedal has been altered so that it is necessary to depress the pedal its full travel in order to fully release the clutch. Unless this is done the gears will not shift satisfactorily.

In some cases service stations are criticizing the transmission simply because the owner does not realize the necessity of fully depressing the clutch pedal in making the shift. In any complaint on a poor gear shift this is the first item to check.

If the clutch pedal is adjusted with too much free play, it may be found impossible to obtain a full release. With the clutch pedal pad in the same line as the brake pedal pad, the free movement downward should be ½".

It will be noted that even after this ½" has been used up by wear in the clutch plates there will still be an ample factor of safety, because the pedal must then move upward approximately 1" before it strikes the floor board.

900 Shock Absorbers

Technical Letter 1939 outlined the arrangement by which the heavy rear shock absorbers might be installed on the 900 model.

This installation has been highly successful. The new shock absorbers have given excellent results, and have improved the rear seat ride to a material extent.

We wish to call your attention to the fact that this arrangement will terminate on January 1, 1934, and we urge that you give all of your customers the opportunity to take advantage of the exchange.

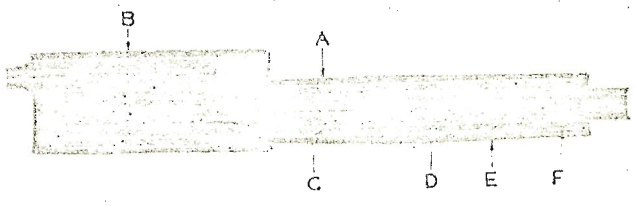
Mufflers

Twelve and Super Eight

The mufflers on both Twelve and Super Eight have been specially designed to meet the requirements of the respective motors, such requirements including the minimum possible back pressure burden with a greater degree of quietness within the car.

Their use on the present series is exclusively *Packard*.

In addition to this increased efficiency, the life of the mufflers is greatly prolonged by employing extremely liberal dimensions throughout, thereby very materially reducing the temperature of the parts of the assembly.



The muffler unit is composed of two sections of different diameters, in series, which are securely welded together. The front unit, "A," of smaller diameter, is of the "open" type, that is, there is an absence of any baffling or restriction whatever, the gases passing straight through the open center tube into the rear unit, "B," of larger diameter.

The center tube "C" is perforated throughout its entire length with a multitude of small apertures, and the metal around each such perforation is drawn or extruded outwardly forming rounded edges on the inside and raised cone-shaped protuberances on the outside of the tube. The inward rounded edges eliminate any tendency to cause whistling sounds and also formation of carbon and stoppage of the holes. Further, the cone-shaped extrusions on the outer surface increase the extent of absorption of the sound.

Around each center tube are welded several cone-shaped partitions, "D," dividing the space between the center and intermediate or next larger tube, into a number of closed air spaces, of sound absorbing and diffusing ability.

Finally, around the intermediate tube is placed the outer drum or casing, "E," properly spaced and mounted on suitable end stampings and securely welded thereto. This outer casing is composed of two sheets of steel with sheet asbestos between, to give further sound deadening effect.

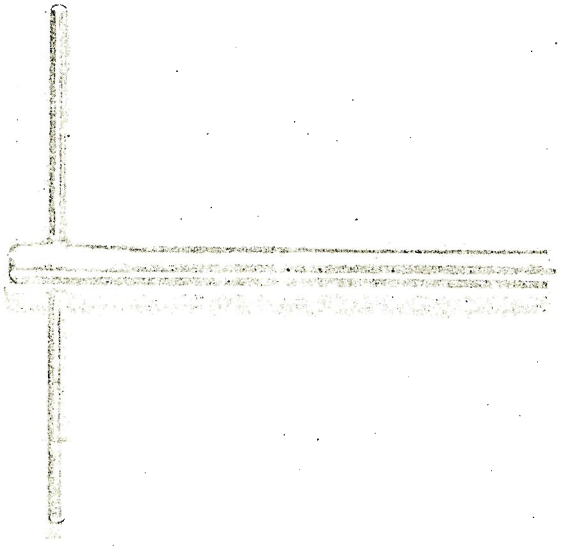
At the front end of the intermediate shell, openings "F" are provided communicating the space adjacent or between this shell and the outer casing, with the center tube of the muffler. Thus the air space between the intermediate and outer tubes becomes a sound attenuating chamber and is effective in absorbing certain noises which would otherwise be objectionable within the car.

After passing freely through the front unit of the muffler, the gases pass through the rear unit the construction of which is, in most respects, identical to the front unit. To obtain greater length of travel of the gases, however, the rear unit is composed essentially of three small mufflers in series within a single outer casing but as in the front unit, there is no baffling or restriction to the flow of the exhaust stream.

All parts of the muffler are rigidly welded throughout but provision has been made where necessary, to allow expanding parts freedom of action, in heating and cooling to avoid buckling or distortion of any of the parts, in service.

New Tools

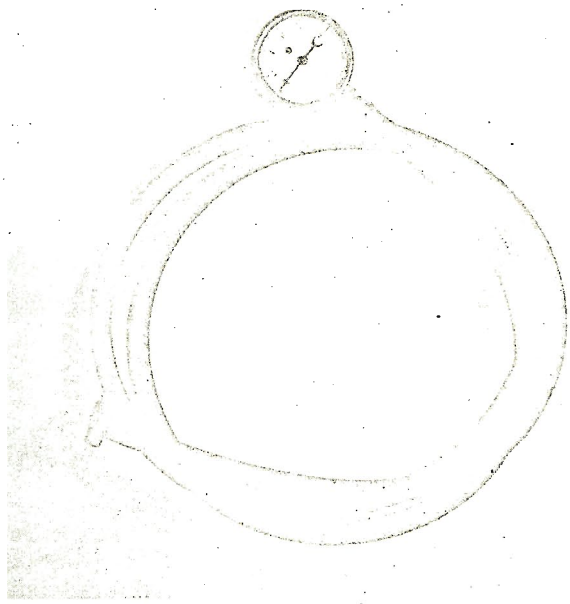
DISTRIBUTOR CABLE NUT WRENCH



Tool No. ST 918—List $1.20

This is used for removing the high tension cable from the distributor on the Auto-Lite distributor.

PRESSURE GAUGE



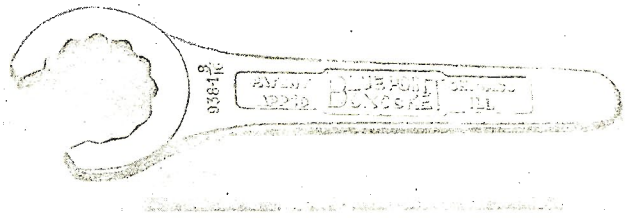
Tool No. ST-917—List $2.50

This is for the purpose of testing the pressure produced by the vacuum pump. It connects between the carburetor and the pump and has a hose long enough so that the instrument may be attached to the windshield. It is held by a vacuum cup on the back of the gauge.

Additional adapters for the Detroit Lubricator carburetors are available at $1.10 Net

Model	726–740–826–840–	⅝ x 18 Thread ST-923
	901–904	½ x 20 Thread ST-924

HORN NUT WRENCH



Tool No. ST-920—List $1.00

This wrench is slotted and is a twelve point or double hex wrench designed to remove the hold down nut on the trumpet horn. This operation cannot be performed efficiently with your standard tools.

NEON SCREW DRIVER

Tool No. ST-916—List $0.72

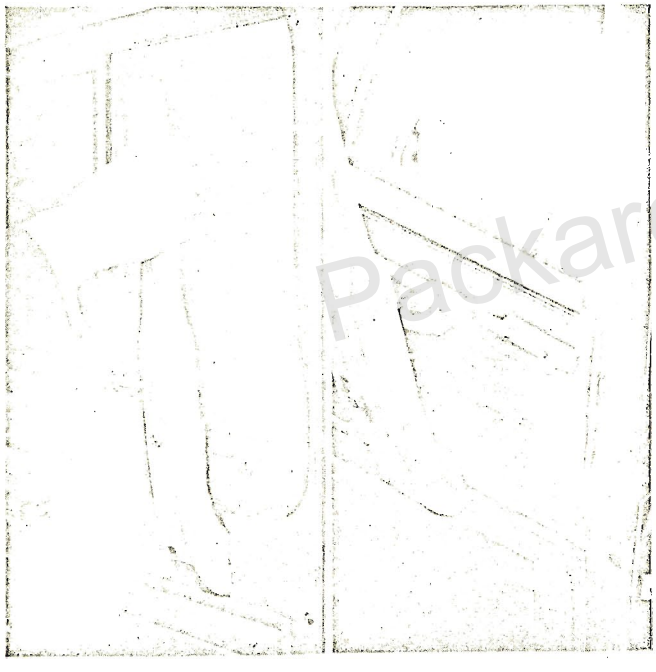
The Neon type screw driver has a transparent composition handle for testing spark plugs, electrical wiring,

etc. The handle is guaranteed to stand as much abuse as a wooden handle and it is particularly useful for service salesman in locating electrical trouble.

11th SERIES WINDOW MOULDING

Window mouldings on Eleventh series cars are of one piece and are used with concealed fasteners similar to the fasteners on the glove compartment doors. A special tool ST-922 has been made to facilitate removal. First tap downward on the moulding for several inches from each corner. For this purpose use a covered block or a rubber hammer. Then in the same position on the upper side tap the moulding upward rather sharply. Place the tool in position and pull the bottom of the moulding toward you. You will find that the spring fastener has quite a tension and that a sharp pull is required. Repeat in the other lower corner after removing the regulator. Pull the moulding out far enough at the bottom to clear the door and with a downward movement it can be removed

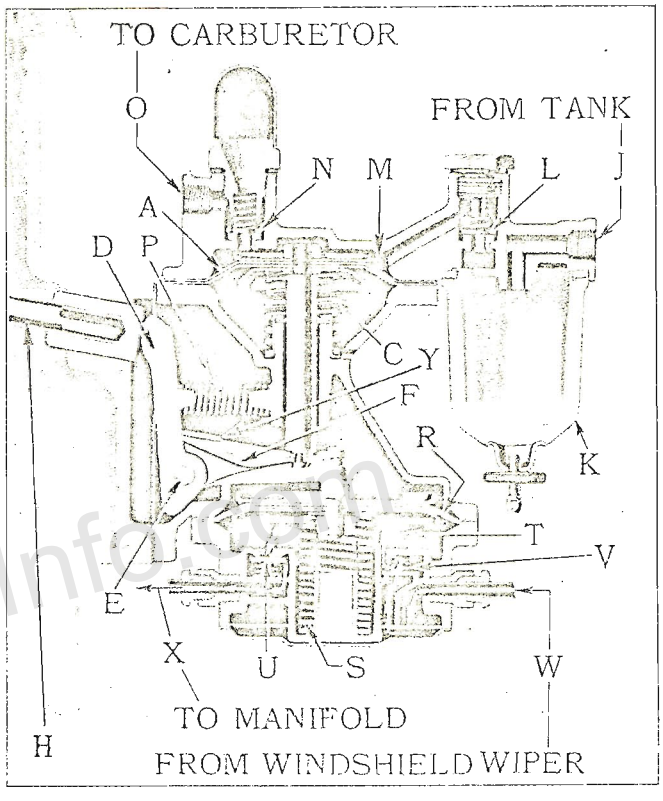
For installing simply place the moulding in position at the top, line it up in position at the bottom and with a quick push at each lower corner you will find that it snaps into position.



Tool No. ST-922—List $3.75

Fuel and Vacuum Pump

Fuel Supply Section: The rotation of the camshaft eccentric carried through push rod (H) actuates rocker arm (D) pivoted at (E) which pulls link (F) and in turn diaphragm (A) downward. The downward movement of diaphragm (A) creates a vacuum in chamber (M) which draws fuel through suction valve (L) in the outlet of fuel filter. On the return stroke of the rocker arm (D), spring (C) moves diaphragm (A) upward forcing fuel from chamber (M) through pressure valve (N) and opening (O) to carburetor. When carburetor bowl is filled, the carburetor float closes the inlet needle valve, which creates a pressure in chamber (M). As the pressure above the diaphragm (A) increases its stroke, it lessens to the point where the pressure in chamber (M) overcomes that of spring (C) and the movement of diaphragm (A) ceases until the lowering of the fuel in the carburetor opens the inlet valve needle. Spring (P) is not a part of the operating mechanism, but is merely for the purpose of keeping rocker arm (D) in contact with the push rod to eliminate noise.



Vacuum Pump Section: The rotation of the camshaft eccentric carried through push rod (H) actuates rocker arm (D) pivoted at (E) which pushes link (Y) and in turn diaphragm (R) downward, expelling the air in chamber (T) through exhaust valve (U) and opening (X) to the intake manifold. On the return stroke of rocker arm (D), spring (S) moves the diaphragm (R) upward, creating a suction in chamber (T) opening intake valve (V), drawing air through inlet passage (W) from the windshield wiper. When the windshield wiper is not being used, the manifold vacuum holds diaphragm (R) downward against spring (S) so that the diaphragm does not make a complete stroke for every stroke of the rocker arm (D). When the manifold vacuum is greater than the vacuum created by the pump, the air will flow from the windshield wiper through both valves of the pump and the operation of the wiper will be the same as if the pump were not installed. However, when the intake manifold vacuum is low, that is, when the car is accelerating or operating at high speed, the vacuum created by the pump will be the greater and will operate the wiper.

SUGGESTIONS OR QUESTIONS FROM READERS ARE ALWAYS WELCOME. HOW CAN WE MAKE THE SERVICE LETTER OF MORE VALUE TO YOU? *ADDRESS LETTERS—NORM. LULL—EDITOR PACKARD SERVICE LETTER.*

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