

VOL. 7 No. 20

OCTOBER 15, 1933

Winter Business

YOU should, by now, have made definite plans for obtaining your share of Winter Preparation business. This year we have supplied you with a choice of two mailing pieces, samples of which have been sent to you. They are different in style and different in cost, and one or the other undoubtedly will fill your requirements.

One detail in connection with winter mailing pieces, which we have rather overlooked, has been a method of keeping track of the results obtained. It is extremely important, in spending money for service advertising, to determine definitely whether the type of mailing piece you use and its expense are justified by the returns you receive.

Probably the simplest way to do this is to place a mark on your Owner Follow-up Record in the space provided, showing the date on which the piece was mailed. On the new type Wall Board Follow-up File this should be done by using a separate colored mark. We suggest the use of the letter "W" to indicate the date on which the winter mailing piece was mailed.

When your customer's car comes in for the winter preparation which you have advertised, use the same color to indicate the date of his visit. You can work out a similar plan that will fit your record.

By such an arrangement you can determine definitely

just what return you receive, and by referring to the repair order you can, with very little difficulty, obtain the volume of business in dollars and cents that you did as a result of the mailing piece.

If you will do this with each mailing piece that you use, you will soon be able to determine what type of piece is most effective in your territory. It is rather foolish to continue to mail out pieces either gotten up by the factory or by yourselves without keeping such a record. You may have a very definite idea that the piece you mail out suits your requirements because it pleases you personally. It may not, however, be producing results sufficient to justify its cost. You should find this out. A piece that is very productive in one section of the country does not pay for itself in another; and since your effort is to increase your volume, you will want to use the most productive piece whether or not it suits your own particular ideas on the subject.

Some distributors have found that the personally written and signed letter is most effective. We are showing two letters of this type which you may wish to improve upon and use. Do not assume that a well written letter or a nicely printed mailing piece with the aid of Uncle Sam's post office department can not assist you in producing a very satisfactory volume of winter service work. It has worked for others.

WITH much regret we announce the untimely death of J. C. Macbeth, Accessory Manager for Packard-Pittsburgh. He served conscientiously and loyally over a period of fourteen years and worked up from time-clerk to head of the Accessory Dept. We always miss a man who has successfully and cheerfully performed his duties.

"EVERY OWNER A SALESMAN"

JONESVILLE MOTOR COMPANY
JONESVILLE, NEBRASKA

October 5, 1933

Mr. Packard Owner
2375 Main Street
Jonesville, Nebraska

Dear Mr. Packard Owner:

With the approach of cold weather your Packard needs certain attention, if it is to start easily and give you good performance during the winter months. These requirements are minor in nature and are inexpensive. It is preventive service.

1. We will be glad to inspect your car without charge and give you a definite estimate as to what may be required to protect it for the entire winter.
2. We will install Packard approved anti-freeze with radiator protection solution after sealing all connections against leakage, for a charge of \$ to \$ depending upon the model.
3. We will inspect the battery and electrical system without charge, and submit an estimate for any work that may be necessary to condition it for winter driving.
4. We will lubricate your car and change the motor, transmission and differential lubricants to the winter grades. Expensive repairs are avoided by the use of proper winter grade lubricants.

May we also suggest that your car will operate better if the oiling and greasing is done on a regular Packard scheduled basis. We can give your requirements prompt attention if you will drive in during the next few days.

Very truly yours,
JONESVILLE MOTOR COMPANY,
Service Manager.



away from the shield. It should be mounted directly on top of the balance weight as shown in the illustration, and the ends of the weight should be grooved with a small round file to hold the spring in position. Four clips are also used to keep the spring in place.

CLAY W. BECKNER, INC.

DISTRIBUTORS

PACKARD MOTOR CARS

1820 ST. CHARLES AVE.
NEW ORLEANS, LA.

Let us make certain that your Packard is ready to serve you during the coming winter months.

For winter service your car should be in the safest possible operating condition. Cold weather demands different lubricants for the various units of the car than those used during the summer months.

If you will send your car to our service station, we will gladly give it a very careful inspection and will advise you of whatever adjustments or repairs we find necessary. This inspection will be made at no charge to you.

May we serve you?

CLAY W. BECKNER, INC.,
Service Department,
Raymond 7371.



In our present production the outer surface of the brake drum contains a groove which will hold the spring in position, and will make the use of the clips unnecessary. These clips, therefore, need be used only in cars having the stationary dust shield and without the groove in the drum.

For a complete car the following material is required:

4—216558—Brake drum spring
Model 1001-2-3-4, 1100-1-2-3-4-5

4—216559—Brake drum spring
Model 1005-6, 1107-8

16—216562—Brake spring guide
Model 1001-2-3-4, 1100-1-2-3-4-5-7-8

Brake Squeaks

In most cases brake squeaks bear a definite relation to the adjustment of the shoes and can be reduced or eliminated if the adjustment is correct.

In our Tenth and Eleventh series cars, however, we have found a squeak which does not always respond to this treatment. It usually occurs at the end of a quick stop, and while it is not serious, it may be criticized by some of your customers.

The accompanying illustrations show the attachment of a coil spring which may be mounted on the brake drum and which eliminates the squeak by dampening the resonance of the drum.

In those cases where the dust shield is an integral part of the brake drum the balance weight which is attached to the outside of the drum can be used to hold the spring in place. The spring will be held between the inside of the weight and the flange of the drum.

In those cases where the dust shield is stationary and is attached to the backing plate, the spring must be kept

Push Heaters NOW

The Accessory Department is offering two types of heaters for the Tenth and Eleventh series cars. The prices, on both type heaters, have been substantially reduced. These heaters are made especially for us and are only available through Packard distributors and dealers which gives you a very attractive merchandising proposition. The revised prices will allow you to meet any competition.

PACKARD HOT AIR HEATERS

—for front and rear compartments

An efficient heater in which fresh air is heated and instantly forced up through floor registers, in either or both front and rear compartments, by an electric blower, in sufficient volume to provide desired comfort. A switch, located on the dash, provides control of the heat volume and insures constant and sufficient heat regardless of outdoor temperature.

PACKARD DASH HOT WATER HEATER

An efficient compact dash hot water heater furnishing ample heat. Volume is controlled by switch on dash. Adjustable deflector providing a convenient means of directing heat to any desired point.

All Eleventh series heaters will fit Tenth series. It is not a bit too early to start soliciting heater business. Service Salesmen should check each car that comes into the service station and suggest a heater to the owner on cars not already equipped. Point out to the customer that you can now give this job closer personal attention than you can later when the "fall rush" for this equipment starts.

Cleaning Spark Plugs

At times it may be difficult to convince an owner of the advantages of increased engine efficiency and saving in gasoline by installing new spark plugs every 10,000 miles. In such cases, the best thing is to sell the owner on the merits of having his spark plugs properly cleaned and reset at periodic intervals.

Spark plugs may be dirty from carbon deposits or the porcelain may be coated with metallic oxides deposited from fuels in the process of combustion. These oxides, at high temperatures, become an electric conductor and causes a short circuit in the spark plug. Even though electrodes and end of the plug appear clean, deposits upon the porcelain will still cause missing.

The spark plug cleaner under ST897 is highly satisfactory and has been used for some time here at the factory in both the Engineering and Service Departments with excellent results and we believe it to be a very valuable addition to the service equipment of every service station.

In this cleaner the plugs are cleaned by air-blasting with a specially prepared, sharp abrasive at exactly the proper point on the plug so that it will not in any way injure the porcelain. The usual charge for cleaning a plug in this manner is five cents each—the time required is a matter of seconds. In case the plugs are in such worn condition that they cannot be satisfactorily cleaned or used again, you are in a position to make the sale of new plugs.

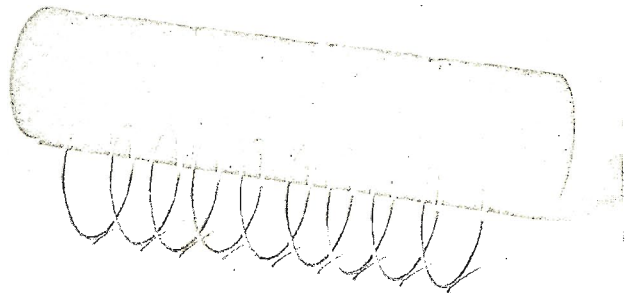
The regular price of this cleaner has been \$10.00 list. We are in a position to furnish them at \$6.00 list (this offer is for 90 days only). Tool No. ST897.

Radiator Hose and Stiffener

Part number 207615 radiator hose will now be supplied with a stiffener spring as shown, and when this part number is ordered both the hose and spring will be shipped.

If you have in stock some of the hose which is not equipped with the spring, order a sufficient number of springs under part number 216749 to cover your stock.

Cars now being shipped have the spring in the hose. This applies to the following series: 900-1001-2-3-4 and 1100-1-2-3-4-5.



Steering Wheel Position

In order to secure a satisfactory steering wheel position in the different body types, one of three brackets is used to secure the steering column to the instrument board. The bracket is selected in order that the position of the steering wheel may be accommodated to the body in question.

The fact that three brackets are available makes it possible for you to alter the position of the steering wheel to suit the individual customer, and the following table outlines the positions which can be obtained by using the adjustment provided in each bracket, and also by changing to a bracket of another length.

SEDAN

- 1— $2\frac{5}{32}$ " higher than standard, using bracket No. 175311
- 2—Standard position—bracket No. 216909
- 3—1" lower with bracket No. 216909
- 4— $1\frac{9}{16}$ " lower than standard with bracket No. 194946

SEDAN LIMOUSINE

- 1— $1\frac{5}{32}$ " higher than standard, using bracket No. 175311
- 2—Standard position—bracket No. 216909
- 3—2" lower with bracket No. 216909
- 4— $2\frac{9}{16}$ " lower than standard with bracket No. 194946

TOURING CONVERTIBLES (Packard)

- 1— $3\frac{5}{32}$ " higher than standard, using bracket No. 175311
- 2—Standard position—bracket No. 216909
- 3— $\frac{9}{16}$ " lower than standard, with bracket No. 194946

DIETRICH BODIES

- 1— $1\frac{13}{32}$ " higher than standard with bracket No. 194946



How Many Did You Check Today?

NOW is the Time to Sell Batteries

THIS MAN TELLS HOW

"We test the battery of every car which is driven into our service station. Our tester, mounted on a roller bench, is kept in readiness on the service floor. The bench has room for two batteries. There are gauges which register the amperage and voltage. The condition of each cell is revealed. These are two sets of cables on the tester, one of which is always connected to a new battery, which allows us to make a comparative test for the customer's benefit. This 'selling tool' takes all of the guess work out of a job. A battery brought into our shop is never accepted for re-charge until it is thoroughly tested on this machine and the customer advised then and there of its condition.

"A car is driven in for a brake test, a repair job, a lubrication job. We ask permission of the driver to check the battery. Our tester is rolled up beside the car. Long cables with special clamps attached permit us to test the battery in just a few seconds without even removing it from the car, while the motorist looks on."

Short of opening the battery to examine the parts,

the only way to determine its condition is the electrical discharge method described by this writer. Shops doing a large battery-service business are urged to investigate this type of equipment.

In the case of most batteries which have been in service more than a year, the tester will back up your advice that the customer play safe and get a new battery. It is easy to show him that he can save but little by postponing the purchase, when he considers the immediate expense of about \$1.50 for recharging and rental, as well as the exchange allowance you will give him for his old battery.

The age, history, and state of charge of the battery must be considered, as these have a bearing on the conclusions drawn from the tests.

The most important consideration in purchasing a testing outfit, and frequently its most expensive part, is the meter equipment. Good, reliable meters, which will withstand being moved around and still hold their accuracy, are vital. Cheap, inaccurate meters are not to be tolerated, for they are certain to mislead.

Ignition Cable Part Numbers

We notified you that the Ignition High Tension Cables would be furnished under part number 98122 for the Ninth and Tenth series Packard Twelve.

We now find that this assembly is not adaptable to the early Ninth series Packard Twelve, prior to motor number 900378, and we have, therefore, assigned part number 98161 Ignition High Tension Cable Assembly to take care of these cars.

No. 98161 Ignition Cables—Ninth series prior to Motor 900378

No. 98122 Ignition Cables—Tenth series and Ninth series after Motor 900378

Carburetor Overflow Valve

All Packard down draft carburetors are equipped with an over-flow pipe containing a ball check valve.

This pipe permits excess gasoline to be discharged underneath the car, and prevents air from entering the carburetor because of the presence of a ball check valve in the pipe.

There is a possibility of air leakage if the valve does not seat properly, and this in turn will interfere with the idling of the motor.

The condition can easily be checked by stopping the end of the pipe with the motor running. If the idling result is changed, a leak in the valve is indicated.

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.