



VOL. 7 NO. 5

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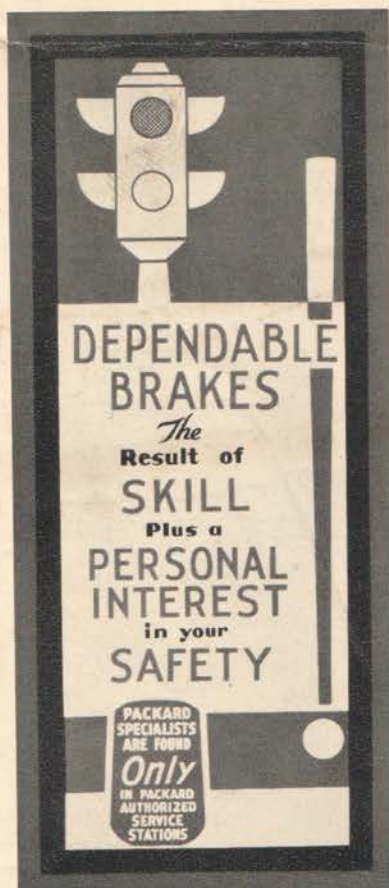
Service Selling Aids

WE NOW have available a series of three new wall posters for use in connection with your Spring selling efforts. These are processed in oil for easy cleaning and are 14½" wide and 39" long. They may be used in the regular poster frame, or not, as desired. They are finished in three colors and will be found specially attractive for adding the required touch of color to your

customer receiving space. The poster should be ordered by name as follows:

"A Breath of Spring." "Dependable Brakes."
"Who can do it best?"

The old price on posters was 50c each; the new price on these three new posters is 35c each. The frames are \$1.50 each.



"EVERY OWNER A SALESMAN"

Cylinder Wear

All Packard service men are now familiar with the excellent results which are being obtained in cylinder, piston and piston ring life.

You should not lose sight of the fact that in the unusual case where unusual wear is encountered, it is caused by something which occurred after the car went into service. Exceptionally long life is built into every motor, and will be obtained if the operator of the car does his part.

A short time ago we examined a cylinder block and a set of pistons which were removed from a 901 Sedan after 6,862 miles. The cylinders averaged almost .005" wear, which is more than should have developed in 50,000 miles, and we knew that nothing in the design of the motor could have been responsible for this result.

We obtained the air cleaner from this car and found that it showed no evidence of having been cleaned or oiled in the eight months that the car had been in service. It was perfectly dry and almost filled with dirt.

This car was, of course, driven under extremely bad dust conditions, but the neglect of the air cleaner produced a result which will always occur after a period of service, depending upon the amount of dust encountered. You must watch particularly the cars which encounter a great deal of dust and see that the air cleaners are serviced at proportionately shorter mileages.

Strictly speaking the customer should assume this responsibility, but in practice he will seldom do so, and if neglect is followed by rapid motor wear, the car will be criticised and you will be held responsible.

Revised Insured Service Agreements

There has been a renewed interest in the selling of Service by means of the Packard Insured Service Agreement. With the current series cars, this makes a very attractive proposition. The agreement forms have been rewritten. We will be very glad to supply sample copies. We believe that you will like the new wording and you will notice that the one form does for any mileage agreement, that is, the first, second, third or fourth ten-thousand mile period and the agreement, while fully protecting both the purchaser and the Service Station, does so in less legal fashion. The new form simply represents an agreement between the owner and the home service station, rather than a contract between a buyer and seller, as previously. The agreement is more definitely worded as to the owner's responsibility and that assumed by the home service station. The exceptions to the agreement are very carefully noted in paragraph five and a definite distinction is made between maintenance expense, which the home service station absorbs, and operating expenses, which the owner absorbs.

We believe you will like the new wording and general style of the Insured Service Agreements. They are now available under form D-44 and are priced at:

Suggested prices on Insured Service Agreements covering Tenth Series cars are as follows:

Packard Eight, first ten-thousand miles. . . .	\$ 80.00
Packard Eight, second ten-thousand miles. . .	130.00
Packard Eight, third ten-thousand miles. . .	180.00
Super Eight, first ten-thousand miles.	90.00
Super Eight, second ten-thousand miles. . .	140.00
Super Eight, third ten-thousand miles. . . .	190.00
Packard 12, first ten-thousand miles.	100.00
Packard 12, second ten-thousand miles. . . .	150.00
Packard 12, third ten-thousand miles.	200.00

The presentation of the Insured Service Agreement to the owner may be handled along the following lines:

"Mr. Jones, your car is all ready and has been carefully tested and inspected—I'm sure you are going to get a lot of pleasure and satisfaction out of it.

"This car of yours is a fine piece of mechanism in which you have invested considerable money. To protect that investment and get the best in performance and long life out of the car, it must have regular and expert attention.

"You are probably not a mechanic. What you want is the fine performance and freedom from mechanical trouble that Packard has built into your car. Why not let us give it the expert attention it needs—lubrication with the right lubricant in the right place, at the right time—mechanical adjustments as they are needed and before trouble occurs?

"We know this is the efficient and proper way to assure yourself the best that's in the car, and insure yourself against possible trouble and loss of the use of the car, perhaps at some most inconvenient time.

"For less than \$7.00 a month we will give the car regular lubrication, including motor oil change at 2,000 mile intervals, and change of oil in transmission, steering and rear axle once during the 10,000 mile service period. In addition to this lubrication, on which you will save approximately \$12.00 over the usual hit-or-miss method, we will take full charge of all mechanical adjustments including the replacement of defective materials. This service will only cost you \$80.00, payable monthly, or quarterly, or yearly in advance."

Tenth Series Ignition

We have had a number of inquiries regarding the possibility of equipping Seventh, Eighth, and Ninth Series cars with Tenth Series ignition.

The necessary equipment may be ordered as follows:
1-98060 Double Coil Equipment (726, 826, 900, 901)
1-98061 Double Coil Equipment (740, 840, 903).

This equipment includes a complete distributor, distributor driving shaft, coils, wiring harness and switch. The list prices for the three zones are \$36.68, \$38.41 and \$41.65. The installation can be very easily made. Longer cylinder head studs are required in order to mount the coil bracket, but the switch cable may be carried through the hole in the dash which formerly provided for the coil wires.

The spark should be timed as described in the service letter of February 1, although the spark advance should be the same as originally provided for the model in question, since the ignition change naturally does not change the compression ratio.

The double coil equipment will be found particularly helpful in the case of hard drivers, because it will increase the useful life of the spark plugs and will reduce the number of tune-ups which the ignition system would otherwise require.

Valve Tappet Adjustment—Tenth Series

A change has been made in the cam shaft design of the Tenth Series Eight and Super Eight.

This change calls for a slight increase in the exhaust valve tappet clearance, and these valves should be set at .006" instead of .004" as heretofore. The intake valve clearance of .004" is unchanged.

This correction should be made in your copy of Standard Sizes and Adjustments.

Getting That Additional Job

Syracuse Service Department comes to bat with another very clever idea and as usual, they are very glad to pass it on for your use. They have found, especially during these times, that it is not always advisable to go after the owner who has come in for certain work, to try to sell him additional work. They do not, however, miss the opportunity of calling to the owner's attention the fact that they have noticed that additional work would be advisable and for this purpose they have worked out a very neatly printed sticker which is about three inches wide and two inches deep. They are gummed on one edge and when the invoice is figured, the notations made on the back of the order by the service salesman, as to what additional work seems to be necessary, one of the stickers is attached on the face of the invoice, usually down near the bottom edge.

If a notation has been made that the brakes will require some attention, the sticker on "brake adjustment" is used. If a dented fender is noted on the order, the sticker on "fender work" is attached. If the interior of the car is rather soiled, the one on "vacuum cleaning the upholstery at a special price" is used. Nothing is said about this particular item to the customer, although these notations are carefully followed up. This can be done either by letter, post card, or a phone call.

We are reproducing, for your convenience, some of the stickers which Syracuse boys have developed. The idea is producing some good results for them, undoubtedly it will for you. If it does, drop Chet Hassell, Service Manager at Syracuse, a line and thank him for the idea.

BRAKES

Before you leave town, remove your wheels, clean linings, adjust and equalize brakes.

\$3.50 — and a Bargain.

TUNE MOTOR

Adjust tappets, clean and adjust plugs, points, carburetor, adjust chain, fan belts, pack water pump, tighten all water connections.

\$4.00

Carburetor cleaned and adjusted DON'T WASTE FUEL

Let our mechanics disassemble your carburetor and give it a thorough cleaning.

You'll notice the difference, \$1.50

CARBON

Remove cylinder head and clean carbon - clean plugs and points.

\$4.75

We're proud of our fender work because we have the right equipment and are trained in factory methods. We are in a position to offer the finest fender refinishing work in town.

If you want your fenders to appear like new, bring your car to us.

There are no bargains in oil. Cheap oils cost more than they save.

Imagine two pieces of metal rubbing 2,200 times per minute with a clearance of .003—that clearance is in the oil film—no wonder it takes good oil to keep down repair bills.

We sell only oil that stands up.

Step on the running board - look at the top of your car.

Does it need top dressing at this price . . . **\$1.75**

UPHOLSTERY

Vacuum clean upholstery

\$1.00

And a nice clean job too.

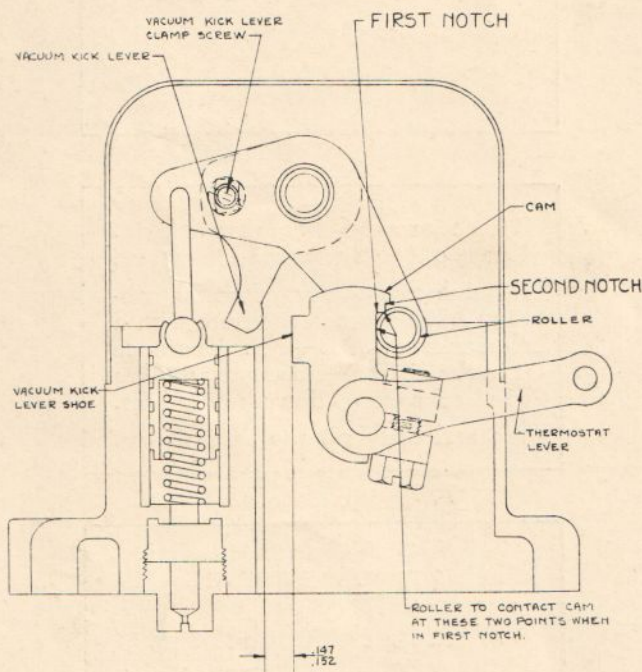
Automatic Choke, Recalibration

It has been found that an improved result can be obtained on the Eight and Super Eight by recalibrating the automatic choke unit on all these cars that have been shipped from the factory prior to February 10th, 1933. The chokes that have been recalibrated at the Factory have been stamped with a number 1 on the front side of the choke base.

The only change necessary is to relocate the vacuum kick lever so as to provide a greater opening of the choke valve which reduces the tendency of these cars to run excessively rich during the early warm-up period.

The procedure is as follows: Remove the choke unit from the manifold and remove the choke unit cover. Loosen vacuum kick lever clamp screw so that the kick lever may be moved by pressure with the fingers or otherwise. Hold the choke unit, thermostat housing downward, in the left hand, using the left index finger to exert enough pressure on the thermostat lever to bring the roller in contact with the FIRST NOTCH of cam (as shown on drawing). With roller and cam in this position, set vacuum kick lever in such position that the opening, or space, between the vacuum kick lever and the vacuum kick lever shoe will be .147 to .152. This opening should be checked by inserting a drill through the opening in the bottom of the choke unit. To fall within the prescribed limits a No. 24, 25 or 26 drill (.152-.149-.147) should just pass through the opening between the kick lever and shoe. Care must be taken to keep drill parallel with the kick shoe. After the kick lever clamp screw has been securely tightened, the new adjustment should be re-checked to make certain that the kick lever has not been moved in tightening the clamp screw.

The choke unit should now be replaced and the connection to the choke valve made in accordance with the instructions furnished in Vol. 7 No. 4.



Renewing Battery Box Bases

We have had inquiries for battery box bases to replace the corroded bases of battery boxes when it was not necessary to replace the entire box assembly. In the past we have supplied only the battery box assemblies. We are now in a position to furnish battery box bases. Our standard specifications for assembling the base to the body are that they be spot welded together whereas, these could be assembled in the field by trimming off the old corroded base and spot weld, rivet or bolt the new base to the old body.

Our suggested list prices on these bases for all models are as follows:

Zone 1—\$0.94 Zone 2—\$0.98 Zone 3—\$1.06

These will be black enameled and ready for installation.

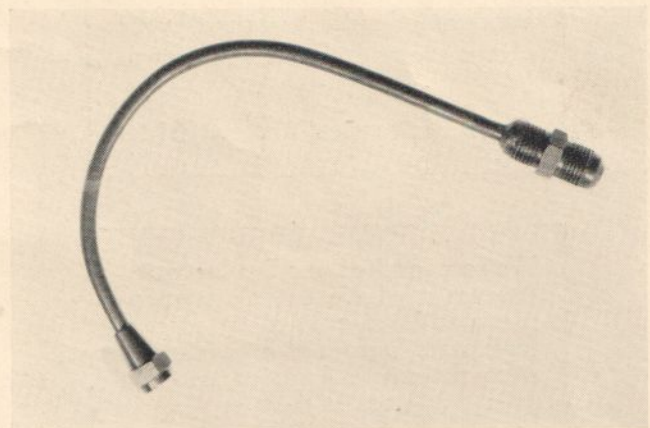
These are the part numbers and models on which they are to be used.

Models

130564 Battery Box Base	136-143 Prior to vehicle 202001—226-33-326-33-426-433-526-33
130578 Battery Box Base	136-43 After vehicle 202000—236-43-336-43-443-640-645-826-33-740-45-840-45
162503 Battery Box Base	626-633-726-33
190765 Battery Box Base	901-2-3-4-5-6

Oil Test Connection

905-6—1005-6



ST-1429—List \$1.00

It has been found difficult to use the standard oil pressure test tank ST-109 on the Packard 12 motor of the Ninth and Tenth Series. A special connection has been designed and is now carried under ST-1429. This will assist in making a main bearing oil test. By fastening the new connection to the instrument oil gauge tube at the rear end of the crankcase, the other end of the tube is fastened to the oil pressure test tank.

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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