



VOL. 8 No. 1

JANUARY 1, 1934

Your 1934 Service Problem

RESOLVED: That 1934 will find us definitely doing these things:

1. More active and intensive follow-up of owners.

With fewer cars, better cars, and more competition, we must get *all* the service work—lubrication and mechanical—from *all* our owners—or *know why*.

Have your owner files carefully sorted over and classified as to:

- (a) Those who are regular, active service customers.
- (b) Those who only come in for important or difficult jobs.
- (c) Those who will not come to you for any service, and are not worth following up farther.

This will probably require a personal call on each owner, from a service or sales representative qualified to sell the Packard Service Department and get the owner who has strayed back into the fold.

2. See to it that diagnosis is right and mechanical work properly done.

3. Do an even better job of selling service—convincing the owner the work is necessary and the price reasonable.

4. Study salesmanship and better service by taking part in the new Service Selling Course soon to be announced.

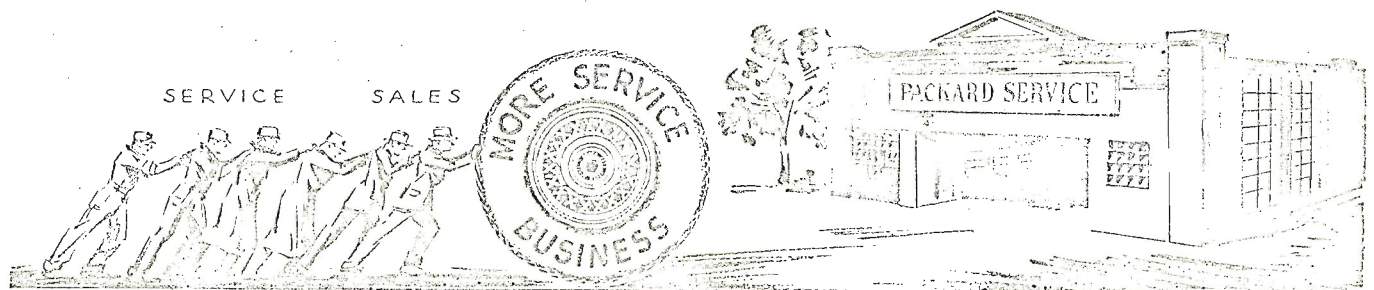
5. Sell the Lubrication-Inspection Service for 10,000 miles or the first year. Sell it to every possible owner.

6. Clean up and equip your service department to compete successfully with those who would entice your service customers away from you—the Super Service Stations, parking garages, and independent shops.

7. Follow up by telephone after every important service job, and particularly after a complaint case has been in, to make doubly sure everything is satisfactory. It will pay.

8. Follow up every owner who hasn't been in for ninety days to determine why, and re-sell the importance and necessity of consistent, systematic inspection, lubrication and adjustments.

9. Cooperate with the sales department to assist in selling all possible new and used cars.



LET'S ALL GET TOGETHER

Transmission Lubricants

All cars are shipped from the factory with a transmission lubricant having a viscosity equivalent to SAE 160.

This corresponds to a summer lubricant, and in the North, where the winters are cold, a transmission containing this lubricant will shift with some difficulty when this car is first started. The heavy lubricant does no harm, and soon becomes thin enough for easy shifting, but the initial result may be criticised by the customer.

For this reason we have suggested SAE No. 90 as a winter transmission oil. We find, however, that many Distributers in warm climates are using this oil, in spite of the fact that their winters are not cold enough to justify the replacement. The thin oil has so little retarding effect upon the clutch, that spinning clutches are very apt to result.

A better clutch action will be obtained if the heavy oil is used in the transmission, and this oil should not be replaced unless winter temperatures are below 15° to 20° F. for considerable periods. It is better to have the oil a little stiff in starting than so thin that the clutches spin after the car has been driven a short distance.

Graphite Lubricating Gun

This is made of hard rubber and filled with a fine powdered FLAKE graphite. The flow of graphite is controlled by the adjustable nozzle, and the amount of flow is clearly indicated on the top of the gun. This delicately controlled graphite is carried by air and deposited where it is needed. It is not affected by the weather, therefore, it is the finest thing that can be used for lubricating the door locks as the graphite will not freeze. It is also good for springs, hood lacings, squeaky floor boards, window channels, and any number of different places.

These guns come filled ready for use. The refills consist of a special easy-pour can equipped with chute, and contains enough graphite to fill the gun about four times. There is also a small burnisher in the bottom of the gun which can be snapped in and out of place.

We believe that a trial will convince anyone who may be skeptical about its many uses. It saves labor and can be used back of the upholstery, and any spots left can be removed with an ordinary cleaner or gasoline.

Truing Crank Pins

The tool outlined in the SERVICE LETTER of June 15, for "truing up" crank pins on crank shafts has been doing a very satisfactory job.

However, cases have come to our attention where

the crank pin has been "trued up," a new connecting rod installed, and the babbitt has been wiped out in the new rod at very low mileage. This condition can be definitely stopped if you will burnish the crank pin after "truing" it up with the tool.

To burnish it, merely take a strip of No. 0 emery cloth soaked in lard oil, and polish the crank pin with the shaft rotating. This will change the size of the shaft hardly at all, but should be done evenly all the way around the entire circumference of the crank pin.

If this procedure is followed you will find that a connecting rod will stay just as long where a crank pin has been "trued up" in your service station as it will on a new shaft.

Steering Post Nut



ST-1437 List Price—\$0.85

To be used with Wheel Puller ST-887 and ST-779.

This special nut is screwed on tight to the upper end of the steering post and bottoms against the top of the post. Then our wheel puller is placed in position and tightened.

By giving the puller adjusting screw a sharp rap with a hammer, the same as you would in removing an axle shaft, you will find that the wheel can be removed without difficulty. This special adapter will allow a straight pull on the steering wheel and in addition will not expand the steering post as is the case without this adapter.

An Improved Top Dressing

We have improved our black top dressing. The dressing we are now supplying is suitable for rubberized or pyroxylin tops; it not only improves the appearance but prolongs the life of the top.

In addition to the black top dressing we have recently added to our line a clear color dressing for use on colored pyroxylin or burbank tops where no change in color is desired. Where burbank top is faded or soiled we can supply a khaki colored dressing.

Used Bodies

740—Roadster—Grey 740—2-Pass. Coupe—Green

THE CLEVELAND PACKARD CO.

Att. Mr. Shaughnessy

R. A. Bearing Lubricator

We received a suggestion from Mr. Tingey of Los Angeles. It is a sleeve with a hole drilled in it for an alcmite connection. It fits over the rear axle and is used for lubricating the rear axle bearing without removing the dust retainer. This will save considerable time in the lubrication of these bearings as the pulling of the dust retainer is a difficult operation and usually means that a new retainer will have to be supplied.

It is with pleasure that we award Mr. Tingey \$5.00 for the best tool suggestion sent in recently.

S. T. 933—List Price \$1.75

A Popular Accessory A Molded Rubber Mat



for Front and Rear Compartments of Enclosed Cars
Every Car Should Have One

These mats are made of high-grade rubber especially compounded and treated to give wearing qualities. They are designed to fit over the compartment carpets and to lie flat without the use of fasteners. They offer an excellent and inexpensive protection against wear, mud, water, etc., that the carpets are constantly subjected to.

A Correction

In Vol. 7 No. 22 of November 15, 1933 of the Service Letter there are two part numbers in the wrong positions. Under Valves and Metering Identification part numbers 209534 and 209585 should be transposed. The lines should be corrected on your copy and should read like this—

209585 Shock Absorber, front right 1003-1004-1005-1006
1007-1008....40
209584 Shock Absorber, front left 1003-1004-1005-1006
1007-1008....39

Battery Filler



Tool No. S. T. 932
List Price \$2.65

holds any hydrometer and

This is entirely different than any other Battery Filler ever manufactured. It is made of molded vulcanite, and its capacity is one gallon. You can bounce it on the floor, kick it around, but it won't break. It's light in weight and of a beautiful glossy red color. It is practical for the most severe service.

The gauge glass shows the height of distilled water in the jug. The top opening permits easy filling.

Steering Post Upper Bushings

In all of our current model cars the steering pillar tube bushing has been made of a special rubber composition. This bushing is being replaced with a new design in which the inner surface is a fabric material impregnated with graphited lubricant. The fabric is surrounded by a rubber shell.

We suggest that if you have any of the original bushings on hand they be returned to the factory for credit, and replaced with the later design. The old bushings are covered by piece number 209529, and have been obsoleted by the new bushing piece number 219557.

In making the installation, care should be taken to see that the pillar tube is polished smooth where it contacts with the bushing. If this is done, no further trouble will be encountered.

Spinning Clutches

This is the season of the year when we usually receive complaints on spinning clutches.

In many cases the oil in the transmission is thinned unnecessarily, and when this is true the retarding effect of the oil is greatly reduced, and the clutch will spin for a longer period after it is disengaged. As we pointed out in a previous issue of the SERVICE LETTER, the use of a winter transmission lubricant is apt to be over-done.

Another item which may cause the clutch to spin is the stickiness of the lubricant on the clutch shaft splines. This prevents the clutch driven member from moving away from the clutch pressure plate when the spring pressure is released. We have been using a rather heavy transmission oil at this point, and now feel that a lighter lubricant is advisable.

If the clutch is disassembled you will probably find a slight runout in either the pressure plate or driven member, but this runout is seldom enough to have any ill effect. We suggest that the clutch shaft and the splines in the hub be thoroughly cleaned and lubricated with motor oil. If this is done, it is unlikely that the replacement of the clutch plates will be necessary.

Another item which affects the spinning interval of the clutch is the idling speed of the motor. If the motor idles fast, it will be found that the interval can be reduced by slowing the motor as much as is safe without running into danger of stalling.

New Service Sales Tags

CAUTION

. . .


The service you receive from Relined or Readjusted Brakes is determined during

The First 500 Miles

Avoid sudden stops or severe brake action during the breaking-in period.

New lining although correctly installed is apt to be rough and have some high spots. Careful use of the brakes will allow the lining to become properly seated against the drum.

This precaution will repay you in greater efficiency and longer life from your brakes.



Your Firm Name Here
Street Number
City, State

No. 1

CAUTION

. . .

THIS MOTOR HAS BEEN RECONDITIONED

The new parts are closely fitted, therefore they require careful breaking-in.


The satisfaction you will receive from this motor depends largely upon how you drive the car during the breaking-in period.

The First 500 Miles

the car may be driven about 40 M. P. H. Too slow a speed is not desirable and occasional higher speeds of short duration are helpful.

Be sure the crankcase oil is kept up to level with the proper grade of oil.

The light oil now in the crankcase used for "breaking-in" should be changed after the first 500 miles.



Your Firm Name Here
Street Number
City, State

No. 2

Courtesy Service

M.....

Your running boards, steering wheel, brake and shifting lever have been cleaned.

Your windshield and rear window have been cleaned.

Your tires have been checked.

Your radiator and battery have been checked.

These services have been cheerfully performed on your car, in addition to the work you requested


on R.O. No.

. . .

For the better operation of your car we suggest that you let us attend to the following items:

.....

.....




Your Firm Name Here
Street Number
City, State

No. 3

The use of these is explained in the text of each tag. They have been redesigned in size and style. The imprint is supplied in accordance with the style shown. In ordering, please specify the number of the tag desired and be sure and give the imprint that you want. Include your telephone number in the imprint, if you desire.


Imprinting prices are at the rate of \$1.75 a thousand, plus sixty cents for each order to cover the set-up of the imprint. The price of the tags is \$1.00 a hundred.

Here is an idea for the service salesman who makes outside calls on Packard owners. Mr. Bradfield of Cleveland-Packard Company found that in many cases it was difficult to get into the office to talk to the owner, because of the fact that his card did not make clear that he was a service representative. He, therefore, had the words "Service Department" printed in red on his card. It is, as you will notice, in large type, and he says that it gets him into lots of offices where just the announcement of his name or the card, without this



notation, would not be favorably received. It sounded like a mighty good idea to us, and we are passing it on with credit to Mr. Bradfield.

GARFIELD 1340



THE CLEVELAND PACKARD COMPANY

CARNegie AT NINETY-THIRD

SERVICE DEPARTMENT CLEVELAND

D. F. BRADFIELD
TECHNICAL SERVICE DIVISION

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.