

VOL. 8 No. 10

MAY 15, 1934

Try This on Your Lubrication Prospects

TELL the whole story on your lubrication inspection service. Here is the way that one salesman does it. Mr. Customer we have a new type of service which I believe will interest you, for it will increase the pleasure and satisfaction you get from your Packard. It will give you greater safety and at the same time it will reduce the maintenance cost of your car. About half of the money spent in repairing the average automobile is really unnecessary, that is, if the causes responsible for those repairs are noticed in time so that an adjustment, or an inexpensive replacement could be made, then half of the repair money could be saved.

Now why should we be interested in cutting our service volume in two? Our answer to that is simply that we would much rather have 2,000 completely satisfied service customers, spending \$50.00 a year a piece with us, than to have 1,000 spending \$100.00 a piece with us, because we would know that the 1,000 would be spending more than was necessary on their cars and sooner or later they would become dissatisfied.

Naturally you could forestall these unnecessary repairs if you had the time to do it and knew exactly where to look for the trouble and possessed the necessary mechanical ability to remedy it in time. The average car owner can't do this and so lets his car run along until he finds an expensive repair job is necessary. In the meantime he isn't getting what he paid for in the way of satisfactory transportation.

We have worked out a system by which we can give your car an examination once each month in order to look out for these difficulties and check them before they have a chance to become serious. We inspect the battery to see if the charge is strong enough. We check the charging rate of the generator. We examine the alignment of the front wheels. We check the steering,

the pressure of the tires, the lights; the clutch pedal, in fact we quite thoroughly go over the whole car. If we do find any condition that ought to be remedied, we call it to your attention. We do not do any work without your authorizing it, except, of course, that we do fill the battery at the time it is inspected. We adjust the clutch pedal to the proper clearance. We tighten the water pump, if it needs it, and many little items of this kind are included in the inspection. We give you a written report along with our suggestions on each inspection. These suggestions you will find are based upon the fact that we are convinced that low cost maintenance keeps owners satisfied. We never overlook the fact that primarily we are in business to sell more Packard cars. The more satisfied Packard owners we have in this territory, the more Packards we are going to sell.

This inspection service is a part of our Lubrication-Inspection plan. While your car is in for inspection, it is thoroughly lubricated in accordance with the schedule recommended by the engineers who designed the car. We use only factory approved lubricants. We know just when they ought to be changed for seasonal requirements. We know exactly what kind of lubricants should be used at each point requiring this attention.

Undoubtedly it would be more convenient for you to set aside a time for this inspection and lubrication work. If you will tell me what time would be most convenient for you, we will arrange to call you up each month a day ahead and notify you that your car is due for inspection. We will be ready for you when you bring it in, or if you find it more convenient, we will be glad to send for your car and deliver it back to your home, or office, without charge. What day of the week would be most convenient for you, Mr. Owner?

"EVERY OWNER A SALESMAN"

Special Oil Pump Pressure Relief Valve Body Nut Wrench

Tool No. ST-925—Price \$2.20

Models 905, 1005, 1100 to 1108.

This is of a special design and will save considerable time in removing the nut for adjusting the oil pressure.

Single Ignition Coil Equipment with Radio

Previous to 10th Series

You will find on cars not equipped with the double coil ignition mounted at the distributor, that a considerable improvement in radio reception can be obtained by eliminating the long high tension wire running from the single coil to the distributor. This is accomplished by mounting the large sized coil by means of a special bracket on the cylinder head near the distributor.

You will find that with the radio and this coil equipment a much smoother motor operation can be obtained for higher speeds.

The installation requires only a very short high tension wire and eliminates induction which affects radio reception. The equipment, including coil, brackets, wires and separate switch, is carried in the service parts department under number 98074. Zone 1, \$13.47, Zone 2, \$14.12, Zone 3, \$15.29.

Change the Piece Number

In Volume 8, No. 9 of the SERVICE LETTER of May 1, you will find an article on "Steering Pillar Tube Bushing." The part number on the new bushing has been incorrectly written. The article states that the new bushing is covered by part 219557. This is incorrect. The new part number for the steering pillar tube bushing is 223199. The old bushings which are to be returned for credit are 219557 which number has become obsolete. Please make this correction promptly in your copy of the SERVICE LETTER, and will the parts department please make sure that their return tags are properly made out with the corrected number as given.

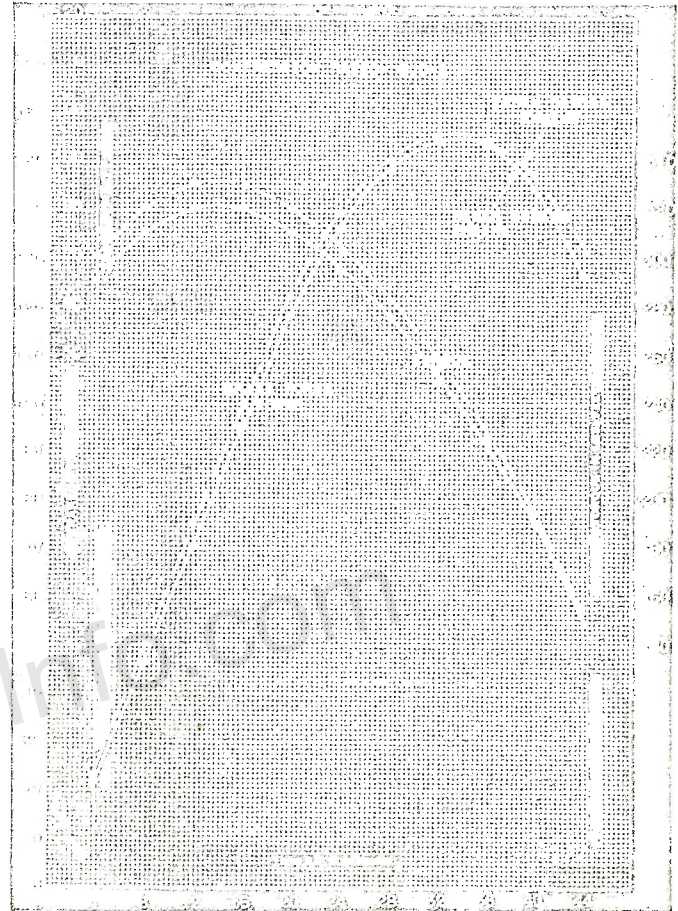
Packard 12—H.P. vs. R.P.M.

The question has been asked "If the 12 develops 160 H.P. at 3200 r.p.m. what is the H.P. at 4500 or 5000 r.p.m.?"

You will note that the H.P. curve peaks between 3200 and 3400 r.p.m., after which it starts to fall off, although the speed of the engine may be carried up to well over

4000 r.p.m. Engine speed is limited only by inertia forces and the ability of the valves to close properly, although the power produced starts to decline after a speed is reached when it is no longer possible to completely fill the cylinders with gas.

If our motors were equipped with a supercharger which could be cut in at 3200 r.p.m., the power curve could be carried on up without a decline until the limit of the supercharger capacity had been reached, which



might be at 4000 or 4400 r.p.m. We realize, however, that superchargers are neither practical nor desirable as yet.

There is a definite relation between the point at which the power curve and torque curves peak. Therefore the r.p.m. at which maximum power is developed depends on the type of torque curve desired. We have established these values at the points which are most desirable for the heavier type cars. You will note that our maximum torque is developed at 1500 r.p.m. or in the lower speed range where good performance is most essential.

Explaining Heel and Toe Tire Wear

A NUMBER of dealers have received inquiries from their customers on front wheel heel and toe wear. This is a condition that has always been with us somewhat but is making its appearance now more extensively on account of the increased use of brakes made necessary by high-powered automobiles.

The dealer who does not know the remedy for the condition leaves his customer in a quandary and wondering whether he has a poor tire or whether there is something mechanically wrong with his car.

A—Moderate example of heel and toe wear. This can be observed by the saw tooth effect in evidence on the far side of the tread.

B—Severe case of heel and toe wear. Notice how one end of the button is worn down considerably more than the other.

What is heel and toe wear on a tire and how can it be recognized? The center traction diamonds between the riding ribs show one end of each diamond worn a little more than the other end resulting in a saw tooth effect which can be easily recognized at an advanced stage. When this sort of wear is slight or has just about started, it can be seen by getting the eye on a level with the top of a tire and looking across its surface.

What causes heel and toe wear? It is caused by a combination of fast driving and severe braking.

When does it first appear? It depends on the driver and on driving conditions. No definite mileage figure and no specific percentage of tread wear could be given that would indicate when heel and toe wear will first appear. It generally shows up in the early life of the tire in a moderate way, and may or may not become exaggerated.

Why does heel and toe wear appear more frequently on the front tires? The braking action wears the diamonds on the front tires in only one direction. When the brakes are applied the same ends of the center traction diamonds always come into play in stopping the forward movement of the car.

Both ends of the center traction diamonds on the rear tires come into play constantly because there is both a tractive force and a braking force. The tractive force uses one end of the diamond to propel the car while the braking force brings into action the opposite end.

Thus it can be readily understood that the two stresses on the rear tires wear the diamonds in opposite directions and make for more even wear, while on the front tires there is only one stress working in one direction. A rubber heel wears down more quickly in the back than it does at the front because the wear is exerted in only one direction. It is precisely the same with the front tires on an automobile.

Why is there more heel and toe wear now than formerly? Because of the increased speeds of cars which require more braking power. Vacuum and power brakes are now being used in contrast to the old mechanical brakes which enable the driver to stop more quickly notwithstanding the increased speed.

All Makes Affected

Do the different kinds of non-skid designs have anything to do with heel and toe wear? No, it appears on all makes of tires regardless of the kind of a non-skid design that may be used.

What is the remedy for heel and toe wear? For moderate or slight heel and toe wear, interchange only the front tires and reverse their rotation. Do not remove tire from rim, simply roll tire and wheel from right to left and vice versa. For severe cases interchange all four tires by criss crossing them right front to left rear, left front to right rear—thus reversing their rotation and making it possible for the front tires to wear more evenly on the rear wheels.

The change in rotation not only keeps your customer's tires wearing more uniformly, but insures maximum mileage, makes for better appearing wear, and makes the car run more quietly.

Explain to Customers

To forestall complaints on heel and toe wear, dealers should make it common practice to explain it to customers when they visit your station for any reason. Whenever it is in evidence on a customer's tires, change the rotation of his tires and particularly extend advice to hard drivers who drive fast and use brakes frequently.

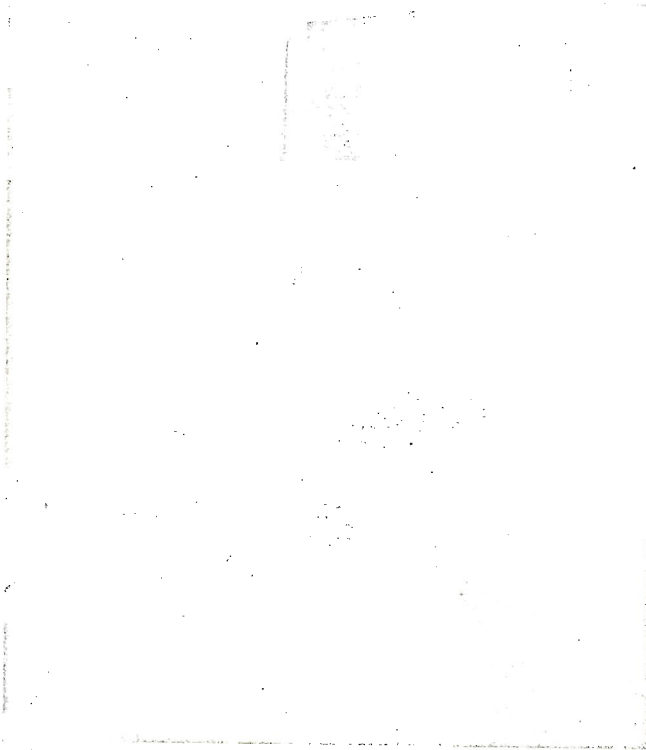
Use the accompanying illustrations to show customers a moderate and severe case of heel and toe wear.

After interchanging tires and wheels make sure each front wheel, tire, tube and hub as a unit is in correct balance.

Heel and toe wear is not a complex or difficult subject to discuss when a dealer knows how to explain it and what to do. The remedy is simple. Take advantage of it and fully satisfy every customer who may inquire or complain about this particular condition.

Proving That Displays Do Sell

HOW IT'S DONE IN BRIDGEPORT!



George Hanzelko, also Stock Manager, decided that if display will sell accessories, parts and modernization equipment should be given an even break. The result is a table on which Al Nelson has mounted a complete 11th Series modernization set-up, plus other fast moving parts.

Bridgeport, with limited space and facilities, according to Gardiner Platt, Branch Manager, is not to be out-done when it comes to selling accessories. No one coming in, or going out of the Service Department can miss it.

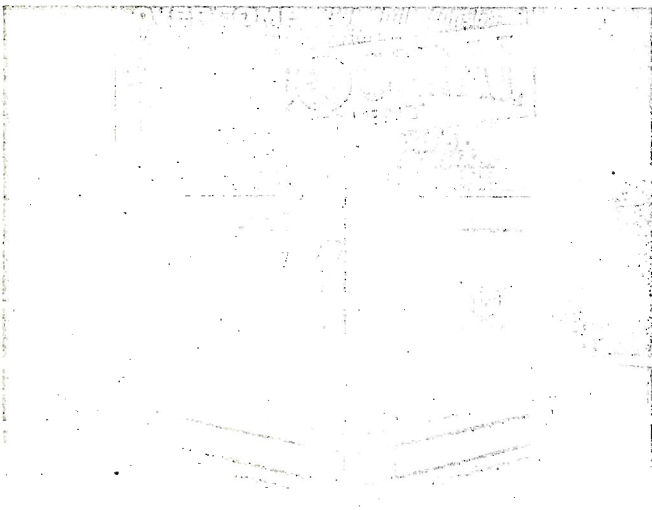
Having achieved an attractive display of accessories, the rest of the Service personnel, aided and abetted by

The illustration shows the hard hitting selling force behind the display, in spirit as well as in the flesh---

We present, left to right, A. W. Muirhead, Service Manager; L. A. Ulbrich, Office Manager; George Hanzelko, Stock and Accessory Manager; Hagen Nelson, Service Salesman, Alfred Nelson, Tester.

HOW IT'S DONE IN BOSTON!

Boston sends in the picture of their new accessory



display, built under the direction of Charlie Wyman, Accessory Manager. The display is very attractively built on a turntable. It is located in the service department to very good advantage at a point where the customers get out of their cars.

The location of such displays is very important. Color and motion in displays are also extremely important. All accessories that are mounted on display boards of this type, whether they revolve or not, should be connected so that they can be operated. Radios, lights and any items that move, should be treated in such a manner that the customer can operate or handle them and in this way determine their full advantage.

We should always keep in mind that attractive displays help sell. They do not necessarily sell alone, their purpose is to assist salesmen; it's the salesman who should do the selling. Let's not assume that our job is done when we complete an attractive display, but with displays as assistance, let's step right out and do some hard honest-to-goodness selling.

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.