



VOL. 8 No. 2

JANUARY 15, 1934

Service Selling in 1934

SERVICE has an opportunity to make a real contribution in the coming year—a contribution to car sales and service profits.

In the Eleventh Series car Packard has piled on selling advantages, giving us more real quality value to sell than has ever been offered. Another feature you should have is a quality of service which can't be duplicated by competitors. Is your service salable? Are you merchandising it? Are you handling the owner intelligently when he comes to you?

The factory has this year prepared the most comprehensive, practical and definitely instructive Service Selling Course ever offered—a training program which deals with the Service Department as a team, every member of the organization from manager to porter having a definite and important part to play, whose goal is the sale of cars through complete owner satisfaction, and service profits through correct mechanical work and better Service Selling.

This Course comprises six lessons to be conducted as meetings with the use of illustrated slide films with sound accompaniment, followed by guided discussions of every phase of merchandising and selling service, with the entire personnel of the Service Department, service salesmen, mechanics, clerks, etc., taking part.

These lessons will be sent to all those who are already on the subscriber's list for Service Educational Films. We urge all others, distributors or dealers, to enter their subscriptions at once, since the Course should be completed before the busy selling season in the Spring.

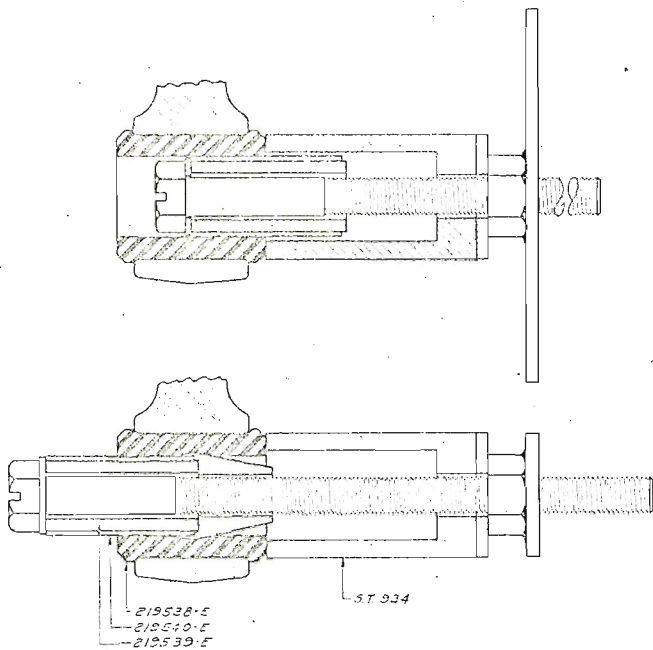
The cost of the series of six lessons will be as for the film service, \$3.00 each plus \$1.00 for the sound records, or a total of \$4.00 per lesson, covering the training of every member of the service organization—an exceedingly small pro-rated cost.

The Factory Service Supervisors are prepared to assist each distributor in conducting these meetings, and they will provide the necessary equipment for the sound pictures if it is not available locally. It is hoped that distributors will assist their dealers in holding similar meetings for their Service Departments.

Remember, Good Service Means More Car Sales and Service Profits!

“EVERY OWNER A SALESMAN”

Shock Absorber Links



Tool No. ST-934
List Price—\$1.25

The 900 model and the Tenth and Eleventh series Standard Eights use a shock absorber link having a clevis connection at the upper end.

A rattle may develop in the link, owing to the fact that play has developed in the bushings, or because the rubber grommet has lost its resiliency.

When a replacement is made it is advisable to renew the whole construction including the grommet, the bushing and the steel sleeve. The material has been improved and clearances have been reduced, so that we expect very satisfactory performance from the parts we are now using.

This material may be ordered from the factory as follows:

- 219538 Shock absorber lever connecting link grommet
- 219539 Shock absorber lever connecting link sleeve
- 219540 Shock absorber lever connecting link bushing

A special tool has been developed to assist in replacing these parts. The upper illustration shows the method of removing the old bushing, and the lower illustration shows how the new bushing may be drawn into the rubber grommet. Unless this, or a similar tool is used the grommet may be damaged in driving in the new bushing.

The combination tool for removing the old bushing and installing the new one is covered by tool No. ST-934.

Florida Service

During the tourist season, while there are so many Packard owners in the state of Florida, the factory service department has arranged to have Mr. W. T. Wilson, Service Supervisor, make his headquarters in Miami. Practically all of his time will be spent in the state of Florida. He is cooperating with our distributor in Jacksonville, and with the various dealers throughout the

state. If he can be of any assistance, address him in care of the Miami dealer.

Should you have any customers who wish to avail themselves of Mr. Wilson's experience, such a contact should be arranged through the nearest Packard dealer, or the distributor in Jacksonville, and not directly with Mr. Wilson. His work in Florida will be handled on the same basis as that used by the service supervisor, who calls at your service station.

Foreign Touring

Driving conditions in many foreign countries are quite different from our own.

Most Packard cars shipped for Export are, for instance, equipped with heavier springs than would be satisfactory for use in the United States. This is due to the fact that the roads on the whole are considerably rougher than our own.

If you sell any cars for delivery in a foreign country, or if any of your owners plan to take their cars on foreign tours, we suggest you communicate with the Packard Motors Export Corporation in New York.

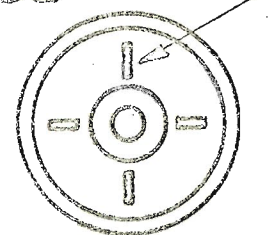
They will be able to advise you whether any special precautions will be necessary.

Eight and Super Eight Axle Shafts

An examination of Eight and Super Eight rear axle shafts seems to indicate that these parts are interchangeable. This, however, is not actually so. There is a difference in the length of the splines, and it is important that on the Packard Eight, the Eight axle shafts be used, and on the Super Eight, or 1103-4-5's, the Super Eight axle shafts, parts 207920 and 207921, be used. In

order to make identification of these two axle shafts easier, an identification mark has been added on the outer end of the shaft. The mark appears on the shaft as it does in the sketch. Axle shafts so marked, are for the Super Eight, the rear axle shaft left being piece 207920, and the rear axle shaft right for these cars being 207921.

4-GROOVES
1
3/2 DEEP



Used Bodies Wanted

We have received notice from the Hill Motor Sales Company, Oak Park, Illinois, that they are in need of a body for a 726 chassis. If you have a body that will fit this chassis, will you please get in touch with Mr. J. Shepherd, describing the condition of the body, the body color, price, etc.

We also received a notice to the effect that Clay W. Beckner, Incorporated, New Orleans, Louisiana, are in need of a body for a 903. They have a customer who has a coupe roadster and would like a different type of body, either a five-passenger sedan, or a club sedan that will fit a 903 chassis. If you have one of these available, will you please get in touch with Roy Beydler.

Tread Wear on Front Tires

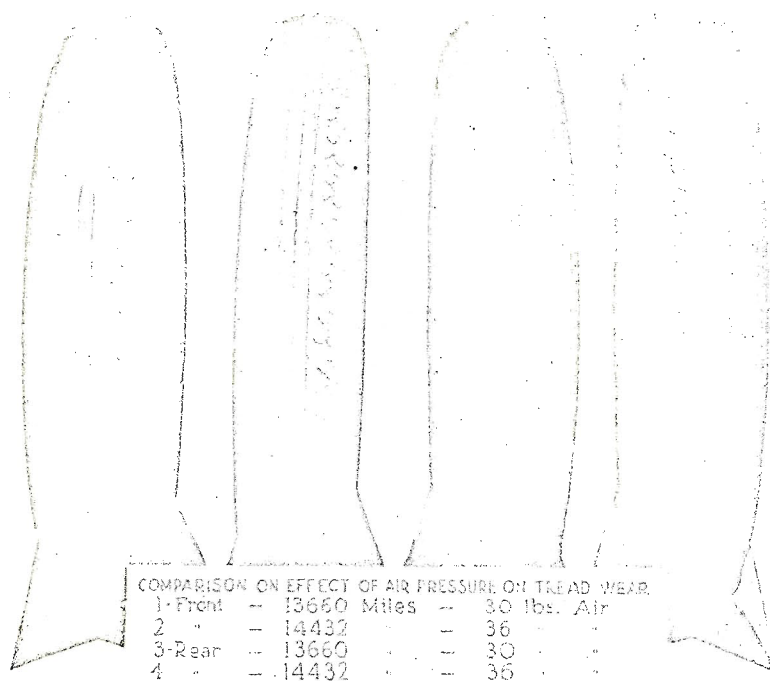


Fig. 1

Uneven and rapid wear of front tires is a problem frequently encountered on all makes of tires and cars. In by far the greater majority of cases this trouble is caused either by under-inflation of the tires or incorrect toe-in of the wheels. In relatively rare cases it may be the result of wrong camber or caster or an error in the geometry of the steering mechanism.

In order that service station attendants may be in a better position to convince the owners that peculiarities of front tire wear are due to under-inflation, we outline in the following an explanation of what happens:

The first thing to understand is that there is a real reason for the difference in the characteristics of the wear in the rear tires compared to those on the front, and there is a logical reason for this difference. The front tires are really free wheeling, while the rear tires deliver the

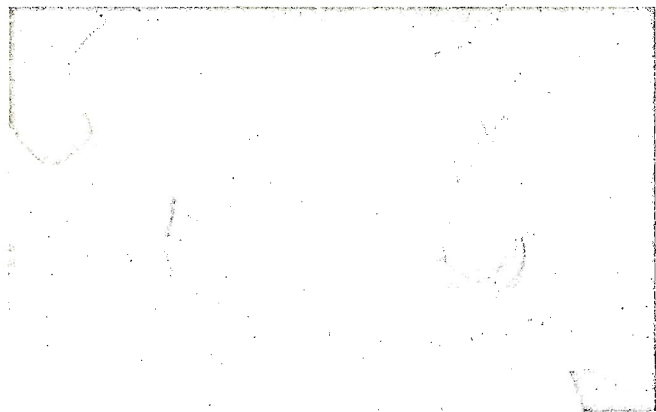


Fig. 2

torque and propel the car. The rear tires would wear precisely similar to the front if it were not for the necessity of propelling the car. This has been proven on trailers drawn after trucks.

By examining the illustration Fig. 1 you will see results of a test in which there were a front and rear under-inflated and a front and a rear properly inflated, with the air pressures and mileages recorded. All conditions of the test were carefully controlled so that the only variable was the air pressure. The results are very evident.

The action which causes this unfavorable front wear is one which might not be suspected and can best be shown to the car owner by using a small sample section of the tire, holding it with both hands and flexing it up against the edge of a desk or table. See Fig. 2. In doing so, it will be noticed that the center portion of the tread hardly moves, while the shoulders of the tire move laterally in and out, so that as the tire rolls along, the center of the tire doesn't slip in any direction, but the shoulders from this in-and-out motion are rapidly scrubbed off. It is quite easy to realize that if the air pressure is kept up, this action is much less pronounced with a consequent reduction in wear.

The reason that the same type of wear doesn't occur on the rear wheels is because of the simple fact that the power of the motor going through the rear tires causes the rear wheels to slip circumferentially, which grinds off the center area of contact at the same rate that the shoulders are moving in and out and losing their rubber by the lateral form of abrasion.

Ignition Timing Synchroscope

For the time being we are able to offer this at a special price of \$9.60, the regular price being \$12.00.

The only positive way to time an engine accurately is while it is running. This can be accomplished only by knowing the exact position of the marking on the vibration damper. One wire from the lamp is connected to the spark plug ignition wire. The other to the ground and the light shows a flash which illuminates the vibration damper marking every time the current is delivered to the spark plug wire.

Tool No. ST-935

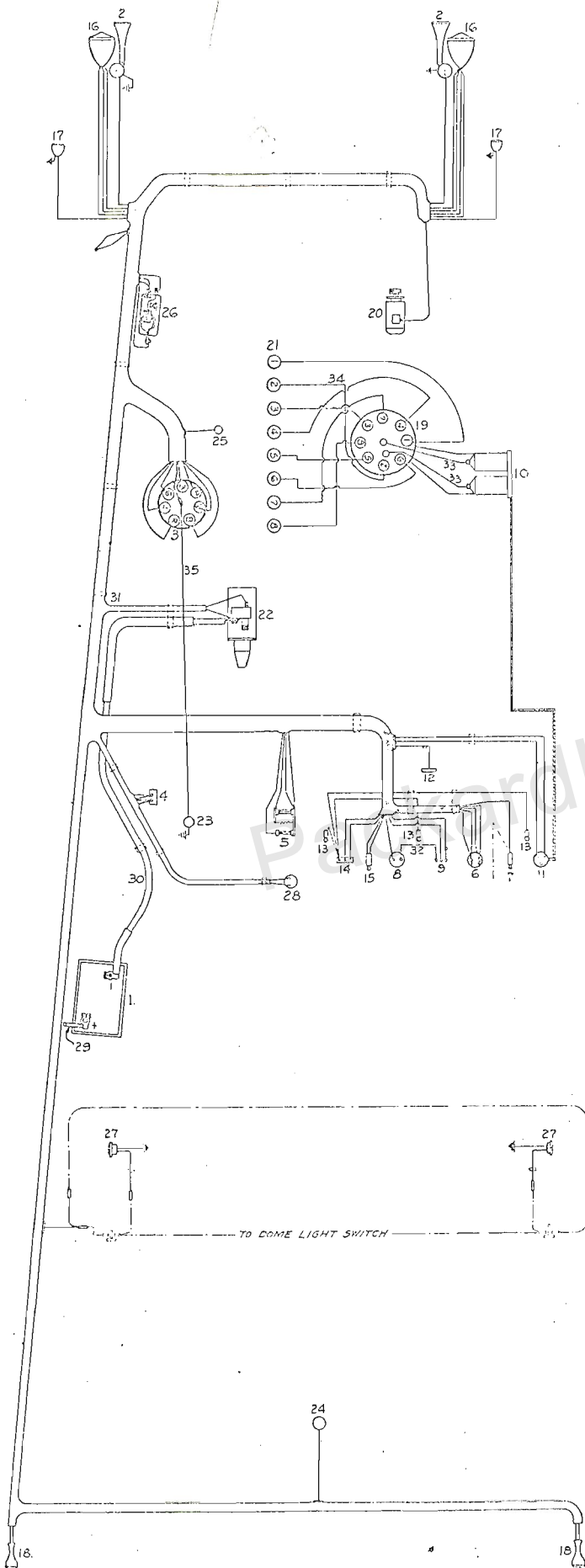
List Price—\$9.60



Early Spring Mailing Pieces

Take a look at the mailing pieces attached to General Letter 614—They are ready for imprinting. The quality is right, the price is right and the time is right. Let's have your orders now for early mailing.

1101-2-3-4-5 Wiring Diagram



1. Battery assb.
2. Horn—left
2. Horn—right
3. Lighting switch assb.
4. Stop light switch
5. Fuse block assb.
6. Ammeter
7. Cigar lighter assb.
8. Gasoline or oil gauge
9. Gasoline or oil gauge switch
10. Ignition coil and switch assb.
11. Ignition coil cable and switch
12. Inst. board light—direct
13. Inst. board light socket and cable assb.—ind.
14. Inst. board light switch
15. Inst. board starter motor switch
16. Lamp front assb.—left
16. Lamp front assb.—right
17. Lamp fender—assb.
18. Lamp rear—left assb.
18. Lamp rear—right assb.
19. Distributor
20. Generator
21. Spark plug
22. Starter motor and switch assb.
23. Horn button
24. Gasoline tank gauge assb.
25. Oil gauge and float assb.
26. Horn relay
27. Lamp—running board
28. Backing light switch
29. Battery ground cable assb.
30. Battery to starter switch cable assb.
31. Wiring assb.
32. Inst. gas or oil gauge to switch cable assb.
33. Coil to distributor high tension cable assb.
34. Motor ignition high tension cable to spark plug assb.
35. Steering horn button cable assb.