



VOL. 8 No. 4

FEBRUARY 15, 1934

It's Nearly Spring

WITH Old Man Winter practically on his last leg, let's see what we can do in the way of thinking and planning for spring and summer activities. One of the first things you think about, with the coming of spring, is a general clean-up. Last year, and the year before, most of us said, "Well, let's let that go, we ought not to spend the money, so we'll try to get by with things as they are," but this year, let's see if we can't do a little better.

Most service stations, after a winter's business, do need some spring cleaning. This doesn't necessarily mean a complete painting. Sweeping, mopping and scrubbing don't cost a lot of money and it certainly doesn't cost a lot to dig out all the trash from underneath the benches and in the corners. Let's take a look around the place—there are those empty oil drums that ought to be put out of the way—there are some broken springs and other broken parts under the benches—the benches need a general scrubbing, and those windows were certainly put into the place to let light in, but with all that grease and dirt on them, they don't actually serve such a purpose.

Then take a look at the floor and the walls—a good general cleaning will work wonders and the little paint required isn't so very expensive. If you do put paint on, use a color that will brighten the place up—don't be afraid of white paint in a service station, at least use a very light gray. Make the shop attractive—better work comes out of a clean shop. Let's all work together to clean up the place and work harder together to keep it clean.

Now, let's take a look at the place where the customers are received. Is it really inviting? Is it light enough? Don't some of those old electric light bulbs need replacing? Don't the reflectors need cleaning, and wouldn't it really be possible to get a little white paint around so that the place looks new and has a pleasant and pleasing atmosphere? Customers who haven't been in all winter will show up early in the spring—let's give them a real reception—let's make the place look a little different—a little cleaner. A clean place indicates efficiency. We all want efficient service stations. Let's make ours look like one as well as be one.

Now that we have a start, let's take a look at the stock room. How about those bins? It wouldn't take very long to take the stock out and clean the bins out. Maybe the bins need a little paint—maybe they need renumbering. Let's make our stock room look like a precision built parts sales room. Let's clean off the counter and arrange a display of parts that will help us sell parts and service. The receiving and shipping rooms can always be worked on—let's clean them up once and for all.

Then before we get through, let's give a little attention and thought to accessories. We haven't changed that display for a long time—it's dirty and dusty. The show case is even dirty. Let's clean up the whole works! Arrange a new display with some spring colors. Let's put up some new posters. If yours are dirty, order new ones from the factory, they are very inexpensive and they do add a lot to the looks of the place. Get out some new accessories, the kind that can be sold in the early spring. Feature your cleaning materials, fabric cleaner, top dressing, polishes, etc. This is the time to go after accessory sales on these items. Work out a real display, put some time and thought on it; get some real spring colors into it, and watch the difference in your accessory sales. Let's not forget tire sales in the early spring, the old tires have gone through the winter and a lot of them are going to need replacing before summer travel. Let's go after the tire business this year as never before.

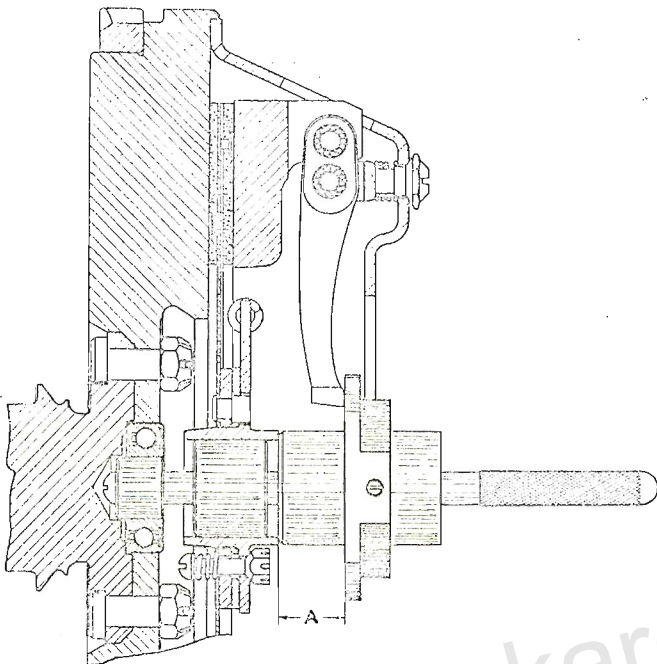
Put a real drive on this year for the sale of Packard Inspection Lubrication Agreements. Sell your owners on the idea of real care during the time of the year when they use their cars most. Get them to leave their service problems with you. Take service attention off their minds and put it on your shoulders. Take care of their lubrication for them at regular intervals and by all means, stress the inspection service which gives you the opportunity of keeping their cars in proper condition. It places you in a position to be able to tell the owner when and what he should have done. We have a real sales story on lubrication-inspection. Let's use it this spring and put this over in such a way that we will have customers coming to us regularly throughout the rest of the year.

"EVERY OWNER A SALESMAN"

Clutch Finger Adjustment

Unless the clutch fingers are properly located and contact equally with the throw-out bearing, the operation of the clutch will not be satisfactory.

These fingers are properly set when the clutch cover plate is assembled, and under ordinary circumstances they will not require adjustment. They can be checked, however, by the use of the tool illustrated.



DIM. A

$\frac{1}{2}$ " FOR 443-640-45-740-45-840-45-903-4-5-6
 $\frac{2}{3}$ " FOR 426-526-626-726-826
 $\frac{3}{4}$ " FOR 900-1-2-1001-2
 $\frac{13}{16}$ " FOR 1103-4-1100-1-2-3-4-5-6-7-8

This tool is used with the clutch mounted on the flywheel and the clutch shaft removed. Its forward end is supported by the flywheel bearing, and the second section is inside the hub of the clutch driven member. Back of this is a sliding collar which is free to move forward and backward, and locked in position by a set screw.

In checking the position of the clutch fingers, the collar is set according to the dimension "A" using the measurement listed in the cut for the model in question. The fixture should then be inserted, pushing it forward until the shoulder on the fixture strikes against the rear face of the clutch hub. At this point the fingers should all be making contact with the forward face of the sliding collar.

The easiest way to make an adjustment is to first move the fingers forward so they all have a clearance, and after the tool is in place allow each of them to come back until it just touches the face of the collar. Each finger will then do its share in the operation of the clutch.

The tool is called the Clutch Aligning and Release Lever Adjusting Fixture. The tool number is ST-901 and the price, \$5.00.

Complete List of Ignition Cable Sets

Since issuing Trade Letter T-2613 on ignition cable sets for Packard cars, several additional equipments have been added that you will want to know about. Below is the complete list of ignition cable sets:

PIECE NO.	MODELS	SUGGESTED ZONE PRICES		
		1	2	3
98127	526-33.....	1.69	1.77	1.92
98223	443.....	2.06	2.15	2.33
98092	626-33, 726-33, 826-33, 900-1-2.....	2.06	2.15	2.33
98093	640-45, 740-45, 840-45, 903-4.....	2.06	2.15	2.33
213798	1001-2-3-4, 1100-1-2-3-4-5.....	2.06	2.15	2.33
98161	905-6 prior to motor 900738.....	2.62	2.75	2.98
98122	905-6, 1005-6 after motor 900738.....	2.62	2.75	2.98
219936	1107-8.....	2.62	2.75	2.98

Cylinder Drain Cup



Tool No. ST-904 List Price—\$3.75 Twelve only.

It is designed to catch and carry away all the kerosene, dirt, and grindings removed from the cylinder bore. It eliminates the danger of kerosene and these grindings getting into the bearings or around the motor crankcase. It is quickly and easily attached, and is less work than packing the crankcase with rags. This new tool assures a more satisfactory job.

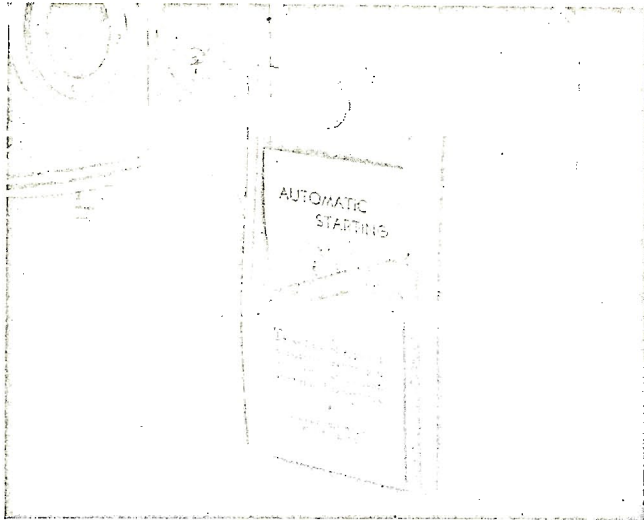
New Style Steering Wheel Puller



Tool No. ST-938 Price \$4.00 All models.

This has a direct pull all around the steering wheel housing and protects it from being damaged, and has a leather washer which fits between the puller and the wheel. It is used in connection with ST-1437 which is designed to fit on top of the post and prevent the threads from being damaged. With this equipment the most stubborn wheel can be removed easily. It is universal and fits all of the bell housing steering wheels.

A Business Getter



A new holder for accessory pamphlets made up in attractive colors to hook on the knob of the glove compartment door. It has a convenient pocket which will accommodate several pamphlets.

An effective method of using this little business-getter is to have someone check the cars in the Service Department each day for missing accessories and place pamphlets covering the particular items in one of these holders (not more than two circulars at one time.) Probably the best time to do this is when the work in the shop has been completed and the car is ready for delivery to the customer.

Upon request we will be pleased to furnish, no charge, a sufficient amount of these holders to take care of your requirements. Why not order them right now.

Water Pump Packing

The water pump packing should be tightened with the motor running.

When the motor is running the packing is comparatively soft, and when the gland nut is tightened the packing has an opportunity to shape itself to its new seat.

In tightening the gland nut it should be taken up only until the leak is stopped. This will increase the life of the packing.

Parcel Post Notice

The United States postoffice department is checking very thoroughly all returned goods shipments sent to us by parcel post as well as all parcel post shipments which leave our plant. Any information on any papers included in these shipments other than the senders name, quantity, part number and description of the contents, make these subject to first class mail rate instead of parcel post rates.

It is very important that our distributors and dealers should again be cautioned to eliminate some of the excess postage charges which we have been compelled to pay recently and these of course will be re-charged to the distributor.

A Time Saver From The West

To install springs on brake drums easily make up a cone of $\frac{1}{4}$ cold roll. Lower ring 15" in diameter and upper ring 10", with 12 pieces 13" long evenly spaced around them. Let the bars extend over the larger ring 1".

By leaving the larger ring open on one side the cone may be opened or closed to fit all drums from 5-26 to 1100 series. With this tool one man can install these springs without stretching them.

Submitted by F. R. Roswell of the Earl C. Anthony organization, San Francisco, Calif.

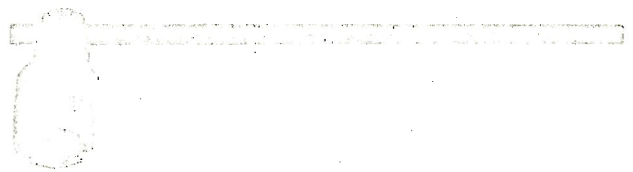


Large Ring,
15" Diameter

Bars, 13" Long

Small Ring,
10" Diameter

New Type Rear Axle Shaft Nut Wrench



Carried under the old ST numbers:

Tool No. ST-133 740-840-903-5-1005-1107

Tool No. ST-748 726-826-901

Tool No. ST-849 900-1001-4-1100-4

List Price—\$2.90

A heavy duty wrench designed to give extra long life. It is made with an offset so that the axle shaft nuts may be removed without removing the wire wheel.

A New Accessory Display

A rack and stand for displaying accessories; such as, Polish, Fabric Cleaner, Top Dressing, etc. This equipment is made of steel and is of a very substantial construction. It is lacquered a light green, lettered in black; the sign is in three bright colors.

It is made up in two pieces: the top part, or rack, which is equipped with three steel shelves and brackets for holding sign. This rack can be placed on a show case, parts counter or table. The stand can be furnished where desired which allows you to place the display in any spot you prefer. The whole ensemble makes a very attractive exhibit in your store or service department.

We have ordered a quantity of these displays and the factory will absorb half of the cost. Your cost of the rack and sign will be \$1.00; if the stand is included your cost will be \$2.00 complete.

In ordering this equipment please use the following piece numbers: The rack is PA-1346 and the stand is PA-1347.

Denver Goes After Lubrication Work

THE MOUNTAIN MOTORS COMPANY

131 SPEER BOULEVARD

DENVER, COLORADO

January 30, 1934

To Our Packard Owners:

Packard-prescribed lubrication is a vital maintenance requirement. Packard engineers recommend specific lubricants, and we use only these and follow the correct schedule as outlined by Packard engineers.

You bring your car to our service department at 1,000 mile intervals for lubrication, and a general maintenance inspection is made and our recommendations are based on this inspection.

Our lubrication contract represents a saving to you of 23% over a period of ten operations or 10,000 miles.

The following prices show where this saving is made, provided you sign a lubrication contract which can be paid for quarterly.

	Regular Retail Price	Lubrication Contract Price
Packard Eights	\$55	\$42
Packard Super Eights	59	45
Packard Twelves	65	50

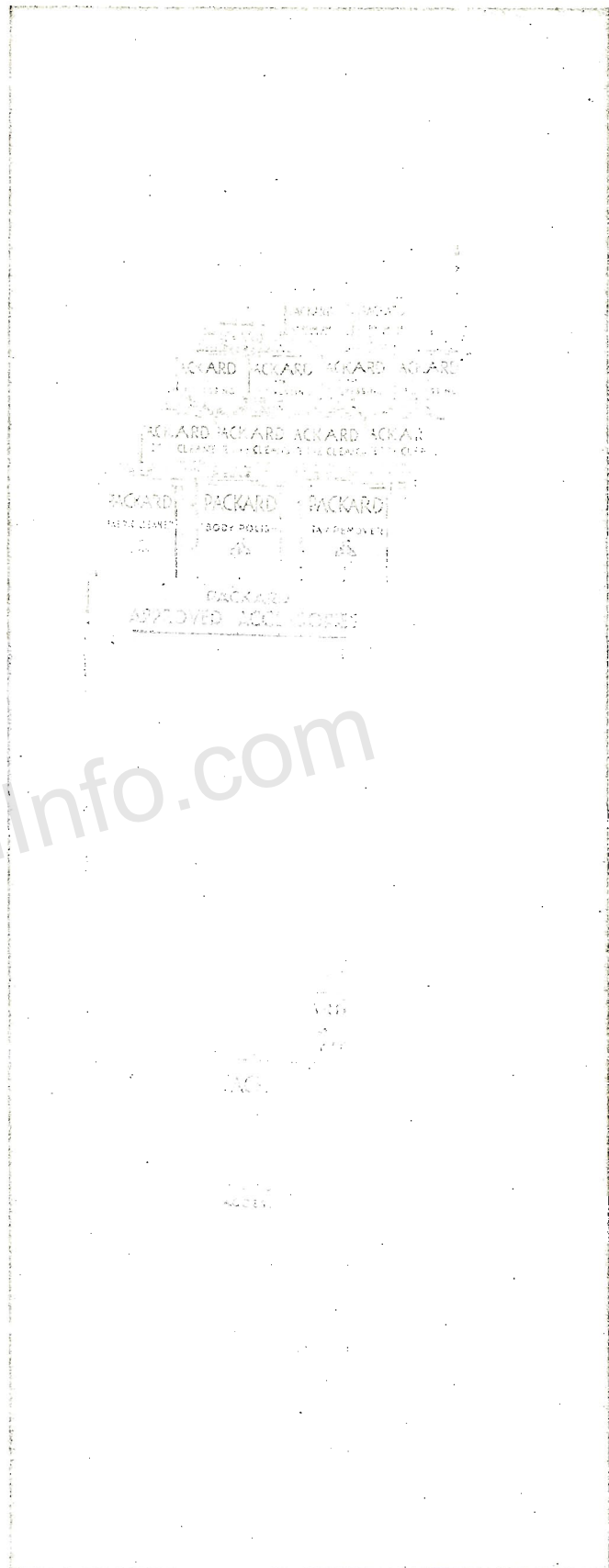
We are as much interested in the proper operation of your car as you are, for a satisfied owner enables us to tell our prospect to "ASK THE MAN WHO OWNS ONE," and we believe that this saving of 23% represents a good investment on your part.

We will appreciate your calling our service department at Tabor 1345 for further information.

Yours very truly,

O. L. Davis, Jr.

OLD:FG



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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