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EXTRA COURTESY

By "THE MAN WHO OWNS ONE"

I've always gotten a big kick out of watching Joe wait on the ladies. He sure makes a hit with them. One day, while waiting for my Packard, I asked him about it.

"Well," he answered with his big smile, "it's simple enough. I always make a fuss over them . . . treat them as though they were extremely important people."

"They are," I muttered, thinking of our department store's frantic efforts to please the fair sex . . .

Joe must have been reading my mind for he went on to tell me that, though women don't spend nearly as much for service as men, they're a mighty big power behind the scenes. Which, of course, they are. For if a woman happens to own a car, what she hears from some lady friend across the bridge table carries more weight than a whole advertising campaign. And, if her husband is in the market for a car, nine out of ten times she has plenty to say about what car he ought to get and where he ought to get it.

"Yes, sir," Joe went on to explain, "That's why I take a lot of pains to please them—doing things like backing out their cars, and making sure there's no grease on the steering wheel, gear shift lever, or upholstery. And I know it pays.

"One little bit of grease on the steering wheel, and a pair of white kid gloves is done for . . . and so is the service department responsible for the loss! Women don't like to

patronize a place that isn't clean and orderly. They keep their homes in apple-pie shape, and they expect the people they deal with to do the same."

What Joe was saying certainly sounded like good sense, so I asked him to keep on talking.

"Well," he continued, "I always try to explain things in a way a woman will understand. I never talk about pistons or valves, or adjustments in mechanical terms . . . I find it best to talk *results*. I tell her, for example, that her motor needs a good housecleaning and then go on to explain about the gas she will save, and how much better and smoother her engine will run."

"What do you do in case you find other things that need attention . . . work she didn't ask for, I mean?"

"In the first place," Joe replied, "I make sure that what she wants done really needs to be done. Accurate diagnosis is always important . . . but particularly so where women are concerned. And I never try to sell any additional work without first giving them a good chance to check the husband first. Whether or not the work is necessary doesn't make much difference—the husband wants to be consulted, and I, for one, don't blame him."

Just about that time, my car was finished and I drove away. And, as I pulled out of the service department I couldn't help but think, that if I were a Packard Service Man I would sure take a tip from the way Joe handles the ladies!

120 LUBRICATION COUPONS

Presented by Tourists

There still exists some misunderstanding regarding the proper method of handling 120 Lubrication Coupons in the case of tourists.

If a Distributer wishes to arrange with his Dealers to interchange coupons between each other or between the Dealers and his service department he is at liberty to do so. As far as the factory is concerned, we do not wish to urge the acceptance of lubrication coupons from owners who purchased their book from some other Distributer or Dealer. In other words, this is entirely a local plan. The agreement in the front of the book clearly states that the coupons are to be accepted *only at the service station of the Dealer selling the book.*

In the case of a tourist presenting a lubrication coupon, the correct method of handling is to tell him that the plan is a local one, and that the *coupons are accepted only where the book was purchased*, that you will be glad to handle the work for him, but will expect payment of your usual charge. Then say to him "this invoice in no way affects your Coupon Book. When you return your Dealer will accept the remaining coupons. The fact that you have had the car lubricated here or elsewhere on your trip does not affect the Book which you purchased from your Dealer. He will continue to accept the Coupons, thus completing his agreement with you."

In cases where you know one of your owners is leaving town for some time, be sure and tell him that in case his car requires lubrication he should have it taken care of by any Packard Service Station in which case he is to pay the charge and when he returns you will accept the remaining coupons. Explain to him frankly that the plan is a local one, that the agreement is between himself and your organization, and that you will accept all the coupons for the lubrication and inspection service indicated at your service station.

Do not accept a tourist Lubrication Coupon and bill the tourist's home Dealer. The Dealer probably will not accept the invoice. *Do not*, in selling lubrication agreements infer that they are acceptable anywhere in the United States. This point should be made very clear at the time the book is purchased.

SLOW CRANKING

In checking winter complaints on hard starting, one of the first steps is to separate those cases in which the condition is caused by a slow cranking speed. This is easy to do.

In spite of the educational campaigns on winter motor oils there will still be cases in which cars are operated in cold weather with unsatisfactory motor lubricants. Heavy oils will greatly reduce cranking speeds.

If the cranking speed is unusually slow when the motor is cold, but returns to normal when started in a warm building, the indication of a heavy motor oil is fairly definite.

Low batteries are the most frequent cause of slow cranking. This condition is so universally known and so thoroughly understood that it does not require

comment. You should, however, take particular pains that new cars delivered in cold weather contain fully charged batteries because the new batteries are subject to a quick discharge.

One item that is some times overlooked is the condition of the starter motor. A dirty or burnt commutator will greatly reduce the efficiency of the unit, and in slow cranking complaints which are not corrected by the measures outlined above, the difficulty may be located in the starter motor itself. In any case it is a simple and easy matter to slip off the commutator cover for an examination.

We suggest that starter motor corrections be handled by your Auto-Lite service station as it is best qualified for the job.

LACQUER POLISH

W. H. GRAVES, Chief Metallurgist

We have had several complaints recently about dull spots, rough paint or touch-up spots on new cars coming from the factory. These spots are due to improperly dried touch-up places.

The last thing before cars are shipped the paint is inspected and any scratches or other defects which have occurred to the paint through production are repaired. This repairing oftentimes requires sanding the paint to a smooth surface and then spraying lacquer to produce what is called a touch-up spot.

To properly dry the paint on this touch-up spot in a reasonable time would require a very high temperature. The cars cannot be subjected to the necessary high temperature because of sealers, rubber, and other materials which would be destroyed. It, therefore, is impractical for the factory to properly dry these touch-up spots, and as a result, after they are polished they are apt to look dull or rough after several days. This accounts for the dull spots or rough spots which you get on new cars from the factory.

These spots can readily be corrected by a very simple polishing operation which should not take over five or ten minutes. The best procedure is to obtain a large polishing cloth, preferably ribbed underwear, and an abrasive polish such as Park Chemical Company's Parko Hand Polish. The polishing cloth should be formed in a ball and the polishing compound put on the cloth, the dull spot then rubbed only a sufficient length of time to bring up the luster or remove the rough surface. This will require only a few strokes. After this the spot should be polished using regular Packard liquid polish, following directions on the container.

Very few service stations have the necessary abrasive hand polish available; however, it is an excellent material to have in every service station, not alone for the above reason, but for polishing a car which has dulled after a severe summer's exposure. This material may be obtained by ordering direct from the factory or from Park Chemical Company, Detroit, Michigan.

There are many other satisfactory polishes on the market but we are listing the above as that which we have found at the factory to give a good and economical job.

Many hand polishing compounds have a very coarse abrasive which will scratch the paint. These should be avoided.

TRANSMISSION REPLACEMENTS

When replacement transmissions are shipped from the factory, the opening on the top of the case which receives the shifter lever and cover assembly is closed with a piece of fiber board.

When a transmission is replaced, please remove the fiber board from the new unit and mount it on the assembly which is being returned. This will prevent dirt and grit from entering the case.

Recent transmissions returned to us have arrived in so dirty a condition that it has been impossible for us to make any kind of a check to determine where the original fault may have been.

CARPET CLEANERS

The Convertible cars in our senior line use a carpet which is formed with a rubber binder between the backing and the carpet nap.

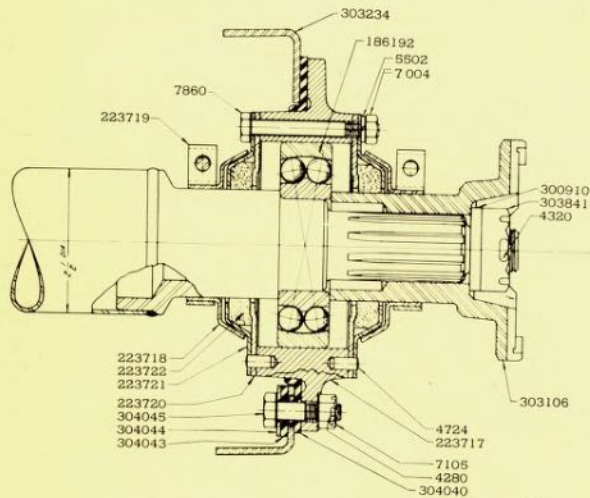
This binder will be attacked by solvents of the type which is used in liquid fabric cleaner, and such cleaners will cause the carpet to disintegrate completely.

No such cleaners should be used on these carpets, but they can, of course, be handled with ordinary soap and water.

PARTS MANAGERS—ATTENTION

This illustration should have appeared in the Parts Book supplement covering 120-A and 120 BA Commercial chassis.

It covers the intermediate bearing on the drive shaft. You will find it very handy for reference if you will cut it out and paste it in the Commercial chassis supplement on page 6.



DOOR WEATHERSTRIP INSTALLATION

We are greatly pleased with the success of the door weatherstrip installation described in the Service Letter, Vol. 9, No. 23, of December 2, and we believe that a number of your customers will wish to have this weatherstrip applied.

In order to encourage the installation and reduce the

customer cost as much as possible we have reduced the price of the weatherstrip itself. We have established a new list price of 5c per foot, and a new net of 3c per foot.

You will find that the installation time will be materially less than one hour per door so that a very moderate selling price to the customer can be established.

Since the installation will be made to take care of any criticisms regarding the entrance of cold air in the winter, or dust in the summer, we suggest that the installed price be held as low as possible and if this is done we are sure that you will find no difficulty in selling the improvement.

NOTE: In the application of the weatherstrip it will be found that the rubber bumpers which are set in the lock pillar of the body may prevent the doors from closing easily. The outer edge of each bumper should then be trimmed an amount corresponding to the compressed thickness of the weatherstrip.

OIL COOLER INSTALLATION— PACKARD 12

In mounting the oil cooler on the Packard 12 motor a definite procedure should be followed in order to insure a perfectly tight joint with both the wall of the crankcase and with the front cover.

First, mount the unit against the side of the case, pulling up the bolts enough to hold the flange of the cooler against the case, but not so tightly that it can not be moved.

Then tighten the bolts which secure the cooler to the front cover. When these bolts are tightened the cooler will slide forward but will be kept in its proper alignment by its contact with the crankcase. After this has been done the bolts holding the cooler to the crankcase should then be pulled up all the way.

CYLINDER REPAIRS

In the formation of a complicated casting such as a cylinder block, it is not unusual to develop sand holes or shrinkage cracks.

In most cases these conditions are discovered in our own machining and inspection processes, but in some instances the fault will not develop until the car has gone into service. Fortunately the condition is not hard to correct.

There are on the market a large number of compounds for this purpose which are added to the water system. As long as the compound is in the system it remains in solution and does not affect the water circulation. When the contents of the system start to seep through a crack or sand hole the water evaporates and the compound is deposited in the crack, finally filling the hole. This is a simple and permanent remedy.

There are a great many of these compounds on the market, and if you have adopted one which you have found satisfactory, there is no reason for making a change. If not, we suggest that you use Wonder Weld, which is manufactured by the Miller Mfg. Co., 1100 Mt. Ephraim Ave., Camden, N. J. Our experience with this material has been very satisfactory.

It should be ordered direct from the manufacturer.

120-120B WIRING DIAGRAM

