



VOL. 10 No 10

MAY 15, 1936

A Friend of One of Our Customers Did — — —

"ASK THE WOMAN WHO OWNS ONE"

— — — And Here Is What She Wrote in Reply

"My dear Virginia:

"In replying to your note I'll skip the usual neighborhood gossip and answer your question about the new car you're planning to buy.

"I know you have often said during the past four years that you didn't understand why I continued to drive our Packard instead of buying a smaller and lower priced car like so many of our friends have done.

"The real reason is that years ago we drove many of the lower priced cars and because of the frequent trouble we had with them and the great inconvenience we were put to in keeping them running smoothly for more than eight or ten months, we came to the conclusion that it was more economical, as well as far more satisfactory, to own a Packard.

"I'm certainly typical of all women regarding a technical knowledge of automobiles. However, we have never had any serious trouble with our Packard, and this is probably explained as due to the remarkable service our Packard dealer renders.

"I have always been so impressed with the efficient manner in which they find the causes of the difficulties that all car owners experience at times. They never guess about it and always seem to know just what to do. They even have equipment that tells them what is causing the trouble. It's like having a dentist use an X-ray just to make sure. Then, too, they are all so pleasant and courteous even when I'm

not so reasonable. I've actually felt ashamed of the way I've treated them on some occasions.

"I have always had a sort of fear of most service stations. They are usually greasy, dirty and dismal. I have a feeling too that they often actually overcharge you because they can so easily take advantage of a woman's lack of mechanical knowledge. Our Packard dealer's place is just the opposite of this. They always remember my name. It's neat and clean. They never fail to tell me exactly how much it will cost to fix whatever is wrong, and before the man goes to work on the car he covers the upholstery and fenders. Whenever I have to wait for the car, I find the waiting room clean and comfortable. They even have a radio and some magazines for the entertainment of their customers.

"You should remember that the servicing of your car is even more important than the buying of it. You can buy a car in ten minutes, but it will have to spend hours in the service station just for oiling and washing during the period you own it.

"When you do buy a Packard I know you will have a pleasant surprise when you take it in for service. They have a Lubrication Inspection Plan that you will like, because it saves you money, keeps your car running smoothly, and it is in the station for short visits at regular intervals rather than for long visits which always occur at the most inconvenient times."

"With best regards,

"Helen"

When they ask your lady customers about their cars are the answers like this?

SPRING NOISE

A noise will sometimes develop in the rear springs caused by a slight sidewise shifting of the leaves when a corner is turned.

This noise is not caused by any metallic interference, it is simply a "break-away" noise which develops when the movement starts. It does not indicate any looseness or defective condition.

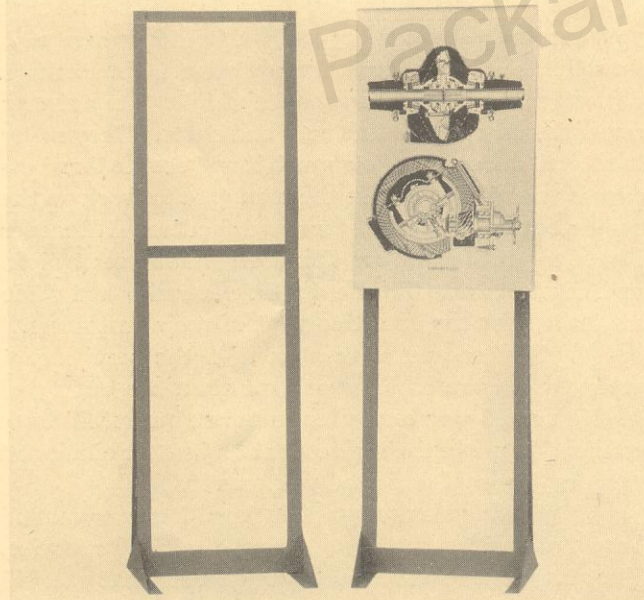
Such a noise will, of course, be aggravated by loose clips because this will permit excessive movement of the leaves, but under any condition the leaves may move slightly and it is not possible to entirely eliminate this movement without pinching the leaves so tightly that there is danger of interfering with their free operation.

Thorough lubrication is the best correction and the grease gun described on Page Four of the Service Letter of September 1, 1935, can be used.

The frequency with which this operation is necessary depends to a large extent upon the character of the lubricant and we suggest that you use Lubripak No. 40, which is produced by the Anderson Manufacturing Company, of Cambridge, Mass. This is the organization which makes the spring covers.

STANDS FOR TECHNICAL DATA CHARTS

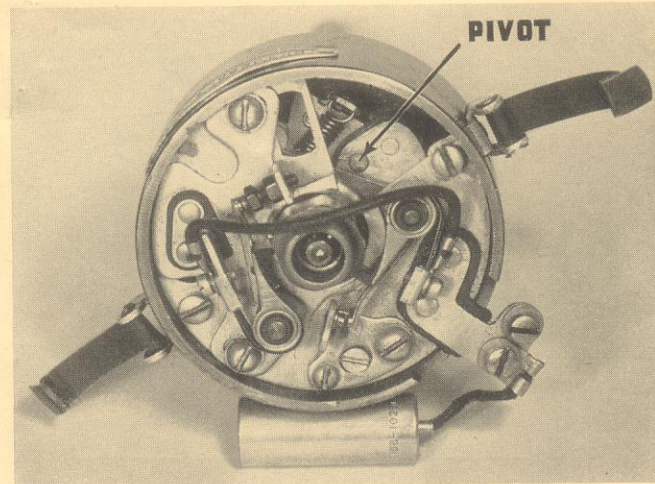
We have had made up a few channel metal stands for holding the technical data charts. These are supplied in knock-down fashion and are quickly assembled with nuts and bolts. They are reinforced and stand rigidly.



You will find them just the right height for holding the charts when using them in connection with service meetings or they make a neat addition to either the service floor or the service manager's office. The charts can be quickly turned over for reference and the holding screws are sufficiently long so that both the One Twenty and Fourteenth Series charts can be attached to the stand at the same time.

They are available at our cost of \$4.50 each.

ADVANCE WEIGHTS STICKING



There has been some difficulty with the advance weights sticking on the pivots as indicated in the diagram. This can, in most cases, be freed up by putting a drop or two of light penetrating oil through the hole in the breaker plate of the One Twenty.

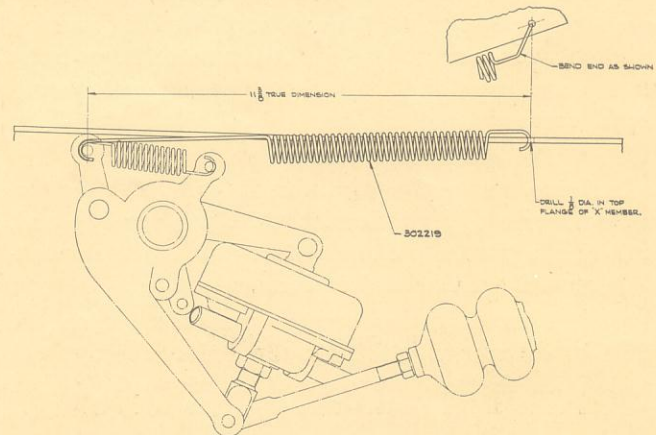
On the Twelve the hole in the breaker plate is underneath the condenser.

In cases of extreme rust or binding it is best to remove the weights and free them up.

CLUTCH RELEASE ON 12 AND 14 SERIES TWELVES

We have received several complaints on 12th and 14th Series Twelve clutches occasionally failing to release.

This is caused when the automatic take-up stop does not come back against the frame after the clutch is operated. If this stop does not come up against the frame the ratchet cog on the automatic take-up will not engage the teeth soon enough to give full clutch release the next time it is used.



This can be corrected by installing an extra retracting spring, leaving the present one in place. Use 120 Foot Brake Retracting Spring, Pc. No. 302219.

Hook the long end of spring on pin where forward end of present spring is hooked. Drill $\frac{1}{8}$ " hole as close to edge of frame X-member as possible, $11\frac{3}{8}$ " to the rear of pin where forward end is hooked. Hook rear

end of spring in this hole. Be sure wire cables are pulled away so that they will not rub the spring when operating clutch. The installation of this spring will bring the stop back to the frame, giving full clutch release each time it is disengaged.

It will be necessary to bend the long end of the spring to the side in the opposite direction to which it is already bent, and short end should be bent over to the right as illustrated to keep coil of spring from rubbing on edge of frame.

OIL FILTER POST CARD

In the last issue of the Service Letter we suggested the use of a post card for building up One Twenty oil filter business.

We have encountered some objection to the wording on this card, the first line of which reads, "Important Message To All One Twenty Owners," and we suggest that you discontinue the use of this post card. Some objection has been raised by the sales department to the wording on the card and we can assist the sales department by discontinuing this item.

A GOOD IDEA USED BY NEW YORK AND PHILADELPHIA

HAVE YOU CLEANED OUT THE COOLING SYSTEM OF YOUR PACKARD?

You should have the sediment and corrosion removed from the water circulating system to insure a Cool Running Motor during Warm Weather Driving.

REVERSE FLUSHING

Clean-Out of Cooling System

1. Flush out radiator and cylinder block (separately) by reverse flushing equipment and special Packard approved chemicals.
2. Tighten Water Pump Gland Nut.
3. Fill cooling system, adding Packard "Rust Preventive."

SPECIAL PRICE
\$3.10

And Don't Forget . . .

PACKARD SPRING CONDITIONING SPECIALS—

General Motor Tune-Up	Repainting
Carbon and Valves	Special Lubrication
Brake Relining	Spring Cleaning

Official Station for State Inspection

PACKARD HEADQUARTERS

3223 N. BROAD ST.

SAGAMORE 7700

POLITE COLLECTING

A short time ago a statement came to our attention covering a past due account. The man receiving the statement was very particular about his personal accounts and was rather upset at the receipt of the past due notice. Upon studying the form, however, his first impression of irritation was offset by the clever wording and the polite manner in which the account was placed before him for the second time.

It was thought advisable to pass on to our service organization the wording which appeared on the statement. It is as follows: "Usually our customers remit when statement is received shortly after the first of the month. At times statements are placed aside due to other pressing matters. Sometimes they are mislaid. If your statement has been laid aside or misplaced you will probably welcome this reminder. It shows the amount of your purchases made last month."

We all realize that a repair bill is never received with open arms and a past due notice on a repair bill must be particularly objectionable. Undoubtedly we could well afford to use similar wording on the statements covering our service accounts. The idea is passed on for your consideration.

SERVICE POSTERS

A series of posters of general service interest are available, and half of them are shown. The set can be obtained complete with the frame which holds all of the posters, thus keeping them clean and doing away from storing the unused ones.

The posters have a varnished finish and can be wiped off and kept clean. They are printed on both sides in four colors and are very attractive.

While the pictures do not exactly fit, they are general in nature and undoubtedly will be of assistance in selling the very active items which they cover.



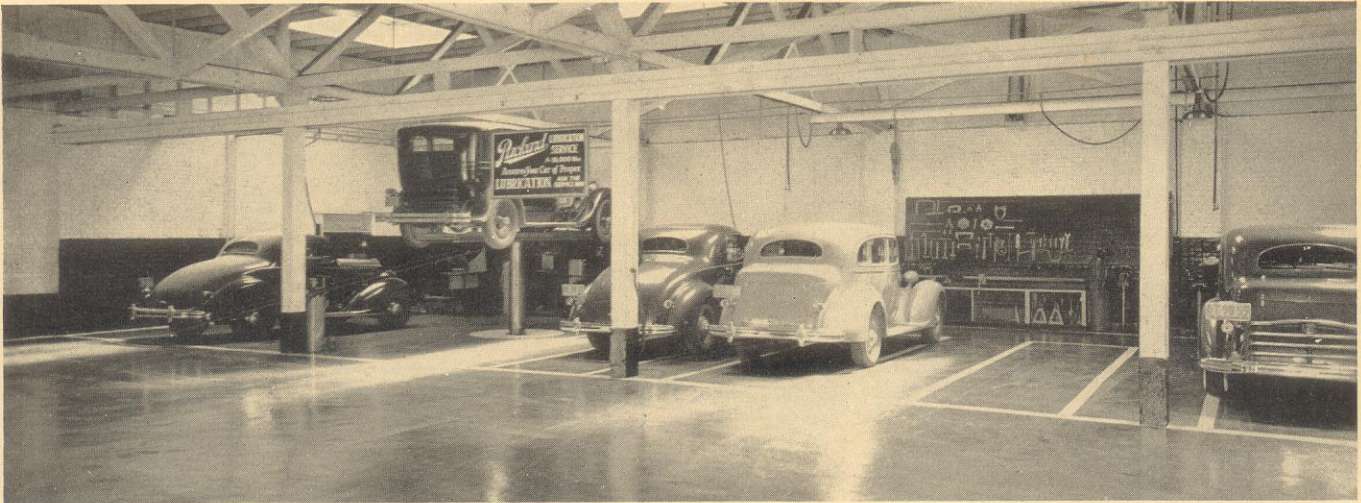
The subjects covered are as follows:

Anti-freeze	Light bulbs
Battery and cables	Heater
Oil filter	Oil filter cartridge
Windshield blades	Fan belt
Spark plug wires	Spark plug cleaning
Spark plug cleaning	Polish

These may be obtained by ordering from the service department, specifying Metal Display Rack and Series of Six Double Posters.

They are sold only in sets complete with the frame, and the price is \$1.75 for the frame and posters.

DOES YOUR PLACE ATTRACT CUSTOMERS?



Another good clean up and display job has been done on the west coast as is apparent from these views of the shop layout and accessory displays submitted by the Spickard Automobile Company, 1501 Eye Street, Sacramento, California, and the San Francisco Accessory waiting room. The accessory display is well done and uses some wall space to excellent advantage.

The neatness and attractiveness of the shop layout is outstanding. The tool board is convincing to the customer. The lubrication rack is neat and indicates careful and thorough work. The impression the customer gains from this sort of a place has a great deal to do with whether or not he continues to patronize your service.

It is not too late to get in your spring clean up, paint up and display efforts.



SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME. ADDRESS—N. A. LULL—EDITOR PACKARD SERVICE LETTER.