

VOL. 10 No. 11

JUNE 1, 1936

SENIOR CAR SERVICE

We have all been paying a good deal of attention to servicing One Twenty's. In many places we have had quite a problem in properly arranging the available space to accommodate the number of these cars that are now coming to us for service. We have had enough experience with the One Twenty in the service station to know that servicing the One Twenty is a matter of quickly and accurately determining what the customer wants done and then quickly and accurately performing the work in the shop. One Twenty standard times are based on competitive prices so that service costs on the One Twenty will be kept well in line with cars in the price class with the One Twenty, and, of course, from a volume standpoint our service work will come from the owners of One Twenty cars.

We also fully realize from our experience in handling service work on the Senior Cars that more time is required with the customer and that more time is required on the job. The actual time required on final inspection on a Packard Twelve at the factory will always be greater than the time required for final inspection on a One Twenty.

We do not mean to suggest that there should be a difference in the quality of the workmanship. All we are saying is that it takes more time to sell a \$100.00 Hamilton watch than it does to sell a \$1.00 Big Ben, and the man who cleans and adjusts the Hamilton watch is going to get a little more from the customer

than the man who cleans and adjusts the \$1.00 watch.

Let's never forget that we made money in our service departments when we serviced only Packard Senior Cars. There is money to be made in the proper servicing of the Packard Eight's and Packard Twelve's. Keeping these owners coming to you at regular intervals and obtaining the full amount of service required to properly maintain their cars, is just as important today as it ever was.

Your service follow-up of Senior Car owners is extremely important. They do not represent a large group, and a consistent follow-up is not a big job. We urge the use of the telephone as well as direct mail for this purpose. Let's never make the mistake that because through real effort we have sold a large number of Senior Car owners on the advantages of the Packard Service, that we can now afford to discontinue our effort with the feeling that they will always continue to come to our service stations.

The little extra attentions, the extra courtesies and the thoroughness of the work and handling of their requirements must be continued. The total amount received from servicing a Senior Packard will always exceed that obtained from a One Twenty. Therefore, the service profits per car are greater, the chances for the resale of another Packard are also greater and the importance of continuing a thorough and consistent follow-up job must not be overlooked.

RADIO SERVICE POLICY

Both the Packard De Luxe and Packard Standard Radios are built specially for us to specifications furnished by our Engineering Department based on several months of research work on car radios in our laboratories and at our Proving Ground.

These sets are exclusively Packard and are available only through Packard Distributors and Dealers. We realize that national service is very important on an item like radio. Some of our large distributors are equipped to make their own installations and handle their service work. There are a number of distributors and dealers, however, who are not equipped to properly service radios, and we have, therefore, arranged with the Philco Automobile Radio Corporation to service the Packard Radios through their regular service stations.

In this connection it is recommended that Packard Distributors and Dealers who are not adequately equipped to handle their own installations, arrange with an authorized Philco Service Station to handle this work for them. Upon request we will be glad to furnish you the name of a recommended service station in your city.

The manufacturer warrants each new Radio Receiver and Speaker manufactured by them to be free from defects in material and workmanship under normal use and service, their obligation under this warranty being limited to making good at their factory or factory depots any part or parts thereof which shall, within ninety (90) days after delivery of such Receiver to the original purchaser, be returned to them with transportation charges prepaid, to their factory or factory depots which are:

PHILCO-TRANSITONE, A and Allegheny Avenue, Philadelphia, Pa.

PACKARD MOTOR CAR COMPANY, Detroit, Mich.

PHILCO-TRANSITONE, 3335 West 37th Street, Chicago, Illinois.

PHILCO-TRANSITONE, 218 Fremont Street, San Francisco, Calif.

And which their examination shall disclose to their satisfaction to have been thus defective; this warranty being expressly in lieu of all other warranties expressed or implied and of all other obligations or liabilities on their part, and they neither assume nor authorize any representative or other person to assume for them any other liability in connection with the sale of their Receivers or Speakers.

This warranty shall not apply to any Receiver or Speaker which shall have been repaired or altered outside of their factory or factory depots in any way so as, in their judgment, to affect its stability or reliability, nor which has been subject to misuse, negligence, or accident, nor which has had the serial number altered, effaced, or removed. Neither shall this warranty apply to any Receiver or Speaker which has been connected otherwise than in accordance with the instructions furnished by them.

You will note that under this warranty, Manufacturer's obligations consist of replacing defective parts only at Philadelphia, Chicago, San Francisco and Detroit. However, the manufacturer has gone beyond this standard warranty and has authorized all Philco Transitone distributors and Philco auto radio service stations to replace defective parts, under the warranty, for Packard distributors, f. o. b. said service stations without charge.

Labor expended in the repair or replacement of parts

during the ninety (90) day warranty period, by Philco Transitone distributors or authorized auto radio service stations, must be paid for by the Packard Distributer or Dealer participating in the sale of the radio set. Some Philco service stations will quote you a price for installation which will include labor during the ninety (90) day warranty period.

If satisfactory service cannot be secured on the replacement of defective receivers or parts, such defective receivers or parts will be replaced or repaired without charge for labor or material during the warranty period if these receivers or parts are returned transportation charges prepaid to the depots mentioned above.

Before returning an alleged defective receiver or part to any of the above points, the distributor and dealer must write to the nearest depot and secure permission to return the alleged defective material.

"MIKE MECHANIC'S" CONTEST

We announced a contest for mechanics in volume 10, number 8, of the Service Letter and again called it to your attention in volume 10, number 9. In the rules of the contest we endeavored to have all of the suggestions received at one time apply to some particular part of the car. We have decided to change this and suggestions may be submitted on any unit or any part of the car at any time. We will then pick out what we feel is the best suggestion for the month and make the award.

A number of suggestions have already been received and acknowledged. They are being studied by the special tool department.

Your suggestions need not apply only to special tools. They may give some shorter method of doing a job or some suggestion for cutting out red tape or simplifying the service routine. Any suggestion that applies to the operation of any part of the service department will be considered.

We have a number of checks all ready to make out. All we lack is your name taken from the bottom of a good suggestion. Let's get going!

HOT WEATHER COOLING 120-120B

As hot weather approaches the demand upon the cooling system naturally increases, and corrections must be made to overcome overheating in those motors whose cooling systems are not in standard condition.

We have found that Packard One Twenty and One Twenty-B owners are sometimes unfamiliar with the necessity for completely filling the radiator. The filler spout in these cars is under the bonnet so that the top of the spout is on a level with the top of the radiator upper tank. This means that in order to completely fill the radiator, the water must reach the top of the spout. It is not enough to fill until water is visible at the bottom.

The conventional corrections for overheating are as important as ever. These include such items as fan belt tension, spark timing, freedom from air leaks around the water pump shaft, and a clean condition of the radiator, both internally and externally.

If overheating is encountered in the Packard One Twenty or One Twenty-B when the motor and cooling system are seemingly in standard condition, it will probably be found to occur at slow speeds, either

in hill climbing or in heavy traffic where the motor is running very slowly or is idling with the car stationary.

In slow speed work of this kind the fan is largely responsible for the circulation of air through the radiator, and if improved cooling is desired under these conditions it is possible to install a special service fan on the One Twenty-B which is carried under piece number 304687.

In the One Twenty a fan covered by piece 304132 can be used to improve the low speed cooling in cars with motor numbers lower than X-18069. All One Twenty cars with higher motor numbers are already equipped with this fan.

Under any normal conditions the use of the special fan is unnecessary and the standard fan is to be preferred because it operates more quietly and consumes less power.

TOURING COUPE SEATS 120-120B

We have had a few requests regarding the supplying of equipment for installing One Twenty touring coupe, body type 894, front seats in One Twenty-B touring coupes, body type 994.

To simplify the handling of this material, an equipment number has been assigned:

Suggested List

318849 Equipment for installing double front seats (894 type) for body 994 \$195.00

When ordering this equipment distributors should definitely specify the set number with which the seats are to be trimmed.

DOOR RATTLES—120-120B

In the Service Letter of December 2 we described the proper fitting of the wedge plate which controls the position of the front doors, and slides in the retainer mounted in the roof rail.

We pointed out that excessive clearance between the wedge plate and its two guides will permit a door rattle and suggested that the clearance be limited to .003".

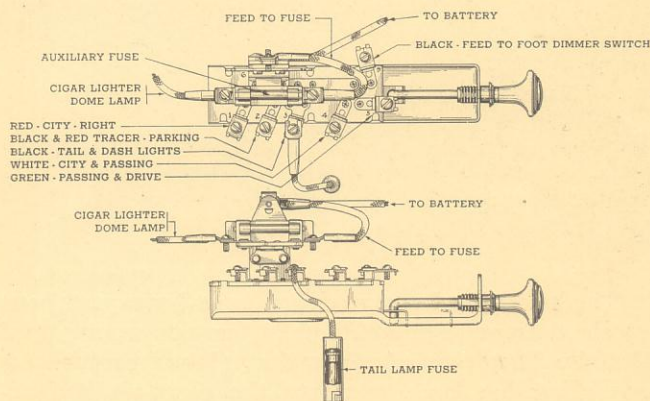
We find that in most cases where continued difficulty is experienced with door rattles it is caused by the fact that an attempt is made to cure these rattles by increasing the shimming of the top and bottom

plates. This causes the door to jam so tightly in its opening that it is almost impossible to avoid rattles.

Instead of shimming the door in this way, attention should be paid to the wedge plate and the door should be able to seat easily and freely between its top and bottom guides. If this is done rattles can easily be controlled.

LIGHT SWITCH—NEW TYPE

In the April 1 issue of the Service Letter we illustrate the new type light switch which is being used on the 120-B model Packard car. This went into production with motor number 63304.

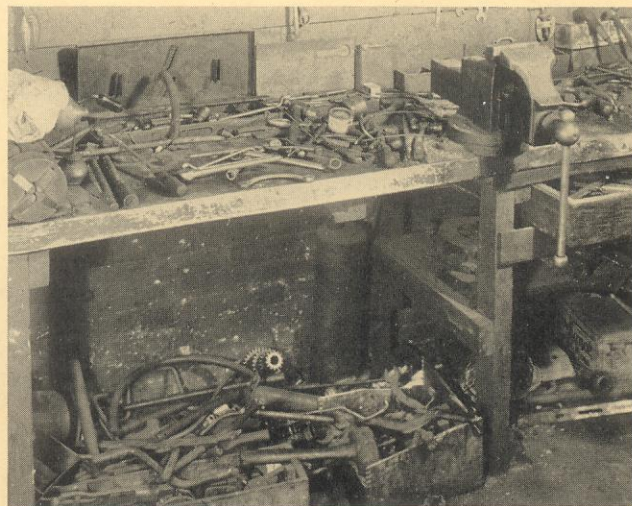


In replacing the old type switch, piece number 303143, it was necessary to order piece number 311792 switch and 311795 knob. The knob used with the old switch will not fit the new assembly.

At the time the new switch went into production, we also added a fuse in the tail lamp circuit. If you desire to install this improvement, order the following in addition to the switch and knob:

- 311797—Tail lamp fuse container and cable assembly—1 required.
- 228887—Tail lamp fuse container cap—1 required.
- 228886—Tail lamp fuse container insulator—1 required.
- 225262—Tail lamp cable tip—1 required.
- 302121—Tail lamp fuse—1 required.

SOME STOCKROOMS AND SOME SHOPS LOOK SOMETHING LIKE THIS!

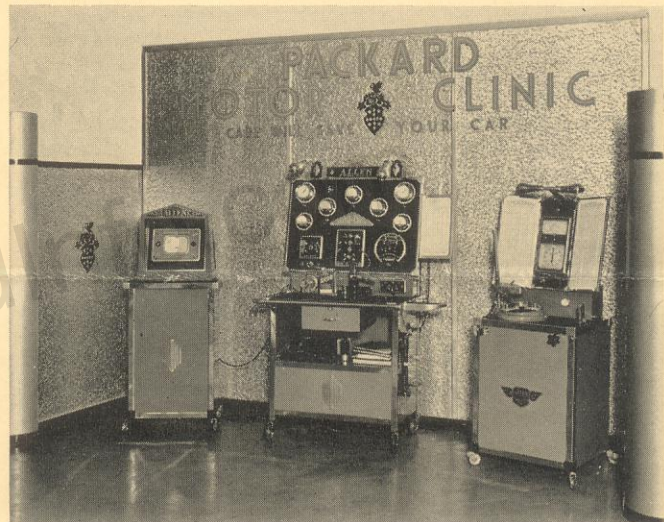


THE UP-TO-DATE SERVICE STATION



The photographs reproduced here have just been received from "Pope" Franklin, service manager of Seattle. They certainly show that a lot of merchandising effort has been put into the clean-up and re-arrangement of "Pope's" service station. Not that it needed a lot of cleaning up, but he certainly has added the finishing touches. We think this idea of a Motor Clinic Department is exceptionally good. If it's well arranged and kept clean it will sell more service.

Let's have some more pictures from other parts of the country. So far the west coast seems to be supplying the heavy end of the idea. Can't we divide this up some and give some of the honors to other parts of the country. Mr. Franklin has taken out no copyrights on any of the ideas or designs, and if you can use them, we know he will be very flattered, and if you can go him one better, let's have a photograph of it.



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