



VOL. 10 No. 13

JULY 1, 1936

REPEAT BUSINESS!

There are now over 56,000 owners of One Twenty's! How many of these are so pleased with their cars that when replacement is being considered they will buy another Packard?

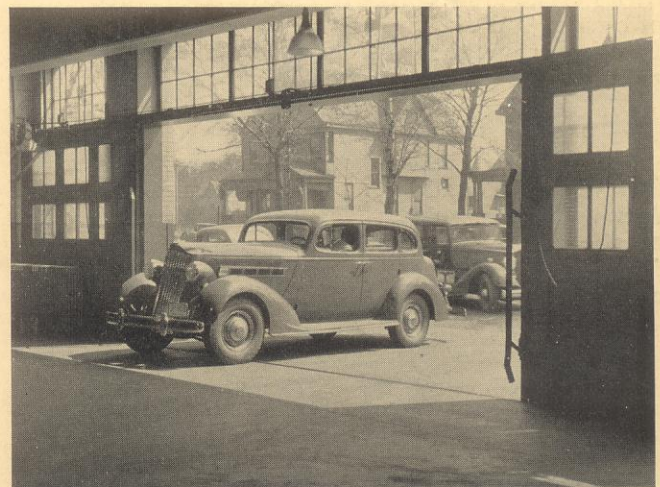
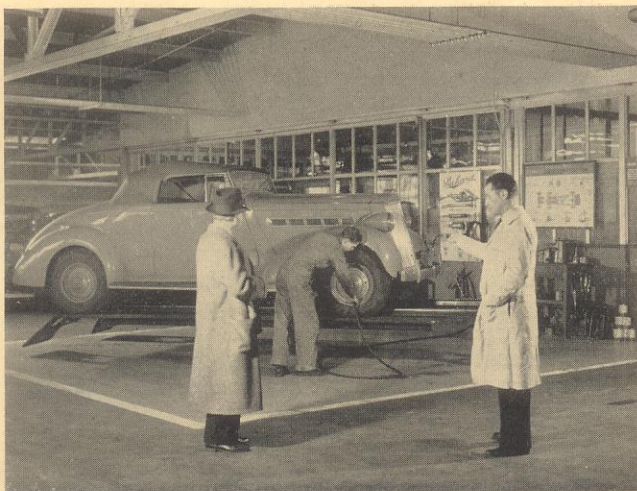
Granting that sound engineering, precision manufacturing and good advertising and selling have a lot to do with this figure, what can be done from the standpoint of **SERVICE** to improve it? If these 56,000 cars are made to perform up to the standard designed and built into them, and this is done at a reasonable cost through periodical lubrication and inspection, why can't we keep these owners when they trade their present cars for new ones?

The complete Lubrication-Inspection Plan is a big part of the answer to this question.

Proper lubrication and attention to minor service requirements caught before they develop into troubles does mean reasonable service cost. It is preventive service.

A lot of reasons are given as to why a certain make of car is bought, but most people still buy cars because they want good, dependable transportation at a reasonable upkeep cost. Are you doing everything you can to make sure your One Twenty owners will buy another Packard? Are you helping them keep their upkeep cost reasonable by selling all of them on the lubrication plan?

What car will they buy? This depends almost entirely on what they think of their present Packard *plus* what they think of their *Packard Dealer's Service*. It's up to you!



SPRING NOISE—120-120B

In the Service Letter of May 15, we described the noise caused by the sidewise shifting of the leaves when a corner is turned and recommended that the noise be corrected by a thorough lubrication of the spring leaves.

In forcing the lubricant inside the cover it is, of course, necessary to take the load off the springs and it is desirable that the first and second leaves be separated to permit the free entrance of the lubricant. Most of the noise develops between the main leaf and the second leaf.

Several of our service stations have requested that we supply spring clips to be attached outside the cover. They feel that clips will restrict the side movement of the leaves so that less frequent lubrication will be required. We have accordingly agreed to supply such clips. You must not feel, however, that this removes the necessity for lubrication or the importance of the proper lubricant.

You may order from our service stores division, No. 317502, Spring Rear Rebound Clip Assembly. We suggest that if these clips are used one should be applied to each end of the spring because less pressure will be necessary to keep the leaves from shifting and there will be less likelihood of pinching the cover so tightly that the movement of the leaves is restricted.

The clips should be applied with the bolt downward in order to prevent interference with the frame and should be mounted about 8 inches from the spring eye. The bolts should be tightened enough to compress the cover slightly because this will prevent them from shifting, but care should be taken not to compress the cover to such an extent that the leaves are pinched.

The shifting of the spring leaves is not, of course, the only condition which may be responsible for the noise in turning a corner. You must make sure that the eye at the front end of the spring does not move on the rubber bushing, that the clips holding the spring to the axle do not permit any shifting at the center and the rear spring shackle is properly adjusted and tightened.

BRAKE SQUEAK—120-120B

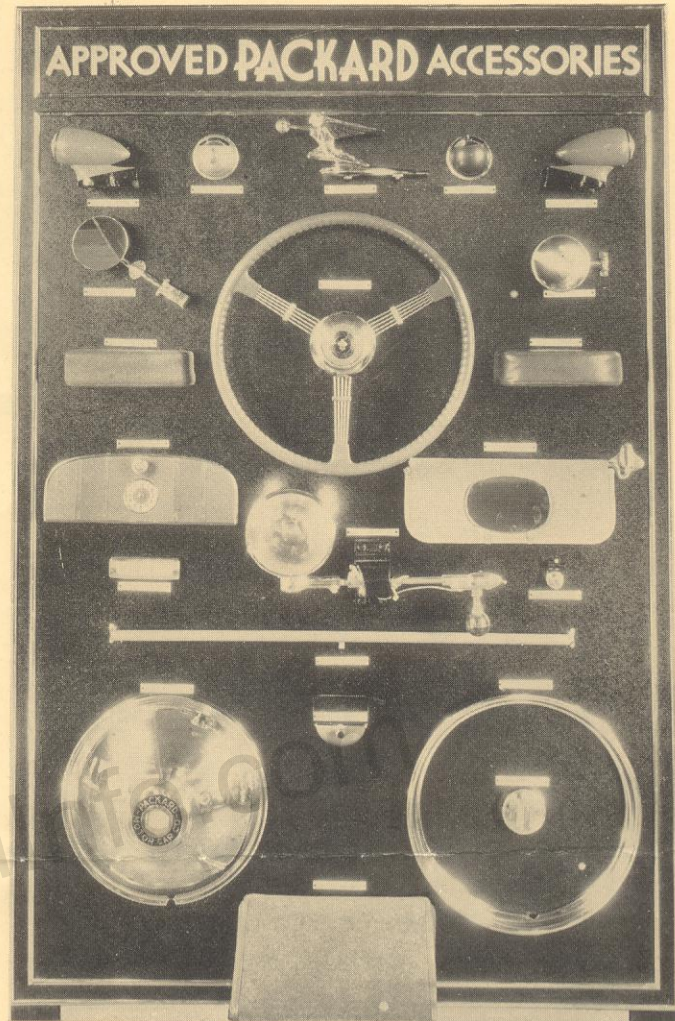
In Service Letter Volume 9, Number 17, of September 1, 1935, an article appeared on this subject. It has been called to our attention, however, that only a part of the correction is being applied in that the Twelfth Series brake drum spring is added but the precaution of *cutting off the five inches* is not being followed. It is important that this be done. The article is reprinted for your convenience.

We occasionally hear of a very slight high pitched squeak in 120 brakes just before coming to a full stop.

This, you will recall, was corrected in the Twelfth Series cars by the addition of a spring around the brake drum, piece No. 216588. This same spring can be used on the 120 by unscrewing the ends, *cutting off 5 inches* and screwing back together. This should take care of the condition on the 120 the same as it has on the 1200.

The spring must be tight on the drum to get proper results. When screwing the spring back together, be sure it is tight so it cannot separate on the road.

HELPING DEALERS SELL ACCESSORIES



The Earle C. Anthony parts and accessory organization of Los Angeles under the direction of Mr. J. W. Smith is assisting its dealer organization in the sale of accessories and have made available at a very reasonable price the attractive accessory board which we show. The specifications are easily followed if you wish to duplicate it.

Size—4' x 6'—raised off floor 4".

Front panel material—Canes Hardboard (Masonite).

Color—Entire board lacquered black.

Trim—Double row of 1/2" chrome metal moulding.

Lettering—White cut-out letters.

Substantial construction—Hinge easel type support.

Mr. Smith writes that many dealers who formerly did not sell a satisfactory quantity of accessories are now sending in substantial orders. In most cases these are dealers who have put in at least one of the accessory display boards. They have found that these boards pay for themselves many times over, and you just can't get away from the idea that accessories well displayed are better than half sold.

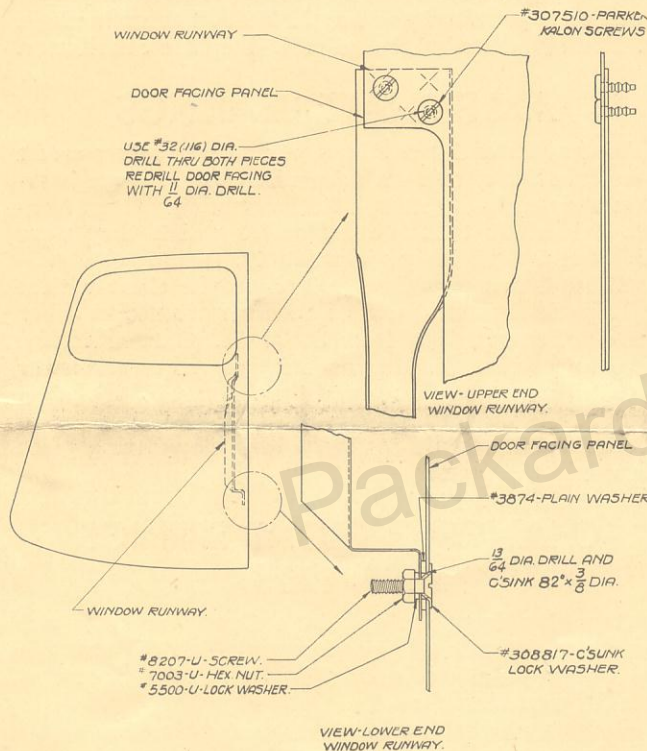
REFASTENING FRONT DOOR WINDOW RUNWAY GUIDE—120-120B

Remove garnish moulding.

Loosen lower section of door trim (not necessary to remove inside hardware).

Drill two No. 32 holes, through door facing and upper end of guide where previously spot welded, drilling from inside of window opening. Redrill door facing $\frac{11}{64}$ ". Fasten with two Parker Kalon screws, No. 307510.

In lower end drill $1\frac{13}{64}$ " hole from outside door facing through lower end of guide using countersunk bolt and nut, as shown on print. There may be some cases where it will not be necessary to fasten the lower end. If this is the case simply use the two Parker-Kalon screws in the upper end. This can be done by merely removing the garnish moulding.



THE CHICAGO PARTS STORE

"Our Parts Department boys are constantly striving to make our store-front as attractive as possible. The addition of the radiator grilles made quite a transformation. Other changes made have brought about quite an improvement in appearance over the store-front that was illustrated in the Service Letter of December 1st, 1933," says Rudy Rosain, General Accessory and Parts Manager of Chicago.

A frequent change of scenery or displays is necessary if they are to continue to attract the attention of regular customers. Woolworth's change their window displays every week.

Here's a photograph of the current "store-front" of Chicago's large Wholesale Parts Depot on 37th Street.

Note how the addition of radiator grilles helps to dress up the display and give a streamline effect to the parts bins.



New panels featuring One Twenty Exchange Parts are now being prepared to tie up with the factory's new Exchange Parts Folder, a sample of which was mailed with General Letter 15. Chicago has ordered 2000.

TELEGRAPH SERVICE TO FACTORY PARTS DEPARTMENT

The Service Stores Division has installed two teletype machines which are connected directly with Western Union and Postal Telegraph offices.

A great deal of time can be saved by service managers and parts department managers when wiring the factory for parts or for any information pertaining to parts, if they will direct telegrams directly to this station. This will eliminate the time required to convey the messages from the central telegraph office to the parts department.

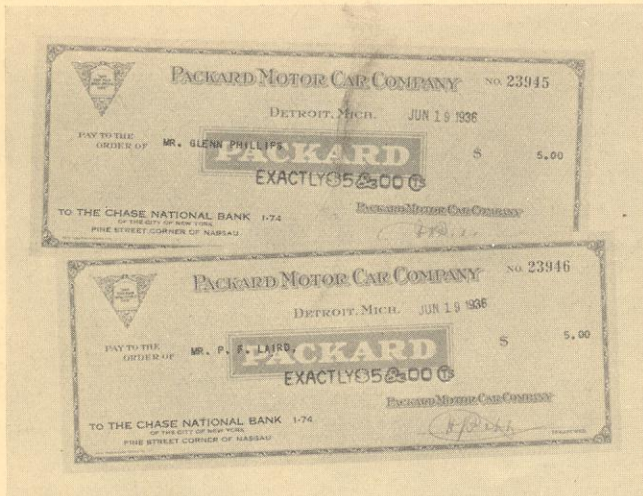
Messages sent by Western Union should be directed as follows:

Packard Motor Car Company
Detroit, Michigan
Station WUXRN

Messages sent by Postal Telegraph should be directed to:

Packard Motor Car Company
Detroit, Michigan
Station PV.

"MIKE MECHANICS" CASH IN

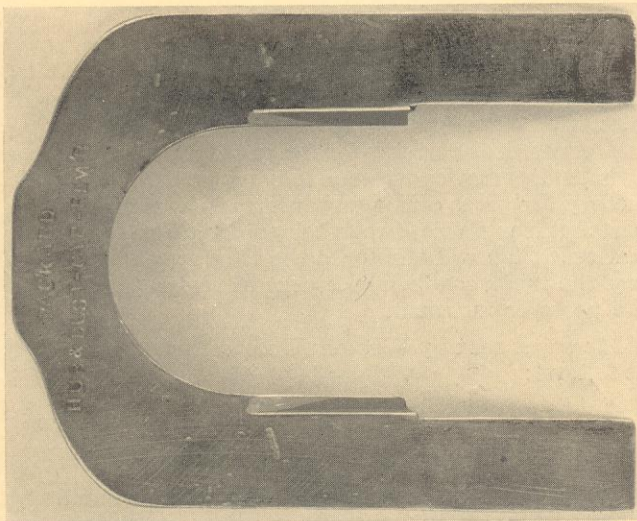


Awards were made to Mr. Glenn Phillips of Earle C. Anthony, Inc., Los Angeles, California, for a tool which he designed to remove the front hub caps from Models 120 and 120-B. From Mr. Phillips' idea a tool has been developed that will remove the hub cover as well as the cap.

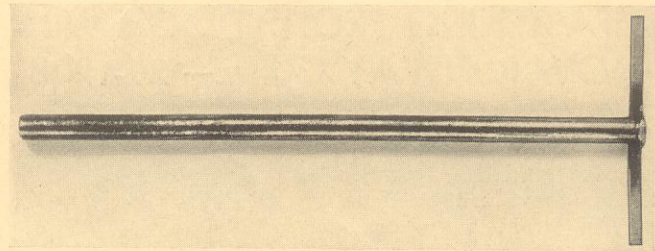
An award was also made to Mr. P. F. Laird, Shop Superintendent, Earle C. Anthony, Incorporated, Oakland, California, who comes across with an inexpensive tool for installing the 120 and 120-B oil pump. The tool consists of a long tee handled pilot having slots at either end formed to engage the slots in the drive ends of the oil pump and distributor.

When the oil pump is to be removed, turn motor to No. 1 firing position and note position of distributor rotor arm.

When replacing oil pump: 1. Turn motor to No. 1 firing position. 2. Insert tool through distributor and oil pump drive passage in motor. 3. Engage distribu-



Hub Cover and Cap Remover



Distributor and Oil Pump Pilot

tor drive slot with upper end of tool and oil pump drive slot with lower end of tool. 4. Turn distributor rotor to No. 1 firing position as previously noted. 5. Slip oil pump up into place engaging drive gears. 6. Check distributor to see that rotor arm is in No. 1 firing position as previously noted. If not, disengage oil pump and rotate one tooth right or left until, with oil pump gears in mesh, distributor rotor is in proper position as previously noted. 7. Bolt oil pump in place. 8. Remove distributor and tool. Replace distributor.

AXLE SHAFT BEARINGS

We have found it necessary recently to refuse credit on a number of rear axle shaft bearings. These bearings were so badly mutilated in removing them from the axle shaft that the defect for which they were replaced was no longer identifiable.

These bearings are assembled on the shaft with a tight press fit, and it will be necessary to use an arbor press to remove them from the shaft. Care should be used to see that the bearing is supported on the inner race during the pressing operation. A flat plate of steel with a hole just large enough to clear the shoulder on the axle shaft would make an ideal supporting piece for use in the press.

CHANGING FRONT SPRINGS 120-120B

Changing front springs on a One Twenty is not nearly as difficult a job as it may look. Following is the operation as outlined by Mr. H. T. Jorgensen, of the Chicago Branch:

Remove and replace one spring at a time.

Lift front end of car with chain hoist.

Remove both front wheels.

Insert hand jack under wheel support arm at torque arm.

Lower front end of car and disconnect shock absorber arm from wheel support.

Tie wheel support to shock absorber arm with heavy wire loop just long enough to keep from damaging brake hose.

Remove two bolts from center support arm connection at center (under radiator).

Raise front end of car again to take the load off the coil springs. Use pinch bar to force out support arm to clear frame.

The coil spring can now be released by prying out of socket.

To replace spring merely reverse the operation.

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