



VOL. 10 No. 22

NOVEMBER 15, 1936

WINTER TOURISTS

The number of visitors from North to South and from the East to the West Coast has been increasing. Endeavor to find out those of your Packard owners who are going to winter resorts. Then get them in to your place by offering a special check-over, adjustment, oil change or what have you.

This will do two things: it will get you some profitable business in labor, parts and accessories. It will put the cars in good shape for a long hard drive and consequently make a pleasanter trip for the owners. Also, it will relieve some of the congestion in resort section service stations.

Give your departing owners a short letter of introduction to "All Packard Service Managers" and a list of the Authorized Packard Service Stations on the routes they will take.

Check new cars to make sure that delivery dates are stamped on these cars and see that the owners have their Owner's Service Cards properly filled out so your owners will not have any difficulty in obtaining service to which they are entitled.

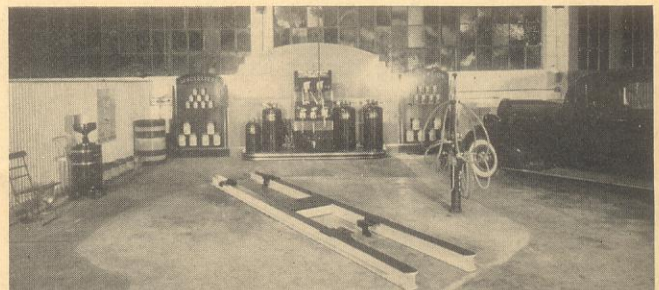
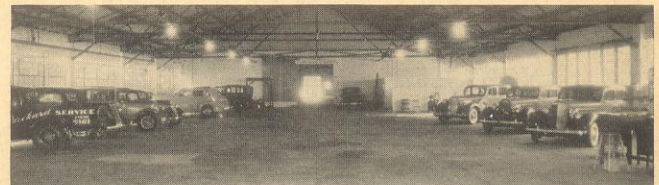
All of this will result in a profitable service to you and an impression of interested, personalized service to the owner. Such impressions mean much.

Due to the unusually congested conditions in service stations throughout Florida during the winter season we are again cooperating with our distributor in Jacksonville and the dealers in Florida by asking that you assist your owners as indicated, and in case any of your owners should have difficulty either with the operation of their cars or in obtaining service we will appreciate your notifying Mr. W. T. Wilson, c/o Packard Miami Motors,

Inc., 1740 N. E. Second Avenue, Miami, Fla. Such reports should contain full information such as the owner's name and full address, motor and vehicle numbers, date of delivery and a description of the difficulty.

You will be glad to see these views of the new service set-up at West Palm Beach as provided by the Packard Palm Beach Company.

Your customers planning to stop at West Palm Beach will find much larger and improved facilities with the very latest equipment available. To your customers who usually go to Palm Beach we suggest that you call this to their attention and show them these pictures.



MOTOR CARBURETOR GASKET EQUIPMENTS

It is always considered good practice to renew the carburetor-to-manifold gasket when the carburetor is removed for repairs. In order to promote a more general acceptance of this excellent practice, all the carburetor gasket equipment now offered by the service stores division *will include a carburetor-to-manifold gasket* and each envelope will be so labeled.

Please change all your records to agree with the new schedule of prices shown below.

Pc. No.	Models	Suggested List Price
A-237810	1001-2-3-4, 1100-1-2-3-4-5.....	.42
A-237811	1200-1-2-3-4-5, 1400-1-2-3-4-5, 1500-1-2.....	.46
A-237812	905-6, 1005-6, 1107-8, 1207-8, 1407-8, 1506-7-8.....	.64
A-303822	120, 120-B, 120-C.....	.34
A-320000	Six.....	.90

PARTS INVENTORY—CHANGE IN DATE

Please note there has been a change in the date of the annual inventory of the factory Service Parts Division.

This inventory will be taken as of December 31, 1936, instead of November 30. This division will be closed from Tuesday night, December 29, until Monday, January 4, 1937.

Distributors will please, therefore, send their orders during the week of December 14, for parts and accessories they will require during the week of December 28. Having these orders in our possession during the week of December 14, will assist us by reducing the number of shipments we must make during the Christmas holiday week when the transportation facilities will be taxed to capacity; also during the first two days of the week of December 28 when we will be closed for inventory.

The no-shipment dates under the revised plan are:

Wednesday,	December 30—Inventory
Thursday,	December 31—Inventory
Friday,	January 1—New Year's Day
Saturday,	January 2—Week-end closing
Sunday,	January 3—Week-end closing

DIFFERENTIAL PINION BEARING PRELOADING SCALE

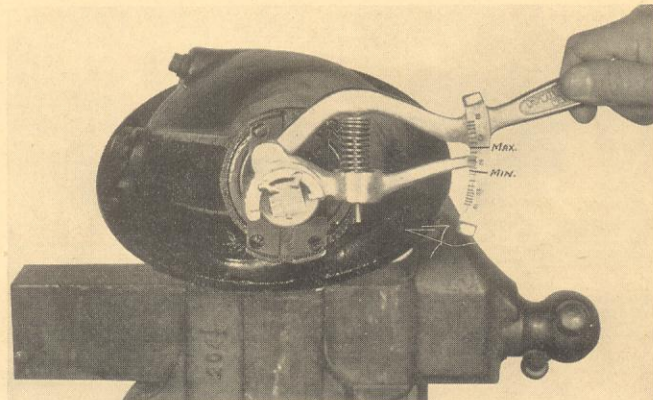
Models—Packard Six—120-C

The pinion bearing scale measures the amount of effort required to turn the pinion after the universal joint flange nut has been properly adjusted. This tool enables any mechanic to get the correct preloading without any guesswork.

Instructions:

1. Remove socket from wrench ST-5084 and place it on the end of the pinion bearing scale.
2. Place the scale on the universal flange nut.
3. Turn the pinion shaft with scale attached.

4. Tighten the flange nut with ST-5084 so that collapsible sleeve is adjusted and registers on the pinion bearing scale from 27 to 36 lbs. Anywhere in between 27 or 36 lbs., is satisfactory adjustment as illustrated in above picture.

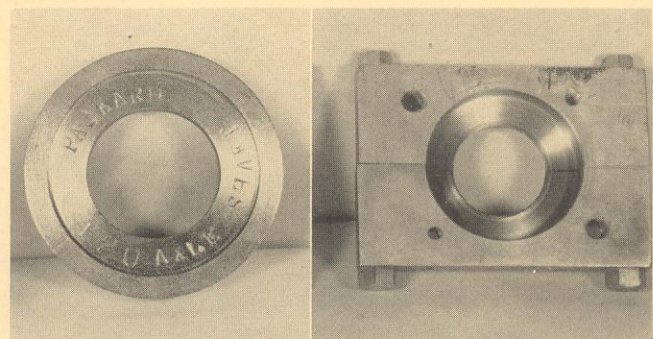
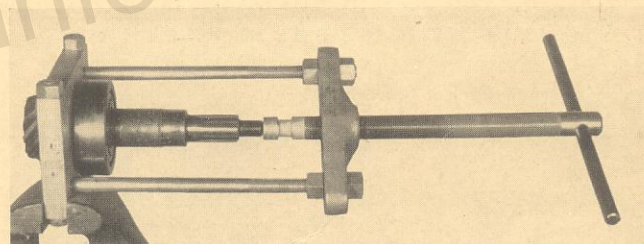


Tool No. ST-5087—Price \$3.35

The above picture shows how the tool is used, how it simplifies the work of the mechanics and enables them to turn out perfect jobs. This tool is essential.

This tool cannot be operated without ST-5084. See Service Letter, Vol. 10, No. 19, October 1, 1936.

DIFFERENTIAL PINION AND REAR AXLE SHAFT BEARING PULLER



Tool No. ST-5088—Price \$10.00

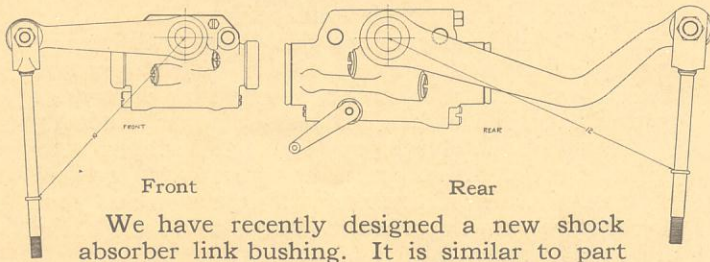
Consists of: Puller, \$4.50; Base, \$4.00; Adapter, \$1.50
Models: 120—120B—120C—Six

It is extremely difficult to remove the pinion bearing without this tool. Remove the two halves and place them between the pinion bearing and pinion gear. The two screws must be drawn up tight.

This will replace the differential pinion bearing, and will also remove the rear axle shaft bearing.

SHOCK ABSORBER LINK BUSHING

12th—14th Series



We have recently designed a new shock absorber link bushing. It is similar to part No. 317526 used as standard equipment on the 120-C and for service replacements on the 120 and 120-B. This new part carries piece No. 98680 and fits both front and rear shock absorbers on the 12th and 14th Series cars. The outer shell of the bushing assembly fits tight in the arm and the inner bushing must be

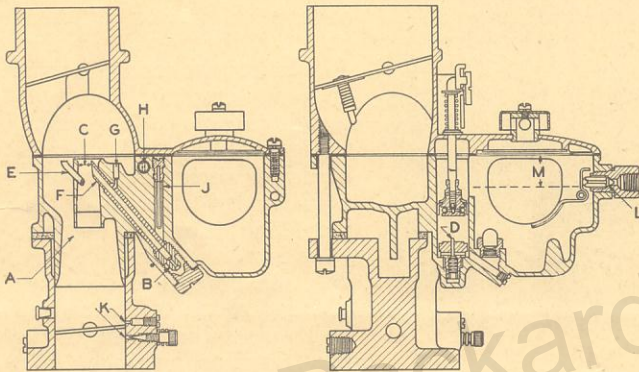
pinched tight in the yoke. The bushing assembly should be tightened with link at the angle shown in cuts.

Detail installation instructions are similar to those shown in Service Letter, Volume 10, Number 14.

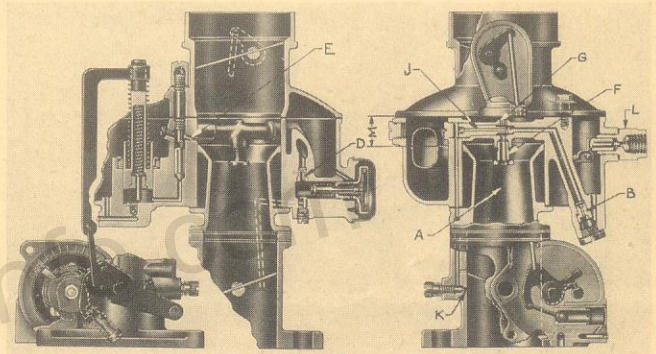
MOTOR NUMBERS—PARTS ORDERS

When ordering parts or when writing or ordering for information concerning either One Twenty's or Six's, be sure when you give the motor number that you also give the prefix letter. You undoubtedly have already noticed that the starting motor number on the Packard Six is T-1526. This is the same number used on the first motor of the original One Twenty series except that the One Twenty is prefixed with an "X". The motor number of the first One Twenty is X-1526. The motor number of the first Six is T-1526. Do not forget the prefix letter when giving motor numbers.

CARBURETOR SETTINGS



STROMBERG



CHANDLER-GROVES

Model	Year	Carb. Type	Venturi		Main Dis-charge Jet Clearance	By-Pass Jet	Pump Jet	Main Dis-charge Jet	High Speed Bleeders	Idle Air Bleed	Idle Tubes	Idle Dis-charge Holes	Needle Valve Seat	Fuel Level
			A	B										
905-6	1932	EE-3	1 $\frac{3}{16}$.064	$\frac{19}{64}$.080	№ 60	№ 36	№ 65	№ 46	№ 70	№ 56-58	.140	$\frac{9}{16}$
1005-6	1933													
1107-8	1934	EE-3	1 $\frac{3}{16}$.058	$\frac{17}{64}$.060	№ 65	№ 28-36	№ 65	№ 46	№ 70	№ 56-58	.140	$\frac{9}{16}$
1307-8	1935													
1407-8	1936	EE-3	1 $\frac{5}{16}$.060	$\frac{17}{64}$.060	№ 62	№ 28	№ 65	№ 44	№ 70	№ 56-58	.140	$\frac{9}{16}$
1003-4	1933	EE-2												
1103-4-5	1934	EE-22	1 $\frac{3}{16}$.060	$\frac{19}{64}$.060	№ 70	№ 36	№ 70	№ 42	№ 70	№ 56-60	.130	$\frac{9}{16}$
1203-4-5	1935				.030									
1403-4-5	1936	EE-23	1 $\frac{3}{16}$.056	.044	№ 54	№ 60	№ 28-36	№ 65	№ 44	№ 70	№ 56-60	.130	$\frac{5}{8}$
1001-2	1933	EE-2												
1100-1-2	1934	EE-22	1 $\frac{3}{32}$.055	$\frac{19}{64}$.060	№ 70	№ 36	№ 65	№ 42	№ 70	№ 45-60	.130	$\frac{9}{16}$
1200-1-2	1935				.030									
1400-1-2	1936	EE-23	1 $\frac{3}{32}$.052	.044	№ 64	№ 60	№ 28-36	№ 65	№ 42	№ 70	№ 56-60	.130	$\frac{5}{8}$
120	1935	EE-14	1 $\frac{3}{32}$.048	.285	№ 62	№ 65	№ 32-36	№ 65	№ 50	№ 70 upper	№ 60-54	.113	$\frac{15}{16}$
120-B	1936	EE-14	1 $\frac{3}{32}$.048	.281	№ 60	№ 65	№ 32-36	№ 65	№ 50	№ 55 lower	№ 58-54	.101	$\frac{15}{16}$
1500-1-2	1937	EE-23	1 $\frac{3}{32}$.050	.030-.040	№ 64	№ 60	№ 28-36	№ 65	№ 42	№ 70	№ 60-56	.130	$\frac{5}{8}$
1506-7-8	1937	EE-3	1 $\frac{5}{16}$.068	.265	.070	№ 60	№ 32	№ 70	№ 56-54	№ 70	№ 60-50	.140	$\frac{9}{16}$
120-C	1937	EE-14	1 $\frac{3}{32}$.047	.281	№ 63	№ 65	№ 32-36	№ 65	№ 58-54	№ 65-55	№ 58-54	.101	$\frac{15}{16}$
SIX	1937	AOC-2	1 $\frac{3}{16}$.060	—	.050	№ 70	4 (№ 56)	2 (№ 65) Vertical 2 (№ 72) Angular	—	№ 52	2 (№ 60)	.098	$\frac{1}{2}$

NOTE F—"Dimension № 28-№ 36 refers to two diameters in one tube."

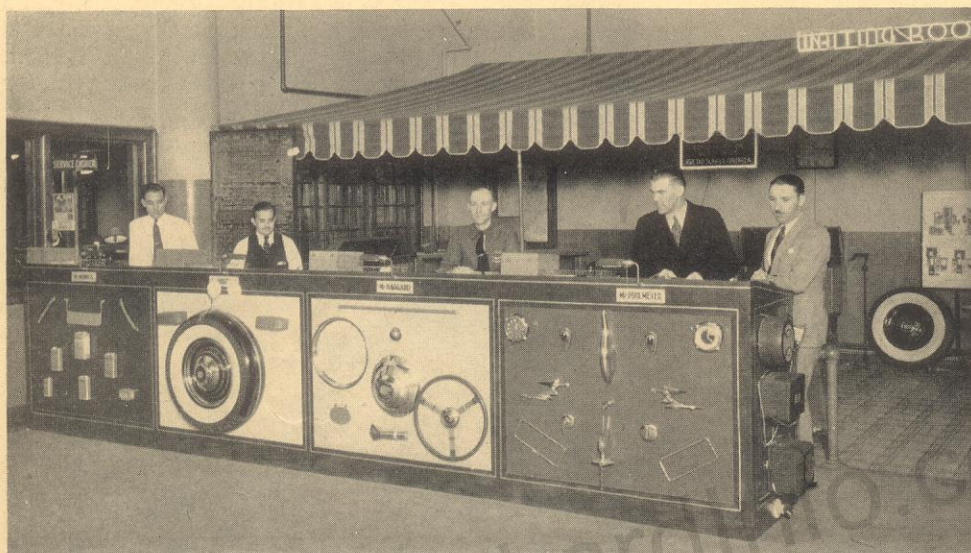
NOTE K—Smallest hole at top.

SELL ACCESSORIES

The proper display of accessories should receive the attention not only of the Service Manager but of the Service Salesmen to make sure that the displays are frequently changed and that they are continually kept in clean, orderly condition. Various ideas as to what makes up a suitable display can be worked out and in the Service Letter we are showing you from time to time what other distributors are doing. On this page you will find very attractive displays as worked out by Packard Dallas, Incorporated, Dallas, Texas, and Earle C. Anthony, Incorporated, Oakland, California.

Please do not overlook the importance of not only

the proper display of accessories but the continued sales effort necessary to do a satisfactory accessory selling job. In a recent Trade Letter Mr. Packer, General Sales Manager, has this to say, "A current survey indicates that many of our distributors and dealers are not placing sufficient emphasis on a most profitable branch of their business—the merchandising of accessories. We urge you to give this subject your personal attention at once and aggressively promote the sale of accessories not only in your own and your dealer new car department, but also through the service departments."



The Dallas Service Organization has produced an unusually attractive display which at the same time is very practical. The accessory display is built under the front of the service salesmen's counter. The background of each panel is of a different color of the pastel shades. The end of the counter serves as a working radio demonstrating display. The whole thing is finished off by name cards for each service salesman and by lights which provide light for the service salesmen and the display. In back of this is seen the waiting room, well arranged and finished with one of the new interior awnings. Mr. Barnett, Service Manager, and his service salesmen are proud of the result.



The California Service Organization firmly believes in the saying that "Accessories well-displayed are half sold." This view of the accessory department of the Oakland, California, organization bears this out. It is well arranged and exceptionally attractive. It serves as a waiting room as well as an adequate display.

Look around your place and see if you can find a corner that will lend itself to some similar treatment. It pays big dividends.

This display may be a little too elaborate for your requirements. From this view and the one above you may obtain some ideas that will help in rearranging your present display or maybe you too need a new one.

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