



VOL. 10 No. 9

MAY 1, 1936

"THE STRANGER WITHIN YOUR GATES . . ."

Thousands of Packard owners will soon be vacation touring. In addition to the hundred-and-one little conventional worries such tours and week-end trips involve, the Owner is always concerned about the performance of his car.

Proper lubrication is a primary requisite in the preparation for a trip of any distance. However, most people who plan trips today think nothing of distance as compared to the number of miles they used to travel ten or even five years ago. Residents of Iowa, Montana and Oregon set off in blissful confidence for the New England seashore in the Summer and Florida or California in the Winter.

Too often unpleasant incidents occur to mar the enjoyment of these cross-country travelers. Just by way of illustration of a more or less common occurrence let us relate an experience of one of these Owners during a recent trip he made with his family.

This Owner after having driven his new car about two thousand miles felt it was time to have the oil changed, and the chassis lubricated. That particular afternoon he drove into the Service Station of a competitive car Dealer in a good-sized town, where they had decided to spend the night, and proceeded to instruct them what he wished done to his car. The over-zealous Service Salesman, however, prevailed on him to include the additional lubrication schedule specified for the ten-thousand-mile requirements. As a consequence the front wheel bearings were greased and within a short time, although at a great enough distance from this town to prevent going back, the surplus grease had worked into the brake drum making it necessary to install a new set of shoes.

There is only one explanation of an occurrence of this nature. The car did not need a ten-thousand-mile lubrication and the Service man took an unfair advantage of our Owner. An occurrence of this kind brings to mind the enterprising fellows who used to take up a stand along side of a bad mud hole on the highway years ago with a team of mules or horses and await a luckless victim . . . then ask three or four times what might be considered a fair price to pull him out.

The Spider and the Fly fable all over again. Well, let's not be spiders.

The temporary profit gain of such a dealer is soon eaten up by the loss he suffers through the influence of this dissatisfied Owner.

Distance is of little consequence to the tourist of today. Our modern automobiles and excellent highways virtually make every Packard Owner in the United States a potential repeat customer for every Dealer.

Hundreds of successful hotels and restaurants . . . many of them famous for their excellence of accommodation, food and service . . . became so because of their reputations which are built on nothing more than the recommendations of one friend to another.

A Packard Dealer . . . like the Waldorf-Astoria . . . can become proportionately famous for the quality of service he renders.

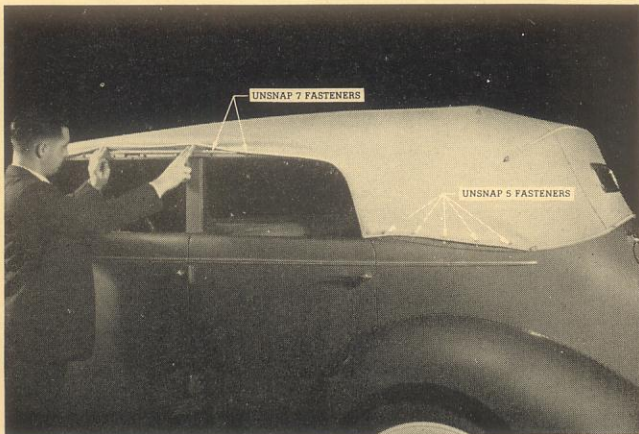
Now that the national tourist season is under way let's adopt the policy of good hotels and be a *good host to our Packard Guests*. Fair prices, careful diagnosis of the travelers' car needs, prompt, courteous and efficient service will bring them back and others, too . . . **A SATISFIED CUSTOMER WILL ALWAYS RETURN.**

CONVERTIBLE SEDAN TOP RAISING AND LOWERING

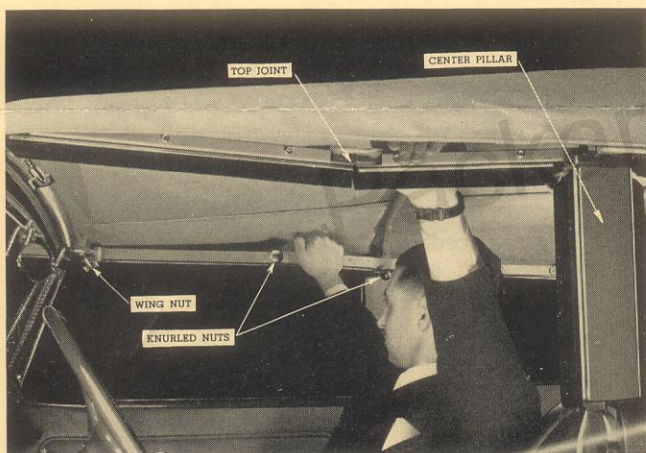
Observance of these instructions will eliminate likelihood of damage to the top material and facilitate the operations.

It is essential that the operations be performed in their proper sequence.

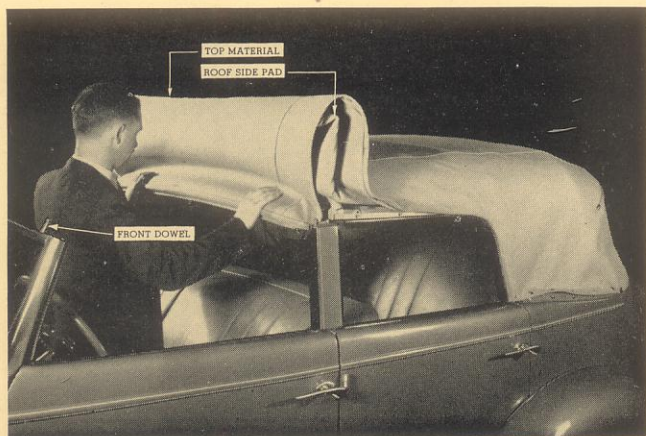
Operation 1. Lower all windows in the doors.



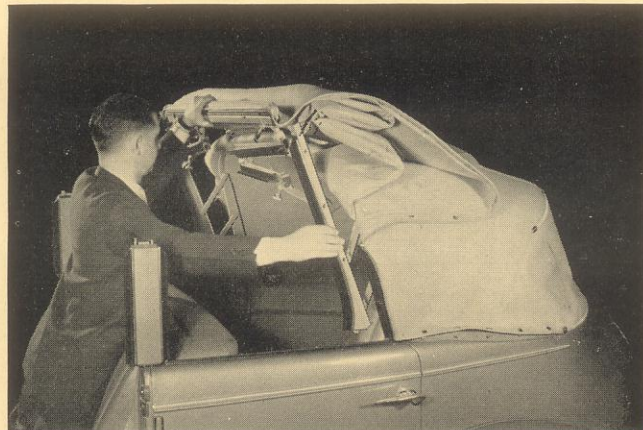
Operation 2. Unsnap all glove fasteners along roof side rail and rear quarter above rear wheel (12 fasteners on each side). Failure to do this operation before lowering the top will cause fasteners to pull through the top material.



Operation 3. Loosen two wing nuts at the top of windshield and two knurled nuts over front doors and two at top of center pillars. Use wrench in envelope if necessary.



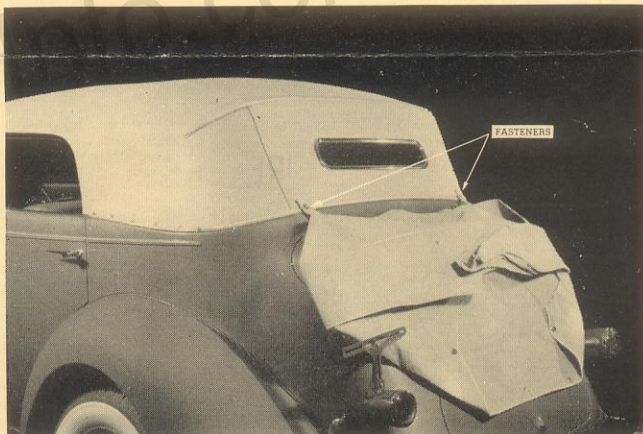
Operation 4. Lift top off front dowels at windshield header and break joints in toward center of body. Fold header bar back against first steel bow. Keep top material and roof side pad from between bows.



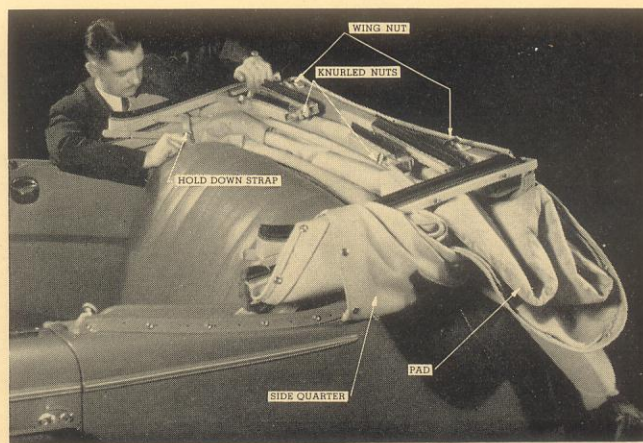
Operation 5. Push top back in position shown in illustration.

Operation 6. Remove center pillars and store them in the trunk at the rear.

Operation 7. Fasten the two tabs on lower edge of the top "boot" to the two fasteners on the outside of rear belt rail.

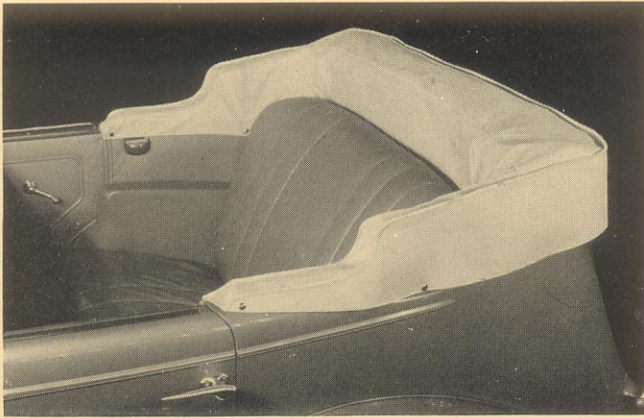


Operation 8. Loosen knurled thumb nuts at rear pillar, or just above smoking cases.



Operation 9. Push back slowly allowing top to fall into the position shown in illustration. Screw down two wing nuts and two knurled nuts to allow better clearance. Fold side roof pads up on top of rear bow. Fold side quarters up. Fold over top material. Buckle hold-down straps. Apply "boot."

Operation 10. Slip boot over top and snap in place.



NOTE—If, when raising, the top fails to register on the front dowel pins, loosen knurled thumb screws at the top of rear pillar which will relieve the tension. Tighten wing nuts and all thumb screws using a wrench to pull firmly into place.

NOTE—To obtain a smooth appearance tap the high spots with the hands. To put the top up reverse the operations.

NOTE—The material can be cleaned easily by rubbing briskly with "art gum" eraser and then brushing with a whisk broom.

CLUTCH PRESSURE SPRING

There seems to be some difficulty in identifying clutch pressure springs in the service field and in order to aid the service man in selecting the proper spring, we are listing all clutch pressure springs used since 1929 with their outside diameters, load and identification mark:

Piece Number	Models	Per Car	O.D.	Load in Lbs.	Color
184346	726-733-826-833-740-745-840-845-901-902-903-904-905-906	12	1 $\frac{3}{16}$	125 @ 1 $\frac{9}{16}$	Black
202601	1001-2, 1100-1-2, 1200-1-2, 1400-1-2	12	1 $\frac{1}{16}$	125 @ 1 $\frac{9}{16}$	Red
213383—Out. }	1003-4-5-6	12	1 $\frac{1}{16}$	100 @ 1 $\frac{4}{16}$	None
213384—In. }	1103-4-5-7-8	12	1 $\frac{1}{16}$	50 @ 1 $\frac{9}{16}$	None
	1203-4-5				
	1403-4-5				
221066—Out. }	1207-8	12	1 $\frac{1}{16}$	115 @ 1 $\frac{9}{16}$	Yellow
213384—In. }	1407-8	12	1 $\frac{1}{16}$	50 @ 1 $\frac{9}{16}$	None
303501	120-120-B	9	1 $\frac{1}{16}$	115 @ 1 $\frac{9}{16}$	Grey

"MIKE MECHANIC'S" CONTEST

The April 15th issue of the Service Letter gave instructions concerning a contest. We were to assign a repair operation group to which the suggestions for the month are to apply. We shall assign the motor

group first. The suggestions submitted may apply to any work in connection with the motor of either the One Twenty or Senior series cars. The suggestion is not to apply to the electrical system as this will be covered by a separate group.

In addition to the rules as outlined in the April 15th edition, please note that submission of the suggestion implies the right of the Company and all Distributers and Dealers to use it.

Don't forget to have your suggestion approved by your service manager, and address your letter to the Editor of the Packard Service Letter.

ADDED SALES IN FILTERS

While looking for spring service business why not make a real drive on purolators and purolator cartridges? The One Twenty's offer an exceptional market for merchandizing purolator equipment, and very little sales effort is necessary. On the Senior line of cars with replaceable cartridges, this also is a very profitable business.

◀ ◀ IMPORTANT ▶ ▶

Your Packard is equipped with a Purolator Oil Filter, which keeps the oil in the crankcase free from grit and other impurities. Because of the gradual accumulation of sediment, this filter should be changed for a clean one every 8,000 miles to keep it functioning at its best.

Clean oil is an important aid to longer motor life and quieter operation. Stop in at our service station so that we may inspect the filter and if necessary change it for a new one. The cost is nominal.

PACKARD MOTOR CAR COMPANY OF NEW YORK
11th Ave. at 54th Street • New York City

This equipment has been standard equipment on the Senior model car for several years, which offers an excellent market for replacement cartridges as they should be replaced every 8,000 miles. At this time of year when most owners are changing from winter to summer lubricant, why not try postal cards to cash in on some of this business? Distributers have tried it with exceptional results. We show two types of

IMPORTANT MESSAGE! TO ALL PACKARD ONE-TWENTY OWNERS

Would you like to add many miles to the life of your Packard One-Twenty motor?

Packard engineers have designed an oil purolator thru which the motor oil is filtered. This process removes the carbon particles and sludge, returning the oil to the crankcase fresh and clean ready to do a real lubricating job again.

Installation requires about one hour.

Price \$6.50 Installed

PACKARD ROCHESTER, INC.
1042 UNIVERSITY AVE. PHONE: MONROE 1065

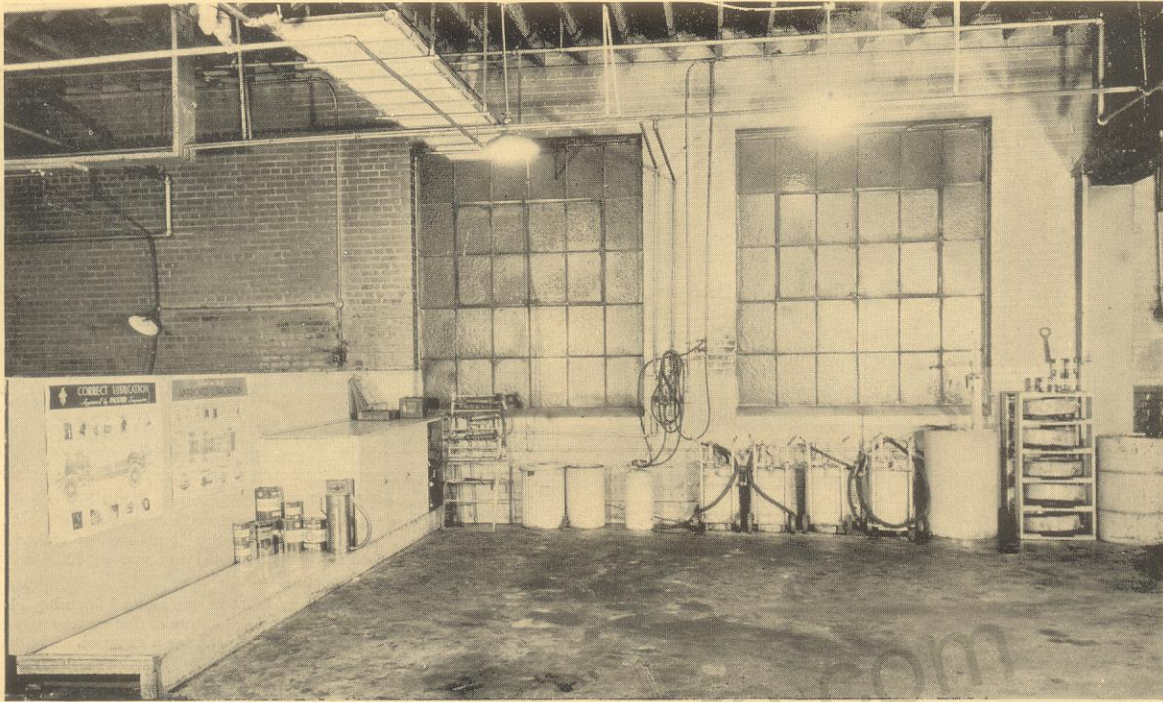
cards, one for going after the One Twenty business and one for going after the cartridge business. You can have your own cards made up locally or on United States postal cards carrying the stamp. The Motor Improvements, Incorporated, of Newark, New Jersey, will print the cards up for you with your imprint at a cost to you of one cent each.

Spring is a good time to go after this business. In making the installation it is suggested that you include cleaning the air cleaner and oil filler cap.

IS YOUR LUBRICATION SERVICE SALABLE?

This set of "Before and After" pictures is supplied by Schroeder and Benson, Incorporated, of Saginaw. They indicate clearly what can be done with the most profitable department of your service station. It is

generally agreed that lubrication is not only an exceptionally profitable item but it forms the backbone of your owner contact. It can be sold if properly presented. Display is important.



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