



VOL. 1 No. 10

MAY 15, 1937

THE TOURIST

The annual suggestion, like the urge to clean up and paint up in the spring and the warning to change to summer lubricants along with the spring conditioning routine, calls for an added suggestion to pay particular attention to the service requirements of tourists. With the general return of better feelings we will have with us more extended vacations and more people traveling than ever before.

The Packard tourist in his new car is entitled to certain definite things that are specified in the Packard Service Policy. He should not receive an invoice for either labor or material during the ninety-day warranty period for any work of a corrective nature. He should be handled on his warranty work in exactly the same way you would handle one of your own deliveries, and the printed routine for handling the costs in instances of this kind will be found in the "Packard Service Guide for Wholesale Managers and Dealers."

Your service reputation travels far these days and it is extremely important not only that your owners give others a favorable impression of your service but that tourists coming to you for service are handled in such a manner that their story also continues to spread an impression of good workmanship in clean, attractive surroundings and a feeling of friendly service.

This isn't a one man job by any means.

Let's, everybody, take part. Without the right kind of service reputation no service department is going very far. Let's keep our eyes open for the stranger and for the out of town license plates. Let's make a special effort this season to be friendly and helpful to the tourists, give them all the attention possible, and go out of our way in getting them information concerning hotels, points of interest and highway conditions.

You may find, if you go out of your way to take care of the tourist, that your local owners will be interested in this same type of special attention, and it may be that you will want to continue the idea throughout the year.

Let's see if we can go through a touring season without any owners taking back to distributors or dealers, a defective part which should have been handled under the terms of the warranty, and let's pay particular attention to the invoices so that the owners understand clearly what they are being charged for maintenance work. Let's go through one touring season where a large number of owners don't have to write the factory for explanation of invoices and high charges due to a feeling on their part that because they were tourists someone took advantage of them. This is almost entirely a matter of taking sufficient time to create the proper impression.

IMPROVED DE LUXE RADIO

The Packard Company has no doubt spent more time and money on car radio development than any other motor car manufacturer. We are constantly endeavoring to improve our radios and, after several months of experimental work by our engineers, working in conjunction with the radio manufacturer's engineers, we are pleased to announce that we have adopted a new design of the Audio Circuit for the De Luxe radio. The principal advantage of this change is in the reception of bass response and, for this reason, we thought it best to incorporate a control switch on the radio chassis, so that the owner, who does not like deep bass notes, could, by means of the control, change the set back to the conventional De Luxe set. No change, other than this, has been made in the set.

The reason for bass compensation is to add more low notes at low volumes. You have probably noticed that, as you turn back the volume on a conventional set, the low notes disappear first in the order of their frequency, finally winding up to the high pitched violin notes which disappear last. This is due to the fact that bass notes require considerably more energy to produce. It is our intention to supply better bass response at low volumes, thereby providing greater fidelity without the necessity of raising the volume objectionably.

All De Luxe radios, PA-3833, now being shipped have the above change incorporated in them, so be sure that everyone in your organization is familiar with this additional switch and its function.

SHREVEPORT—LUBRICATION

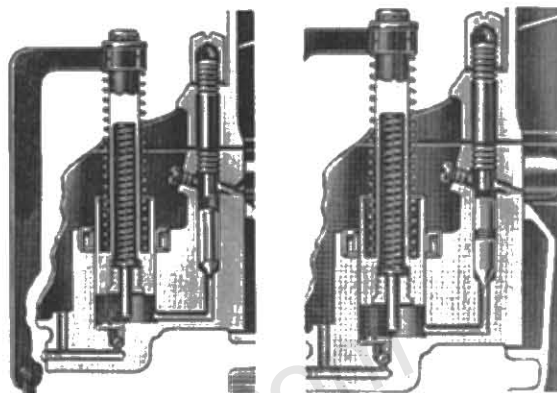


The Shreveport distributor obtained an exceptionally pleasing appearance in their new lubrication department. They have adopted the standard background and have combined a waiting room and ac-

cessory display with the lubrication set-up. The service pledge forms a part of the display, and this organization is to be congratulated upon the neatness and general appearance of their new set-up.

GASOLINE MILEAGE—Six

In cases of complaints of high speed (50 to 55 miles per hour and over) gasoline consumption on the Packard Six, a noticeable improvement may be made by installing the late type spring loaded accelerator pump outlet needle valve in the Chandler Groves carburetor.



Old Design

New Design

At high speed the accelerator pump outlet needle may lift off its seat and allow gasoline to be drawn through the accelerator pump.

The positive seating of the spring loaded valve prevents gasoline passing the outlet valve except by action of the accelerator pump, and an improvement of as much as one mile per gallon may be accomplished.

Carburetors having code mark 1-AC are fitted with the new type valve. Carburetors code marked 1-AA and 1-AB may be fitted with the spring loaded valve by replacing the pump outlet needle and pump outlet needle retainer stud.

The following parts are required and may be obtained from your Chandler Groves distributor:

Suggested
List Price

23R—1	Upper Pump Discharge Needle.....	\$.10
23R—2	Lower Pump Discharge Needle.....	.10
38R—7	Pump Discharge Needle Spring.....	.05
37R—2	Pump Discharge Needle Stud.....	.10

SELLING LUBRICATION

Packard Washington sells lubricant coupon books and maintenance agreements by the exchange method. When the new car is delivered the blue coupon book is sent to the owner a short time after delivery with a letter from the service manager. The letter is reproduced and you will notice

does three things. It thanks the owner, it presents the coupon book, and it calls attention to the first inspection to which the owner is entitled.

This is a plan which is working out most satisfactorily. When the owner comes a transfer to either the complete lubrication book or the mechanical maintenance plan may be made. It seems to us to be a very clever method of presenting the book.

In some cities this is done by means of a personal call from a service salesman. The letter method is less expensive, although possibly less effective.

Mr. John Smith,
3000 Cathedral Avenue, N. W.,
Washington, D. C.

Dear Mr. Smith:

Your purchase of a new Packard 120 is most gratifying to us, and naturally, we are quite interested in its rendering you the most satisfactory service.

It is with this thought in mind that we are enclosing a coupon book, without further charge, which entitles you to 10,000 miles of chassis lubrication and mechanical inspection each 2,000 miles.

Your new Packard's first inspection will be due at 500 miles and we assure you it will be a pleasure to serve you at that time.

Very truly yours,

PACKARD WASHINGTON
MOTOR CAR COMPANY

W. M. Woolf,
Service Manager

One plan or other should certainly be adopted. In either case, however, this is just the first step. The follow-up is important. In considering this plan also give thought to a general mailing of such a piece as the "Oats to Oil" direct mail piece offered by the factory service department in General Letter G-145.

STEP PLATE—Six Convertible

There has been some call for a bumper step plate for use on the Six convertible coupe similar to the one used on the One Twenty-C convertible coupe. It has been found that the parts used on the One Twenty-C can be used on the Six. The parts required are as follows:

310641—Rumble Seat Step.....	1
7804—Rumble Seat Step Screw.....	2
5504—Rumble Seat Step Screw Lockwasher..	2
310637—Rumble Seat Step Bracket.....	1
310638—Rumble Seat Step Bracket Nut.....	1
220881—Rumble Seat Step Bracket Lockwasher	1

FRONT WHEEL TOE-IN

We have had several reports of extreme variation in toe-in on recent shipments.

Our investigation of the factory adjustments has indicated that they have been accurately made, and we find that the condition has developed in the pin and the rubber bushing which mount the inner end of the wheel front support arm.

There should be no movement of the pin in the rubber bushing because such a movement will permit the position of the support arm to change, and a forward or backward movement of the inner end of the support arm will affect the toe-in.

We suggest that recent shipments be checked. If the wheel adjustment is found to be incorrect the mounting of the support arm should be carefully inspected. If the pin is loose in the bushing the entire pin and bushing assembly should be replaced.

In pressing the new assembly into the arm the pressure must be against the sleeve surrounding the bushing. The assembly will be distorted if the pressure is against the pin.

OVERSIZE MARKING ON PISTONS

Some difficulty has been encountered with the paint marking indicating piston oversizes coming off when pistons go through the cleaning solution preparatory to plating.

The practice of marking oversize has therefore been changed, and pistons are now being stamped with the oversize. This appears on the head of the piston. Service pistons are now being supplied with the oversize stamped on the head in this manner.

The chart published in Service Letter Vol. 9, No. 4, dated February 15, 1935, is therefore obsolete.

CLEAN UP WITH PACKARD ACCESSORIES

Everywhere—from the barber shop to the Coronation Court—we are told, "It pays to look well."

Springtime demands thorough cleanliness and a general brushing up.

Packard Top Dressing—PA-1358

This clear, transparent dressing will waterproof and protect the top of the car. It is ideal for the various colors of tops used on our coupe and sedan models.

Packard Metal Polish—PA-1409

This polish does not contain injurious ingredients, but it will knock the spots off chrome parts.

Packard Cleaner and Wax Kits—PA-1369

Harmless to body finishes, it cleans the dead wax and traffic film from the car and polishes with a maximum satisfaction, leaving a high luster finish which is easy to dust off.

Packard Fabric Cleaner—PA-1214

A non-explosive, fabric cleaner that will quickly and easily dissolve the stains and leave the finest upholstery fabrics, robes, and household drapes clean and soft.

Campaign all owners, do not let them forget "Pride of Ownership" lags unless "Appearance Attracts."

ACCESSORY DISPLAY



We received this picture shown from Mr. Potter of Louisville. It illustrates the use of one of the factory accessory display stands. In this instance the Louisville organization has added a base which brings the display up into the line of vision, and adds considerably to its importance. The arrangement of the accessories on the board is very neat and is one of the largest assortments that we have seen displayed on a board of this type. The Louisville organization deserves special mention for the results obtained.

RADIATOR CORE WHISTLE— Senior Cars

In our Senior cars, and particularly the Super Eight, a radiator core whistle may be encountered at a speed in the neighborhood of 45 to 50 m.p.h.

The whistle is apt to be more noticeable with the shutters in an almost closed position, and for this reason it is sometimes diagnosed as a shutter noise. It develops, however, from the radiator core.

In those cases where a correction is required it can be obtained by securing a 3/16" mesh screen to the forward side of the core. This will effectively

break up the passage of air which causes the noise.

It is only in the individual case that this will be found necessary. Most drivers either do not hear the noise or are satisfied to permit it to remain after its nature is explained.

TRANSMISSION LUBRICANTS

In warm weather the heat developed in the transmission causes the oil to become thin and any bearing or gear noise is apt to be much more noticeable.

If you encounter instances where the transmissions are reasonably satisfactory when cold but objectionable after a hard drive, we suggest that you use Kendall 400 oil, produced by the Kendall Refining Company. We have tried this lubricant with very satisfactory results.

Kendall 400 is more expensive than average transmission lubricants but we believe that you will find it worth its cost in taking care of noise complaints.

LUBRICATION FOLLOW-UP POST CARD

The lubrication follow-up cards are particularly effective and are mailed to customers to bring them in at the proper time for lubrication service. These cards are printed with or without text. They are supplied with your firm name imprinted and the text shown at \$2.25 per 100 or blank at \$1.75 per 100.



CONSTANT PROTECTION
"for the Man Who Owns One"

Does Your SPEEDOMETER READ

Our records show that you are at approximately this reading. That you may continue to enjoy the ownership of your Packard and have the assurance that it is performing at its fullest efficiency, we suggest that you drive in for a complete factory-recommended inspection and lubrication at this time.

VALLEY MOTORS, INC.
1201 National Road Wilkesdale 183
WHEELING, WEST VIRGINIA

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