



VOL. 5, No. 19

OCT. 1, 1931

An Idea!

"JACK, for the last time, will you do things as you are told and cut out bothering me?"

Jack had just made another suggestion. He hadn't taken a very good time to go to the boss about it, and the boss hadn't been feeling very good that day anyway. Jack had thought the idea too good to keep; he had tried it out and it had worked and he was proud of it.

It wasn't so much what the boss had said, as the way he said it, that hurt. That thoughtless answer either made Jack get himself another job and lose for the firm a thinking worker, or it killed several things in him. His enthusiasm, his imagination and his high regard for the boss are gone. The suggestion may or may not have been any good as far as the firm was concerned, but that loss may not have been such a small one. It may have greatly lessened the time on not one, but many operations; it may have reduced the operating expense of the office, it may have brought in many customers who had strayed away.

What just as well could have been said is, "Good boy, Jack, as soon as I get a minute, we will talk that over and see if we can use it. Remind me of it before you go home tonight." Now he has Jack working harder than ever, that boss has Jack's respect; he has him thinking. He may be able to get a lot of ideas from Jack and from the other fellows, too. He is developing his men; he is building a cooperative group of thinking, planning men that can't but help outdistance the other group with the other type of boss.

Suggestions should be encouraged; the men should be asked for ideas. Improvement in Packard Service can be brought about by individual thinking and by group thinking. Service Meetings can be used for developing ideas. Packard service is good service, but it can be improved upon from every angle. Your men may have some good ideas to bring this about: *welcome ideas and develop them.*



Factory Recommendation on Anti-Freeze

The chief of our Chemical and Physical Test Laboratory has discovered that glycerine as an anti-freeze has caused some trouble due to corrosion, and recently the Glycerine Producers Association, who market glycerine under the name G. P. A. radiator glycerine, have added a material to the glycerine which prevents this corrosion.

This glycerine is not pure, but has some water added, therefore, the correct proportions to be used, mixed with water, are as follows:

- 37%—20° Fahrenheit above zero
- 55%—10° Fahrenheit above zero
- 70%—Zero
- 81%—10° Fahrenheit below zero
- 92%—20° Fahrenheit below zero
- 100%—30° Fahrenheit below zero

The Laboratory has also recommended the use of Ethylene Glycol (Prestone). This should be mixed with water for use in the cooling system in the following proportions:

- 16%—20° Fahrenheit above zero
- 25%—10° Fahrenheit above zero
- 33%—Zero
- 39%—10° Fahrenheit below zero
- 44%—20° Fahrenheit below zero
- 48%—30° Fahrenheit below zero

These are the factory recommendations for anti-freeze solutions.

Folding and Cleaning Tops

Pamphlets have been issued giving instructions for lowering Convertible Sedan tops, and a separate pamphlet on lowering Convertible Victoria and Convertible Coupe tops. These are being shipped to distributors where our records indicate cars of these types have been shipped. If additional copies are required, they may be obtained without charge in reasonable quantities, according to car allotments by addressing the Editor of the SERVICE LETTER. Specify either "Instructions for lowering Convertible Sedan tops," or "Instructions for lowering Convertible Victoria and Coupe Roadster tops."

These pamphlets have been made up in a size to fit into the Owner's Instruction Book, and particular care should be taken to see that owners of these types of cars are provided with the correct set of instructions.

Your attention has previously been called to the care which should be used in the cleaning of top materials, as used on convertible and open type cars. Top dressings of any kind, or cleaning compound containing naphtha, gasoline, energine, or strong chemicals will dissolve the rubber which has been impregnated between the two layers of fabric used in making this type of top material.

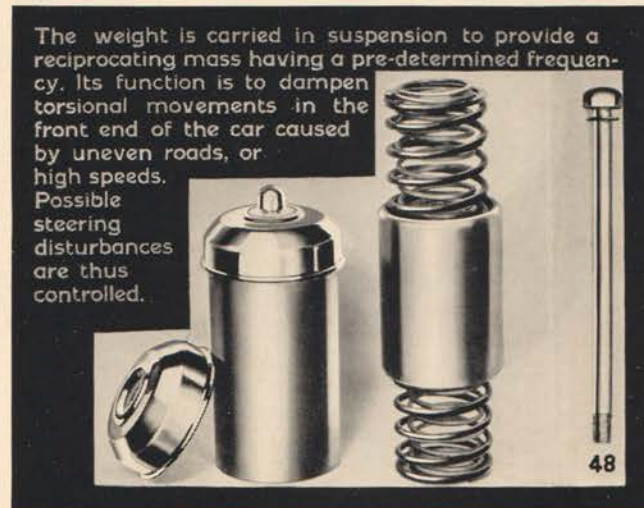
The safest cleaning method is to use warm water and a sponge, or brush, if necessary. Ivory soap may be applied sparingly, but care must be taken that all the soap is washed off. Most of the soiled spots can be cleaned by using only a piece of clean art gum, or pure gum rubber.

It is important to see that the top material is thoroughly dried before the top is lowered.

These are two very important points in the care of convertible and open car tops, and it is suggested that this information be called to the attention of owners, as they drive in for service.

Stabilizer Equipped Bumpers

You are familiar with the construction of stabilizer units, as used on front bumpers. The illustration indicates the detailed parts. These are assembled in oil, and the required amount is two-fifths of a pint, or two



hundred cc. A light engine oil should be used and, should it be necessary to disassemble one of these units for any reason, it is important that when re-assembling, a coating of "form-a-gasket" should be used to prevent leaking.

Changes in Lubrication, as printed in Owner's Instructions

The type of lubricant to be used for universal joints lubrication has for a number of years been specified as "the same as transmission." This is incorrect, now that a lighter lubricant is being used for the synchromesh transmission, and this recommendation should be changed to read "Use Whitmore's 'O'." Please see that your recommendations for a universal joint lubricant are changed accordingly.

The transmission case capacity has been shown in the Owner's Instruction Book as two quarts. This should now read "Three quarts." These changes are being made on the next reprint of the Owner's Instruction Book.

Windshield Wipers on Open and Convertible Types

A change has been put through in production, which adds a piece of rubber tubing onto the windshield wiper shaft between the windshield and the blade arm. This piece of tubing will close up the opening through which the shaft protrudes and will thus prevent water from leaking into the front compartment through this hole.

Cars of this type which you have in service should be taken care of as promptly as possible. The piece of hose, approximately a half-inch long, can easily be slipped onto the shaft when the windshield wiper blade and arm is removed.

Sample Letter

We plan to publish a few sample letters. These are to be taken as suggestions, our feeling being that many of the letters which are sent out from service departments cover too many subjects and are often too long. We are not presuming to write "model" letters, but are publishing suggestions, which we feel, because of a study of many such letters that come under our observation, possibly some improvement can be made through these suggestions, which should be re-worded, if necessary, to fit your local requirements.

Packard Owner
2201 Locust Street
Long Beach, California

Dear Sir:

Nothing else will make so large a contribution to your peace of mind as good, reliable brakes on your Packard.
Fast cars, dense city traffic, unwary children in the streets - all of these things make safety an increasingly important consideration, and safety is largely a question of brakes.
To be certain that your brakes are functioning safely, bring in your Packard and let us look it over. The inspection is free. Adjustments \$_____. Relining is \$_____.
Packard cars today are equipped with the best brakes made. An occasional inspection and adjustment is recommended and we are ready to serve you quickly.

Yours very truly,
PACKARD DEALERS INC.
B. J. Jones, President.

ONLY PACKARD INTEREST IN THE SAFE OPERATION OF YOUR BRAKES IS EQUAL TO YOUR OWN.

Courtesy Service



Another distributor has added his name to those who believe in going after service. Such equipment seems to be coming into general use. A study of your local conditions, along with a check-up on the cost of operating, your present courtesy service and your stock room pick-up service, will very likely convince you of the advantage of this newer type equipment.

Door Hinges on Ninth Series Cars

On previous series cars, oil-less bushings were used in the door hinges, which made it unnecessary to lubricate these parts; however, on Ninth Series cars, a stronger hinge has been provided, and they have been redesigned

so that lubrication is necessary. You will find an oil hole, or groove, located on the upper face of the part of the hinge which is fastened to the door. With the door open, these are easily located.

A light oil, such as is used for the generator, will be suitable for this purpose. It is preferable to lubricate rather lightly at frequent intervals.

Accessories

Heaters

The Senior Model Packard Tropic-Aire Heater, now available through the Accessory Department, incorporates some exclusive Packard features; such as, the use of metal tubes instead of hose, allowing a much neater installation; a Packard name plate on the heater unit and a special two speed instrument board switch plate with "PACKARD" on it.

This heater is well known, having increased in popularity each year. It has proven itself efficient in the coldest weather. Undoubtedly it will satisfactorily fulfill the needs of many of your owners. It may be installed on all model cars.

To complete our heater-line up, we also have the Packard-Under-The-Seat Hot Water Heater, and the Kelch.

Because of the profit possibilities offered by heater sales, and because most of your owners actually would like to have a heater, it will be advisable to begin early, now, to point out to each owner who comes into the service station how well you are prepared to take care of his heater requirements. If you'll continue to do this, always approaching the customer in a manner that indicates primarily an interest in him and his car, you really will find a surprisingly good volume of business can be had.

Double Trumpet Horns

The Accessory Department can now supply the double trumpet horns, furnished on the ninth series, for previous model cars. The equipment consists of a pair of horns, the necessary wiring and two special attaching brackets. Usually equipment that is introduced on new series cars creates quite a large market for it on cars already in the field. We believe you will find this true of these horns, if you will inform your owners when they come in for service. The list price attached is \$40.00, equipment number is PA-1730.

Packard Snap Spokes

Packard Snap Spokes give the appearance of chrome plated wire wheels at a more reasonable cost.

These spokes are made exclusively for us and, due to the fact that they are chromium plated, their quality and appearance is superior to the stainless steel snap spokes now on the market.

They may be attached either in the field or at the factory, are tight fitting and do not rattle or come off. They snap on over the original spokes of wire wheels.

PA-1045.....fits the 826-833-901-902

PA-1046.....fits the 840-845-903-904

Convertible Victoria Trunk Cases

The trunk that is standard equipment on the ninth series Convertible Victoria is not furnished with suitcases. The accessory department, however, can supply them. Two are required. The piece number of each is PA-2551. List \$12.00 each.

Personal Mention

The letter reprinted below shows the result of extreme care in handling details in connection with service. You will notice what the customer has been particularly impressed with is the fact that the service he received met his reasonable needs, and in his opinion he has been well treated. Again, it is the little unusual type of courtesy which has appeared extremely important in the eyes of the customer.

We were very glad to receive a picture of the gentleman responsible in this case. On the left is Jack Lindquist, Service Manager, and on the right is Mr. Quinlevan, Manager of the Hubbard Woods branch in Chicago.

Chicago, Illinois,
June 8, 1931.

Mr. R. C. Quinlevan,
Packard Motor Car Company, of Chicago,
925 Linden Avenue,
Hubbards Woods, Illinois.

Dear Mr. Quinlevan:

In response to your letter of June 6, 1931, inquiring just why I purchased a Packard motor car, this can be answered in one word — SERVICE.

Explanatorily, this is my fifth or sixth Packard, and I bought the first one for the same reason as the last one — SERVICE.

I think it may be taken that most modern American automobiles are good from the point of view of structure and operation, and most of them are, additionally (matters of taste aside) reasonably good-looking, but the various companies differ very much in the matter of SERVICE.

On this point of SERVICE, I have had no complaint from my first experience to my last, not only in the large cities in this country but in small ones wherever the Packard service sign is displayed, and the same applies not only to the various principal capitals of Europe but some of the smaller places.

The best advertisement I know of for the Packard Motor Car Company is the kind of people that represent it everywhere, and the way they treat their customers and endeavor to meet their reasonable needs.

"Good-will" has been defined as the natural inclination of a man to return to a place where he has been well treated, which I trust will be sufficient explanation.

Very truly yours,

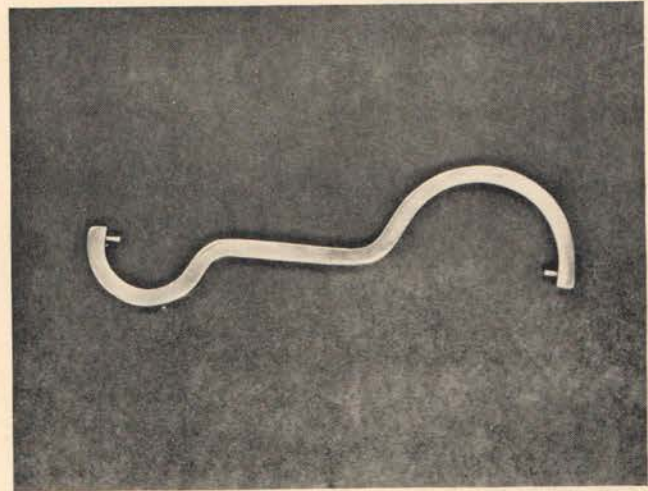
PAUL CARPENTER.

PC:N



Door Handle Spanner Wrench

This spanner wrench is used for removing and replacing Ninth Series inside door lock handles. This wrench will eliminate damaging the door parts.



St. 829.....\$1.25 NET

Wanted and For Sale

The Lackawanna Automobile Company of Kingston, Pennsylvania, has for sale, for any reasonable offer, a good 433 sedan limousine body. They wish to buy a 226 Sedan body. Write Mr. E. K. Conrad at Kingston.

Packard Service and Sales, Incorporated, 350 George Street, New Haven, Connecticut, is in the market for a 626 body of any type. If you have one available, please write the General Manager at the above address, giving detailed information.

Mr. G. E. Bickelhaupt, Packard dealer at Cedar Rapids, Iowa, will buy a five-passenger sedan body, either 726 or 826, or will sell an 826 chassis with 6,000 miles. Please write Mr. Bickelhaupt for details.

The Clark Motor Company, State College, Pennsylvania, has for sale a 426 five-passenger sedan body, or will purchase a 426 chassis. Address communications to the attention of Mr. W. E. Clark.

Cook's Auto and Supply Company, Cooperstown, New York, has for sale a 533 sedan without the motor, or they will purchase a 533 motor. Please address your correspondence to Mr. D. P. Young.

The Packard Washington Motor Car Company, Washington, D. C., is in the market for Fifth, Sixth, Seventh and Eighth Series bodies of various types. They can use several bodies of the types indicated, if offered at the right price and provided they are located so that the transportation cost would not be too expensive. Address your correspondence to Mr. L. R. Colburn, Sales Manager.

We Welcome Suggestions and Inquiries from Packard Service Men. Address All Communications Care Editor, Packard Service Letter.