SERVICE MANAGER'S
PERSONAL COPY

PACKARD SERVICE LETTER

VOL. 8 No. 21 NOVEMBER 1, 1934

A Plan for Increasing Service Volume

The separately typed and personally signed letter cannot be satisfactorily replaced by post cards, fancy mailing pieces or form letters in their ability to increase service volume. They work out most satisfactorily with the smaller owner lists.

The proper use of letters of this type is as follows:

Your list should be segregated according to yearly models. A letter soliciting motor overhaul or cylinder exchange business should not be sent to current model owners. On the other hand, a letter soliciting brake relining business should not be sent to a man who was in two days ago, and at that time had his brakes relined.

In other words, a service contact campaign by letter has to be individualized. A number of different letters should be typed in advance and then carefully picked out, addressed and signed. A definite number should be sent out each day. Maybe this number would be only ten, or perhaps twenty. For the smaller lists it is a good idea to set a quota of ten letters per day. Be sure, however, that the letter pertains particularly to the owners to whom they are sent.

We are submitting a number of sample letters. They are not necessarily to be used just as we have shown them, they are simply to give you ideas on the subjects covered.

If you go into a letter campaign, have at least six, if not more, already made up ready for addressing and signing. Do not go at this one letter at a time. Lay out a complete campaign, otherwise the plan will not work satisfactorily. No mail campaign will produce results unless it is carefully laid out and it will have to be *consistent*. A letter to each owner on your list every ninety days will probably be often enough.

Mr. O. L. Jones
Denver, Colorado

Dear Mr. Jones:

Buying service on a price basis is risky business. There is no economy in having repair or maintenance work done at an unauthorized service station or garage, especially when Packard normal charges are no higher than what you must pay elsewhere for exactly the same work.

Then, too, factory guaranteed parts and Packard service facilities are to be considered. The Packard Company built your car and our mechanics are being continually trained by Packard and should service it. Why take chances?

Service "Specials" do not always save you money. For instance, a carbon and valve job may cover just two items - cleaning the carbon and grinding the valves. The price for this naturally should not be compared with our carbon and valve job which contains seventeen items. A comparison should be made of the work to be done and not of the price alone.

Low operating cost is not obtained through "cheap repairs." We shall appreciate an opportunity to convince you that our service is operated to make you a satisfied Packard owner.

Yours very truly,

MANAGER
Service Department

NAL:AW

Mr. O. L. Jones
Denver, Colorado

Dear Mr. Jones:

The mightiest monarch of the rails would quickly reach the scrap heap without systematic lubrication and inspection.

At certain scheduled stops these engines are given a careful surface inspection and the important parts are lubricated. At the starting and ending terminals they go to the roundhouse for more thorough inspection and lubrication.

Your Packard is built to withstand the most severe use. It is expected to give service under conditions which the locomotive on its smooth rails, and receiving extreme care, is never required to give.

Proper systematic lubrication and inspection on a scheduled basis will prolong the operating life of your car. It will improve its month-in and month-out service. It will reduce repair expense.

The Packard Lubrication and Inspection Agreement provides, at low cost, just such service as your car needs to protect the wearing parts and guard against mechanical difficulties. Your Packard dealer can give you full details. We urge you to use this protective service.

Very truly yours,

MANAGER,
Service Department

NAL:GW

"EVERY OWNER A SALESMAN"

Mr. O. L. Jones
Denver, Colorado

Dear Mr. Jones:

Are you getting complete satisfaction from your Packard? This may seem like a peculiar question for us to ask. We are more interested in the satisfactory operation of your car than any one aside from yourself. Why? Because we are authorized Packard Distributers and our whole business is built on the satisfaction our customers derive from their Packards.

Frankly, we would like to have the privilege of servicing your car. We believe we have the finest facilities possible with which to assure you complete satisfaction.

Mechanics carefully and continually trained in servicing Packards.

Tools and equipment especially designed for servicing Packard cars.

Precision built—guaranteed Packard parts. Constant contact with the Factory Service Department.

We believe the most important feature of our service to be the fact that we as Packard Distributers are the only people in this vicinity who actually want you to enjoy perfect service from your car. It is our interest to have your car operating always at its best, because we hope to sell you another one some day.

Without obligation we will welcome an opportunity to check over your car each month. This service is without charge. We would also like the opportunity to lubricate your car because correct lubrication has so much to do with long life and satisfactory performance.

Yours very truly,

MANAGER,
Service Department

NAL:GW

Mr. O. L. Jones
Denver, Colorado

Dear Mr. Jones:

Who can lubricate your car to the best advantage? The man who, even with the best instructions, is interested simply in selling oil and greases, or the man who has made an intensive study of every bearing on your car! Which of these two men is most interested in seeing you get the most service and most satisfaction out of your car?

Our organization has the thorough knowledge, specialized equipment and all of the particular kinds of lubricants essential to the correct and complete lubrication of your car.

Many so-called expert lubrication stations use only three or four different kinds of lubricant. Our Factory Engineering Department specifies six to eight special lubricants.

Cars are being driven more miles per year and at higher rates of speed than ever before. Therefore, truly scientific lubrication is a necessity in the protection of your transportation investment.

We are particularly anxious that you be not only pleased with your Packard car, but that it will so serve you that you will be enthusiastically satisfied with its operation. The one item that is most important in bringing this about is correct periodical lubrication, expertly done by Packard mechanics.

The attached folder will give you details.

Yours very truly,

MANAGER,
Service Department

NAL:GW

Gear Shift in New Cars

In any new transmission there may be found a tendency for the gear teeth to "butt" going into second or third speed.

In the original adjustment of the transmission it is desirable that the synchronizer clutches be set up as closely as possible in order to provide the longest possible life without readjustment. If, however, they do not release completely before the gear teeth engage it will be difficult to complete the shift because the two meshing gears will not be able to change position readily in order that the teeth may move freely into mesh.

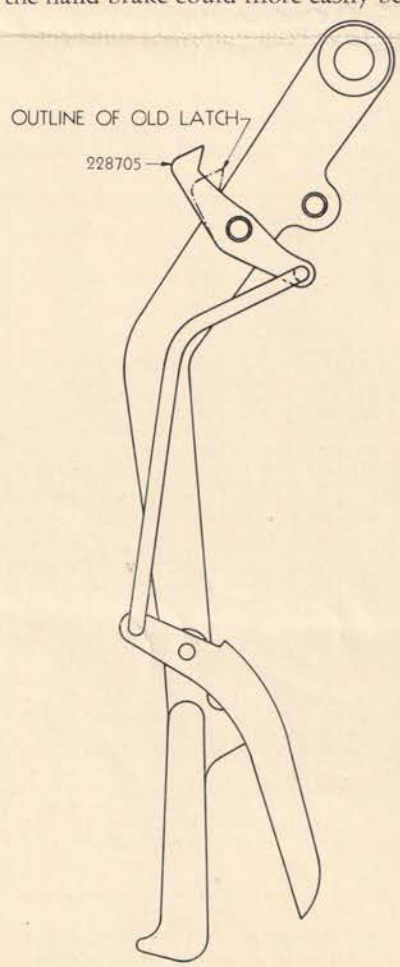
As a rule this butting condition will disappear after a few hundred miles of driving. If it does not do so the clearance may be increased by burnishing the synchronizer clutches. This can be done in a few minutes.

Start the motor with the car stationary on the floor. Leave the clutch engaged and move the shifter lever toward the gear position which is giving trouble. As this is done you will feel the motor slowing down and the car will have a tendency to creep forward. This is caused by the partial engagement of the synchronizer commutations.

A few minutes of intermittent engagements of this kind will usually be found sufficient to provide the necessary free play and permit the easy engagement of the gears.

Hand Brake Lever Position

Certain drivers of 12th Series cars have suggested that the hand brake could more easily be applied if the handle, in its released position, were nearer the driver.



We believe that in most cases the present position will be preferred, but for those who desire the change a simple service installation has been developed.

The illustration shows a new hand brake lever latch, piece No. 228705, which can be used to replace the original latch. This locates the handle approximately 2″ back of its present position.

It will be necessary to remove the left glove compartment in order to remove the hand brake lever assembly; and after the change has been made, the clevis at the end of the hand brake cable must be readjusted to the new position of the lever.

Shock Absorber Changes

12th Series

In Volume 8, No. 20 of the SERVICE LETTER, dated October 15, we gave you some information on Twelfth Series shock absorbers indicating that certain changes had been made.

While we cannot give you the date of shipment of the cars, after which these changes went into effect, we are able to give you the frame numbers.

On the 1200 the frame number is 386443
On the 1201 the frame number is 386488
On the 1202 the frame number is 386419

Since frame numbers are not shipped in numerical sequence, this information will serve simply as a guide.

The new location of the frame number is on the side of the frame just above the trunnion bracket.

Brakes

12th Series

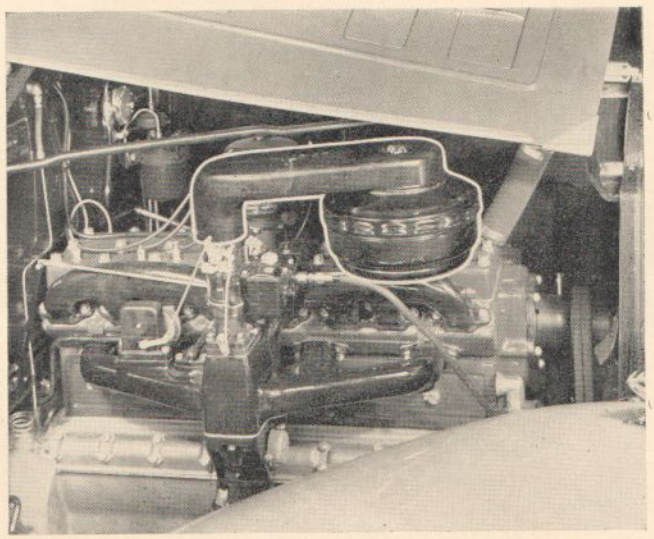
You will find that the brakes on the new cars are rather sensitive and that this condition will persist for a few hundred miles. During this period reasonable care should be taken not to operate the brakes more severely than is required because harsh treatment at the beginning may cause a scoring of the lining and the shoes.

During this breaking-in period there may be an inclination to readjust the brakes. They may appear to be unequally adjusted if they are severely applied. We suggest, however, that no attempt at an adjustment be made until the lining and the drums have been burnished sufficiently to provide a smooth surface. If this is done it is probable that no readjustment will be found necessary.

If an adjustment is made it is important that the brakes be balanced as we have suggested in the past. The right front wheel should pull 650 pounds when the other three wheels are pulling 500.

Air Cleaner—Heavy Duty

(For Use on Engines in Dusty Territories)



The Heavy Duty Air Cleaner actually has THREE stages of cleaning—(1) Reversal of intake air through the louvre openings (2) Cleaning of air in the Oil Bath and (3) Final cleaning through the oil-wetted filtering element. It is quickly interchangeable with the silencer and air cleaner installed on the carburetor as standard equipment and will not affect the power and economy in any way. It is designed especially for direct attachment to downdraft carburetors.

In operation dusty air enters the cleaner upward through louvres around the top, reverses direction, and passes downward to an annular venturi just above the oil level. The increased air velocity, due to the venturi effect, throws the heavier dust particles into the oil in the base of the cleaner. The high velocity of the air stream picks up some of this oil and carries it upward into the oil-wetted type filter element. The oil separates out and is recirculated for further use. This constant circulation of oil between the base and the filter keeps the filter element washed at all times and returns the collected impurities to the base where they settle in the form of mud. Cleaned air passes downward to the carburetor.

EASY TO CLEAN—Remove the top cover and lift out the filter element assembly. Wash this in gasoline and allow it to drain thoroughly. Empty the excess oil out of the base and scrape out the accumulated mud. Then wash the entire oil base in gasoline and fill to the indicated level with 1 pint of S. A. E. 50 engine oil.

FREQUENCY OF CLEANING—The periods of cleaning vary greatly according to the particular conditions under which the car or truck is operating. Experience only will tell what this period may be. For very extreme conditions, such as road construction work, etc., once a day is sometimes necessary. For other conditions, experience will govern the proper cleaning period.

We have developed an installation which can be used on all Tenth, Eleventh and Twelfth Series Packard Eights. This equipment may be ordered as follows:

1-223205 Duplex Air Cleaner Assembly
1-223207 Cleaner To Cylinder Head Bracket.

This cleaner equipment carries a list price of $20.00. No cleaner has been developed for the Packard Twelve, owing to the absence of demand. If there should be a demand an installation will also be made up for the Twelve.

It must be distinctly understood that excessive cylinder wear is the responsibility of the operator. If road conditions are such that the Duplex cleaner is advisable, the situation should be thoroughly explained to the customer, and the special cleaner installed. We cannot hold ourselves responsible for excessive cylinder wear.

Speedometer Cables

12th Series

On Twelfth Series cars equipped with radio it has been reported that the speedometer cable is too short.

This condition can be corrected by first removing the clip that holds the speedometer cable to the dash. Remove the radio set and allow the cable to rest in its usual position, that is, as though no radio had been installed.

Next place the radio set in position, using spacers on the radio mounting studs. The spacers should be of sufficient thickness to permit the speedometer cable to pass behind the set, so that the set will hold the cable in position. In other words, the speedometer cable is to run behind the set and the set is to hold the cable in position.

Spring Shackle Adjustment

For several years our spring shackles have been equipped with an automatic adjustment for the elimination of end play.

This has been obtained by two cupped steel washers with their concave surfaces together. The shackle bolt nuts are tightened until the nut bottoms against the shoulder on the bolt. When this occurs the spring washers will have compressed to a point where they develop sufficient pressure to prevent end play from developing in the shackle. No adjustment is necessary at any time.

You will find a new construction at each end of the front springs on the 12th Series cars. The construction was developed in order to permit greater freedom of action in the front springs, and an accurate adjustment is necessary.

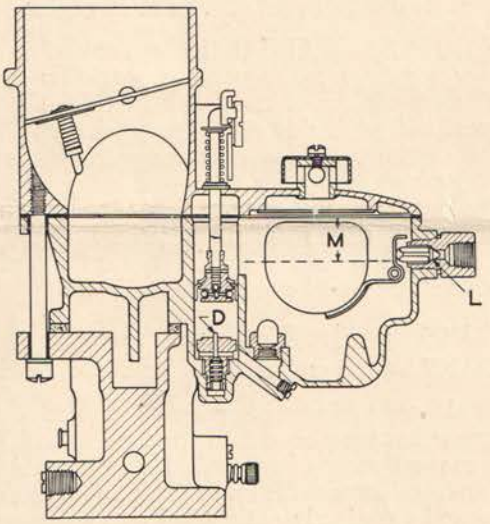
In the first 12th Series a series of cupped washers were used, as can readily be determined upon examination. In making the adjustment, the nut should first be pulled up as tight as it can be drawn with an 8" wrench and should then be backed off two or three cotter pin notches. If the adjustment is too loose, the front spring shackles will rattle, and if it is too tight the shackles will bind and cause a stiff action in the front springs, the sensation being much the same as when the tires are over-inflated.

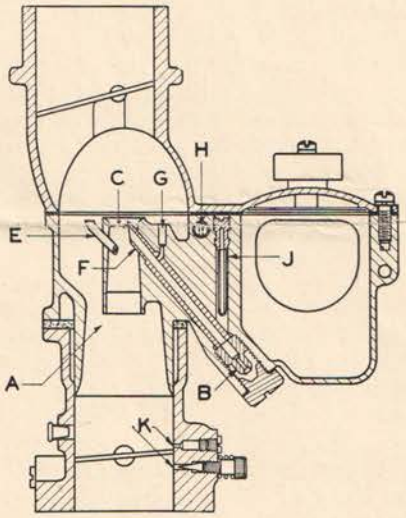
Only recently the front spring mounting has been changed and a rubber spacer molded between two steel facings has replaced the series of cupped steel washers. In making the adjustment, first pull up the nut to be sure that the rubber spacer is properly seated; then back off until the steel washer between the shackle and the nut can just be turned with the fingers. Next, draw up the nut until the outer steel washer can not be turned. Continue to tighten the nut two cotter pin notches in order to secure the proper pressure on the rubber washer and install the cotter pin.

No change has been made in the mounting of the rear springs.

Carburetor Settings

9th thru 12th Series





			VENTURI	METERING JET	MAIN DISCHARGE JET CLEARANCE	BY-PASS JET	PUMP JET	MAIN DISCHARGE JET	HIGH SPEED BLEEDERS	IDLE AIR BLEED	IDLE TUBES	IDLE DISCHARGE HOLES	NEEDLE VALVE SEAT	FUEL LEVEL
MODEL	YEAR	CARB. TYPE	A	B	C	D	E	F	G	H	J	K	L	M
905-6	1932	EE-3	1 3/16	.064	19/64	.080	#60	#36	#65	#46	#70	#56-58	.140	9/16
1005-6 1107-8	1933 1934	EE-3	1 3/16	.058	17/64	.060	#65	#28-36	#65	#46	#70	#56-58	.140	9/16
1207-8	1935	EE-3	1 5/16	.068	17/64	.060	#65	#28-36	#65	#46	#70	#56-58	.140	5/8
1003-4 1103-4-5	1933 1934	EE-2 EE-22	1 3/16	.060	19/64	.060	#70	#36	#70	#42	#70	#56-60	.130	9/16
1203-4-5	1935	EE-23	1 3/16	.060	19/64	#57	#60	#36	#65	#44	#70	#56-60	.130	5/8
1001-2 1100-1-2	1933 1934	EE-2 EE-22	1 3/32	.055	19/64	.060	#70	#36	#65	#42	#70	#56-60	.130	9/16
1200-1-2	1935	EE-23	1 3/32	.055	19/64	#59	#60	#36	#65	#42	#70	#56-60	.130	5/8

NOTE – "F" DIMENSION #28-#36 REFERS TO TWO DIAMETERS IN ONE TUBE.

NOTE – "K"-SMALL HOLE AT TOP.

SUGGESTIONS OR QUESTIONS FROM READERS ARE ALWAYS WELCOME. HOW CAN WE MAKE THE SERVICE LETTER OF MORE VALUE TO YOU? *ADDRESS LETTERS—NORM. LULL—EDITOR PACKARD SERVICE LETTER.*

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