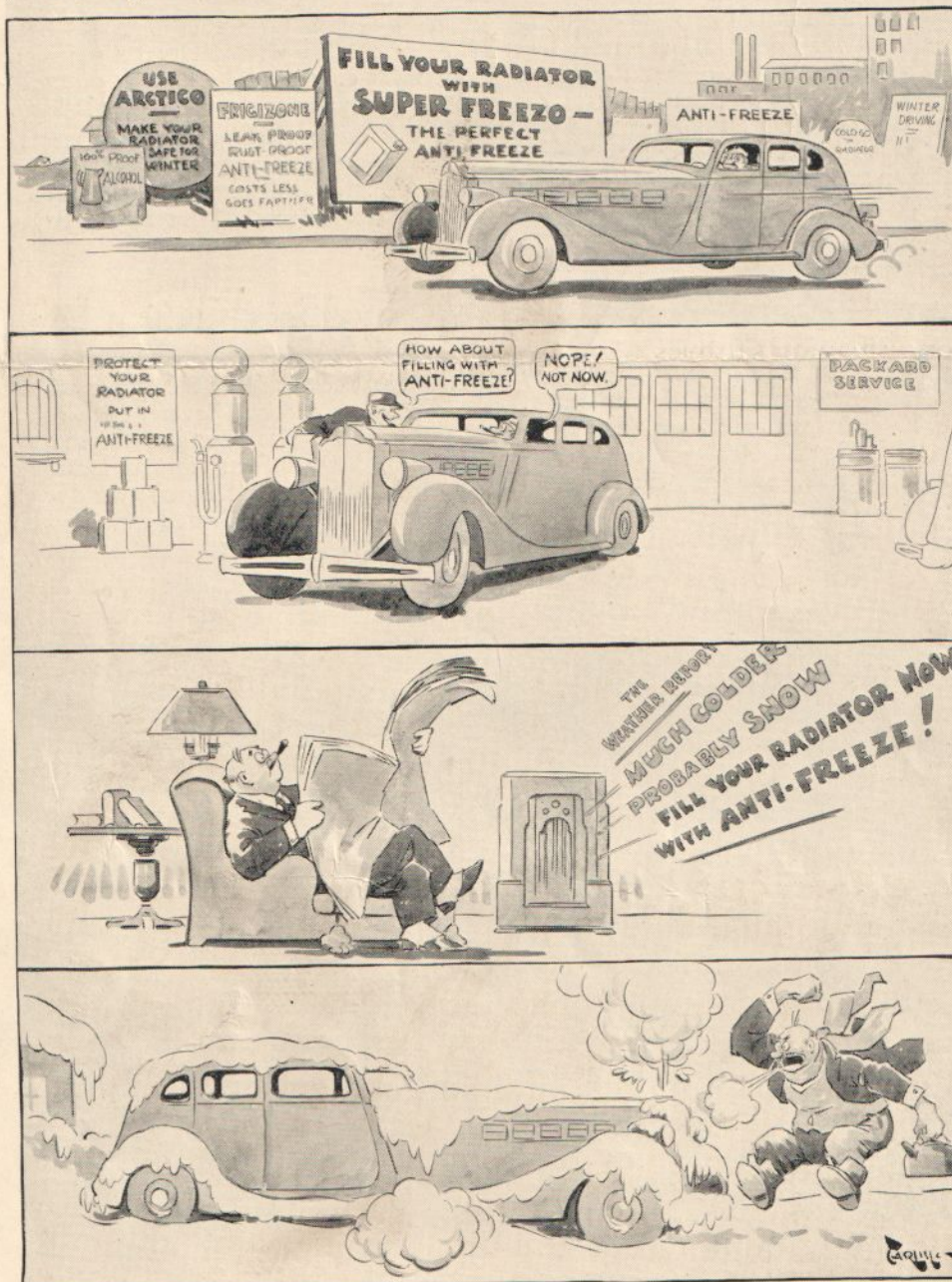




Now, WHY DIDN'T SOMEONE TELL US WINTER WAS COMING?



Accessory Display—WHERE and WHY



STAMFORD, CONN.

Accessory displays should be placed to form a definite part of the service sales floor which the customer sees upon entering. They should be a part of what creates a favorable impression of your service department in the minds of the customers, and it is important that this impression be made when he enters. This, however, is only one part of what an accessory display should accomplish.

The second is, to make it easier to buy and sell accessories. This may entail another display in some other location, and should be a part of the space used as a waiting room. This display is the one which will, undoubtedly, be used by the accessory or service salesman.

There is another thought which pertains to the safety of the material used and the cleanliness of the display. One of the illustrations which we use answers this problem in nice shape. Mr. Medlicott, Manager of the Springfield Branch, sent us the picture, indicating credit should go to Mr. Isham.

The description he gives indicates that the store is

made of pine with compartments lined with ply-wood. It is finished with silver gray acid stain with a dull varnish coating. The roof is of multi-colored asbestos shingles, and the display is spot lighted.

The other displays shown illustrate the advantage of the proper location with regard to the entrance and the use of new car display in the Service Department. These displays were worked out by the boys in Stamford and Chicago.

Seat Cushion Location

In the delivery of a new car, please make sure that the front seat cushion is in the proper position.

We have received several criticisms of cushion height and length which have been caused by the fact that the cushion has not been properly located on its dowel pins.

It is quite possible to miss the dowels entirely, and the customer in particular will have no idea that the cushion is not properly located.



SPRINGFIELD, MASS.



CHICAGO 37th ST.

Front Window Water Deflector

You will find that all cars now leaving the factory are equipped with water deflectors over the ventilating section of the front door windows.

These deflectors are triangular stampings which are mounted over the hinged portion of the window in such a way as to permit the window to be opened for ventilating purposes during the rain. We are prepared to supply water deflectors for any cars which were not so equipped at the factory.

The installation is a very simple one. First, remove the garnish moulding. Then remove the two screws holding the top of the moulded rubber frame in the door. This permits the rubber frame to be tilted inward at the top. The water deflector can then be slipped into place from the outside with its vertical face coming up between the door and the rubber frame. Be sure that it is up as high as it will go and push the rubber frame back into place. The lip on the frame will lap under the bottom edge of the deflector and it will be firmly held in position.

The installation should be made so that the rear edge of the deflector will be in line with the rear edge of the vertical rubber strip which separates the two sections of the window. If rubber cement is available it may be used to coat the face of the deflector which is held between the door and the rubber frame, although this is not absolutely necessary.

You will require for each car:

- 1—226030 Window Water Deflector, Left
- 1—224911 Window Water Deflector, Right

You may, if you wish, specify the color scheme of the car and the deflectors will be painted to match.

Cold Weather Starting

Every winter you will find car owners who have been thoroughly instructed on cold weather starting who have simply forgotten what they were doing the winter before.

The commonest mistake is the failure to open the hand throttle sufficiently to release the choke. The choke should release with a half throttle opening, but it does not always do so particularly if there is too much play in the throttle linkage.

In order to be on the safe side it is advisable to recommend to your customers that the throttle be opened more than half-way in cold weather.

It is your own responsibility to check the choke mechanism and make sure that it is functioning properly. This subject was covered in the SERVICE LETTER of December 15, 1933, and need not be repeated.

Bumper Guards

Some complaints of excessive exhaust noise on 12th Series cars have been found to be caused by the fact that the right rear bumper guard has been mounted in line with the muffler tail pipe.

The exhaust noise will be reduced if the guard is moved enough to one side so that it does not come directly in line with the tail pipe.

Anti-Freeze in Factory Delivered Cars

There has been some variation in the quantity of anti-freeze used in cars delivered to the factory.

This has recently been changed, and from now until further notice, two gallons of anti-freeze will be supplied and installed in Packard Eights and Super Eights and on the Twelves, four gallons will be used. This will be added to the invoice.

We are for this purpose using Ethylene Glycol [Prestone].

Corrections

Will you please make the following corrections in your Service Letters:

October 15th issue—Volume 8 No. 20—article entitled Robe Rail Attaching Screws lists an incorrect part number. The number is given as 222399, and should be 228399.

In the same issue in the article entitled Universal Joint Inspection, the spring lock part number is given as 22557 and should be 225557.

It would also be a good idea to check these on your parts record cards.

In Volume 8 No. 17 under Standard Sizes and Adjustments for Twelfth Series Cars issued September 1, 1934, please add the following information. It was not available at time of first printing.

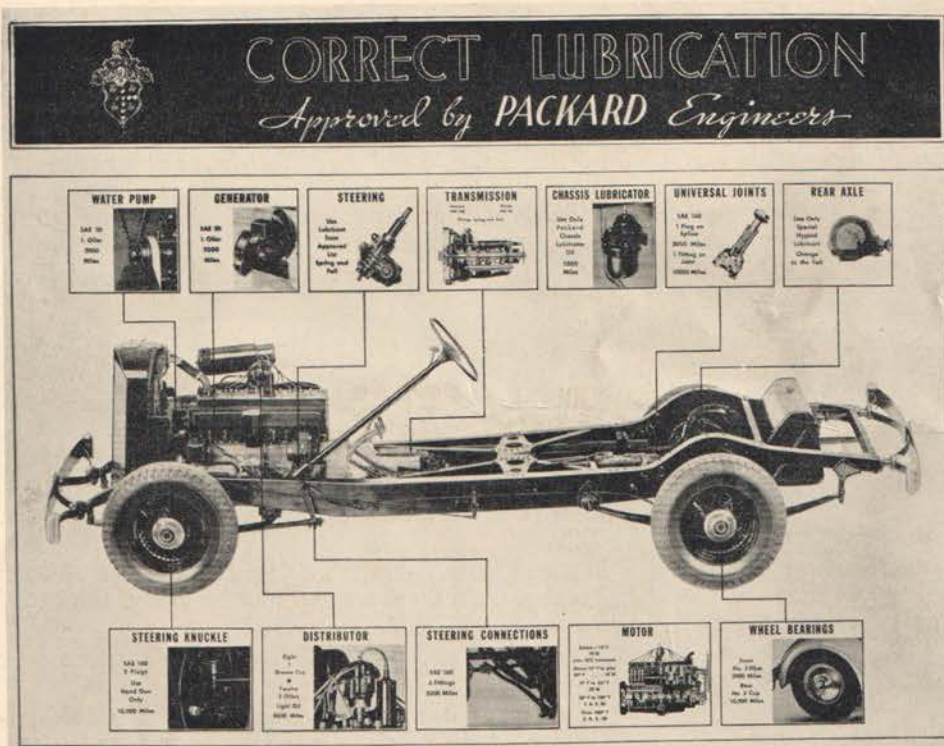
Springs

FRONT				
1200	1201	1202	1203	1204
All bodies	All bodies	All bodies	All bodies	All bodies
925x255	925x255	925x255	1000x275	1000x275
rate	rate	rate	rate	rate
1205	1206	1207	1208	
All bodies	All bodies	All bodies	All bodies	
1000x275	1175x275	1200x275	1200x275	
rate	rate	rate	rate	
REAR				
1200	1201	1202	1203	1204
Body—load	Body—load	Body—load	Body—load	Body—load
—rate	—rate	—rate	—rate	—rate
803-1100-145	812-1100-145	814-1200-145	843-1200-145	857-1200-145
	813-1100-145	815-1200-145		858-1200-145
	816-1100-145	863-1200-145		852-1300-145
	817-1000-145			853-1300-145
	818-1000-145			856-1300-145
	807-1100-145			841-1200-145
	801-1000-145			851-1200-145
	811-1000-145			859-1200-145
	819-1000-145			847-1300-145
1205	1206	1207	1208	
Body—load	Body—load	Body—load	Body—load	
—rate	—rate	—rate	—rate	
854-1400-145	823-1300-145	838-1200-145	834-1400-165	
855-1400-145		832-1300-145	835-1400-165	
883-1300-145		836-1300-145	873-1300-165	
		833-1300-145		
		837-1200-165		
		827-1300-145		
		821-1200-165		
		831-1200-165		
		839-1200-165		

Used Motor

The salvage department at the factory, under the supervision of Mr. M. E. Miller, has available a used Ninth Series Motor No. 193014 with transmission. This has been used for approximately 3,000 miles. The net price is \$300.00 F. O. B. factory.

Any correspondence regarding this motor should be directed to Mr. Miller.



DISPLAY
MATERIAL
THAT WILL
HELP YOU SELL
10,000 MILE
LUBRICATION
AND
INSPECTION
SERVICE
TO MORE OF
YOUR
CUSTOMERS

Lubrication Selling Aids

We now have available a number of posters for displaying samples of the different oils used in lubricating Packards.


This is finished on heavy cardboard in black and red, and matches in design the lubrication chart which we also illustrate. These pieces will assist in promoting lubrication business, and are also sales aids in selling lubrication agreements.

The lubrication chart is priced at 50c, and is 32 1/4" in width x 44" in length. The chart for holding the sample lubricants is the same size and is also 50c. The tapered bottles with metal caps are supplied with wires for attaching, and these are 10c each.

Order from Packard Service Promotion Department.

TEN THOUSAND MILE SERVICE

that saves your money and saves your car



MOTOR


8


**DIFFERENT LUBRICANTS
ARE NECESSARY**

to

**PROPERLY LUBRICATE
YOUR CAR**


DIFFERENTIAL



TRANSMISSION





**NOT JUST AN ORDINARY
"GREASE JOB"**


BUT A PLAN WHERE YOU


Get the most for your dollar.



WHEEL BEARINGS, Front


CHASSIS LUBRICATOR


GENERATOR HORN & HINGES


WHEEL BEARINGS, Rear


STEERING CONNECTIONS


UNIVERSAL JOINTS

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.

PRINTED IN U.S.A.