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PACKARD ONE TWENTY SERVICE SELLING PLANS

WITH the announcement of the Packard One Twenty, we wish to have all service men familiar with two plans which the factory has made available for all Distributers and Dealers.

These plans are, apparently, for the purpose of selling lubrication, but primarily for the purpose of keeping in touch with One Twenty owners for as long a period as possible.

We want everyone to be familiar with the plans and how they are to be sold. You will receive additional information and instruction from your service manager.

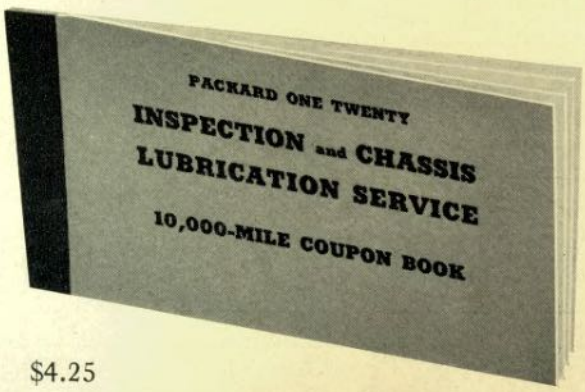
We have prepared an Inspection-Lubrication Coupon Book covering chassis lubrication, inspection and certain adjustments for 10,000 miles, at $4.25.

This does not include oil changes in motor, transmission or rear axle. It does, however, include one extra coupon to cover the packing of the front wheel bearings and other lubrication required once each 10,000 miles.

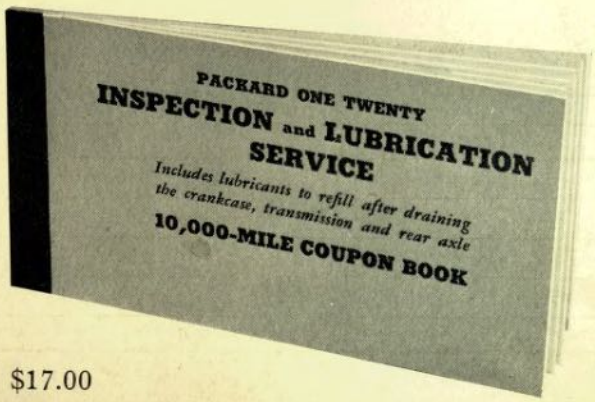
In order to make a definite tie-up between the owner and the Distributer or Dealer it is our recommendation that this Inspection-Lubrication be included in the delivery price of the car, provided it does not push the delivered price over the hundred mark. However, the price is so low that we hope every Distributer and Dealer will find a way to include it in the delivered price of the car.

It should be delivered to the new car owner with a few words, such as, "Mr. Brown, here is your Inspection-Lubrication Coupon Book covering an inspection with adjustments, and the lubrication of the chassis for 10,000 miles. You will note that there is a seventh coupon which covers the packing of the front wheel bearings and other items requiring attention at the end of 10,000 miles. We urge you to bring your car in regularly for this service at the speedometer mileage which will be marked on each succeeding coupon. Our service men know the Packard car better than anyone else. We hope you will bring it to us for any service it may need."

We have prepared another, yellow covered, coupon book which includes all that was in the blue book, and in addition covers motor oil changes at the first 500



$4.25



$17.00

miles and at 2,000 mile intervals thereafter. It also covers the changing of the oil in the transmission, rear axle and steering at the proper seasons within the 10,000 miles.

It is our thought that when the owner comes in for his first inspection and oil change with the blue book, the service man will say to him something like this:

"By the way, we also have a complete lubrication service which includes motor oil changes at every 2,000 miles, and changes of oil in the transmission and rear axle, besides the inspection and chassis lubrication which are included in the blue book.

"We offer this complete service at quite a saving over the cost of getting your car lubricated or having the oil changed without this contract. The cost is $17.00, but you will receive a credit of $4.25 for the blue book. In other words, this complete service will cost you only $12.75. This is a saving of about 25 per cent over the regular price.

"May we call your particular attention to the importance of having only the lubricants approved by the Packard engineers used in your car. This is very important indeed. Wrong lubricants or failure to lubricate some point at the proper time might very possibly result in damage and expensive repairs."

The two Lubrication Plans, which we have just described, are priced very reasonably and cover considerably more than mere lubrication.

PACKARD ONE TWENTY SERVICE INFORMATION

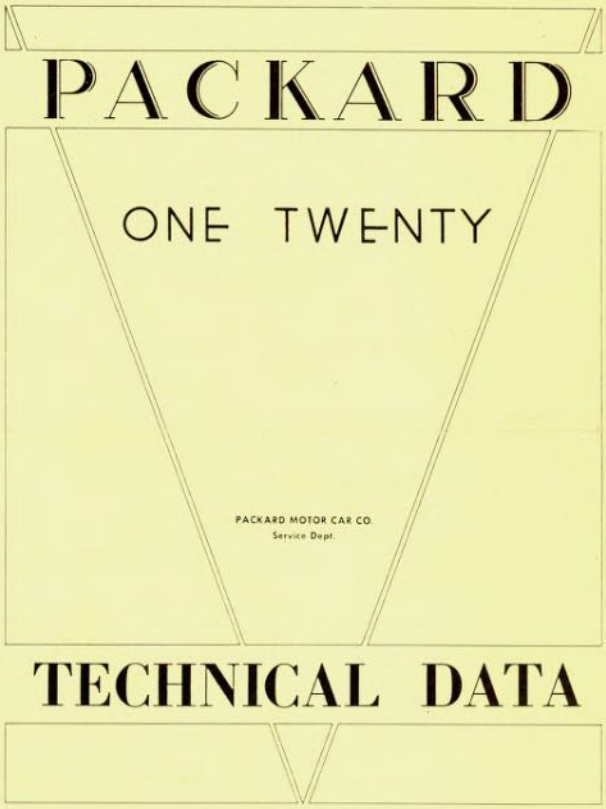
This is the cover design of the Packard One Twenty Technical Data Book issued by the service department. This volume has been edited by T. E. Clark, who has had many years' experience in service and service engineering fields. He will continue to supply technical information for your use.

The book which is now being sent is not simply a description of the car from a service standpoint, but gives also the sales features and the reasons for the particular design used by the engineering department. You will find it of exceptional value from a reference standpoint.

Be sure and protect your copy, since the cost of the book will somewhat limit our distribution. We want every service man to have a copy for his own use. See your service manager for your copy.

This has been a rather costly volume to prepare. In view of this fact we ask you not to order more than you actually require. They will be furnished "no charge".

If you receive requests for this book from outside sources, such as Technical Schools, the Service Promotion Department will furnish copies at $1.75 each.



STANDARD SIZES AND ADJUSTMENTS
MODEL 120

BRAKES		CLUTCH	
Clearance around Drum	.010"	Number of Driving Surfaces	2
Length of Lining	13"	Size of Driven Facing	6" x 10" x .137"
Make of Lining—Primary	Multibestos—DR	Clearance of Hub on Clutch Shaft	No Perceptible Backlash
Make of Lining—Secondary	Multibestos—PRX	Total Clutch Tension	1035 Lbs.
Width and Thickness	1¾" x 3/16"	Number of Springs	9
Number per Vehicle	8	Tension of Springs	115 Lbs. at 1 5/16"
Setting Hand Brake	3/16" Free Travel with Brake Released	Clutch Pedal to Toeboard Clearance—Clutch Engaged	½"
		Free Movement of Pedal	1½"

STANDARD SIZES AND ADJUSTMENTS—Continued

ELECTRICAL SYSTEM	
Generator Charging Rate—Cold	23
Battery Capacity	17 Plate—114 Ampere Hours
Lamp Bulbs—Headlamp	32-32 Candlepower
—Dimmer	1 Candlepower
—Instrument Board	3 Candlepower
—Stop	15 Candlepower
—Tail	3 Candlepower
—Dome	6 Candlepower
Spark Timing—Advance Occurs	5° B. T. D. C.
Breaker Point Gap	.018″ to .022″
Spark Plug Gap	.025″ to .027″

MOTOR	
Compression at 300 r.p.m.	120 Lbs.
Firing Order	1-6-2-5-8-3-7-4
Front End Chain	1″ Wide, ⅜″ Pitch—58 Links
Front End Chain Adjustment	Non-adjustable
Camshaft End Thrust	.002″—.004″
Camshaft Bearing Clearance	.001″—.003″
Piston Pin fit in Piston	Palm Push Fit at 160° Heat
Clearance Bearing to Crankpin	.0015″
End Play Connecting Rod on Crankshaft	.004″—.010″
Connecting Rod Assembled	Oil Hole Toward Camshaft
Diameter of Crankpin	2 3/32″
Clearance on all Main Bearings	.001″—.003″
Crankshaft End Play	.003″—.008″
Diameter of Main Journals	2¾″
Length of Main Bearings—No. 1	1⅜″
—No. 2	1 7/32″
—No. 3	1 13/32″
—No. 4	1 7/32″
—No. 5	2 5/16″
Diameter of Cylinder Bore—Std.	3¼″
Diameter of Piston Pin	⅞″
Piston Pin Oversizes	.003″—.006″
Piston—Install in Motor	Slot Away from Valves
Width of Ring—Compression	⅛″
—Oil	3/32″
Clearance—Piston to Cylinder Wall	.0015″ Minimum
Ring Gap—Compression	.007″—.012″
—Oil	.007″—.015″
Pressure required to close Ring to Correct Gap	10 Lbs.
Piston Sizes	Standard .005″ .010″ .020″ .030″ .040″ over
Valve Clearance to Push Rods	In. .007″—Motor Warm Ex. .009″—Motor Warm
Valve Stem Clearance at Bottom of Guide	.0005″—.001″
Valve Lift	.300″
Tension of Valve Springs—Valve Closed	40 Lbs.
Oil Pump Pressure—Normal	35 Lbs.

MOTOR—Continued	
Crankcase Oil Capacity	7 Qts.
Valve Timing—Inlet Opens	5° B. T. D. C.
—Inlet Closes	39° A. L. D. C.
—Exhaust Opens	45° B. L. D. C.
—Exhaust Closes	5° A. T. D. C.
Setting Camshaft	00's on Crankshaft and Camshaft Sprockets Should Be Nearest Together and Line Up

REAR AXLE	
Tread	60″
Oil Capacity	4¼ Pints
Backlash—Driving Gear to Pinion	.003″—.005″

SPRINGS	
Front—Coil	5¼″ Dia. 7¾″ Effective Coils
Rear—Leaf—Semi-Elliptic	54″ x 1¾″

STEERING	
Front Wheel Camber	1°
Front Wheel Toe-in	0″ to ⅛″
Front Wheel Caster	2°
Front Wheel Tread	59″
Minimum Turning Radius	19½′
Front Wheel Bearing Adjustment	Tighten Nut as Tight As Possible, Back Off One-half a Turn and Lock
Recommended Tire Pressure—Front	23 Lbs.
—Rear	25 Lbs.
Shock Absorber Adjustment	Fixed

TRANSMISSION	
Oil Capacity	1 Quart
Ratio to Rear Wheels—High	4.36 to 1
—Second	6.67 to 1
—First	10.60 to 1
—Reverse	13.87 to 1
Backlash—Clutch to Rear Wheels	Maximum .003″

COOLING SYSTEM	
Capacity	16½ Quarts
Gravity Flow per Minute	22.6 Gallons
Clearance Fan to Radiator Core	13/32″
Thermostat Valve Starts to Open at	145° to 150°
Fan Belt	42° Vee Type
Length and Width	42⅜″ x ¾″
Fan Belt Adjustment	Loosen Upper Generator Support and Swing Generator
Range of Adjustment	1½″

GASOLINE SYSTEM	
Tank Capacity	20 Gallons
Inside Diameter of Carburetor Throat (each barrel)	1 5/16″

EXCHANGE PARTS SELL MORE EASILY WHEN DISPLAYED

What's the "trick" to getting real volume in selling Factory Exchange parts? George Kloetzer, Packard-New York's General Service Manager has photographed his answer and sent it to us with a few details as to how he has developed this profitable line of business.

"I think this display is the most helpful thing we have yet developed to assure steady and successful results in merchandising these parts," says Mr. Kloetzer.

"Signs, direct mail and personal or phone solicitation of earlier series owners are all indispensable, of course, on our advertising program to attract customers' attention to the Factory Exchange proposition. When it comes to the actual selling, however, we've found that with this display we're sure of closing many times the number of sales, and more easily, too."

It is easy to see why Kloetzer's display is such an effective help. Even the most skillful or inspired sales talk will seldom arouse much interest from a customer because he (and especially, *she*) is not familiar with the operation or location of the parts you are talking about. Your whole selling effort is not very satisfactory because it is kept on an abstract basis.

"Our display," says Kloetzer, "enables the customers to see exactly what they're getting for their money, and follow what you are talking about, besides influencing faster action in reaching their decision. The neatness of the display, and the well-polished appearance of the parts, add a measure of attractiveness which would otherwise be missing.

"The display shown here is placed in the most prominent part of the service sales office at our Eleventh Avenue building, where it

cannot be missed by any customer who comes in. It is a 6-sided affair, 5 sides of which have parts mounted. The framework was made from some old lumber we had in the shop, and the outer part of ordinary plywood sprayed with a coat of aluminum, and trimmed at the corners and edges with black metal moulding.

"Floodlights mounted on the wall nearby throw plenty of light on the display, and concealed lights are used to brighten up the three panels in the lower part of the display. You'll recognize that metal tire cover used to frame the sign at the top."

The cylinder block is tilted forward slightly to allow easier visibility. It is lighted underneath in the same manner as it is done on the Factory's display, with a sheet of paper running across the lower end of the bores which diffuses the light and emphasizes the mirror-like finish to the bores.

A sentence or two is printed on this paper at the bottom of each bore telling the outstanding features of the engine block reconditioning process.

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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