

SERVICE MANAGERS'
PERSONAL COPY



VOL. 9 No. 2

JANUARY 15, 1935

A NEW SERVICE PLAN

A short time ago Mr. Chamberlain, Sales Manager Packard Division, in talking to Distributers and Dealers about selling 'plans for 1935, said that he had spent a great deal of time in attempting to find a new method which would insure a larger sales volume for 1935.

He wrote to the sales managers of the larger Distributers, and asked what new plans they intended to use this year. All replied—that they did not know of any *new* method or plan, but felt that if they used the *old* plans *better*, the results expected of them would be accomplished.

He said further—that one of the sales managers wrote—that the only formula for success he knew of, as far as new car salesmen were concerned, is hard work and a "helluva lot of it". He said—he would endorse this prescription if he could add one word, making it read—"a helluva lot" of intelligent hard work. It seems to me that both of these remarks would most aptly fit into the planning of any program for handling service work during 1935.

With the travelling and contacts which our factory service supervisors make, we should be able to run across every new plan used in any service department in any part of the country. With all of the contacts made by factory service men, during the show meet-

ings, we should be able to find someone who has a new scheme for making the service department more profitable than ever before. With all of this, however, we have absolutely nothing new to suggest.

Mr. Chamberlain as usual hit the old nail right in the middle of the head. His remarks apply just as well to the service as to the sales department. The factory has no new trick schemes for rolling the old service department up the road to success. There are just two things to be done: First—work the old plans *better*, and Second—do a "helluva lot" of *intelligent* hard work.

We have prepared and have available a lot of information on the Packard One Twenty. You have some time available in which you can become thoroughly familiar with this new car. You can obtain a copy of the Technical Data Book. Read it and re-read it, so that you know the car when the first one rolls in the door for service attention.

Pay particular attention to the message you receive from the One Twenty films and read every word printed in the Service Letter about the One Twenty. If we know the car, we can more intelligently service it, which will mean that One Twenty purchasers will become regular service customers.

MUFFLER

Super Eight and Twelve

The muffler on the Super Eight and Twelve is now equipped with five small drain holes which are drilled through small bosses welded to the under surface.

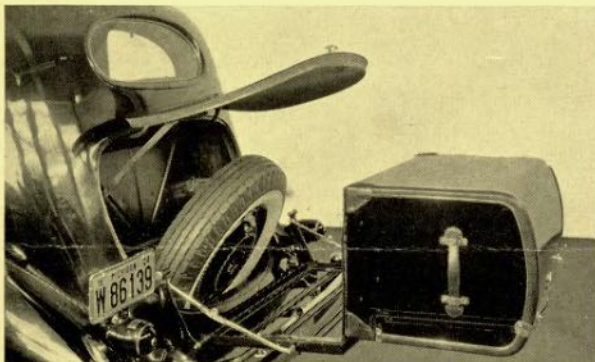
These drain holes are provided in order to take care of condensed moisture which may otherwise collect inside the muffler and cause the corrosion of the shell. The moisture is apt to contain certain acids which will cause rapid corrosion unless it is removed.

REAR RACK TRUNK HINGE AND LOCK

We have developed a hinge and lock equipment, PA-3164 for the rear rack trunk on the Twelfth Series models, which supersedes and is superior to the hold down clamp as outlined in Trade Letter T-2694.

The use of this equipment provides quick access to the spare wheel compartment, as the trunk can be tipped back without removing it from the trunk rack.

This equipment consists of two hinges, the lower halves of which fasten to the trunk rack and the upper halves to the bottom of the trunk by machine screws.



The trunk is held in position on the rack by two hold down screws, the right one being equipped with a cylinder lock. The installation can be made in just a few minutes as there are no holes to drill or tap.

We will supply this equipment at our cost, and we believe it would be to the distributors' advantage to do the same, as it will remove the sales resistance which we have experienced with our standard rear trunk rack equipment, and also stimulate trunk sales.

For price see Trade Letter T-2716. We will not furnish these equipments with any trunks, unless they are specified.

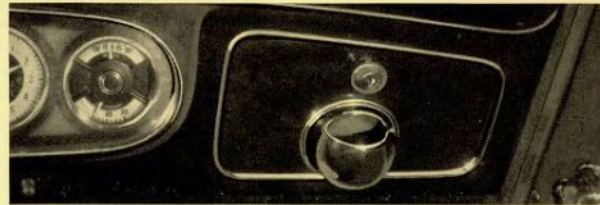
REMOVAL OF SPARE WHEEL FROM DE LUXE EQUIPPED CARS

Some owners have had difficulty in removing the fender mounted spare wheels on the Twelfth Series cars. We have attempted to eliminate this difficulty by placing the necessary instructions, printed in large type, on a card placed inside the hub cap on the spare wheel. For any Twelfth Series De Luxe equipped cars already delivered, you should order a supply of cards from the Service Promotion Department.

These can either be mailed to the owner, or installed as already described, so that the owner will not have difficulty when he has occasion to remove the spare wheel.

ASH RECEPTACLE

We are indebted to Packard-New York for the suggestion of installing the Twelfth Series front compartment ash receptacle on the glove compartment door.



You will find the location convenient, and the time required to install the receptacle is but a few minutes, and is accomplished with metal screws.

CORRECTIONS IN 120 STANDARD SIZES AND ADJUSTMENTS

Changes in specifications recently issued make it necessary to ask you to correct the following items in your copy of Standard Sizes and Adjustments which appears in the January 1 edition of the Service Letter.

Under brakes, the make of lining—primary, reads Multibestos—DR. It should read US Asbestos No. 714. The make of lining—secondary, reads Multibestos—PRX. It should read US Asbestos No. 589.

The next item, under electrical system, the battery capacity reads 114. It should read 110.

A CLOUD AND ITS SILVER LINING

Narrows Motor Corporation of Brooklyn sends us this photograph of a 626 Sedan which stood the onrush of a ten-ton Mack truck loaded with coal: The other photograph is the same car after being converted into a service car.

The beauty of this service car, however, does not show up in the photograph, because of lack of color.

The paint scheme being Aluminum Pearlite with Vermillion wheels and Vermillion lettering, makes it very attractive on the street.



You will notice a rear door replaces the worst part of the damaged body. Also the rear quarter glass and rear door glass were replaced with a sheet steel panel. The interior of the car being replaced with a board flooring and 1/4-inch board side panels, and a

bucket seat for the operator, leaving ample room for any requirements needed. They are justly proud of their service car, and are sure you will agree that it is well worthy of Packard representation.

KEEPING IN TOUCH WITH OWNERS

Opinions differ as to what should be mailed to Packard owners to keep them informed of your interest in the operation of their car, or to convince them that your prices are reasonable.

"Chet Hassell" in Syracuse finds the short message on a post card to be very effective. He uses a series of cards, the message of which not only gives the owner seasonal or timely information, but continues to convince him, that authorized Packard service in Syracuse is not only safer, but more economical.

We illustrate some of the cards which have produced excellent results.

SPARK PLUG WIRES

When the wiring on your motor becomes cracked and wires bared, you lose much of your current through leakage. Your motor will not perform up to standard when running and quite often it is the cause of hard starting.

The Packard Motor Car Co. recognized the need of this service and now they are supplying us with wiring made up in sets for all models. It takes only a few minutes for installation and the cost is very small.

Why not come in today for this service. We will rewire your motor while you wait.

FONDA MOTOR CAR CO., Inc.

638 West Genesee Street
Syracuse, New York
Phone 2-2151

AIR FILTERS

must be cleaned every 3,000 miles, and in sections where you are constantly driving through dusty roads, this operation should be performed much oftener.

Neither this company nor the Packard Motor Car Co. can be responsible for excessive cylinder wall and piston wear, if you neglect this operation.

It is easy, quick and inexpensive — only 50c.
Start this service today and check your speedometer mileage for the next operation.

Will you drive in soon?

FONDA MOTOR CAR CO., Inc.
638 West Genesee Street
Syracuse, New York

Phone 2-2151

You Should Renew Your Oil Filter Cartridge Every 8,000 Miles

BECAUSE:—

It's function is to stop, through a series of screens, all abrasive matter that is washed from the surfaces of all metal parts contained inside your Packard motor. These microscopic metal particles are mixed in the oil at the bottom of the crankcase and then carried through the oil pump to the oil filter screens where they are stopped, preventing excessive wear on your motor and all it's moving parts and lengthening their life appreciably.

We change the unit for a very small price and your speedometer is the agent that tells you when to bring your car to us for this service.

FONDA MOTOR CAR CO., Inc.
638 West Genesee Street
Syracuse, New York

Phone 2-2151

OIL - or GOOD OIL - Which?

You have heard salesmen tell their story — many of them — often — both about oil and oil stocks.

BUT — we sell you a Packard car and then through chemists at the Packard factory find out which is the proper oil for the Packard car.

While there are many brands that can be used with safety, we have selected ~~one brand~~ and have used it for over eight years with great success.

We urge you to drive into our service station today and have your oil changed to the proper S. A. E. (Society of Automotive Engineers) number for winter driving. This will aid cold weather starting more than any other single thing you can do.

FONDA MOTOR CAR CO., Inc.
638 West Genesee Street
Syracuse, New York

Phone 2-2151

REAR AXLE (Differential)

With the first sign of cold weather, you should change the oil in the differential. The oil that has been in all summer hardens with cold weather. The gears cut a path through, the same as pulling a knife through hard butter. Oil must flow to lubricate. When there is no flow to the oil, the gears and bearings in your differential score in less than a half mile of driving and the cost to replace them may be more than \$110.00.

The charge for changing this oil is very small and if you bring your Packard to us, we will perform this service for you while you wait and you need not worry for this winter.

FONDA MOTOR CAR CO., Inc.
638 West Genesee Street
Syracuse, New York

Phone 2-2151

WILL SERVICE CHARGES ON THE 120 BE HIGH?

SOME OF YOUR CUSTOMERS MAY ASK—AND HERE IS THE ANSWER!

Comparisons of the Prices of Repair Operations on Packard 120 and three of the best known cars in its price class. Figures used were those available as of December 1st, 1934, and using an average labor rate, the same for all.

	Car "A"	Car "B"	Car "C"	Packard
Foot Brakes—Adjust—(Minor Adjustment)	\$ 1.00	\$ 1.40	\$ 1.00	\$ 1.00
Foot Brakes—Reline and Adjust	14.60	14.00	14.70	14.10
Timing Chain—Renew	9.00	10.80	10.85	10.35
Fan Belt—Renew	2.30	1.15	1.00	1.45
Install Front Fender (Plain)	16.35	23.70	26.50	26.00
Motor—Tune—(Major Tune-Up)	6.00	3.60	3.60	3.20
Rear Spring—Renew One	14.85	11.55	9.60	11.80
Clean Carbon, Grind Valves—Tune Motor	21.00	12.20	10.45	10.90
Piston Pins—Renew All	20.20	15.80	18.20	15.60
Piston Rings—Renew All	29.80	24.60	20.80	19.00
Valve Spring—Renew One	8.75	2.75	.90	3.12
Rear Axle Shaft Bearing—Renew One	7.15	7.55	7.30	7.50
Ring Gear and Pinion—Renew	31.40	39.10	24.00	24.60
Wheel—Renew One—Steel (Primed)	11.45	9.50	9.50	9.50
Running Board Assembly—Renew One	8.90	12.60	11.10	9.50
Clutch Cover and Pressure Plate Assembly—Renew	24.40	15.30	19.60	17.75
Exhaust Muffler—Renew	9.50	4.75	6.55	5.45
Valve Cover Gasket—Renew One70	.50	.80	.50
Cylinder Head Gasket—Renew	4.20	4.00	4.85	3.10
	\$241.55	\$214.85	\$201.30	\$194.42

NOTE: Car "A"—The front fender is of unusual and simple construction and the car frame is very light, since it depends largely on the body framing for strength and rigidity.

Comparisons of the Replacement Parts Prices of Packard 120 and three of the best known cars in its price class. (Figures used were those available as of December 1st, 1934.)

	Car "A"	Car "B"	Car "C"	Packard
Foot Brakes	\$ 6.00	\$ 6.00	\$ 7.50	\$ 7.50
Timing Chain	5.00	5.00	4.65	4.55
Fan Belt	1.50	1.15	1.00	1.45
Front Fender	14.75	21.50	21.50	21.00
Rear Spring	12.25	9.75	10.80	10.00
Piston Pins—Renew All	3.60	4.00	4.00	4.00
Piston Rings—Renew All	13.20	16.40	11.20	10.00
Valve Spring15	.15	.30	.12
Rear Axle Shaft Bearing	4.55	5.95	3.30	5.50
Ring Gear and Pinion	20.00	27.50	15.00	16.00
Wheel	10.45	8.50	8.50	8.50
Running Board Assembly	7.50	8.60	8.50	7.50
Clutch Cover and Pressure Plate Assembly	15.40	10.30	11.00	10.75
Exhaust Muffler	7.50	3.75	4.75	4.25
Valve Cover Gasket10	.10	.20	.10
Cylinder Head Gasket	1.00	1.00	.85	.90
Timing Gear Cover	2.20	1.75	1.50	1.50
Exhaust Pipe Assembly	2.50	1.50	1.50	1.60
Frame Assembly	40.00	75.00	65.00	65.00
Gasoline Tank	12.00	8.25	9.00	7.75
Fan Blade Assembly	2.75	1.00	2.00	1.50
Reverse Gear	2.48	4.00	5.00	3.25
Transmission Case Assembly	6.75	9.75	10.00	7.50
Oil Pump Driven Gear	1.05	3.25	1.00	.80
	\$192.68	\$234.15	\$208.05	\$201.02

NOTE: On approximately 75 parts the total is as follows . . . \$510.33 \$503.22 \$469.75 \$462.43