



VOL. 9 No. 5

MARCH 1, 1935

## HERE'S AN IDEA THAT IS PRODUCING BUSINESS

### PACKARD MOTOR CAR COMPANY OF CHICAGO

SERVICE STATION



306 WEST 37th STREET

January 15, 1935

Dear Mr. Reid:

Attached is a Courtesy Towing Card which should be kept in your car at all times, so that the telephone number will be at hand when you need it.

Our purpose in making this arrangement with the Rodi Towing Service is to protect Packard owners against exorbitant towing and repair charges in any emergency, day or night.

We also announce substantial price reductions in our paint and refinishing department, amounting to as much as 20% on both lacquer recoat jobs and complete lacquer refinishing jobs.

In addition to these reductions in lacquer work, a new process enables us to recoat a Packard in synthetic black enamel for \$30.00 to \$49.50, depending upon the body style and model. This work is very satisfactory and dependable, and the price is a great deal lower than on any job we have been able to do before.

We shall be pleased to quote you a definite price for repainting your car, and invite you to come in and inspect the cars now in process. We paint all makes.

Yours very truly,

*H. T. Jorgensen*  
H. T. Jorgensen,  
Service Manager.



Packard Motor Car Co. of Chicago  
Main Service Station  
306 West 37th Street

#### COURTESY TOWING CARD

Issued to: Frank Reid Who Owns 8-15

Signature of Owner \_\_\_\_\_

THIS CARD is valuable. Carry it with you. In case of an accident refer to telephone numbers listed on the reverse side of this card. Do not let solicitors or strangers have your car towed away

1488

*H. T. Jorgensen*  
Service Manager

ONE BOULEVARD

The RODI Towing Service, Inc., with 24 trucks and 8 Branches — North, West, South and Loop — is our Authorized Towing Company.

#### TELEPHONES

Week Days — Boulevard 6100  
Nights and Sundays — Victory 1122

No charge for towing your car to our service station from any place within the city limits if the repairs exceed \$50.00.

Mr. Jorgensen says:

"These reasons prompted us to adopt the Courtesy Towing Card plan:

"To give us more contacts with cars that had met with accidents and to get the cars into our Service Station. We know from past experience that having the car at our station is of great advantage in securing the work. The plan does not cost us anything. The towing company paid for the printing of the cards and we paid for the letter which accompanied the card and the postage.

"As to the towing charge. This is no different than it was before we adopted the plan, for, on jobs exceeding \$50.00 we assumed the tow charge providing, of course, the car was towed within the city limits.

"We make a tow charge of \$4.00 for cars towed within the city limits where the repairs do not exceed \$50.00.

"The Courtesy Card, we find, aids customers whose cars have stalled for reasons other than accident. It enables these owners to call quickly a reliable company who will see that their car is taken to an authorized Packard Service Station and that they will not be overcharged for the service.

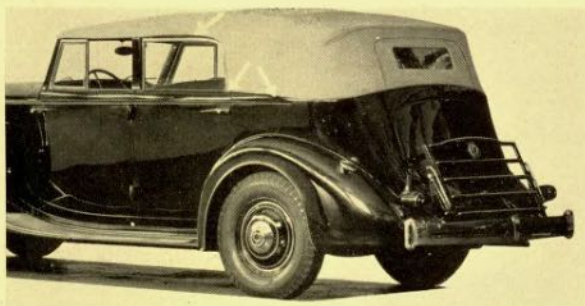
"Since adopting this service we have been getting more accident repair work at all Branches, also other types of repair work which could be classed under 'maintenance'."



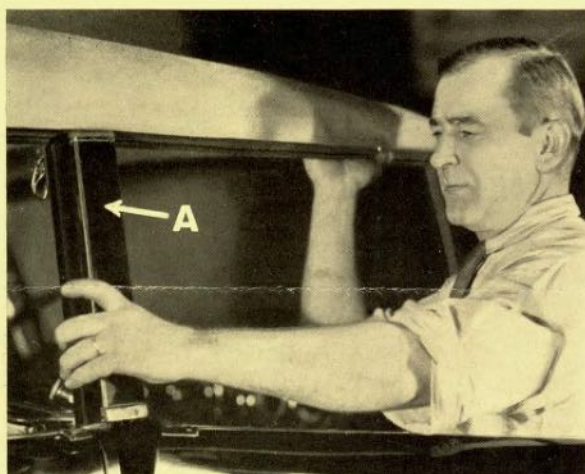
## CONVERTIBLE SEDAN TOPS 12TH SERIES

The operations required to lower the Convertible tops are as follows:

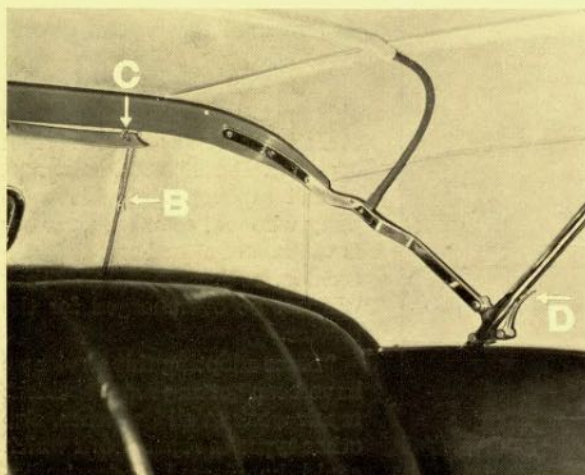
1. Lower door windows.



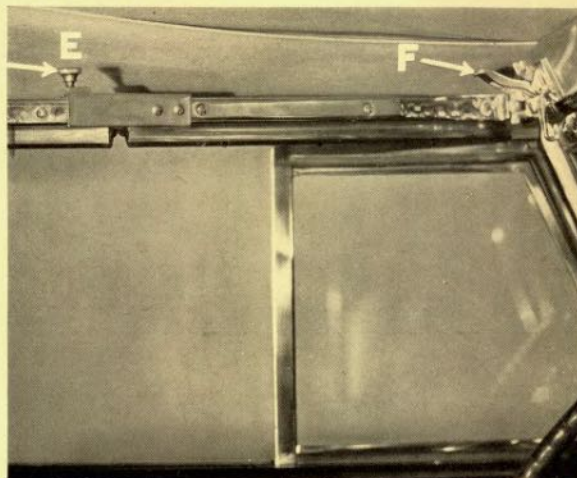
2. Open all fasteners along roof rail and rear quarters.
3. Open two front header clamps at top of windshield F.



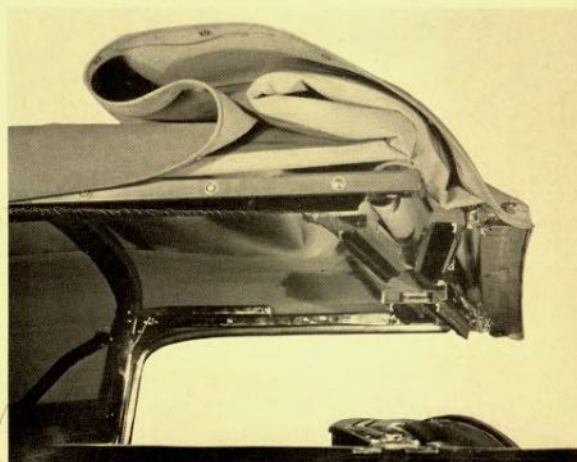
4. Unfasten center post header clamp at top of post, unscrew clamp at bottom of post, and by slightly raising top at windshield, to relieve tension, remove center posts A. Storage space for the posts will be found in the compartment underneath the driver's seat, the door of which is at the bottom of the seat back.



5. Unfasten zippers on both sides of back curtains B.
6. Release plunger type catches C at top of curtain and drop to outside.



7. Release two thumb screws E at front rail joints just forward of pillar post joints.
8. Unfasten the two lever clamps D located where the prop irons join, being sure to place the levers in their extreme *lower* position.

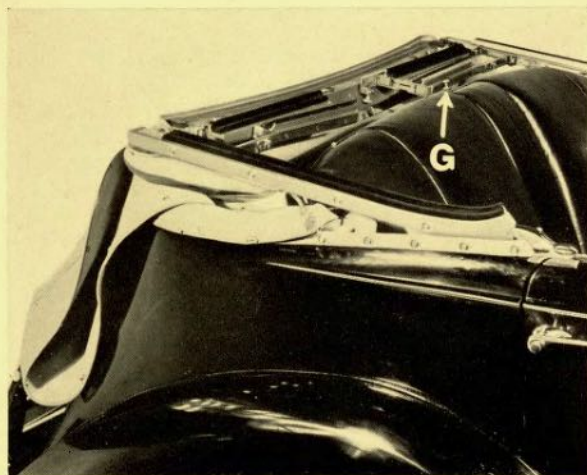


9. Make sure that the front clamps, which hold the top to the windshield, are in the *up* position. By pushing the front cross piece backward, fold the bows back and fold the material smoothly back on the top.





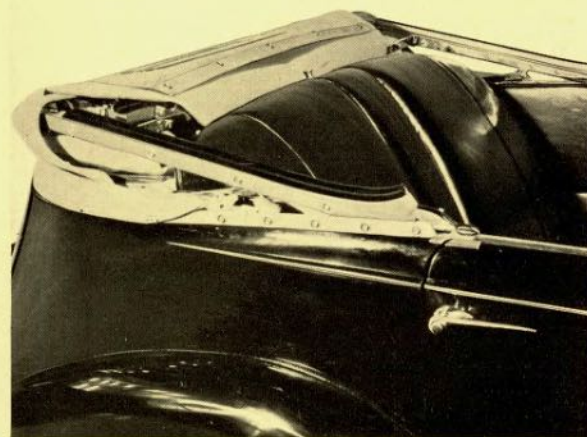
10. Tip the top backward into an upright position, folding the pads into the inside of the top compartment. Allow the top material to drop back on to the outside.



11. By pulling up on the release button G located in the center of the back of the rear seat, pull the back of the seat forward which will give you ample space for folding the top into its compartment.

12. Release and pull up and forward the back section of the side rails. This allows them to drop down into the storage spaces. Continue to fold the padding neatly inside.

13. The two corners of the top material are next folded toward the center and the top material is folded over the bows and tucked into the space between the bows and the back of the rear seat. Be sure that all padding and material is smoothly stowed away, and that no material bulges at the corners.

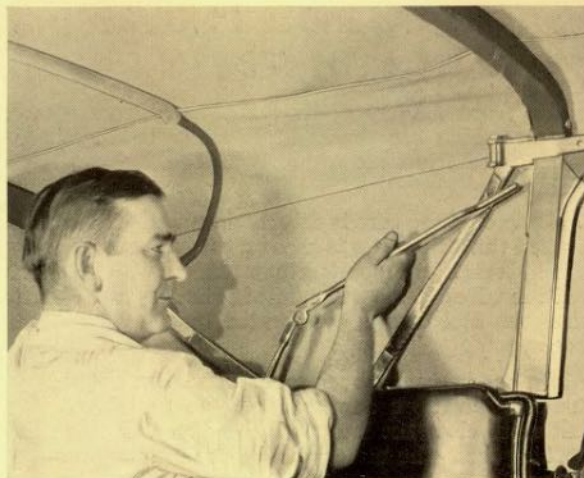


14. Bring the top curtain back up on to the top material and you are ready for the installation of the top envelope.

15. To raise the top reverse these instructions.

## VICTORIA TOPS

Instructions for lowering are the same with these exceptions:



1. Instead of lever clamps at the rear prop irons, header bar supports are used. These are released and folded into the side compartments.



2. In order to gain additional space in the top compartment at the back of the rear seat, the seat cushion should, by means of the handle provided, be raised off the dowel pins. Hold the cushion off the pins and pull the seat back as far forward as possible. This will give the space required for holding the top when folded.





## FRONT FENDER LOUVRES 12TH SERIES

The front fenders of the 12th Series cars contain louvres which are provided in order to permit the outlet of the hot air which has passed through the radiator.

If one of these cars is driven through water at such a speed that the water is thrown through these louvres it may reach the spark plugs and the high tension ignition wires. This will result in shorting the ignition until the moisture is evaporated by the heat of the motor.

If a car is driven over roads of such a nature that this condition is encountered it is a comparatively easy matter to close the louvres by hammering them flat, working from the under side of the fender.

This will slightly increase the motor temperature if the car is driven hard, but in most cases the increase will be immaterial because of the ample factor of safety in the cooling systems of all the 12th Series cars.

If a car is driven very hard in very hot weather, it may not be advisable to close the louvres. Instead of this, some protection should be secured to the inside of the fender which will prevent the water from reaching the motor, but which can be removed for hot weather driving.

## LUBRICATION DRIP PLUGS

Models	Pc. No.	Symbol	Flow per Min.
236-243.....	135945	UOB-1-	.12 CC
336-343.....	135946	LOB-1-	.12 CC
326-333.....	132466	SOB-2-	.26 CC
426-433.....	132469	TOB-2-	.26 CC
	135947	SOB-4-	.69 CC
	132487	SOB-5-	1.00 CC
	135948	TOB-6-	1.5 CC
526-533-443.....	146265	DB No. 1	.15 CC
626-633-640.....	146266	DB No. 2	.3 CC
645-726-733.....	148819	DB No. 3	.6 CC
740-734-745.....	146267	DB No. 4	.9 CC
	146268	DB No. 5	1.2 CC
826-833-840.....	221577	DC 000	.03 CC
845-900-901.....	194001	DC No. 00	.04 CC
902-903-904.....	182448	DC No. 0	.05 CC
905-906-1001.....	182449	DC No. 1	.15 CC
1002-1003-1004.....	182450	DC No. 2	.3 CC
1005-1006.....	182451	DC No. 3	.6 CC
1100-1101-1102			
1103-1104-1105			
1106-1107-1108			
1200-1201-1202.....	225293	LTA No. 2	.03 CC
1203-1204-1205.....	225273	LJB No. 00	.04 CC
1206-1207-1208.....	225270	LSA No. 00	.04 CC
	225297	LTC No. 00	.04 CC
	225271	LSA No. 1	.15 CC
	225272	LSA No. 2	.3 CC

## WHEEL BALANCING

To prevent wheel tramp at high speeds an accurate balancing of front wheels and tires is necessary.

In the past we have suggested that the balance be checked on the steering knuckle spindle, making sure that the bearings are free and that there is no drag in the oil seal or in the brakes.

Where car speeds are considerably in excess of 60 m.p.h., this method of determining balance may not be sufficiently accurate. There are several equipments on the market by which an accurate balance can be obtained, and if you have no such equipment of your own you should determine where it is locally available.

We are using, at the factory, the Bean Pendulum Balancer, manufactured by the John Bean Manufacturing Company, of Lansing, Michigan, and San Jose, California. It can be obtained either from us or direct.

The method of correcting the out of balance condition is the same as before, using the wheel balancing weights which have been described in several issues of the Service Letter.

## REAR AXLE STANDARD GEAR RATIOS

(The ratio in the car when it left the factory)

Models	Ratio	Models	Ratio
126.....	4.66-1	243.....	4.67-1
133.....	4.66-1	336.....	4.38-1
226.....	4.66-1	343.....	4.38-1
233.....	4.66-1	443.....	Open 4.08-1
326.....	4.66-1		Closed 4.38-1
333.....	4.66-1	640.....	Open 4.07-1
			Closed 4.38-1
426.....	4.67-1	645.....	Open 4.07-1
433.....	4.67-1		Closed 4.38-1
526.....	4.38-1		
533.....	4.66-1	740.....	4.38-1
626.....	4.38-1	745.....	4.38-1
633.....	4.66-1	840.....	4.69-1
		845.....	4.69-1
726.....	4.38-1	903.....	4.69-1
733.....	4.38-1	904.....	4.69-1
734.....	Open 3.31-1		
	Closed 4.07-1	905.....	Open 4.41-1
826.....	4.69-1		Closed 4.69-1
833.....	4.69-1	906.....	Open 4.41-1
900.....	4.36-1		Closed 4.69-1
		1003.....	4.41-1
901.....	4.69-1	1004.....	4.41-1
902.....	4.69-1	1005.....	4.41-1
1001.....	4.36-1	1006.....	4.69-1
1002.....	4.36-1		
1100.....	4.36-1	1103.....	4.41-1
1101.....	4.36-1	1104.....	4.41-1
		1105.....	4.41-1
1102.....	4.69-1	1107.....	4.41-1
1200.....	4.69-1	1108.....	4.69-1
1201.....	4.69-1		
1202.....	4.69-1	1203.....	4.41-1
		1204.....	4.41-1
136.....	4.08-1	1205.....	4.41-1
143.....	4.08-1	1207.....	4.41-1
236.....	4.67-1	1208.....	4.41-1