



VOL. 9 No. 7

APRIL 1, 1935

THANK YOU

You will notice from the letters reproduced that it is not unusual for a customer to express his appreciation of service well rendered. We can all take a lesson from them.

We go to an endless amount of trouble and expense to get a new customer or bring back an old one. Getting the first order is important. Without a steady increase in new customers, our business cannot continue to prosper. On the other hand, we all know that the profitable operation of any business comes, not alone from these sources, but from continued repeat orders. These things are all well known.

One thing we should do more frequently is to express our gratitude for business received, and at the same time ask our customers to continue their patronage.

Would it not be advisable to go through the repair bills and pick out some of those with larger amounts and personally express your appreciation for this type of business. One concern very effectively used a short letter for this purpose which we offer for your study.

Mr. Packard Owner:

We wish to thank you for the order covering service work recently performed on your car. The opportunity of taking care of your service needs is one that we truly appreciate.

You may be sure we will always do our best to give you the type of service you desire. We will be glad to have you call upon us at any time either for service information or attention regarding the operation and care of your Packard.

Sincerely,

Service Manager

March 4, 1935

Mr. Harry H. Bigelow
69 Main St.,
Danbury, Conn.

Dear Mr. Bigelow:

I am taking this occasion to again thank you for the kindness you showed me in helping me out with my unfortunate accident in your town.

It is gratifying to know that the Packard Company has shown such excellent taste in its choice of distributors, who seem to delight in making it possible for all Packard owners to be assured of help at all times, without any financial remuneration to themselves. I know it was not altogether done as a favor to Mr. Horner, but was really done as a Packard service.

I hope that at some time I may be in a position to be of some service to you either in your home town, or in New Jersey; and if any such occasion may arise, I will feel privileged if you will call upon me.

Very sincerely yours,

A. W. L.

March 14, 1935

Packard Motor Car Company,
Service Department,
Detroit, Michigan.

Gentlemen:

Having just returned from a motor trip through the South, I feel it is not only my duty, but a great pleasure, as a Packard owner and stockholder, to congratulate you upon your Packard Agency in Knoxville, Tennessee.

There, I received emergency service in the most courteous, prompt, and efficient manner, at a most reasonable charge.

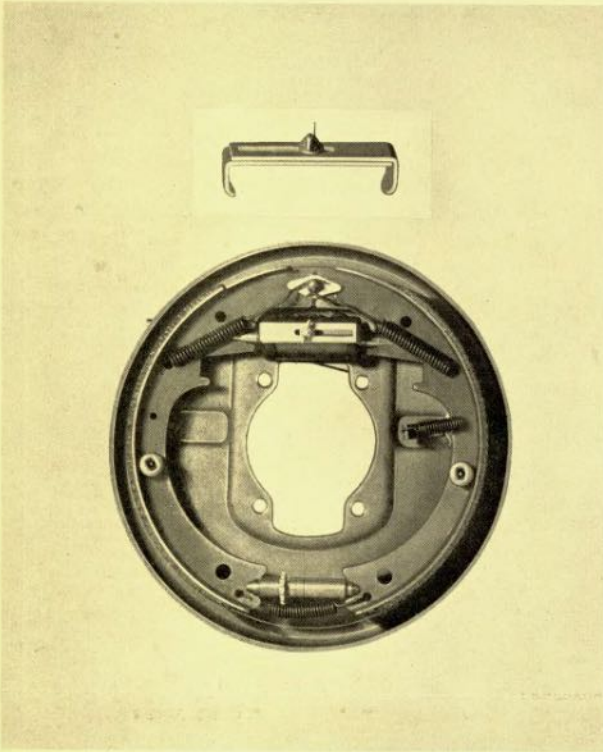
One hears so many unpleasant things in life, that I could not resist bringing this to your attention.

Very truly yours,

H. B. B.

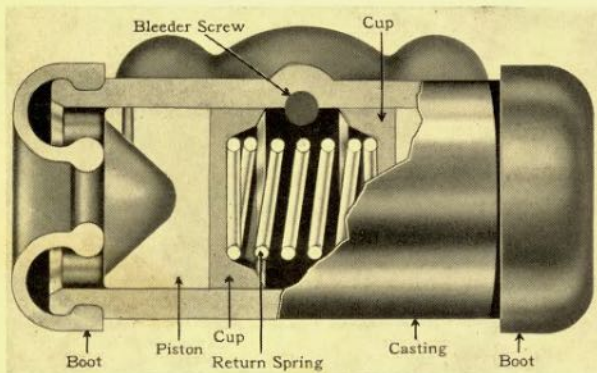
BRAKES—120

It is very essential that the brake cylinder clamp shown, be used whenever it is necessary to disconnect the shoe retracting springs so that the pistons and cups will not fly out of the vacuum cylinder.



ST 5047

The cup is made of fairly soft rubber and is very difficult to get back in place unless the tube is disconnected to relieve the pressure on the brake cylinder. However, if the clamp is used to hold the pistons and cups in place while working on the brake shoes, they, of course, will not be disturbed and will function properly.



BRAKE CYLINDER

In case it is necessary to remove the pistons and cups, be sure that the cup is replaced without the edges being turned over. If the edges are turned over, the fluid, when using the brakes, will be allowed to pass

by the cup and leak out into the brake drum, eventually draining the master cylinder.

A thorough inspection should be made after road test, whenever work has been necessary on the brakes, to determine whether or not there are any leaks. It will be well, also, to make a check on new cars at the time of delivery.

First, check the master cylinder to see that the fluid level is up. Second, put high pressure on the brake pedal and hold it there for a short period of time to determine whether or not it continues to go down. If it does, of course, this indicates that the fluid is escaping somewhere. Third, after pressure in system has been exerted, check underneath each brake drum to see if there is any indication of fluid leaking out at this point.

If no leaks show up under these tests you can rest assured that no trouble will be experienced.

OIL PUMP CHECK VALVE—120

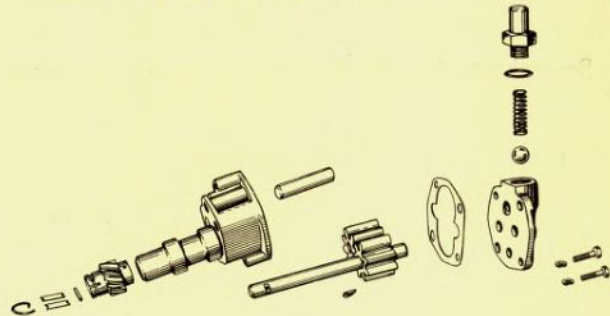
Any case of oil pressure drop-off will probably be caused by dirt or chips in the oil pump check valve, causing the ball to stick off the seat.

Remove the ball and spring; thoroughly clean out all dirt. It is also well to thoroughly flush out the motor to guard against a recurrence.

If this should occur, it might be well to replace the ball and spring with the one that is now being used. The spring is longer and the ball is .003 undersize.

The ball, Pc. No. 303911.

The spring, Pc. No. 303912.



FAN BELT ADJUSTMENT—120

Fan belts on the 120 will be shipped from the Factory fairly loose.

This is done to preserve water pump bushings during the breaking-in period. Therefore it will be necessary to inspect, and probably tighten the fan belt the first 500-mile inspection.

MOTOR IDLE—120

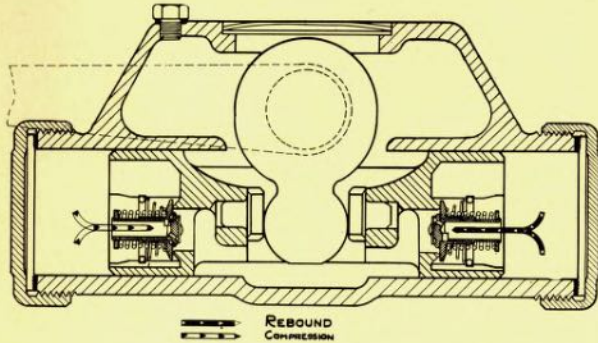
The first thing to do in the case of a so-called bad idle is to open the spark plug gaps to .030, particularly on cars equipped with radio. Check the timing and see that it is 5 degrees before top dead center, with the fuel compensator on the distributor set at zero; and, of course, check the idle adjustments on the carburetor.

Do not endeavor to idle the motor too slowly. By this we mean from 6 to 8 m.p.h. on a level street in high gear. The motor idling properly (not too slowly) will do a lot for so-called backlash.

SHOCK ABSORBERS—120

If the rear shock absorbers seem to be noisy, the first thing to do is to be sure that they are full of oil.

It is very difficult to fill or to determine whether or not they are full with the rear shock absorbers on the car. Therefore, to make sure, they should be removed and filled on the bench.



In the case of a swishing noise in the front shock absorbers the same procedure should be followed except that they can be filled without removing. If this does not correct the swishing noise in the front shock absorbers, you will find that with use it will gradually disappear as it is probably caused by air bubbles.

GASOLINE TANKS—120

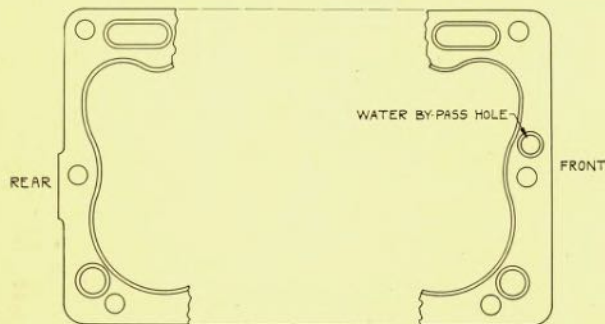
Several cases have been reported to us of a "buckle" in the gasoline tank of the 120 when driving over an uneven road.

This condition can be corrected by the use of wooden reinforcing strips at the top and bottom of the tank, running from one side to the other. The strips should be about 26 inches long, 1½ inches wide, and ½ inch thick. They should be notched at the points where they will contact with the gasoline tank straps in order to hold them in position.

These reinforcements will go into production very shortly, but they are so easy to make that you will undoubtedly make them up yourself rather than order from us.

CYLINDER HEAD GASKETS—120

This diagram will indicate that there is a difference between the front and back of the 120 cylinder head



gasket. It is possible to install the gasket incorrectly.

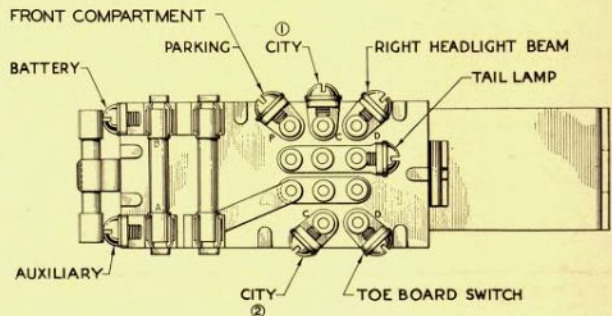
If it is put on upside down, the result will be that the water by-pass in the front of the block will be closed off, since the hole in the gasket will, in this case, be at the back. If the water by-pass is closed an excessive pressure will be developed in the cylinder block.

Care must be taken to see that the by-pass is not obstructed in this way. Be sure that the by-pass hole in the gasket is installed at the front.

IGNITION LOCK LIGHT—120

We have received a report that there is too much glare from the ignition lock light illuminating the front compartment and floor, when the slide for this purpose is drawn back.

We have made a change in production. The connection for this light has been removed from the rheostat and attached to the terminal marked on the diagram "Front Compartment". In other words, since



this terminal is also connected to the parking lights, this light will illuminate only when the parking lights are on. When the light switch is pulled out to the driving position, the front compartment, or switch lock light, will go out. This change will eliminate glare from this source while driving. We are also omitting the slide affecting the front compartment light. If you wish to make this change in cars already received, follow the procedure outlined above.

REMOVAL OF WINDOW GARNISH MOULDING—120

Remove all hardware from inside of door. Remove trim from lower half of door.

All door trim is fastened on with snap fasteners. By loosening one corner with wide screw driver, you will be able to see the snap fasteners, pulling them out one at a time.

Remove screws from lower flange of garnish moulding. Three-quarters of an inch above the separating point of the lower and upper trimming are two more snap fasteners, one front and one rear. After these have been loosened, pull out bottom of moulding and unhook from top. The upper trim is cemented to the garnish moulding at top and sides and will come out with it.

CYLINDER HEAD GASKETS—12th SERIES

The first cylinder head gaskets used on 12th Series cars contained copper ferrules surrounding the holes for the water passages.

These ferrules have been changed to steel because it has been found that in some cases the contact between the copper and the aluminum head sets up a corrosive action in the aluminum. This is more apt to be the case in the presence of an anti-freeze solution.

The matter is not sufficiently serious to justify changing the gaskets already in use, but if you have in your stock any 12th Series gaskets with copper ferrules we suggest that they be returned to us for credit and replaced with new stock.

THE 1935 SPRING MAILING PIECE IS NOW READY!

We have endeavored to make available for your use a simplified mailing card which can be obtained at a lower cost than anything previously supplied. The card can be inserted in a standard business size envelope, and mailed unsealed, or it can be addressed and stamped on the reverse side and mailed as a post card. It is printed in two colors and is 4" x 9".

In quantities of less than five hundred, it will be necessary that you accept the list of spring conditioning items shown. However, you may substitute your own special price, your firm name and phone number, and if you wish an added line to read "Cars called for and delivered at no extra charge."

In quantities of five hundred or more, imprinting will include all of the text under the caption "Are you ready?" In other words, you may supply your own "copy" and your own list of spring conditioning operations, your own price, and, of course, your own firm imprint. In supplying copy be sure that you use approximately the same number of words that now appear on the card. Otherwise it will be necessary to use smaller type which will not be as satisfactory.

Regardless of the quantity ordered, the price, including all imprinting, is \$2.00 per hundred.

The mailing of a piece of this kind will be appropriate to your geographical location at any time from now until well into the summer. We suggest, however, that you order the pieces promptly and take advantage of the average owner's desire to have his car in good condition for summer driving.



Ace YOU Ready?

The ignition, carburetion, lubrication and cooling systems of your car should be ready, too. Some readjustment and a general clean-up will work wonders for those long summer drives.

Clean and adjust spark plugs and distributor points • Drain fuel pump filter bowl and clean screen • Adjust fan belts—tighten pump packing • Adjust valves and carburetor • Inspect and focus headlights • Drain and flush radiator and cooling system • Tighten spring U bolts • Set generator charging rate, test battery. Check alignment of front wheels.

Our Special Price \$4.95

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Lakewood, Ohio

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We want _____ "Spring Preparation" Cards with list "As is" _____ List Changed _____

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