



VOL. 9 No. 9

MAY 1, 1935

CLEAN-UP SEASON

About this time of year, in practically every city, there is a clean-up week. The mayor requests property owners to clean up their yards, paint their houses, fences, etc.

Why not suggest this to your owners in regard to their cars? It would not only stimulate work in your service department, but accelerate the sale of body polish, fabric cleaner, chrome cleaner, top dressing, tar remover, white rubber cleaner, etc.

Many of our distributors have worked up a very profitable business by selling a complete clean up and relusterizing job, consisting of the following:

1. Thorough washing of the car.
2. Touching up of all rust spots.
3. Application of Packard BLUE CORAL.
4. Thorough vacuuming of interior.
5. Spot cleaning up of upholstery.
6. Cleaning of chrome parts.
7. Dressing top, if necessary.

A suggested price for this complete treatment is \$20.00; however, it may be advisable, in some cases, to omit some of the operations and reduce the price accordingly.

A Blue Coral treatment will keep the car finish in excellent condition for several months. One could probably save a sufficient amount on the number of washings to pay for the Blue Coral application.

Sell the owner, who wants to spend only a few dollars, a touch up and regular Packard polish job, and for the man who wants to do the work himself suggest body polish, fabric cleaner, top dressing, etc. Be sure to mention that all of these items have been tested in the Packard laboratories and are best for use on his car.

Make a display of these articles in a prominent spot in your service department. Put a sign on them, mentioning the clean-up season. Coach your salesmen to bring them to the attention of your owners, and do not forget to promote polishing and relusterizing jobs.



ACCESSORY DISPLAY—120

We have designed and available for use a 120 accessory display board. It is appropriate for use in your showroom, and will be particularly valuable for service department display.

The board itself is 5 feet high and 3 feet wide. The background is a rough green finish, and the border is silver. The easel and head piece are also silver. The cut-out letters lend a modernistic appearance.

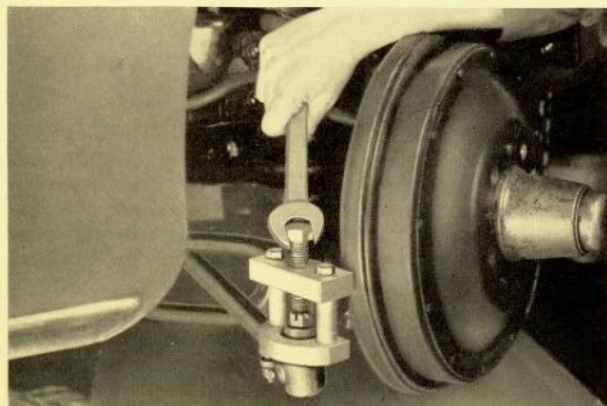
We are illustrating an arrangement of the most popular 120 accessories. The necessary holes and brackets for attaching them are supplied. An interesting feature is that many of the items can actually be demonstrated on the board. For instance, the angle at which the combination clock and mirror can be set, the swinging feature of the sun visor, and the convenience of the vanity mirror are all convincingly shown.

The electric clock and spot-light can be hooked up, and the light is fully adjustable on the board. It is also possible by adding a bracket on the back, and installing a concealed speaker to hook up the radio.

This board should assist you in making many sales, and we feel you should have at least one. At the price quoted we do not believe it will pay you to have it made up locally. As stated above, it comes with attaching brackets and easel. It does not, however, include the accessories shown. These can be taken from your stock or ordered separately according to prices shown in the latest accessory price list.

The price f.o.b. Detroit is \$14.00. It is possible to quote this only where a fairly large number can be billed at the same time. Therefore, we would appreciate receiving your order promptly.

STEERING CROSS TUBE OUTER BALL JOINT PULLER—120

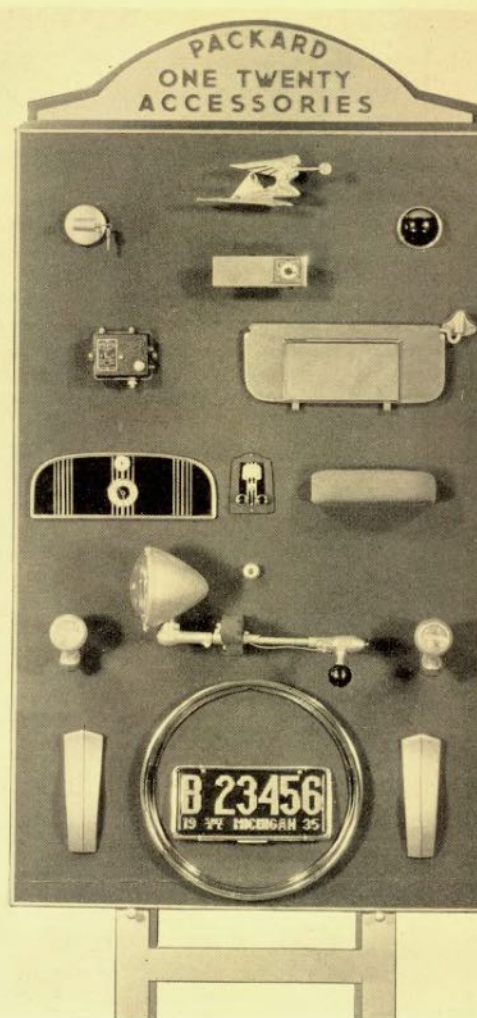


Tool No. ST-790—Price \$3.85

The illustration shows how the steering cross tube outer ball joint can be quickly removed.

To operate, first remove the hex nut, then place the puller underneath the steering arm with the bolt resting on the ball joint.

It is not necessary to apply excessive pressure. The tool should just be drawn up tight, and a few taps with hammer on the screw head will release the ball joints.



FRONT SHOCK ABSORBERS—120

The front shock absorbers are very similar in appearance and it is necessary that they be identified before installation so that the rights and lefts will go on the proper side.

The identification can be made by checking the number stamped on the forward end cap. This cap is stamped with the shock absorber type which is followed with the letter "A", indicating the unit for the right side, or the letter "B", indicating the left.

In connecting the outer end of the shock absorber arm to the vertical spindle, care should be taken to see that the wheel and the frame are in their normal relation to each other so that the rubber bushing which forms the connection will be in a neutral position in normal driving.

If, for instance, the connection should be made with the frame jacked up, the bushing would be under tension when the frame returned to its normal position, and this would not only cause a harsh ride but might also result in a noisy linkage.

Incidentally this same principle holds true with regard to all rubber bushings of this type. They should always be tightened when the parts which they connect are in their normal relation to each other.

LOCK REPLACEMENTS—120

All 120 locks will be supplied from service in the blank. In other words, instead of fitting blank keys to the locks, as has been the practice in the past, the procedure is reversed and the locks will be fitted to the keys.

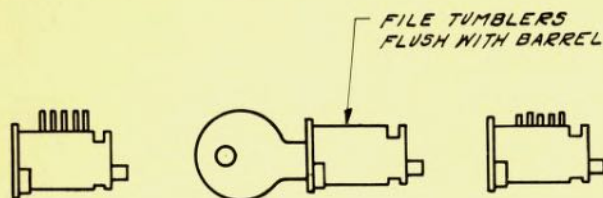


FIG. 1

FIG. 2

FIG. 3

DIRECTIONS

Fig. 1 shows a blank cylinder lock as received from service. Note that all tumblers extend out from the assembly an equal distance.

Fig. 2. Insert the key to which the lock is to be fitted into the keyhole as far as it will go. The tumblers, following the serrations of the key, move to varying heights above the barrel. With the key held in this position, use a small mill file and dress down both ends of all tumblers flush with the radius of the barrel. (Do not use emery wheel.) Clean assemblies thoroughly and put a drop of fine oil on the tumblers.

Fig. 3 shows the general appearance of the tumblers on a finished lock with the key removed. Note that they are now unequal in length and only the key to which the lock has been fitted, or ones with the same symbol, will bring them flush with the barrel, which, of course, is the "unlocked" position. The lock is now ready for installation.

ARM REST—120

The arm rest is attached with Parker Kalon screws.

Under the upholstery on the door is a sheet of fiber board and, back of this, a sheet of steel. Drill two .128 diameter holes (see instruction sheet included with each arm rest for location.) When installing the screws be sure that they go through the fiber board and into the metal.

The best results will be obtained if just sufficient clearance is left between the screw head and plate on the back of the arm rest to necessitate slightly compressing the upholstery and fiber board when hooking on the arm rest.

TONNEAU CARPET—120

The rear door scuff plates in the 120 are formed with a curved edge at the upper edge.

When the tonneau carpet is installed the edge of the carpet should be forced under the curve of the scuff plate so that the plate will hold it in position and present a neat appearance.

We have found that in many cases this has not been done, and even on demonstrating cars the carpet has been lying loosely over the edge.

TRUNK LOCK RETAINER—120

On the first few Club Sedans shipped to the field it will be necessary to change the trunk lid lock retainer which has been redesigned because the first ones would not lock.

The retainer is spot welded to the trunk. Therefore it will be necessary to break the weld with a small chisel.

To attach the new retainer, drill two small holes in the spots where the old one was welded and attach with two flat head rivets. The heads of the rivets will be under the rubber gasket which goes around the top of the trunk and, therefore, will not be seen.

Piece No. 307887, trunk lid key lock catch retainer will be required.

KEEPING TRACK OF LUBRICATION COUPONS

NAME		ADDRESS			
MODEL		TYPE		MOTOR	
DEL. DATE		BOOK NO.		COMPLETE <input type="checkbox"/> CHASSIS <input type="checkbox"/>	
COUPON NOS.	DATE	MILEAGE	MOTOR OIL	TRANS.	DIFF.

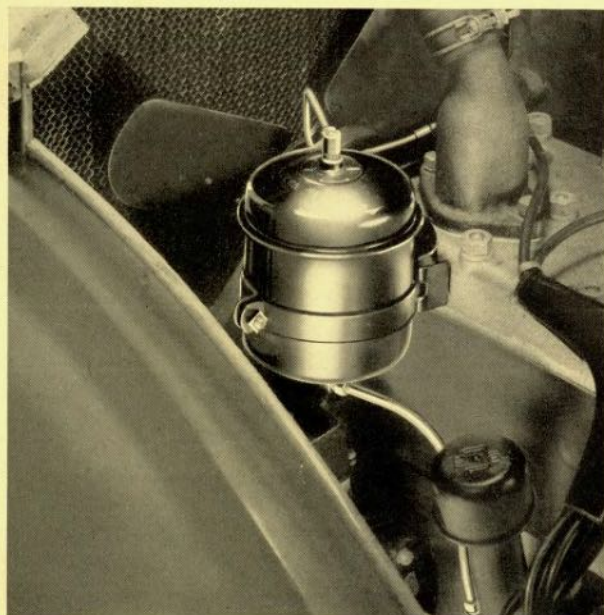
Two plans have been developed to keep track of coupons, one by Cleveland and one by Rochester. In each case the forms were made up locally, and we are simply passing on the idea. We suggest that you look them over with a view toward simplifying your own method.

Cleveland uses a 3 x 5-inch card, and Rochester uses an envelope 4 x 6 inches. It is large enough to contain the coupons, and as the owner comes in with his book, the proper coupon is removed. After the work is done it is filed in the envelope. Record of payments are kept on the back.

Both of them are inexpensive systems and worth your consideration.

Name		Address	
Model	Type	Motor No.	Book No.
Coupon No.		Date	Mileage
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

PUROLATOR—120



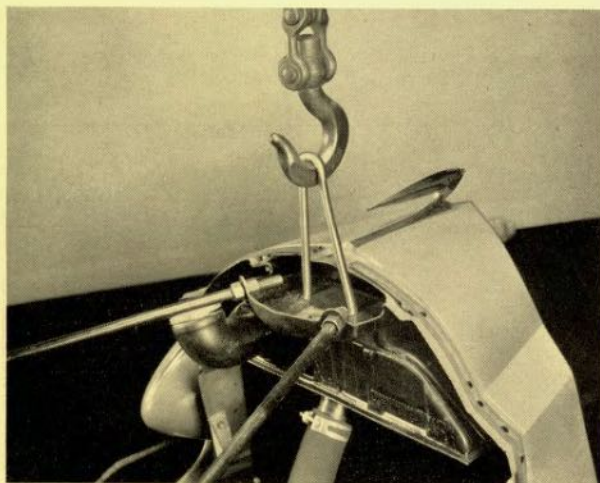
PA-5061

The oil filtering system of the 120 is adequate under normal conditions; we believe, however, that the added protection the Purolator offers is very desirable. It keeps the motor oil free of carbon, dust, etc., thereby prolonging the life of the motor. This is an item that can be very successfully sold through your service department. The installation is simple and can be made in an hour.

RADIATOR LIFTER—120

An efficient tool for lifting the radiator and fenders, as one assembly, off the chassis on the One Twenty model.

The lifter fits in the radiator tie rod bracket hole.



Tool No. ST-5057—Price \$1.00

BRAKE WHEEL CYLINDERS—120

Care should be exercised in replacing a brake wheel cylinder, as the wheel cylinders on the front and rear wheels of the Packard 120 are not of the same internal diameter. The bore of the cylinders on the two front wheels is $1\frac{1}{16}$ inch. The bore of the cylinders on the two rear wheels is $\frac{15}{16}$ inch. Interchanging these brake wheel cylinders will throw the brake system extremely out of balance. For easy identification the front cylinders will have a white paint mark. The rear cylinders a brown mark.

Care also should be exercised in replacing any of the internal parts of the wheel cylinder, such as the pistons and the piston cups. Both are snugly fitted. A small piston, or a small cup, should never be assembled in a large diameter cylinder. Fluid will slowly leak by and, shortly, brake failure will result.

When relining brakes, never reline one shoe, or the shoes on one wheel only. Both front, or both rear wheels should always be relined at the same time.

FLYWHEEL TIMING MARK—120

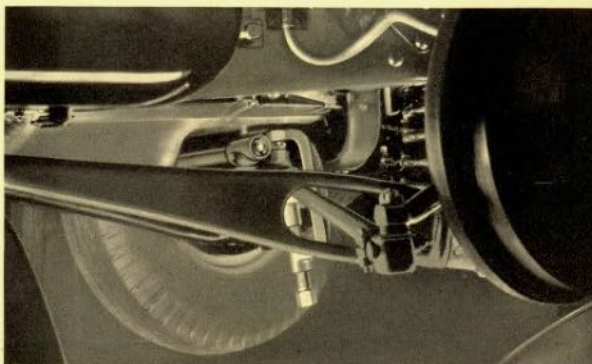
The two white bands of paint on the 120 flywheel at the timing marks have been eliminated, and a white line $\frac{1}{8}$ of an inch wide substituted at each of the 5 degree points of timing for No. 1 and No. 6 cylinders. This will very much simplify the service operation of timing the motor. The motor may now be immediately timed by the use of a spark flash or Neon light, without the necessity of jacking up one wheel and chalk-marking the flywheel. This alteration was put into effect March 6. If it is necessary to brighten up these 5 degree marks on an old flywheel, this may be done by holding a cloth, moistened with gas, against the front face of the flywheel when the engine is running.

STEERING CROSS TUBE INTERMEDIATE BALL JOINT PULLER—120

This heavy duty drop forged C-type puller was designed to remove one or both steering cross tube intermediate ball joints.

To operate, first remove the hex nuts. The tool should then be placed in position from underneath car, with the foot end resting on ball joint, and the pilot brought up snug against the bottom of the steering crank, between the two drag links.

It is not necessary to apply excessive pressure. The tool should just be drawn up tight, and a few taps with the hammer on the screw head will release the ball joints.



Tool No. ST-5058—Price \$4.50