

# PACKARD

# *Service Counselor*

PARTS ★ ACCESSORIES ★ PRODUCT ★ PROFITS

INSTITUTIONAL

APPROVED  
*Packard*  
SERVICE

PROMOTIONAL

VOL. 19, NO. 9

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## NEW PROCEDURE ON SERVICE INFORMATION

A system for sending out service information is now in effect. It is designed to help the dealer get information to the right man. Separate files—according to subject—can be kept for easy location and future reference of service material.

Trade Letters (Canary Paper) will be issued on subjects which become a part of the Sales Agreement. The numbering and filing procedure is covered in detail in a Special Letter dated Sept. 14, 1945. From the standpoint of service, the Trade Letter will cover such items as Parts and Accessory discount structure, Service Policy, and Warranty Procedure, etc.

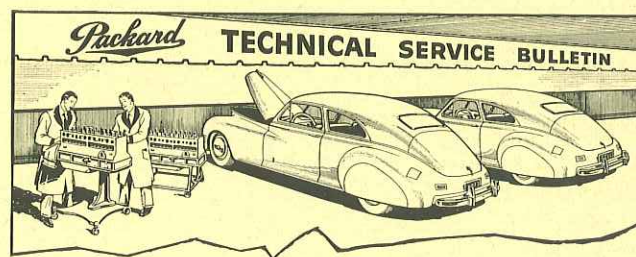
General Letters (Blue Paper) will be issued by the Parts and Service Department on matters of general service information such as the announcement of new programs, new or revised procedures, and matters not covered by Bulletins mentioned below.



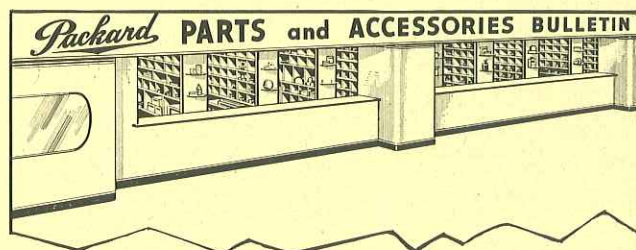
Service Development Bulletins (White Paper Brown Head) will be issued on any subject having to do with facilities, routines, equip-

ment, tools, etc., which affect the development of service business.

Technical Service Bulletins (White Paper, Green Head) will deal with technical subjects on the maintaining and servicing of Packard Cars.



Parts and Accessory Bulletins (White Paper, Blue Head) will cover the merchandising of Parts and Accessories, announcement of Repair Kits, new accessories, displays, etc.



The numbering system on General Letters is as follows:

Letters addressed to Regional and Zone Managers will start with the number 45G1

**SERVICE MANAGER'S PERSONAL COPY**



and run in consecutive order. Letters addressed to Regional and Zone Managers and Dealers will start with number 45G1, Dealer 1.

The 45 designates the year issued, the G indicates the type of letter, and the next number is the Zone Office file number. Dealers will file by the number following the word "Dealers." Thus both the Zone file and the Dealer file will be kept in numerical order.

The first Service Development Bulletin addressed to Regional and Zone Managers will start with the number 45D1. The first Service Development Bulletin addressed to Regional and Zone Managers and Dealers will start with the number 45D1, Dealer 1. Files will be maintained as indicated in the preceding paragraph.

The Technical Service Bulletin addressed to Regional and Zone Managers will start with the number 45T1. The first Technical Service Bulletin addressed to Regional and Zone Managers and Dealers will start with the number 45T1, Dealer 1. Files will be maintained as indicated in the preceding paragraph.

The Parts and Accessory Bulletin addressed to Regional and Zone Managers will start with the number 45P1. The first Parts and Accessory Bulletin addressed to Regional and Zone Managers and Dealers will start with the number 45P1, Dealer 1. Files will be maintained as indicated in the preceding paragraph.

The Packard Service Counselor will be maintained as in the past and is issued to all service personnel for the purpose of passing on information and news on service subjects developed at the factory and in the field. Its aim is the exchange of service information for the benefit of all Packard Service people so that Packard Service may become the best for Packard Owners and Packard Dealers everywhere.

The purpose of this new set-up is to assure the furnishing of authoritative information to you so that it will be read and filed easily for quick reference as occasion demands.

## ORDER BLUE CORAL NOW!

Parts Managers are urged to check their stock of Packard Blue Coral to make certain they have a sufficient supply on hand to last through the winter season.

This material will freeze and to prevent freezing in transit, it is necessary that this product be shipped in heated railroad cars. Since this type of transportation is difficult to obtain, parts managers should order a sufficient supply of Packard Blue Coral NOW.

When received, store it in a cool place. Avoid storage near steam pipes as this also will cause spoilage.

## PRESERVE CAR FINISH DURING WINTER MONTHS

Winter months are conceded to be hard months for Car Finishes. During this period particularly, the Finish of an Automobile is subject to very severe action, not only from the weather, but also from Salt, Calcium Chloride, and other road chemicals.

To counteract the destructive action of these chemicals, resulting in the rusting and pitting of the Chrome Parts, two preventive measures are necessary:

First: Frequent Washing during the Winter months.

Second: Sealing the pores in the Chromium Plating with BLUE CORAL PRESERVATIVE SEALER, so that road chemicals can not penetrate to the bare metal.

BLUE CORAL PRESERVATIVE SEALER is a suitable compound for Sealing Chromium Parts. It should be applied in a thin film, and polished lightly. The film, or Sealer will not be noticeable, and the plated parts will have a lustre equal to that before application, or better.

The best way to restore Chromium Parts which have been previously rusted, is to first wash them vigorously with a scouring powder suitable for bath tubs. Rinse and dry them. Treat with Blue Coral, then apply the Blue Coral Preservative Sealer to fill the scratches and pores where rust spots occur.

Prevention of rust and checking of Lacquer Finishes caused by the action of the elements, road acids, dust and grime is also very important during the winter season. PACKARD BLUE CORAL TREATMENT provides a complete restorative and protective Treatment for this purpose.

Packard Owners should be reminded that PACKARD BLUE CORAL and BLUE CORAL PRESERVATIVE SEALER together constitute a complete restorative and protective treatment for the finish of all parts of their cars during the severe winter season.



## CLEANING WATER SYSTEMS

All of you have had the experience of cleaning a radiator to correct overheating and finding that the removal of the scale opened up so many holes in the core that it had to be replaced.

It is important, therefore, not to put off the cleaning of the water system until the overheating of the motor makes this attention necessary. It may then be too late. The scale and rust should be removed before the radiator core and other parts are badly corroded.

The presence of a rust or scale deposit in the radiator filler pipe and the presence of rust in the contents of the water system are the best indications that the system should be cleaned. It should be easy to convince any owner that the operations should not be postponed until trouble develops.

Packard Sovereign Radiator Cleaner is most effective, since it attacks both the hard water scale and the rust deposits. Order through the Service Parts Division.

## SERVICE POSITION OPEN

Packard Export would be interested in corresponding with a man to handle service field work in Latin America. He must be fully experienced, fluent in Spanish, and willing to travel constantly. Such a position will be open about January 1st, and letters should be sent to R. W. Helwig Packard Motors Export Corporation, 1861 Broadway, New York 23, New York.

## PARTS DEPT. TRANSFERS

New transfers are now available for the parts and accessories department. They are finished in red, white and blue. They are 12 inches in diameter and correspond in design to the new service sign. Two styles are carried, one for use on glass, and the other for use on an opaque surface. They may be used on doors and windows or for decorating bin and parts store fronts. A colorful touch adds much to your new PPCP parts store. The price is 45 cents each. Specify which type you want.

## "QUIZ TEST"

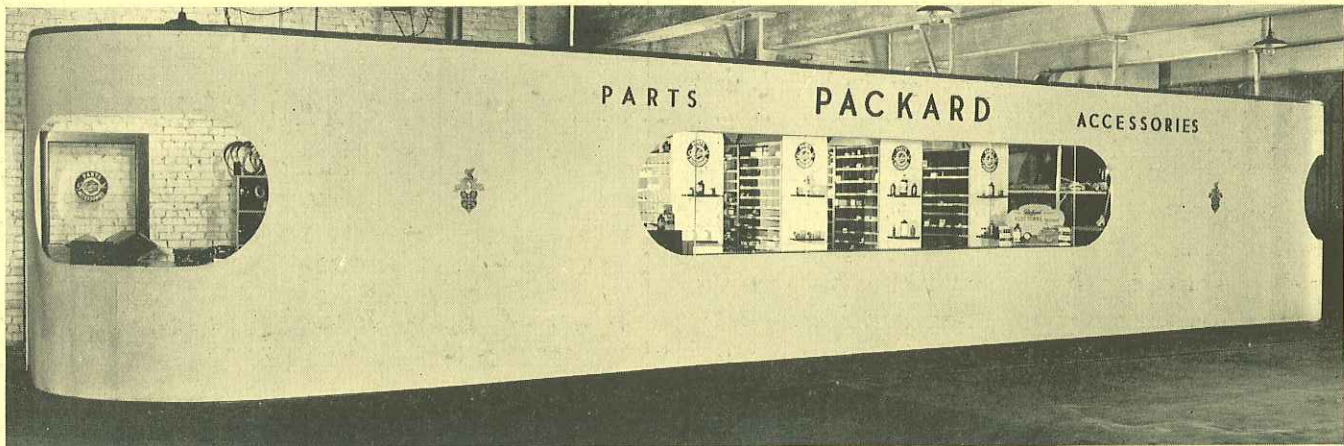
**HOW MANY DO YOU KNOW—  
without looking at the answers?**



1. When should the ridge at the top of worn cylinders be removed?  
a. Before removing piston. ☒ b. After removing piston. ☒ c. Doesn't matter. ☐
2. In what position are the distributor points when the spark plug fires?  
a. Closed. ☐ b. Open. ☒
3. Valve spring tension may be a little low after a valve job. How should this be corrected?  
a. Stretch the spring. ☐ b. Add a shakeproof washer. ☒
4. Does a dirty air cleaner have any effect on fuel economy—(miles per gallon of gasoline)?  
Yes. ☒ No. ☐
5. What will happen if the field coil terminal on the generator is grounded?  
a. Nothing. ☐ b. Generator will not charge. ☒  
c. Generator will operate above rated output and probably burn out. ☐



## CITIZENS MOTOR CAR CO., CINCINNATI



## PACKARD MIAMI CO., FLA.



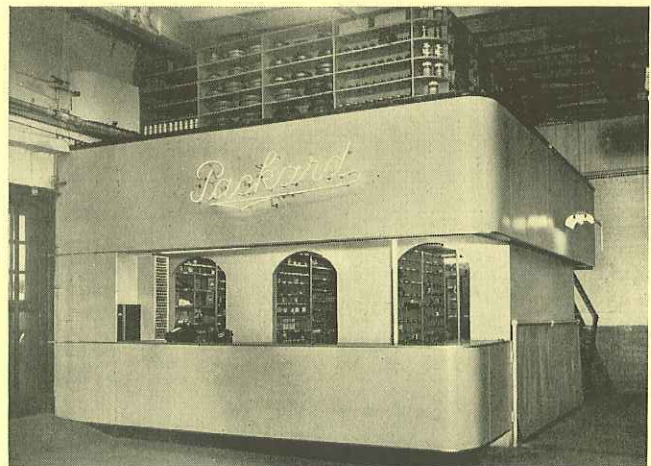
## QUIZ QUESTION ANSWERS

- Ans. A. The piston lands may be seriously damaged unless the ridge is removed before removing the piston.
- Ans. B. When the points open, the primary circuit is broken causing the secondary high tension current to discharge across the spark plug gap.
- Ans. B. See Service Letter May 1, 1943
- Ans. Yes. Dirt restricts the air flow causing the mixture to be rich.
- Ans. C. Grounding by-passes the generator regulator and the field coil receives the the full generator output.

## ST. LOUIS DEALER SHOWS HOW IT'S DONE!



The Parts Department of Albrecht-Burke, Inc. of St. Louis was well planned and carefully built, but through hard usage and manpower shortage, it came in time to look like this—as what Parts Department won't without a definite plan?



Along came the PPCP idea which includes appearance, orderliness, system and merchandising. With the systematizing on the inside and a good clean-up and a slight face lifting on the outside—look what happened! Congratulations!