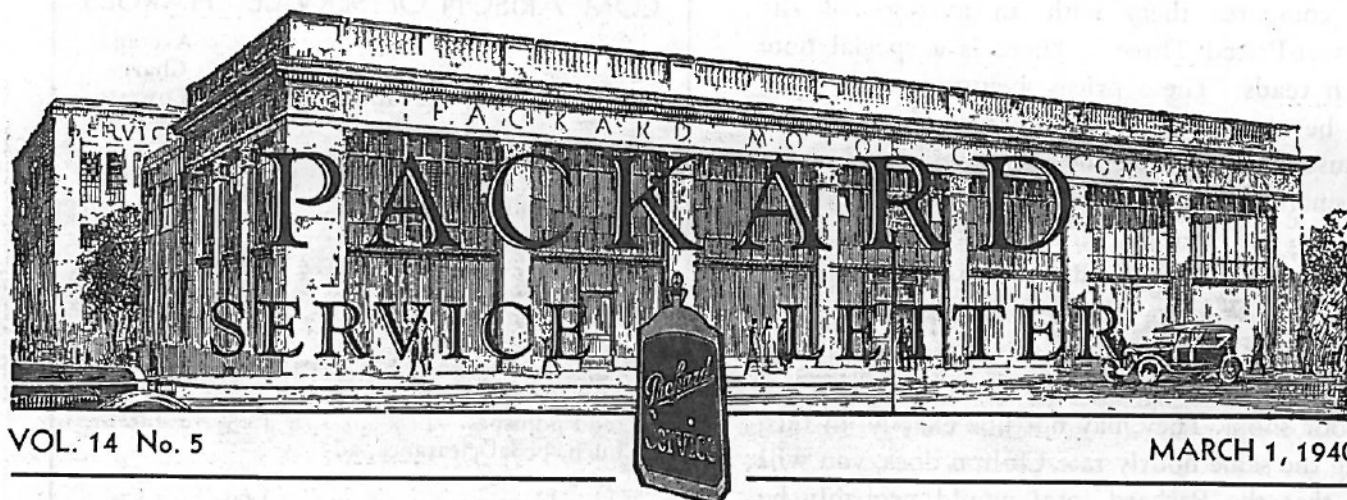


R. Smith



ARE PACKARD SERVICE COSTS HIGH?

The Advertising and Sales Promotion Departments of the factory have enthusiastically tackled the job of telling the public and Packard prospects the true story of Packard maintenance costs. It has been found that a number of people are still under the impression that Packard service costs are relatively high. Every effort must be made to correct this impression.

A series of advertisements are being run in newspapers giving testimonial letters from owners regarding service costs, and comparative service cost figures are being shown on some of the most common operations.

Questions will be asked about your local prices, especially on the operations listed, and you will want to be prepared with the proper answers.

Your sales department will want to supplement these testimonial letters with some from your local owners which will be all the more convincing.

In addition you will want definite local proof of competitive service charges. We suggest a tabulation similar to the one shown here prepared by the Detroit Branch service department. It is much more convincing to your sales force and the public to see figures based on charges in your own town.

In other words let's take this national campaign and bring it right home. Let's show each sales department and, through them, Packard prospects that each of us has not only a real story that can be told to the public at large, but a real local tie-in

that will back up and strengthen the story in such a way that this old "High Price" nut will be cracked once and for all.

First of all, a little time should be spent in checking over your owner records of 1940 and 1939 One-Ten and One-Twenty cars, which have been driven 10,000 miles or more. Next, ascertain the total charges to the owner for "upkeep costs," excluding all charges for accessories, work due to accidents, oiling and greasing, washing and warranty and policy charges. Owners will be asked for testimonial letters. They are going to be asked to say something about their maintenance costs. "Maintenance costs" are likely to include "everything" spent on the car. This, of course, is not correct, and we want to be sure that such items as have no bearing on normal mechanical maintenance are excluded.

Next, the sales manager will want a list of all these owners, showing owner's name, mileage, time car has been in use and total "upkeep cost." A survey of this type is being sent to sales managers, listing fifty-three owners in all parts of the country. The average mileage is 12,556, the average upkeep cost is \$3.98. Similar figures on owners in your vicinity would be very interesting to prospects.

The sales manager may also ask you some questions regarding the comparative table being run in some of these newspaper advertisements. This

Service men everywhere can do much to correct any general impression that Packard service charges are high or upkeep on a Packard more costly than on other competitive cars.

January 31, 1940, Vol. 6, No. 12. Take the flat hours of each item shown for each car and multiply it by the hourly rate charge prevailing in your city. To this figure add the material price shown.

WEATHER CONDITIONED CARS

We are now shipping cars equipped with the new "Packard Weather Conditioner."

All Packard servicemen should know about these installations so that they can take care of the touring owner, as well as any which are in their own town.

Unless you have had special instruction and training, no attempt should be made to service the Weather Conditioner. The cooling system operates on the same principle as the ordinary electric household refrigerator. If service is required, a good refrigeration man should be called in. He will have the necessary gauges and equipment to enable him to quickly make any necessary adjustments. The service manual placed in the glove compartment of each Weather Conditioned car or the illustration of the installation, will enable him to locate the various parts and points of adjustment.

The refrigerant which provides the cooling effect circulates in the cooling system under high pressure. When working on a car equipped with the Packard Weather Conditioner, do not disconnect any of the piping or open or close any of the valves. To do so may permit the gas to escape and the cooling system will fail to operate.

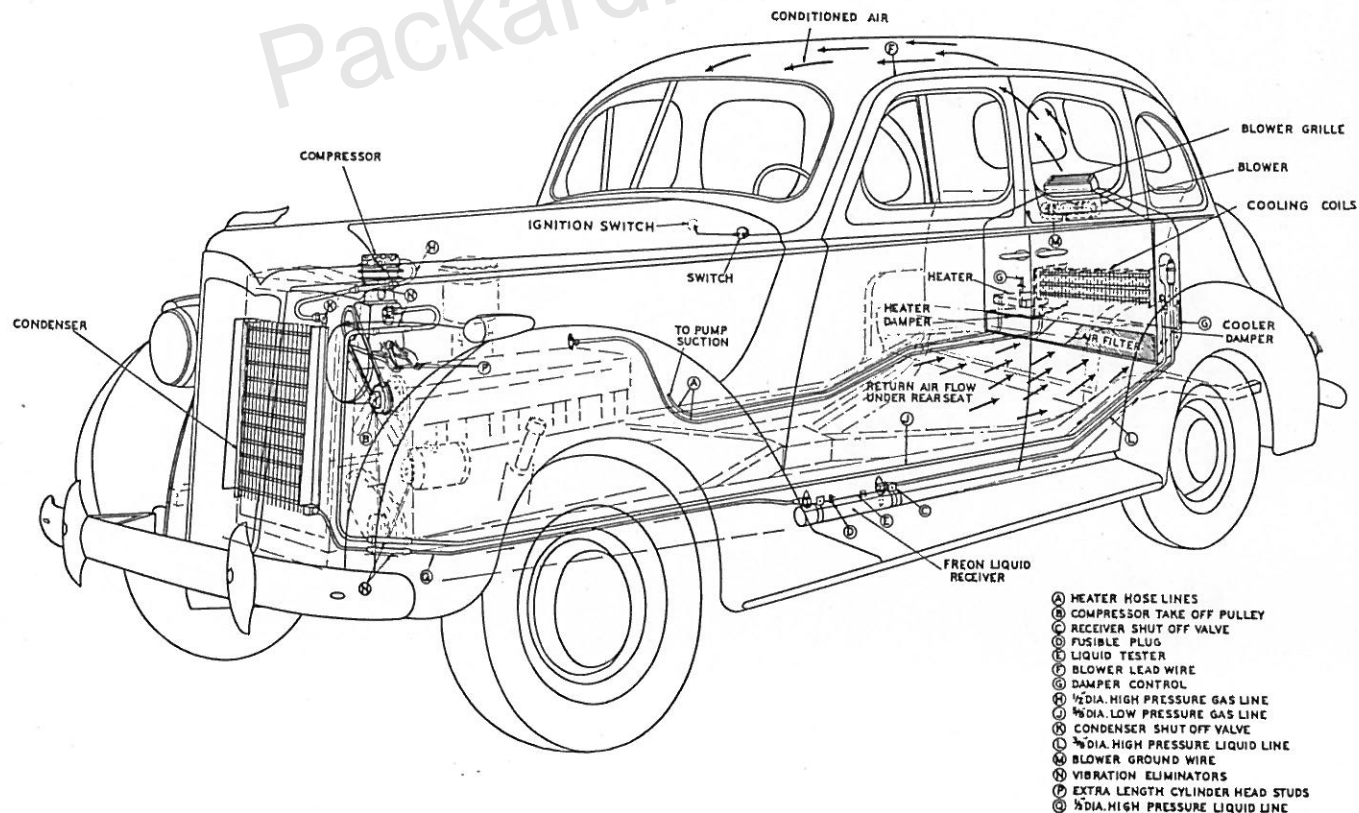
If it should be necessary to remove the cylinder head of a Weather Conditioned car, *do not disconnect the compressor tubing*. The compressor should be unbolted from the base, a rope tied around the body of the cylinder and the compressor swung around out of the way and hung from the radiator tie rod. Be careful not to twist or strain the flexible connections. This might cause a leak which will permit the refrigerant to escape.

You already have the "Packard Service Parts List, Air Conditioning System." All parts should be ordered from the Packard Parts Department.

Numbers in the Parts Book preceded by an asterisk are especially designed for cars equipped with the Weather Conditioning system and differ from the corresponding standard parts used on cars without Weather Conditioning.

When ordering cylinder head studs, fan pulleys and radiator parts for a car equipped with Weather Conditioning, check the Weather Conditioning parts list first and if any parts required are listed there, order accordingly.

Report to the Factory Service Department immediately any case of complaint or mechanical difficulty which comes to your attention.



CARBURETOR CLEANING CAUTION

NEVER blow compressed air into the gasoline inlet to the carburetor without first removing the air horn.

The top, or air horn of the carburetor should always be removed before attempting to blow out the carburetor passages with compressed air. When this is not done, air blown into the inlet to clean the float needle and seat cannot escape rapidly and enough pressure may be built up to push in the side of the float and ruin it.

Needless to say, credit will not be allowed for floats damaged in this manner.

DISTRIBUTOR and CYLINDER HEAD COMBINATIONS - 1800

Starting with 1800 engine number 37835F, we put into production a distributor having a new advance curve. At the same time a change was made in the cylinder head design.

The new distributor IGW 4143A provides more ignition advance and will not be found satisfactory when used with the original design of cylinder head. The original distributor IGW 4143 on the other hand, will be satisfactory with either head. Both distributors will be carried in service stock and should be used with cylinder heads as follows:

DISTRIBUTOR

Packard Pc. No.	Auto Lite No.	Use with Cyl. Head	Marked
356664	IGW 4143A	New Std.	354121
		New H.C.	354674
341743	IGW 4143	Old Std.	341985
		New Std.	354121
		Old H.C.	354241
		New H.C.	354674

The new cylinder head design does not noticeably affect engine performance. When the present service stock of early cylinder heads is exhausted, we will stock and ship only the late design.

The cylinder heads may be identified by the number cast on the top surface at the left front corner near the water outlet flange.

CYLINDER HEAD

Packard Pc. No.		Marked
341986	Original Standard	341985
351250	Original High Compression	351241
354122	New Standard	354121
354675	New High Compression	354674

EXTRA LUBRICATION POINT

The Eighteenth Series Packard Super-8 has an extra lubrication fitting on the clutch relay lever.

This is not supplied as standard equipment on the One-Ten's or One-Twenty's except on those cars on which a Borg and Beck clutch was used. The extra fitting is not used with the long clutch.

At the present time production is coming through with the standard clutch on the Six and Eight and therefore, without the extra fitting. On Eighteenth Series lubrication, men should look for the extra fitting on cars with a booster spring on the clutch pedal and see that it has attention.

ECONO-DRIVE CUT-IN SPEED 18 TH SERIES

You may have some owners who wish to increase the Econo-Drive cut-in speed. This may be done by installing the new Econo-Drive governor switch, piece number 354943, which is set to cut in at approximately 33 miles per hour.

Econo-Drive governor switches, set for three different cut-in speeds, are now available. The different settings are identified by the color of the paint stripe on the switch body.

ECONO-DRIVE GOVERNOR SWITCH

Axle Model Ratio	355075 Yellow		347478 Red		354943 Blue	
	Cut-in	Cut-out	Cut-in	Cut-out	Cut-in	Cut-out
1800 4.55	22-25	19-22	26-29	23-26	33-36	30-33
1801 4.36	19-22	16-19	23-26	20-23	30-33	27-30
1805-8 4.54						
1803-4 4.36	20-23	17-20	24-27	21-24	31-34	28-31
1806-7						
1801-A 4.9	18-21	15-18	22-25	20-23	29-32	26-29
1803-A 4.54						

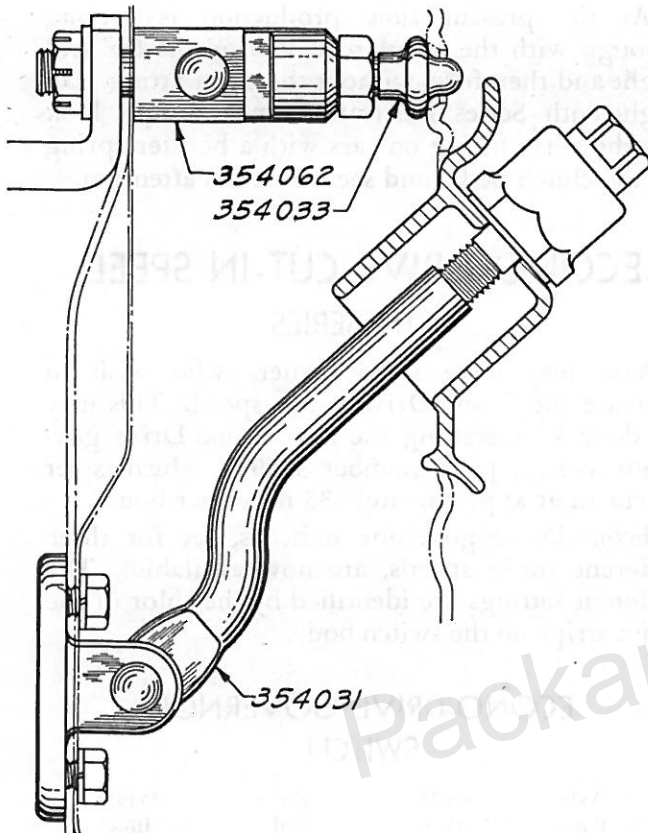
The red and yellow marked switches are selected at the high and low limits of the manufacturing tolerances. In so far as possible, the high limit switch 347478 should be used on the 1800. The low limit switch 355075, however, is satisfactory in operation on these cars and may be used if desired.

The 33 m.p.h. governor switch, piece number 354943, is a special service unit and will not be used in production.

Any change in the governor switch made to alter the Econo-Drive cut-in speed should be paid for by the owner. No credit will be allowed by the Factory for governor switches removed for this reason.

INFLATING TIRES IN FENDER WELLS—ALL 18th SERIES

During production of the Eighteenth Series cars we made a change in the construction of the fender well wheel carrier so that the wheel is carried with the valve stem on the inside to permit inflation of the spare tires without removing the tire cover.



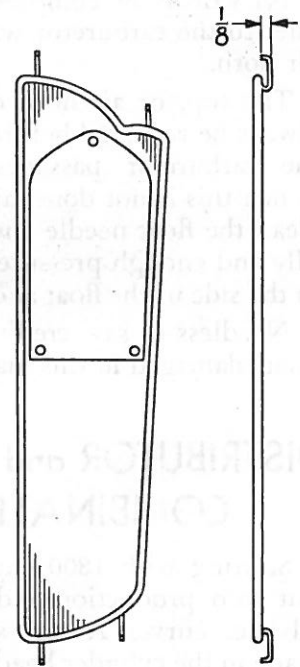
This improvement in design may be applied to earlier cars where desired. All necessary parts are included in part 356352 Wheel Carrier (Side) Change-Over Equipment. The suggested list price is \$5.10. Each equipment contains the parts necessary to change over one wheel. If two wheels are to be changed over two equipments will be required.

The installation of the new parts, which are shown in the illustration heavily shaded, is easy. The old brace and bracket assembly is removed and the new part 354062 and adjusting stud, 354033, substituted; the plain lock-nut and Marsden self-locking attaching nut removed from the old assembly being used again. The old lock rod and bracket assembly is removed and replaced with the new part 354031, the old attaching screws being used again. When the wheel is mounted on the carrier it should be mounted with the valve stem facing in and slightly to the rear of center so that it will not be covered by the tire cover.

WINTERFRONT—INSTALLATION IMPROVEMENT—18th SERIES

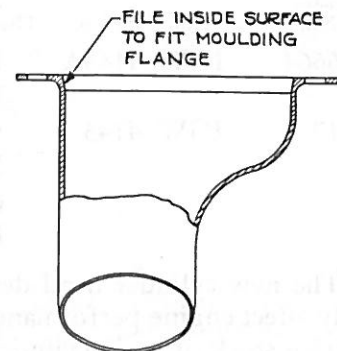
It has been found that the Fabric Winterfronts, PA 351294, may be attached to the radiator grille more securely if the ends of the attaching bars are bent back to form a hook. Installation is made by bowing the winterfront as formerly, but when installed the hooks catch on the edge of the grille frame, holding the winterfront securely in place.

The ends of the eight attaching bars should be bent, with a pair of pliers, to form a right hook of approximately $\frac{1}{8}$ " as shown.



DEFROSTER NOZZLE FIT

We recently changed the defroster nozzle to a die casting instead of a stamping. We now find that, due to the variation in the windshield moulding, in some cases the nozzle will not fit over the flange of this moulding. To secure a satisfactory fit, you may find it necessary to file out the casting slightly. Unless this casting fits up over the windshield flange, it will cut down the efficiency of the defroster considerably. Therefore, it is important that the casting be made to fit properly.



PARTS LIST CORRECTION 18th SERIES

A change should be made in your 18th Series Preliminary Chassis Parts List. Page 95, part No. 347571 Rear Spring—Model 1800-1801 is incorrect. Please change this in your parts list to show part number 347541.