

CARDS THAT BRING THEM BACK

1942
1943
1944

PLAN TO KEEP YOUR
PACKARD LONGER?

No. 34

NEXT TO YOU—

Who is most interested in
★ How your Packard looks
★ How your Packard runs

Logical answer: your Packard dealer. Why? Because he wants you to be so completely satisfied with your Packard that you'll never consider any other make of car! As a Packard dealer, that's how we feel—and here's evidence that we really mean it—

"GOOD LOOKS" SPECIAL

★ Wash Car Thoroughly ★ Vacuum Rugs—Upholstery
★ Polish and Protect Entire Finish with Packard Polish

SIX-EIGHT \$0.00 SUPER EIGHT \$0.00
Only Only

How Much?

On any service operation, we can save charges incurred without your authorization.

NEXT TO YOU—

Who is most interested in your Packard?

... Who is most interested in your Packard?

Take a Tip...

Bring your Packard in every 1,000 miles for chassis lubrication—and a free inspection—and let us keep track of its condition. If any additional service is needed, we'll report it to you.

How Much?

On any service job, we quote the total cost of both parts and labor before the work is started. No charges incurred without your authorization.

Try This Special

MOTOR TUNE-UP

SIX-EIGHT \$0.00
SUPER-EIGHT \$0.00

1. Carburetor—clean and adjust
2. Distributor points—clean and adjust
3. Generator charging rate—check
4. Spark plugs—clean and adjust
5. Check and refill battery
6. Clean fuel pump screen—Adjust fan belt
7. Tighten cylinder head and manifold nuts

(Dealer's Name and Address)

Three new postcards are printed in two colors on both sides on white enamel stock. One-cent stamps must be used.

No. 34 is printed in yellow and blue, No. 35 in red and black, and No. 36 in green and black. The appeal in each case is to the owner who has not been coming in regularly. They should be sent to all owners on your list who have not been in your service station for 120 days or more.

Use the card number when ordering and be sure to give us the prices you want printed on the cards. The cards cost 65c per hundred. Imprinting your firm name and selling price is 80c for the first hundred and 15c for each additional hundred of the same card. If more than one kind of card is ordered, the first hundred of the second or third card costs 65c and 15c for each additional hundred imprinted.

PACKARD SERVICE

SAFETY SPECIAL

Means so much
... costs so little

Safety Service Costs So Little

costs even less when done promptly . . . by experts

Take brakes, for one example. Failing to re-line them when needed not only makes your car unsafe—it might also result in scored drums—and a repair bill more than double what it would have been if the service had been done promptly.

COME IN FOR A Safety Special

Brake Inspection	No Charge
Drain-Flush-Refill System	\$ 0.00
Brake Adjustment	0.00
Brake Reline	00.00

ALL THIS EXTRA ATTENTION FREE

Every 1,000 miles, let us check brake and clutch pedals, steering, lights, horn, windshield wiper, rear view mirror, tires, door locks and keys.

(Dealer's Name and Address)

No. 36

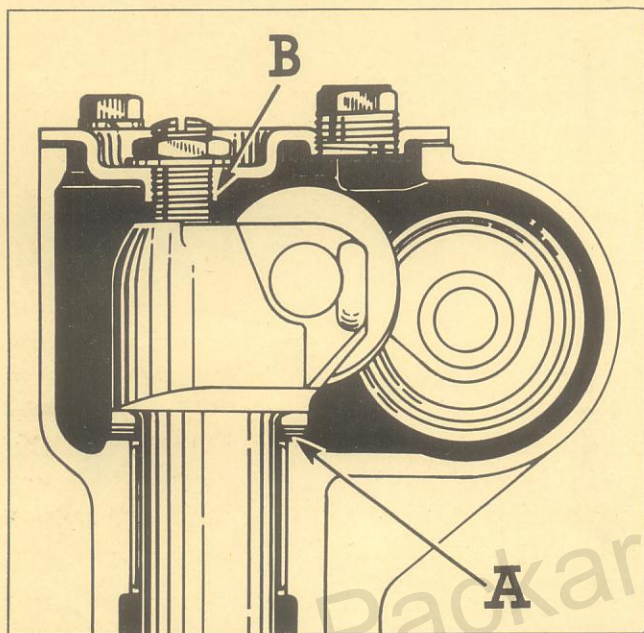
STEERING CROSS SHAFT

120, 120-B, 120-C

Some cases of difficulty have been experienced when installing a new steering worm and cross shaft in the 120, 120-B and 120-C.

This is usually due to the worm being slightly larger in diameter which crowds the cross shaft roller.

In cases of this kind it is necessary to install shims between the cross shaft inner bearing surface and the housing at "A."



In cases where several shims are used the outer surface of the cross shaft may bottom on shoulder "B." To get proper clearance, it is only necessary to file or grind off enough of this shoulder to allow proper adjustment.

FAULTY PAINT

About this time every year we have brought to our attention by both distributors and dealers, cars on which the paint is considered defective. In a great many cases this is not the fault of the paint. On inspection, very small pits are found on all flat surfaces. In other cases small pimples rise on the surface and when opened, a pit is found. This is brought about by tree sap falling on the hood, top, and the exposed upper surface of the fenders. This is not faulty paint or workmanship. In cases of this kind the cause should be carefully explained to the owner. Do not hold for any adjustment by the factory traveler.

Care also should be exercised in adjusting claims where road tar has been allowed to remain on the paint surface more than 24 hours. Today

there seems to be more creosote in the asphalt used for road repair and surfacing of roads than in the past. Owners in some cases are reporting faulty paint jobs when actually the condition is found to be the result of road tar being left on the painted surface too long. This too should be handled carefully with proper explanation. Likewise, cases of this kind should not be submitted for factory adjustment.

LOWER SUPPORT ARM ASSEMBLY — 20th Series Clipper

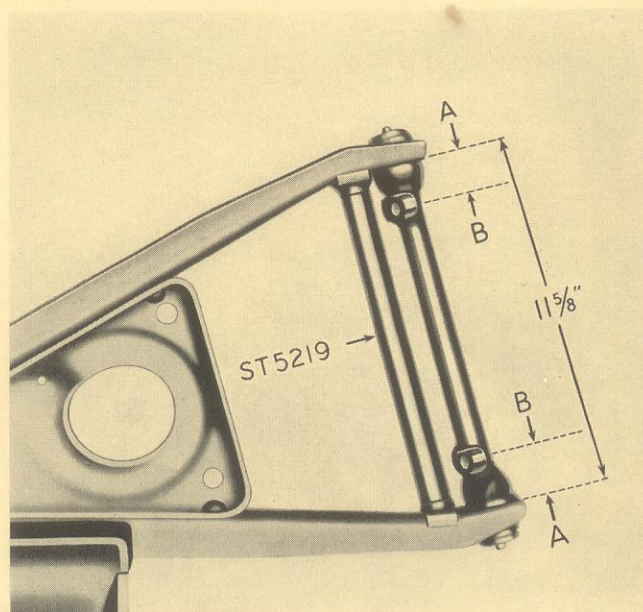
Recently we have had brought to our attention a noise noticeable when the car is brought to a stop or starting after a full stop has been made.

The noise heard resembles a heavy thud or shifting in the front end lower support arm assembly.

To correct, it is necessary to remove all 4 pivot shaft bolts and nuts, lower the inner end of the support arm, remove one of the outside bushings, install ST-5219 and spread the inner ends of support to $11\frac{5}{8}$ ", then tighten bushing which was removed, to working position.

Remove spreader and equalize distance between pivot shaft bolt holes on inner face, A to B, of support arm so that both sides are equal.

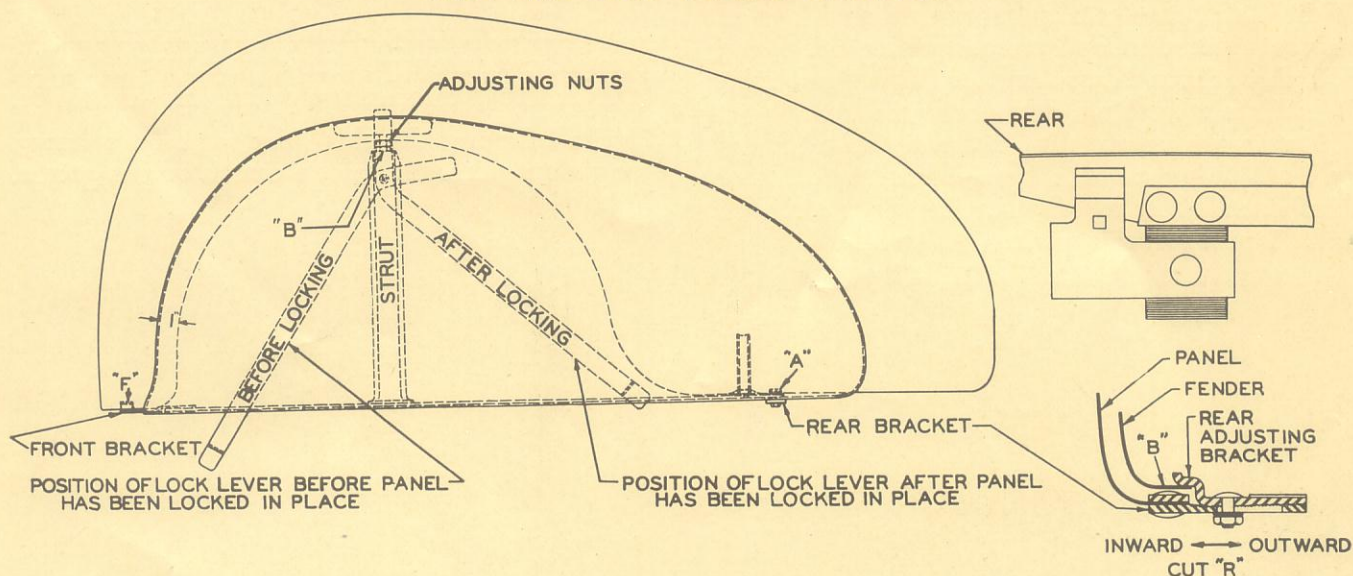
Again check distance between support arm inner face with spreader removed and both bushings tight. This measurement should now be $11\frac{1}{2}$ ". Reassemble to cross member. Complete same operations on opposite side.



Leave pivot shaft bolts loose enough to neutralize by lowering car and moving it up and down. Tighten, replace cotter pins and grease.

INSTALLING FENDER WHEEL PANELS

1951 and 20th SERIES CLIPPER



Hook both front and rear adjusting brackets on bottom of panel over lower flange of fender as shown at "F" for front and cut "R" for rear and swing panel up against fender. Front edge of panel to overlap fender about one inch.

The crown in panel exerts sufficient pressure against fender to seal it securely in place. Rear adjusting bracket may be adjusted, to either increase or decrease the pressure of rear end of panel against fender. If there is too much pres-

sure, loosen rear adjusting bracket and move outwardly. If panel does not fit tightly, loosen rear adjusting bracket and move inwardly.

Caution—Before installing panels, be sure that adjusting nuts are not tight against top of strut, as shown at point "B". The adjusting nut should be only finger tight. If it is too tight, the shield will gape at the top.

AIR CONDITION REFRIGERANT

Because of defense restrictions, it is impossible to obtain an adequate supply of Freon for air conditioned equipped cars. Methyl Chloride will be used. This material was very generally used as a refrigerant for many years before Freon was developed. It is slightly toxic and contains a small percentage of odor identifier which will give adequate notice of leakage. Warning plates will be attached where the installation is made at the factory. One plate is attached to the Blower Motor Control Switch Knob and one to the Evaporator Case Assembly.

When Methyl Chloride is installed in the field, the warning plates should be obtained and attached.

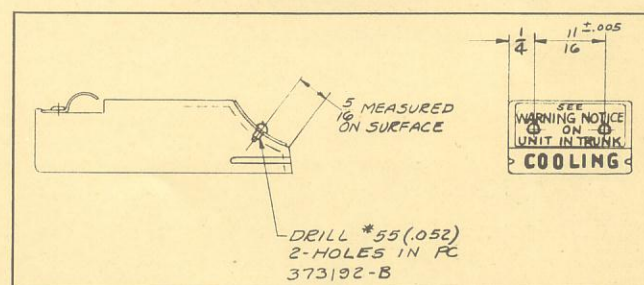
Piece No. 379637—Air Conditioned Evaporator Case Assembly Warning Plate

Piece No. 379638—Blower Motor Control Switch Knob Warning Plate

Piece No. 379639—Screw (2)

When Methyl Chloride is used as a refrigerant, this fact and the information on the plates should be brought to the attention of the customer.

SEE
WARNING NOTICE
ON
UNIT IN TRUNK



WARNING — DANGER

BECAUSE OF DEFENSE RESTRICTIONS THE ONLY GAS AVAILABLE AS A REFRIGERANT FOR THIS APPARATUS IS A POISONOUS GAS. IT IS SEALED AND THE PARTS THAT HOLD IT ARE WELL MADE. HOWEVER, THE USER IS CAUTIONED TO DISCONTINUE ITS USE IF A LEAK OCCURS AND THE OWNER, OPERATOR AND ALL OCCUPANTS OF THIS CAR EXPRESSLY ASSUME ALL RISKS FROM THE ESCAPE OF THIS GAS.

SERVICE MEETINGS

Service meetings covering the mechanical story of the 20th Series cars and further discussions on service promotion and merchandising are being held throughout the country. As in previous years, attendance records are again being broken.

Speakers from the distributors and the factory staff are doing an excellent job and are putting forth extra effort to offset the temporary loss of Jack Harrison in this work.

UNIVERSAL JOINTS

2000-2001

We are now using a number of Universal Products Joints of the type used on the 1900's on some 2000 and 2001 cars not equipped with Aero Drive.

The lubricant for this joint must be a heavy, long fibre grease. It is not a chassis or gun grease.

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DALLAS



CHICAGO



MILWAUKEE



DETROIT



PHILADELPHIA