



PUSH "CAR HEALTH" CHECKS

The Wartime Service Program included as one of its principle features, an inspection program. This was a sound practical part of the plan which should receive much more attention than it has so far.

Probably the fact that a large number of cars have come in and that there have been fewer men to handle them accounts for the very low number of inspections reported.

However, as the number of customers tends to become lower, the importance of the "Car Health" analysis becomes more evident.

You will notice the analysis has three parts "Urgent", "Important" and "Desirable". You do not point out to the customer any unnecessary work. You divide the work needed into the three groups.

You try to sell him only on the work listed as "Urgent". At the same time you build up future volume in the other two groups. You automatically create two natural follow-up periods. Two reasons for personal letters, one on the "Important" work and one on the "Desirable" work.

YOUR PACKARD "CAR HEALTH" PROGRAM

ANALYSIS:

1. URGENT (Items requiring immediate attention to prevent damage to property or safety)

2. IMPORTANT (Items which should be corrected as soon as possible to insure proper operation and help insure the future)

3. DESIRABLE (Items which, although not essential for proper operation, will help insure the future)

INSPECTION:

Ignition Coil
Spark Plugs and Wires
Distributor Points and Condenser
Carburetor and Fuel Pump
Exhaust System
Oil Pressure
Generator and Driving Water
Fan Belt
Air Filter
Radiator
Windshield Wipers
Wheel Bearings
Braking
Shock Absorbers and Springs
Drive Shaft and Universal Joints
Steering
Brakes
Clutch
Transmission
Tires
Doors and Windows
Lighting
Horn

MEMO

To: Every Packard Owner

From: Every Packard Dealer

Subject: Your Packard "Car Health" Program

Dear Sir:

As you know, the Packard "Car Health" Program is a new and important feature of our service program. It is designed to help you keep your Packard in the best of condition and to prevent costly repairs and accidents.

The program is divided into three parts: "Urgent", "Important", and "Desirable". "Urgent" items are those which require immediate attention to prevent damage to property or safety. "Important" items are those which should be corrected as soon as possible to insure proper operation and help insure the future. "Desirable" items are those which, although not essential for proper operation, will help insure the future.

We urge you to take the time to have your Packard inspected by our service department. This will help you keep your Packard in the best of condition and will help you avoid costly repairs and accidents.

Sincerely,
Your Packard Dealer

YOUR PACKARD "CAR HEALTH" PROGRAM

DO'S AND DON'TS

DO'S:

- Check the oil level regularly.
- Check the tire pressure regularly.
- Check the brake pads and shoes regularly.
- Check the spark plugs and wires regularly.
- Check the distributor points and condenser regularly.
- Check the carburetor and fuel pump regularly.
- Check the exhaust system regularly.
- Check the oil pressure regularly.
- Check the generator and driving water regularly.
- Check the fan belt regularly.
- Check the air filter regularly.
- Check the radiator regularly.
- Check the windshield wipers regularly.
- Check the wheel bearings regularly.
- Check the braking system regularly.
- Check the shock absorbers and springs regularly.
- Check the drive shaft and universal joints regularly.
- Check the steering system regularly.
- Check the brakes regularly.
- Check the clutch regularly.
- Check the transmission regularly.
- Check the tires regularly.
- Check the doors and windows regularly.
- Check the lighting system regularly.
- Check the horn regularly.

DON'TS:

- Don't neglect the oil level.
- Don't neglect the tire pressure.
- Don't neglect the brake pads and shoes.
- Don't neglect the spark plugs and wires.
- Don't neglect the distributor points and condenser.
- Don't neglect the carburetor and fuel pump.
- Don't neglect the exhaust system.
- Don't neglect the oil pressure.
- Don't neglect the generator and driving water.
- Don't neglect the fan belt.
- Don't neglect the air filter.
- Don't neglect the radiator.
- Don't neglect the windshield wipers.
- Don't neglect the wheel bearings.
- Don't neglect the braking system.
- Don't neglect the shock absorbers and springs.
- Don't neglect the drive shaft and universal joints.
- Don't neglect the steering system.
- Don't neglect the brakes.
- Don't neglect the clutch.
- Don't neglect the transmission.
- Don't neglect the tires.
- Don't neglect the doors and windows.
- Don't neglect the lighting system.
- Don't neglect the horn.

You frankly admit that all cars do not require the same attention at the same periods. You take into consideration the variations in handling and in driving conditions.

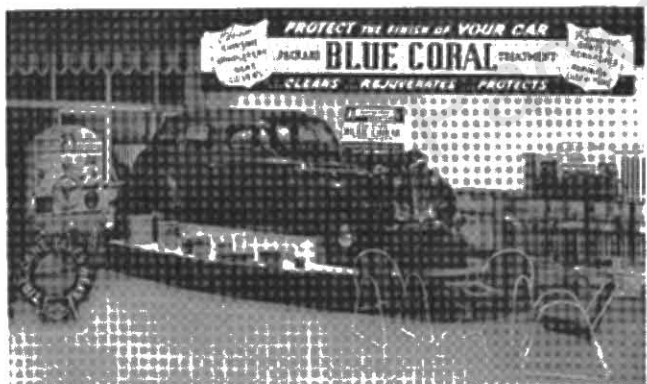
Cars require different attention because of three things, present condition, driving habits and driving conditions. All three are taken into consideration in this plan. Recommendations are based on each individual case.

You go a step farther and consider with each owner what he wants to spend. Some owners want to keep their cars in "new car" condition while others want "just what is needed to keep it running".

The right way to sell service today is to find out what result the owner wants, then through visual inspections plus road test determine what should be done now to obtain this result. At the same time, list the other items which naturally fall into the "Important" and the "Desirable" group. Follow these up by personal letters and phone calls. The result will be more service work.

Get this "Car Health" analysis plan going today, and keep it going.

CONSERVING CAR FINISH



Car conservation may, in the mind of the owner, be a matter of saving tires and rubber, but there are other parts of the car that should receive his attention.

Among the important items is conservation of car finish. Every owner wants to preserve new car appearance. It pays dividends in maintaining the value of his car—and new cars are quite a ways off.

New car appearance keeps alive his pride of ownership. It gives him increased satisfaction and delays for a long time, expensive refinishing. Today cars are going to last a long time and conservation of the finish is important to both the owner and to you.

You now have in Packard Blue Coral, an ideal product for such a program. It thoroughly removes dirt and grime—it burnishes the lacquer and restores the original beauty and lustre—it leaves a smooth, hard, dry surface.

Since Packard Blue Coral does not contain any harsh, gritty abrasives, it does not remove any of the lacquer and is not only harmless to the finish but preserves and protects it against the deteriorating effects of sun, rain and dust.

Selling aids have been described in a broadside. Selling facts, mailing folders, suggested letters, car signs and department banners are supplied with initial orders of material.

Display, demonstrate and sell the Packard Blue Coral Treatment. It answers a definite and timely need on the part of the owner. It increases profitable labor sales for the dealer. It requires no large investment in material, equipment or highly skilled personnel. It's an exclusive product and this is the time of year to sell it—Stress "finish conservation".

FRONT COVER OIL LEAKS

In checking complaints on excessive oil consumption in low mileage cars, it is always well to look for any other oil leaks.

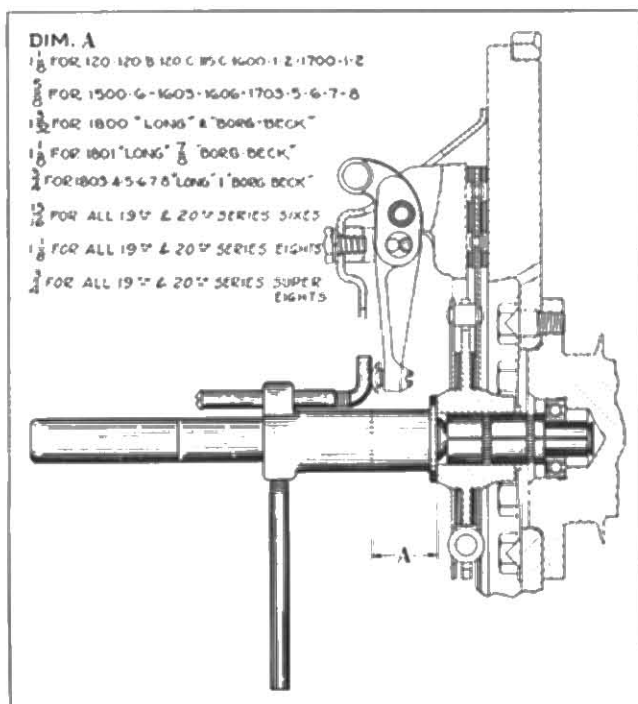
In the last two models we have found a number of cases of leakage at the front cover. These can be detected by an examination of the cover and sometimes by the presence of oil on the floor. You will not always find oil on the floor, however, because leakage at the cover develops only when the motor is running.

Cover leaks may be caused by loose bolts or cap screws. Occasionally, it may be found that a tight lock washer will prevent the head of the bolt from seating. Check the joint between the cover plate and the stamping against which it seats, particularly in the neighborhood of the timing indicator. Leakage at the cork seal may be caused by an uneven surface on the inside of the cover or by a damaged seal.

If in the correction of a leak it is necessary to remove the vibration damper, care must be taken not to pry against the cover. If the cover is distorted at the oil seal, it is almost impossible to straighten it so that the seal will be tight.

In the replacement of a seal, you must make sure that the surface of the cover against which the seal bears is smooth and flat. Soak the seal in engine oil so that it will not burn before the oil from the motor reaches it.

CLUTCH FINGER ADJUSTMENT DIMENSIONS



Tool shown is ST-5004 Clutch Aligning Fixture listed on page 6 of the Special Tool and Shop Equipment Catalog.

CYLINDER HEAD GASKETS

For many years, it has been considered good practice to install a new cylinder head gasket when the cylinder head, for any reason, is removed and replaced.

The practice is still a good one because the consequences of a leaking gasket may be serious unless the condition is quickly corrected. Cylinder head gaskets, however, are difficult for us to obtain, and the shortage will probably continue for the war period.

If the gasket is carefully removed, it may be in such condition that it can be used again. Be sure that in taking it off, it is not buckled so that the asbestos filler is broken. A break in the filler may permit the copper sheet to become so hot as to burn through.

Before replacing a used gasket, examine it carefully to make sure that the asbestos is in good condition. See that all surfaces are clean, making sure to remove any corrosion around the base of the studs. Coat the surfaces with a sealer such as the Perfect Seal gasket sealing compound which is merchandised by our Parts Division.

In replacing the head, see that the stud nuts are tightened in the proper sequence.

NOTES ON FUEL ECONOMY

In checking carburetor adjustments do not overlook the float level. The level has a tendency to rise as wear develops in the mechanism. When economy is desired set the level on the low side rather than the high side of the standard dimension.

Make sure that the operation of the choke valve is perfectly free because any binding tendency may prevent it from opening fully. Binding might be due to dirt in the thermostatic spring chamber or to the sticking of the small choke piston. If the choke valve remains partially closed the fuel consumption will be very high.

Under some circumstances it will be good practice to increase the tension of the heat control valve. If a car is driven at moderate speeds the manifold temperature will not be excessive and carburetion will be more efficient. On the other hand, if a car is driven fast and hard it is not safe to increase the spring tension because the manifold and carburetor might be overheated to a point which would cause vapor lock as well as a loss in performance.

In those cases where the spring tension can safely be increased the simplest method is to slip a small bushing or a nut over the post which forms the stationary anchorage. This will increase the tension without altering the spring itself, so that you can easily return to the original adjustment if desired.

In the Service Letter of May 15th, we pointed out that a lean mixture and an early spark will improve economy but will also increase spark knock. The use of premium fuel will, of course, reduce spark knock and may offset the effect of the spark and mixture changes. A premium fuel, therefore, will permit you to go farther with such changes than would otherwise be satisfactory.

AN IDEA

"Cultivate Lady Mechanics" a "trade" article reads. "One dealer invited the Auxiliary Women's Ambulance and Transport Corps to attend a free school held in his place. It was a two hour, one night a week class on nomenclature, emergency service, electrical systems and similar subjects.

An instructor was provided for each ten students. As a result of these contacts, the dealer has sold several hundred dollars worth of service to students and three used cars."

GASOLINE ECONOMY POSTAL CARDS

PACKARD Gasoline Economy SUGGESTIONS



WHAT YOU CAN DO

- The accelerator is the faucet of the gas tank, a "heavy foot" keeps it open and the gas quickly pours out.
- A "light foot" on gas supply means smooth starting, avoids quick, costly acceleration, and results in most economical driving.
- Moderate, consistent speed produces the best mileage.
- See your authorized Packard Dealer today.

WHAT WE CAN DO FOR YOU

- Tune your motor properly and set the timing with all the advance it will take.
- Clean and re-set spark plugs and points.
- Check distributor, coil and condenser.
- Clean air cleaner and filter cap and re-oil.
- Adjust carburetor, reset float, carburetor settings are already "lean." Changes from standard can only be made at some sacrifice of performance.

JONESVILLE PACKARD CO.

JONESVILLE, MICH.

PHONE 0642

Card No. 39

A new and very timely Reminder Post Card, No. 39. It tells your customers what they can do and what you can do for them about Gasoline Economy. How they can get the most miles out of every gallon of gasoline they can now buy. Your customers are very much interested in this subject today. Before a lot of harmful adjustments are made and unsatisfactory results obtained which may be blamed on the car, why not get your owners to come to you with their problems?

Many of these problems are individual ones and can only be handled satisfactorily after an individual examination of the car and a talk with the owner to find out about his driving habits, driving problems and the condition of his car.

Urge your customers to come to you for Gasoline Economy Suggestions. These cards are supplied by the factory no charge. They are printed on government one cent post card stock and a charge is made for the stamps. Imprinting your firm name is charged at the following rates. 100 cards cost \$1.00 for stamps and \$.65 for imprinting firm name—additional cards cost \$1.00 per 100 for stamps and \$.10 per 100 for imprinting.

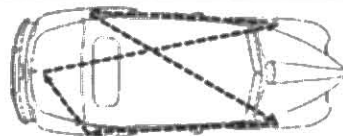
Order Gasoline Economy Card number 39.

EXCHANGE CARDS

If you have in stock, some Reminder Post Cards with prices that have changed, you can trade them at your post office for stamps. A credit of three quarters of a cent per card can be obtained where you can show your original purchase order. Use the stamps for mailing follow up letters. Do not waste any government stamped postal cards—all unused stamped postal cards have an exchange value.

OTHER TIMELY CARDS

Cross Switching



This means interchanging all the wheels and tires as shown in the sketch. It equalizes wear and prolongs tire life.

Card No. 20



Card No. 1



Card No. 6



Card No. 9