



KEEP AFTER THEM

New service mailing pieces will very shortly be available for your use.

(1) It will serve as a friendly contact, full of timely information to the people on whom you will be depending for post-war business.

(2) It does a real selling job on the items needing attention due to the combined war-time and winter driving conditions. Many people are wondering just what attention is required under today's driving conditions. This piece tells them.

Keeping in contact with your customers keeps them from forgetting you and conditions can change very rapidly now days. You can predict seasonal trends but you cannot predict government orders. Your shop may be overcrowded this week and about empty next week. The safe plan is to keep after business and always have more in sight than it looks like you could handle.

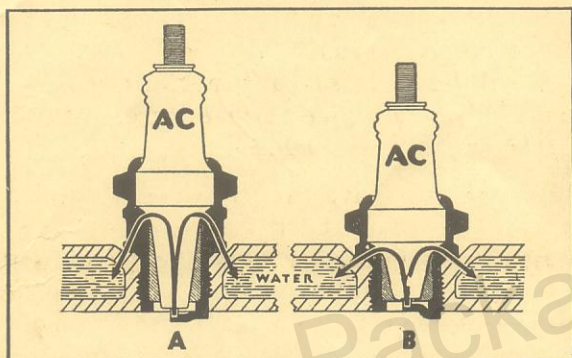
Work an appointment sheet or blackboard, schedule your work ahead, never turn it away. Be very polite and sympathetic and set a time when you can do the work. Keep your name in front of all owners in your community by the use of direct mail and you will be doing yourself and Packard owners a favor.

HOT SPARK PLUGS

If a spark plug operates at too low a temperature it becomes "fouled", that is to say a carbon deposit forms on the inside surface of the porcelain. The current then shorts across the face of the porcelain instead of jumping the gap at the electrodes.

If the plug operates at too high a temperature the porcelain may blister and the electrodes will wear rapidly. Pre-ignition will be more noticeable and the life of the plug will be short.

The temperature range through which a plug will operate satisfactorily is called its "heat range," and the heat range is determined by its design. As you will see in the illustration, the longer the nose of the porcelain, the farther the heat must travel to reach the water jacket and the hotter the plug will be. The reverse is also true.



Insulator (A) is longer, therefore will run "hotter."

Insulator (B) is shorter, therefore will run "cooler."

In pre-war driving many cars were driven at high speeds. It was necessary, therefore, to use plugs "cool" enough to take care of this type of driving. Such plugs, of course, are more apt to foul in slow speed, cold weather driving than would be the case with a "hotter" design.

War conditions have eliminated high speed driving and it is now possible to use a plug which is more suitable for the slow driver. We have accordingly stepped up the heat range in the plugs which our Service Parts Division is supplying. The change is as follows:

	Old	New
AC.....	104	106
Champion.....	Y-4a	Y-6

You will find that the new plugs will have a lessened tendency to foul and that the engine will have a quicker warm up in cool weather.

When driving restrictions are lifted we will return to the old plug.

CARBON RATTLE

Have you ever pulled down an engine for loose wrist pins and found nothing more than a carbon deposit on the head of the pistons?

Sometimes carbon will build up on the top of the piston so that it strikes the lower face of the cylinder head when the piston is at the top of its stroke.

The rattle which develops sounds a great deal like loose wrist pins. It occurs on light throttle and is most noticeable when the motor is warm. It can be brought in by *letting up* on the accelerator.

This condition has become more common in present day driving because cars are driven slowly and the engines do not get hot enough to burn off the dry carbon deposit.

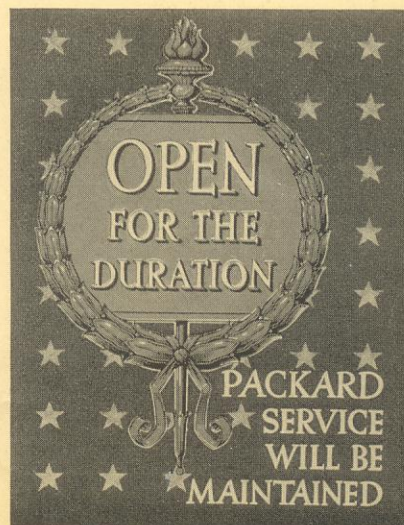
When the cylinder head is removed the carbon deposit should be examined. It is easy to distinguish between the wet carbon which is caused by excessive oil consumption and the dry carbon which is a result of slow driving, a cold motor, or a rich mixture.

You may occasionally find a case of carbon rattle where there is only a light carbon deposit on the piston. This means that there is less than the normal clearance between the piston and the cylinder head. The installation of an additional cylinder head gasket will increase the clearance so that the rattle will not develop until a heavy carbon deposit has formed.

"OPEN FOR THE DURATION"

Stickers for use on correspondence reproducing the Window Poster in the same colors are now available.

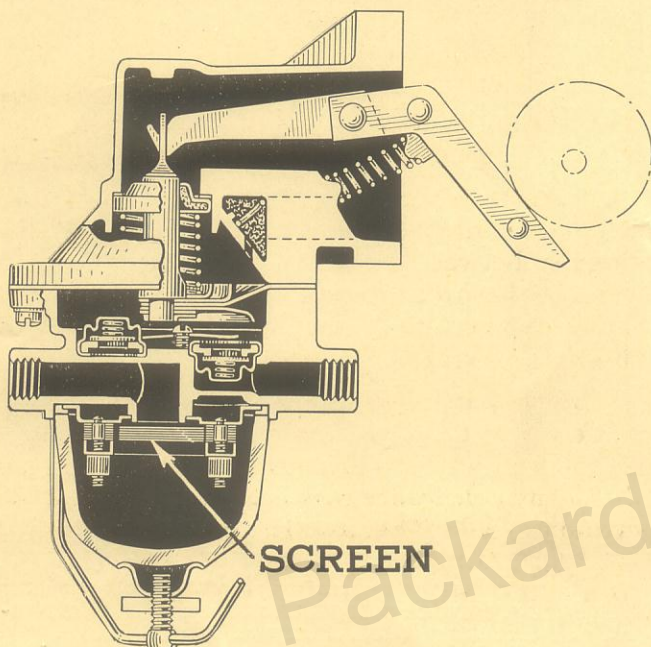
This slogan has become popular with Dealers and customers and we have several requests for stickers. These are printed on gummed paper in the same size as shown and are padded 100 to a pad. The cost is 50 cents a pad.



FUEL PUMP SCREEN

The normal way to clean a fuel pump screen of the "edge" type is simply to remove it from the pump, loosen the two small knurled nuts so that the plates can separate and shake the strainer in gasoline.

In following this procedure you should examine the screen carefully after the cleaning operation. It may be found that gum from the gasoline has been deposited on the plates and this gum will not be dissolved by gasoline.



It can readily be removed, however, with a solvent such as lacquer thinner or carbon remover, and this is the practice which should be followed.

RETURN BLUE CORAL BOTTLES

Glass bottles are being used for many purposes by manufacturers who formerly used metal containers. Now a shortage of glass exists. The manufacturer of Blue Coral has plenty of material on hand, but so that no change will be necessary in the well-known "package" they request the return of empty Blue Coral bottles in order that they may be used again. Save the carton and return the empties to H. D. T. Company, Factors, White Plains, New York, express collect and you will receive 4 cents per bottle from them. We urge you to do this because it will help them retain the present attractive package and in effect this gives you a price reduction of better than 3%.

PARTS MANAGERS NOTICE

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.

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

CHROME PLATING

Are you worrying about the condition of the chrome plate on your stored cars? You should be.

What will you do when you take a car out of storage for customer delivery and find the chrome so badly rusted that you cannot clean it? It will be useless to appeal to us because we cannot help you. (See Service Letters of March 1, 1942 and April 1, 1942)

You will not have this problem if you have properly protected the plated surfaces on your storage cars. The plate must be covered with a protective coating, and the coating should be renewed if it has dried out or is no longer effective.

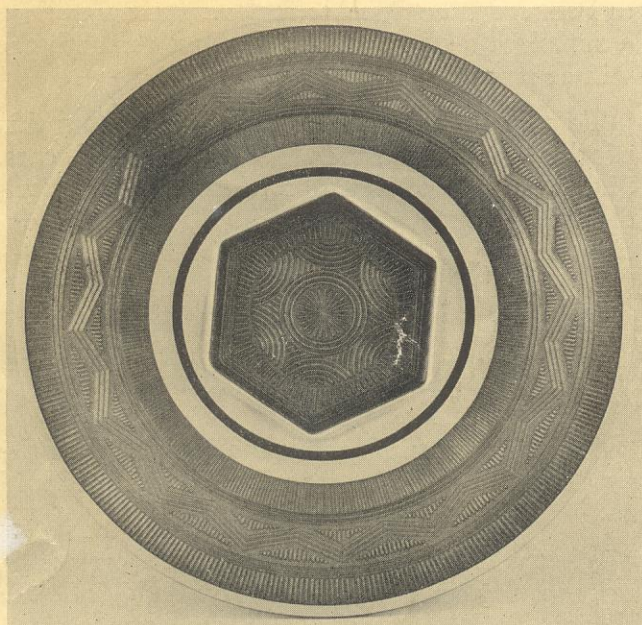
So much for that.

Your second problem is the care of chrome plating on customers' cars. By this time your customers must know that their present chrome, whatever its condition may be, must last for the duration.

When a chrome surface is rusted and pitted the rust can be cleaned off but the pits will remain. It is the pits which cause the trouble because they are actually small holes which penetrate the plate and reach the steel underneath. The rust works outward through these holes and collects on the surface. Chrome which is neglected will become so badly pitted that it is almost hopeless to try to improve its appearance.

This is why a plated surface, after it is cleaned, should be coated with some material such as body polish or clear lacquer which will fill the holes or pits. When the surface is cleaned again the protection should be renewed. In this way you can at least secure the maximum life from the plated surfaces.

EMBLEMS FOR HUB SHELL COVERS

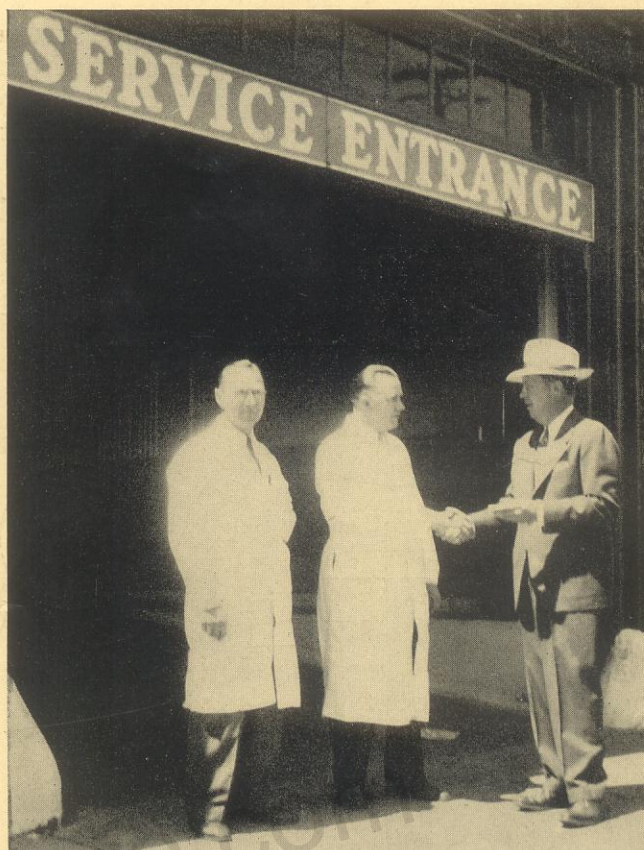


We have on hand under part number 377859 a number of Hub Shell Cover Emblems. These are beautifully finished in chrome and red porcelain enamel. They add much to the appearance of the standard cover. They are easily installed and at these prices are a profitable extra item. A template is supplied for drilling holes.

Suggested list \$2.00 and Dealer net \$1.20.



25 YEARS WITH MILWAUKEE



Ralph Wold has just had his twenty-fifth anniversary and when Dick Quinlevan presented him with his pin the boys took a picture. Ralph has been a service salesman at Packard Wisconsin for twenty-five years and is going strong.

PACKARD INSULATION SEALER

Packard Insulation Sealer is now offered as an added profit item.

Cars need Packard Insulation Sealer regardless of miles driven.

It protects batteries and ignition systems.

It prevents corrosion.

It protects electrical equipment.

It prevents and cures wet motor troubles.

A treatment only requires about 30 minutes to apply and it lasts six months. Packard Insulation Sealer is easy to apply with brush or spray.

Suggested price for treatment is \$2.50 to \$3.00. Battery top treatment is 50¢ to 75¢ extra and if battery is removed and carrier treated, the additional charge may be \$1.00.

This is a real profit maker and doesn't require skilled workmen. Folders for mailing to customers will be supplied with each shipment of 12 or more bottles.

For prices see "Sell More Parts Bulletin" of Aug. 30, 1943.

Demonstrate and Sell It.