

PUBLICATIONS OF  
AUTOMOTIVE MANUFACTURERS

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1. SCOPE

1.01 This section provides information on instructional and informational publications available from the manufacturers of the motor vehicles currently used by the Bell System and the method of procuring these publications. Such publications include specification and price books, shop repair manuals, parts books, service letters, bulletins, and special publications, such as shop talks, engineering descriptions, etc. Publications of manufacturers of motor vehicles of most gen-

eral interest are listed under Parts 4 to 13, inclusive. Arrangements for securing publications on other makes can also be made if desired.

1.02 This section is reissued to update the lists of available publications, make necessary changes in names and addresses, and to delete the Studebaker Corporation from the section.

1.03 Training aids such as slidefilms, motion pictures, booklets, etc, produced by the automotive manufacturers are not listed in this section. Lists of training aids and arrangements for the loan of such material can be secured from the local or regional representatives of the manufacturers.

1.04 Due to extensive revisions, arrows indicating changes have been omitted.

2. GENERAL

2.01 These publications can be divided into groups according to useful applications. Some are used in purchasing, others in repair, some for service problems, and others for general information.

2.02 The manufacturers distribute publications in order to further the sales of their products and to enable the owner to get the best service from the product after it is purchased.

2.03 The automotive manufacturers are willing to furnish as many copies of each publication as are required. However, the cost to the manufacturers of these publications is appreciable, ranging from a few cents to as much as fifteen dollars per copy. Therefore, requests should be limited to the publications and quantities actually needed. Field forces should be furnished only those publications appropriate for their use and covering the types of vehicles currently being serviced.

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**2.04** Specification and price books are useful in making comparisons when ordering new equipment.

**2.05** Engineering bulletins, descriptions, etc, as a rule, are useful in learning operating principles, uses, and applications.

**2.06** Shop manuals, service bulletins, shop talks, and parts books are useful for the repair and maintenance of the vehicles. Such publications should be available when questions arise during repair jobs.

**2.07** Lubrication charts are useful in determining type, amount of lubricant, and location of fittings.

**3. ORDERING AND CANCELING**

**3.01** The publications may be procured directly from the manufacturer or direct representative of the manufacturer without charge. Requests should be handled by the appropriate Company or Area Supervisor.

**3.02** In order to reduce mailing, all publications for an Area or Company should be sent to the headquarter's address for redistribution to

the field. They should be sent to a *Title* in Company or Area Vehicle Administration rather than to a particular person, in order to reduce mailing list revision because of changes in personnel.

**3.03** If publications are now being sent to other than a *Title*, or to more than one location in an area, steps should be taken to correct these mailings to conform to 3.02.

**3.04** Requests to the manufacturers should be made to the locations listed in this section after each separate publication.

**3.05** Certain publications are furnished only on special request. A procedure should be set up to initiate such requests when new or revised publications would be expected.

**3.06** Revisions and new issues, except where noted, will be sent without further request in the quantities as requested and entered on the manufacturer's mailing lists.

**3.07** Review of publications being received should be made at least annually to determine their continuing need, and requests for cancellation of continuing items should be made where it is found that there is no longer a need.

**4. AMERICAN MOTORS SALES CORPORATION**

NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
*Fleet Presentation Manual (1969)	At introduction of new models	American Motors Sales Corp. Fleet Sales Department 14250 Plymouth Road Detroit, Michigan 48232
Technical Service Manual Rambler, Rebel, and Ambassador Series (68-7033)	"	"
Parts Catalog—1968 (All Series) (F-13068)	"	"
*Technical Service Bulletins	As required	"

\*New issue sent automatically if names are on mailing list. All other publications must be ordered as required.

**5. CHRYSLER CORPORATION—CHRYSLER MOTORS CORPORATION**

NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
*Dodge Truck Data Book	At the introduction of new models	
Fleet Buyers Data Book (Contains Detailed Specifications and Equipment for Plymouth, Dodge, and Chrysler Cars)	"	
Price and Equipment Manual—Cars	"	
Plymouth, Valiant, Dodge and Chrysler Passenger Car Parts Catalog (Combined Publications)	As required	Fleet Sales Regional Manager or Sales Representative regularly handling Company or Area Pur- chases
Dodge Truck Parts Catalog	"	
Service Manuals Dodge Trucks Plymouth and Valiant Passenger Cars Dodge Passenger Cars Chrysler Passenger Cars	To Cover New Models	
Lubrication Charts	At the introduction of new models	
*Technical Service Bulletins	As required	

\*New issues sent automatically if names are on Mailing List. All other publications must be ordered as required.

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**6. FORD MOTOR COMPANY**

NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
<b>Ford Division</b>		
Price and Equipment Catalog		
Ford Truck Hand Book		
Ford Truck Parts Catalog, Series 100 to 800	At introduction of new models	
Ford Truck Parts Catalog, Series 850 and Above		
Ford Passenger Car Parts Catalog		
Ford Truck Shop Manual		
Ford Passenger Car Shop Manual		Ford Fleet Sales Manager regu- larly handling Company or Area account
Ford Passenger Car and Truck Special Service Tools Catalog	Available on request	
Ford Suggested Service Operations Time Schedule		
Ford Fleet Owners — Service Letters	Irregular	
Ford Service Specifications Booklet		
Ford Owners Manual (Cars)	With each new unit delivered	
Ford Operators Manual (Trucks)		
<b>Lincoln-Mercury Division</b>		
Master Parts Catalog	At introduction of new models	Ford Autolite Parts Division Service Parts Publication National Parts Depot Livonia, Michigan 48151
Montego Shop Manual (Common with Fairlane-Cougar- Mustang-Falcon)	"	Ford Service Publications P. O. Box 7750 Detroit, Michigan 48207
Mercury Shop Manual (Common with Ford)	"	"
Lincoln Continental Shop Manual	"	"
Continental Mark III Shop Manual	"	"
Lincoln-Mercury Suggested Labor Time Schedule	Irregular	Leasing and Fleet Sales Manager Lincoln-Mercury Division
Lincoln-Mercury Service Bulletins	"	Ford Motor Company 3000 Schaefer Road Dearborn, Michigan 48121
Owner's Manual	With each new unit delivered	

**7. FWD CORPORATION**

NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
Specification Book and Descriptive Literature	At introduction of new models or change of specifications	Sales Department FWD Corporation Clintonville, Wis. 54929
*Parts Books	As required	Parts Dept. Mgr. FWD Corporation Clintonville, Wis. 54929
FWD Service Bulletins	Monthly	Service Manager FWD Corporation Clintonville, Wis. 54929
*Order by type and model.		

**8. GENERAL MOTORS CORPORATION**

NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
Price and Equipment Information — containing suggested list prices of Chevrolet, Buick, Oldsmobile, Pontiac, and Cadillac passenger cars and Chevrolet Trucks and GMC Trucks; also all factory installed optional equipment and accessories.	Annually	Fleet Section General Motors Corp. 8-229 G. M. Bldg. Detroit, Michigan 48202
<b>Chevrolet</b>		
*Parts Books *Parts Price List Car Repair Manual Truck Repair Manual	Annually Irregularly Annually "	Chevrolet Motor Division National Chevrolet Service Dept. General Motors Bldg. Detroit, Michigan 48202
*Fisher Body Manual Chevrolet Service News Truck Data Book	Annually Monthly Annually	
*Body Builder's Instruction Drawing Book *Specifications for new model cars and trucks including sales literature	Annually	Regional Fleet Account Executive or Regional Fleet Representative
*Revisions or new issues not sent automatically.		

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NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
<b>Buick</b>		
*Chassis Service Manual	Annually	General Service Manager Buick Motor Division, GMC Hamilton Avenue Flint, Michigan 48550
*Body Service Manual	"	
*Flat Rate Manual (Includes Body and Chassis)	"	
*Parts Book	"	General Parts and Access. Mgr. (Same address as above)
*Specifications for New Model Cars including Sales Literature	"	Nearest Buick Zone Office or Director National Fleet Sales (Same address as above)
<b>Oldsmobile</b>		
*Shop Manual		General Service Manager Oldsmobile Division, GMC Lansing, Michigan 48921
*Chassis Flat Rate Manual and Body Flat Rate Manual	Annually	
*Specifications for New Model Cars including Sales Literature		
*Current Model Chassis and Body Parts Catalog	Bi-monthly	Parts and Accessories Merchandising Manager Oldsmobile Division, GMC Lansing, Michigan 48921
*Chassis Parts Catalog (Past Model)	Annually	
*Body Parts Catalog (Past Model)	"	
*Accessories Catalog PA 111	"	
*Hydra-Matic Parts Requisitions	"	
*Revisions or new issue not sent automatically.		
<b>Pontiac and Tempest</b>		
*Specifications for New Model Cars including Sales Literature	Annually	National Fleet Sales Manager Pontiac Motor Division Pontiac, Michigan 48053
*Master Parts Catalog	Annually	General Parts and Access. Mgr. Pontiac Motor Division Pontiac, Michigan 48053

NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
*Service Manual	Annually	
**Service Craftsman News	Bi-Monthly	
*Flat Rate Manual	Annually	General Service Manager Pontiac Motor Division Pontiac, Michigan 48053
*Tune-up Diagnosis Wall Chart	"	
*Fisher Body Manual	"	
*Owner's Manual (best for general information, simplified)	"	
*Revisions or new issues not sent automatically.		
**Sent without further request to persons on Service Craftsman News Mailing List.		

**Cadillac**

*Shop Manual	Annually	General Parts & Serv. Mgr. Cadillac Motor Car Division Box 297, Roosevelt Park Annex Detroit, Michigan 48232
*Specifications for New Model Cars includ- ing Sales Literature	"	
*Revisions or new issues not sent auto- matically		

**9. GMC TRUCK AND COACH DIVISION, GENERAL  
MOTORS CORPORATION**

NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
GMC Truck Data Book	Replacement page service as required for new models or changes	Supervisor, Data Book Release GMC Truck and Coach Division 660 South Boulevard, East Pontiac, Michigan 48053

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NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
Truck Maintenance Manuals Models 1000 thru 5000 Models 5500 and Up Hydra-Matic Transmission Diesel Engine 6-71 Diesel Engine 6V and 8V-71	At introduction of new models	Supervisor, Technical Publications GMC Truck and Coach Division 660 South Boulevard, East Pontiac, Michigan 48053
Owners and Drivers Manual Models 1000 thru 3500 Models 4000 thru 7000 Gas only Models — Diesel only	At introduction of new models	660 South Boulevard, East Pontiac, Michigan 48053
Truck Service Bulletins	As required	
Preventive Maintenance Booklet	”	
GMC Truck Master Parts Book	Replacement Page Service as required for new models or changes	P & A Merchandising Department GMC Truck and Coach Division 660 South Boulevard, East Pontiac, Michigan 48053

**10. INTERNATIONAL HARVESTER COMPANY**

NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
Sales Data Book Sales Catalogs and Literature Parts Catalogs Shop Service Manual	To cover new models and changes in specifications	Fleet Sales Manager International Harvester Co. Motor Truck Division at the District Office which handles the Telephone Company or Area Account
Operator's Manual	With each vehicle delivered	”
Vehicle Price Lists Parts Price Lists	To cover new models, changes in specifi- cation, and revisions of prices.	”
Fleet Service News Letters	As required	”
Sales Engineering Bulletins	Generally to cover new models, and periodically to cover special fea- tures or technical subjects.	”

NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
Marketing Communiques	Periodically to point out items of interest to marketing personnel	Fleet Sales Manager International Harvester Co. Motor Truck Division at the District Office which handles the Telephone Company or Area Account
Special Educational and Training Literature	Periodically to assist in training sales personnel	Company or Area Account
Special Catalog: International Trucks for the Bell System	Irregular	"

## 11. MACK TRUCKS, INC.

NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
Salesman's Technical Data Book (Price Not Included)	Irregular	
*Maintenance Manuals	"	
**Operator's Manuals	Copy in each vehicle when delivered	National Accounts Department Mack Trucks, Inc. Empire State Building 350 5th Avenue New York, N. Y. 10001
Service Bulletins	Irregular	
**Wiring Diagrams	At introduction of new series	
**Lubrication Charts	At introduction of new series	
*Order by chassis serial number.		
**Order by series designation.		

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**12. WHITE TRUCKS—DIVISION OF  
WHITE MOTOR CORPORATION**

NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
Data Book	To cover new models or changes in specifications	
*Parts Book	At introduction of new models or when there is a change	White Branch Office where avail- able. Otherwise Distributor through which contacts are usually made
*Maintenance Manuals		
Service Bulletins	Irregular	
**Driver's Manual	One Issue	
*By model — specific request only.		
**Training Manual on care and operation.		

**13. WILLYS MOTORS, INC.**

NAME OF PUBLICATION	FREQUENCY OF ISSUE	COMPANY OR AREA M. V. SUPVR. TO MAKE REQUESTS TO
Individual flyers giving major specifica- tions of each vehicle	Revised periodically	Sales Promotion Manager Willys Motors, Inc. Toledo 1, Ohio
Full Line Brochure	”	
Fleet Sales Manual	Annually	R. O. Morgner Fleet Sales Manager Willys Motors, Inc. Toledo 1, Ohio
Fleet Service Bulletins	Issued periodically to recorded holders of manuals	
Operators Manuals	As needed	Manager Technical Publications Service Department Willys Motors, Inc. Toledo 1, Ohio
Service Bulletins	”	
Special Equipment Manual	Bulletins issued periodically to recorded holders of manuals	E. J. Reighard Special Equipment Manager Willys Motors, Inc. Toledo 1, Ohio