

PACKARD

Service Counselor

PARTS * ACCESSORIES * PRODUCT * PROFITS

INSTITUTIONAL

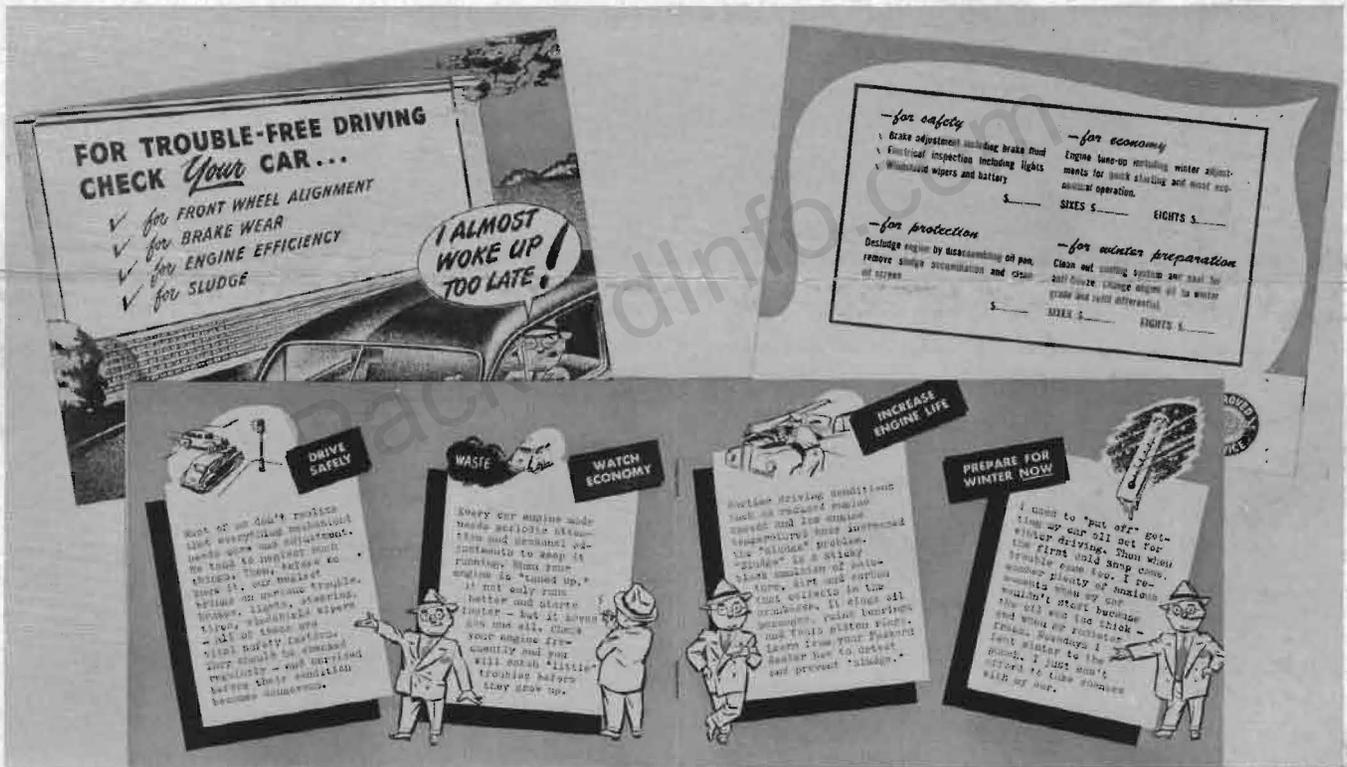
PROMOTIONAL



VOL. 18, NO. 9

OCTOBER, 1944

FALL AND WINTER MAILING PROGRAM



Samples of the Service Fall and Winter Mailing piece were mailed out Oct. 3rd.; and here, again, is the reason you should order yours and mail one to every Packard owner in your area.

There are still a lot of Packard owners who do not realize just what is required to keep a three to four year old car in good operating condition. So many owners have been in the habit of buying a new car every two years or less that it has been unnecessary for them to give consideration to major maintenance work.

Fall and winter driving, too, takes a heavy toll of even the best conditioned cars, and very costly

SERVICE MANAGER'S PERSONAL COPY

repairs can and do result when the need for complete winter conditioning is not understood or is completely ignored by the car owner. The Packard Dealer has a real responsibility in seeing to it that the Packard owner is well advised about his car maintenance requirements.

The mailing piece is constructed to give treatment to the important phases of car care: Safety—Economy—Engine Life—Winterizing—Finish Preservation. You should get this business.

Perhaps your shop is very busy but these owners, who are your logical service customers and the most natural source of potential new car sales when production resumes, should be contacted regularly and advised in the best interests of their present cars' maintenance and, also, to let them know of your continuous interest in them.

If you have not already done so, send your order in *now* for the quantity of mailing pieces necessary to make contact with each Packard owner in your community.

Follow the instructions on the order form carefully to avoid any unnecessary delay in getting your mailing pieces back to you for immediate distribution to your Packard owners.

Factory Parts Department Closed for Inventory

November 20 Thru November 30

The Factory Parts and Accessories Division will take annual inventory and no shipments can be made during this period.

It is quite important that your requirements be thoroughly checked and orders covering same be in our possession prior to November 15.

Parts and Accessories shipments will be resumed on December 1.

CORRECTION

We regret the error in the last issue of the "Service Counselor" in which we gave H. K. Fletcher the title of Retail Sales Manager rather than the correct one of Retail Service Manager.

STEERING RATTLE—CLIPPER

If you have trouble in locating what seems to be a steering rattle in a Clipper model, we suggest that you check the threaded bushing which joins the outer end of the shock absorber arm with the upper end of the wheel support.

Excessive wear at this point "telegraphs" through the steering linkage and from the driver's position the noise will seem to originate in the steering gear itself. The pivot pin and the threaded bushings are easily replaced.

After installing the new parts you must not forget to see that the camber and caster are properly set.

RADIATOR CORE REMOVAL

In the removal of the radiator core of the clipper models some difficulty is experienced in reaching the bolts and metal screws in the Eight and Super Eight installations.

It will be found simplest to remove the core and the radiator cradle as a unit, disassembling the core from the cradle after removal.

In the case of the Six Clipper the mounting is more accessible, and the cradle need not be removed.

PARTS DEPT. TRANSFERS



New transfers are now available for the parts and accessories department. They are finished in red, white and blue. They are 12 inches in diameter and correspond in design to the new service sign. Two styles are carried, one for use on glass, and the other for use on an opaque surface. They may be used on doors and windows or for decorating bin and parts store fronts. A colorful touch adds much to your new PPCP parts store. The price is 45 cents each. Specify which type you want.

CLEANING WATER SYSTEMS



One of the most common and most expensive mistakes in motor car maintenance is the failure to keep the water system clean.

Hard water deposits and rust deposits are seldom removed until the radiator clogs and overheating results. The danger lies in the fact that often these deposits are corrosive in their action and are particularly active in attacking the radiator core. By the

time overheating has developed, serious corrosion may also have developed.

All of you have had the experience of cleaning a radiator to correct overheating and finding that the removal of the scale opened up so many holes in the core that it had to be replaced.

It is important, therefore, not to put off the cleaning of the water system until the overheating of the motor makes this attention necessary. It may then be too late. The scale and rust should be removed before the radiator core and other parts are badly corroded.

The presence of a rust or scale deposit in the radiator filler pipe and the presence of rust in the contents of the water system are the best indications that the system should be cleaned. It should be easy to convince any owner that the operations should not be postponed until trouble develops.

Packard Sovereign Radiator Cleaner is most effective, since it attacks both the hard water scale and the rust deposits. Order through the Service Parts Division. (Trade Letter T-3143 TL-337.)

PACKARD INSULATION SEALER



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

Cars need Packard Insulator 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.

A NEW PPCP

The PPCP sounded good to the Shaw Motor Company of Kansas City, Kansas. They wanted a modern parts store, one that they would be proud of. They were convinced that a balanced inventory produced greater profits and would protect them from obsolescence. They wanted a system that would save time in controlling inventory, ordering parts and in finding parts. They wanted a parts store that would make customers feel they were well supplied with parts and equipped to take care of their service requirements. Their parts department was to be as modern and efficient and profitable as any other department of their establishment.

The "before" and "after" pictures showed what happened. What they wanted and what they now have are the same thing. Mr. Shaw is well pleased with the change and is a real booster for PPCP.



NEW POSTERS

We are mailing under separate cover two new service posters. Please be on the lookout for them and make sure they are prominently displayed. You may wish to coat them with clear shellac to preserve them or better yet frame them.

The Sludge poster completes the material for this important program. We hope you have ordered and mailed the sludge folders to all owners in your area. The poster will serve to remind owners when they come in to your place about the importance of protecting their cars from the harmful effects of sludge.

The Lubrication Diagrams on the current cars will be particularly useful to new men on the rack. It also serves as a selling tool to convince owners that thorough Packard lubrication is best for their cars.

The posters are supplied no charge. If they are put up promptly they will serve the purpose for which they are intended.

★ ★ ★



BEFORE and AFTER

PRINTED IN U. S. A