

NATION-WIDE BRAKE EMPHASIS PROGRAM FOR TRAFFIC SAFETY

To avert a threatened increase in motor vehicle accidents and to conserve the Nation's dwindling supply of cars, the International Association of Chiefs of Police has developed a Nation-wide Brake Emphasis Program. It will be operated in each state and community by Chiefs of Police and Sheriffs. Each state will have its own organization for conducting the Program.

The Program will begin April 15 and conclude June 1, 1945, covering a seasonal period when sharp increases in traffic accidents usually are experienced.

The Nation-wide Brake Emphasis Program will focus the attention of all drivers on the importance of good brakes. In so doing, loss of life, personal injuries and property damage will be reduced. The useful life of the Nation's dwindling supply of motor vehicles will be prolonged.

Some of the reasons behind the selection of brakes as the point of emphasis in the Program are: (a) brakes are a factor in most traffic accidents and many moving violations; (b) the public generally understands and accepts the importance of brakes; (c) the consequences of dangerous brakes, or brakes used dangerously, extend to the persons and property of all who ride or walk and are not confined to the owner or driver; (d) repairs and adjustments can be made expeditiously with little or no loss of the use of the vehicle; (e) the brake check procedure can be combined easily with regular enforce-

ment work and takes but 60 seconds to accomplish; (f) special training for officers is not required and a piece of wood to measure one inch is all the equipment needed.

The Program contemplates a brake check for each passenger car involved in an accident or a moving traffic law violation or where a police officer observes a car being operated in a manner indicating faulty brakes. The brake check can be accomplished in one minute or less by the simple process of depressing the brake pedal after placing an object one inch thick on the floorboard under the brake pedal. If the brakes grip before the pedal strikes the object, the car passes the check. If the pedal strikes the object, the car fails to pass.

If a car passes the brake check it does not follow that the brakes are safe. It means the brakes have merely met the check requirements.

If the brakes fail to pass the check, the officer will inform the driver of the necessity for immediate attention or take such enforcement steps as are required by the policy of the police department or sheriff's office concerned.

In addition to the brake check each officer, during the Program period, will hand a leaflet stressing the importance of safe brakes to each motorist with whom he has contact of any kind. This, and the brake check, will give substance to the vigorous campaign of publicity, advertising and education to be carried out on national, state and local planes.

(Continued on Page 2)

In this effort the traffic officers of the Nation have complete and enthusiastic support. President Franklin D. Roosevelt has written General D. C. Draper, president of IACP, calling for the mobilization of the police of the Nation to reduce traffic accidents and conserve our depleted supply of motor vehicles. Organizations cooperating include safety, industrial and public service organizations and groups. Through the state and local branches of these national organizations the Police Chiefs and Sheriffs will get a full measure of active local support in the Program.

Your cooperation is requested in the following:

(1) Contact the local Chief of Police. See how you can best participate in the program.

(2) Display the Police poster "You're only a foot from trouble—check your brakes", in your show room and service department.

(3) Distribute the hand-out leaflet to all your customers.

(4) Make certain you have an adequate supply of brake parts for the program period.

(5) Try to give priority to brake jobs April 15—June 1 over other non-safety jobs.

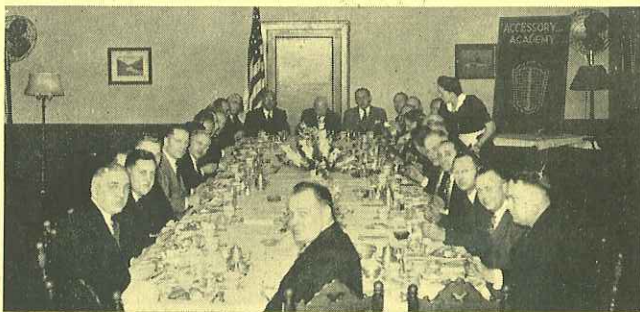
(6) Have service managers stress safety and conservation in contacts with customers during program period.

(7) Tie in the theme of the brake program in your advertising.

(8) Arrange with the Police for a demonstration involving good brakes and poor brakes.

CHICAGO ACCESSORY ACADEMY

The five Branch Service Departments of Packard-Chicago just finished their Eleventh Annual Accessory Academy with a banquet.



The Academy ran for a period of four months, ending January 31st. Sales totaled \$38,086.00 as compared to \$35,000.00 the year before. Fourteen service salesmen participated, sales per man averaging \$2714.00.

James J. Kouba, the high man, ran up a total of \$5,450.00 in the four months.

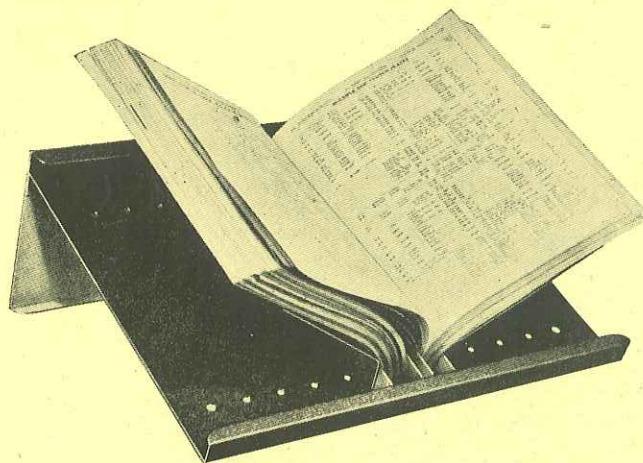


Hosts were "Rudy" Rosain, Fred Kuhrt, W. R. Bellows, who gave the boys a very inspirational talk, and Fred Dolansky.



PARTS LIST HOLDER

Keep your parts books and price lists in good order and easily available for immediate use at all times. The "Ever Ready" parts catalogue holder will help you do this and in addition will protect and add to the useful life of your parts catalogues.



These should be ordered direct from the Geneva Manufacturing Company, Geneva, Illinois. The new price is \$4.76, net F.O.B. Geneva, with three sections. Specify Packard No. 12 Ever Ready.

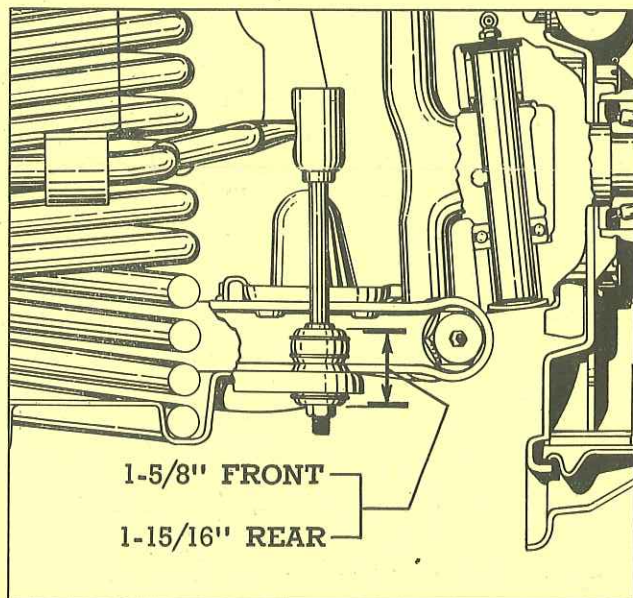
Shop Talk

STABILIZERS

When reconnecting the tubular type lateral stabilizer shock absorber and the front and rear stabilizers (roll control bars) it is important that the rubber grommets be compressed to a given dimension in order that they may have the proper tension.

The nuts which compress the grommets should be tightened until the distance between the backs of the outside retainers is brought to the dimension listed in the table below:

Lateral Stabilizer Shock Absorber.....	1-5/8" + 1/32
Front Stabilizer.....	1-5/8" + 1/32
Rear Stabilizer.....	1-15/16" + 1/32



NEW SERVICE POST CARDS

A new folder containing a sample set of revised service postcards has been mailed to all dealers. These are "reminder" cards, designed especially for use with the Packard Owner Contact System.

The cards are colorful, friendly in tone, and are printed on government postcard stock with one cent stamps. They are to remind owners of service attention not recently performed on their cars. Consistently used they are the least expensive way of keeping in touch with owners.

Use the handy order card supplied. Minimum quantities for imprinting are 100 of the same cards. Cards are now priced at \$1.50 per 100. Imprinting is extra as listed on the back of the folder.

Keep your firm name constantly in front of Packard owners. Here is a low cost means of showing a definite interest in your customers. It's important today.

PARTS CONTROL PLAN

SERVICE STANDARDS BOOKLET NO. 3

The problem of Parts Inventory Control is one of major importance to every Packard dealer for the reason that—

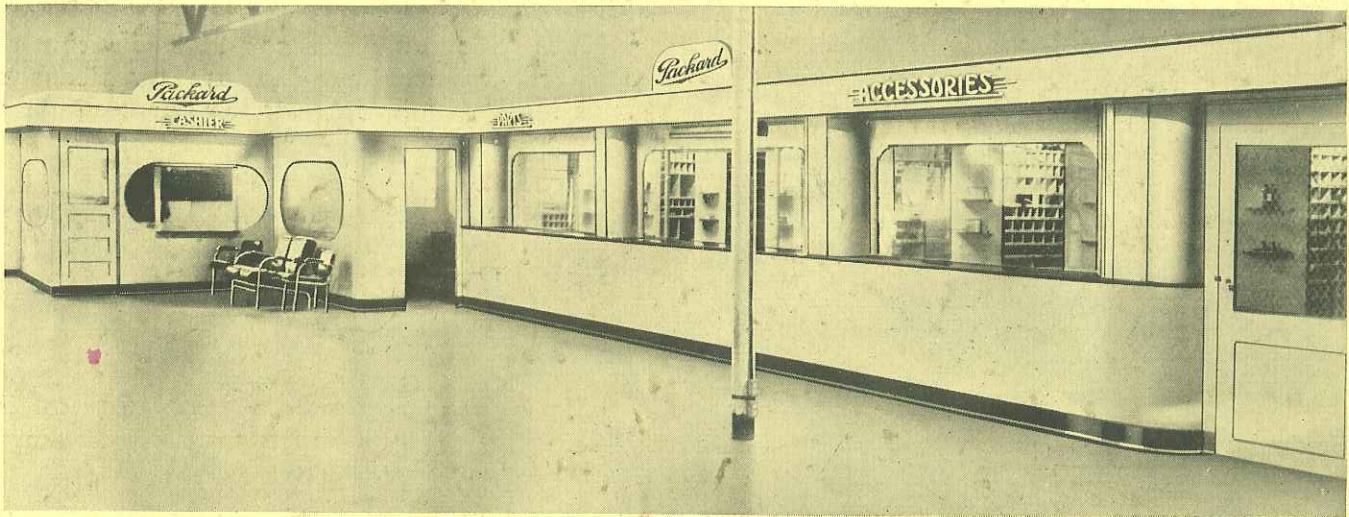
- (1) The Parts Department is the most uniformly profitable department in the business.
- (2) The entire shop performance is dependent upon maintaining a well balanced parts inventory.
- (3) Customer satisfaction is largely dependent upon an efficient parts and service operation.

The booklet Packard Service Standards No. 3 fully outlines the benefits to be derived from the installation of the Packard Parts Control Plan. We urge that every dealer carefully study the copy of the booklet already mailed to him to determine what the Plan will do for him from the standpoint of increasing the efficiency and decreasing the operating cost of his parts and service department.

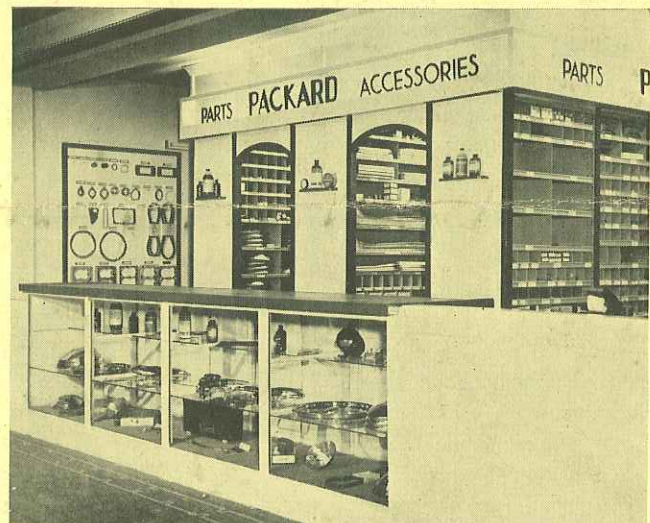
Dealers who have already installed the PPCP should immediately see that this booklet is placed in the hands of their Parts Managers. The latter half of the booklet has been developed as a manual completely covering the use of the Monthly Parts Order-Inventory Pad. With this reference booklet on hand, the parts man who is learning to use the PPCP system need never be at a loss should a question arise as to the proper procedure in making up his monthly order.

All District Managers and Zone Parts and Service Representatives stand ready to advise any dealer in connection with the installation of the PPCP. At the same time they will work with the dealer's parts manager with a view to obtaining the maximum benefit from a system already installed.

RECENT PARTS INSTALLATIONS



Recent reports of PPCP installations include these illustrated. Above is the beautiful and practical result obtained by Ben Franklin of Tulsa, Oklahoma. At the right is a very neat and attractive job at St. Petersburg, Florida.



The two views below are a "before" and "after" at Texarkana, Texas. It's a beautiful example of what the plan will do even for the smaller installations. Aside from saving time in locating and ordering, you are bound to sell more parts.

