



SAFETY SERVICE

The chart reproduced was compiled by the National Safety Council and definitely indicates that the month of June is the right time to stress Safety Service. Both in the year 1937 and 1938 a very definite upturn of accident deaths starts in June and goes through the summer months. Safer cars are not by any means the full answer, but they have a very definite part to play in the effort being made to make driving safer.

The items most important are the steering, brakes, horn, headlights, tail lights, tires, windshield wipers and rear view mirror.

Before summer vacations start, why not notify all your owners of the importance of a safety check on their cars. This could be done inexpensively by means of the No. 12 Constant Reminder Post Card. You can use the standard message with your imprint as shown, or you can work out any message that you want, not to exceed six lines, as

this will allow room for your firm name imprint. Pricing of the cards is given on the back page and if a special message is desired, add 10c a line to your total order.

Special emphasis should be placed on lighting equipment. Night accidents are always greater in number than daytime accidents and, while there are other reasons, lighting is probably the most important. Poor lights and improperly adjusted lights are easily and quickly checked, and customers will appreciate your suggestions. Re-read the film supplement issued in January of 1938 on "Highlights on Headlamps."

You will be doing your customers a real favor by pushing a safety campaign during June and July. Show the customers this chart; impress them with your interest in their safety; and keep after the safety check items which highway commissions have found most important.



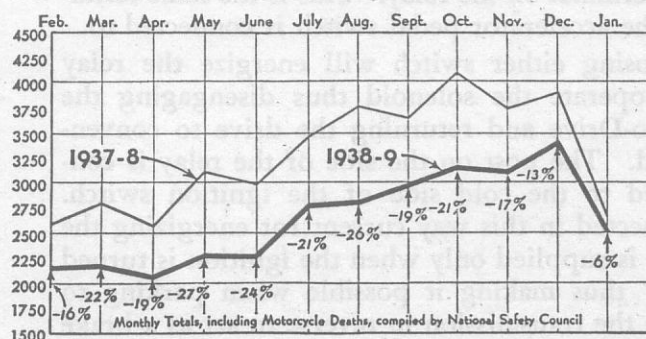
- ✓ STEERING
- ✓ HORNS
- ✓ HEAD LIGHTS
- ✓ TAIL LIGHTS
- ✓ MIRROR
- ✓ WIPERS
- ✓ TIRES
- ✓ BRAKES

● Safe cars mean less accidents. Prices will be quoted for any work required.

THE INSPECTION IS NO CHARGE.

A. G. HAWKER, INCORPORATED
52 Elm Street - Phone 2456
NEW BRITAIN, CONNECTICUT

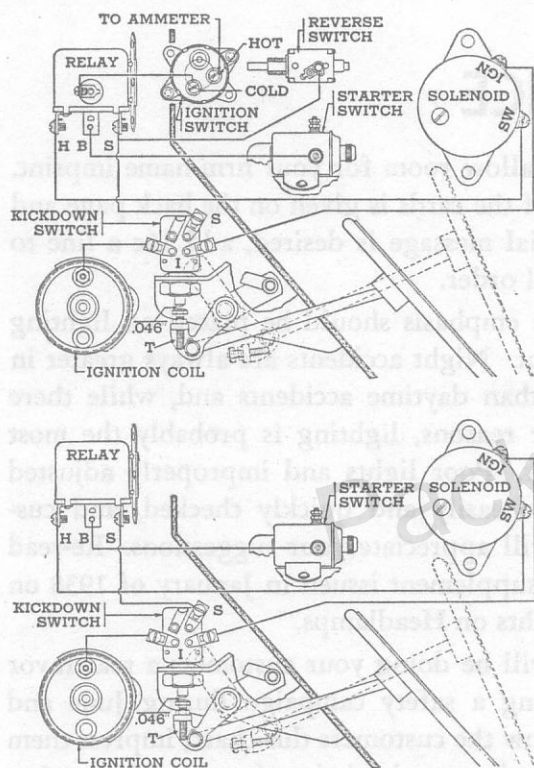
THE HIGHWAY ACCIDENT DEATH CURVE



ECONO-DRIVE REVERSE LOCK-OUT SWITCH 1700-1-2

Starting with engine number B26769A on the Six and B318799A on the Eight a change has been made in the accelerator kick-down switch wiring so that the solenoid will disengage the Econo-Drive and return to conventional drive whenever the gear-shifter lever is put in reverse.

This is done by using a new four-post relay and an additional plunger switch "B" on the side of the transmission, located so that it will be closed by the transmission first and reverse shifter lever when the reverse gear is engaged.



Wiring in upper view is used on late production, lower view shows original wiring.

The new transmission switch is connected through a new lead in the wiring harness to the "S" terminal on the relay. This is the same terminal the accelerator pedal switch is connected to.

Closing either switch will energize the relay and operate the solenoid thus disengaging the Econo-Drive and returning the drive to conventional. The post on the side of the relay is connected to the cold side of the ignition switch. Connected in this way current for energizing the relay is supplied only when the ignition is turned "On" thus making it possible when parking to leave the transmission in reverse to act as a brake without having the electrical draw of the solenoid run down the battery.

Only the new four-post relays will be supplied by the Service Stores Division. When the four-post relay is used to replace the previous three-post type a jumper lead will be required connecting the side post to the "B" post.

When the new wiring harness is installed on a car not having the transmission reverse solenoid switch, the extra lead for the switch is not required and should be cut off.

It is possible to install the Econo-Drive reversing switch on cars not originally so equipped using the following parts:

341253—Transmission overdrive reversing solenoid switch	1
341036—Bracket (switch to transmission)	1
237295—Nut	1
5806—Lockwasher	1
341053—Solenoid switch relay	1
341045—First and reverse trans. lever	1

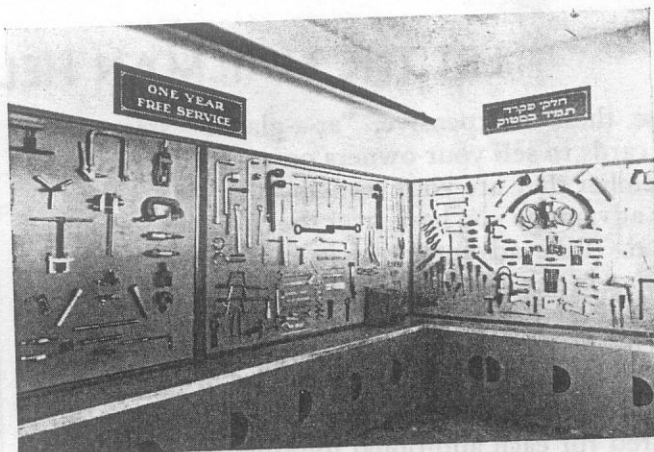
The wire connecting the transmission switch to the relay should be taped to the wiring harness lead to the solenoid and should follow it to the relay. The wire from the relay to the ignition switch should be passed through the opening in the dash through which all other wires pass and be connected to the cold side of the ignition switch. This is the side opposite the one to which the ammeter is connected.

TEL-AVIV, PALESTINE

We are apt to think of the American service station as the last word in adequate facilities. Some of the pictures we receive from Packard Export



prove that this is not so. Take a look at this place in Palestine and you will agree with us that they rate a high mark on space, cleanliness, modern equipment and adequate tools. Tel-Aviv is certainly to be congratulated on their new building, layout and facilities.

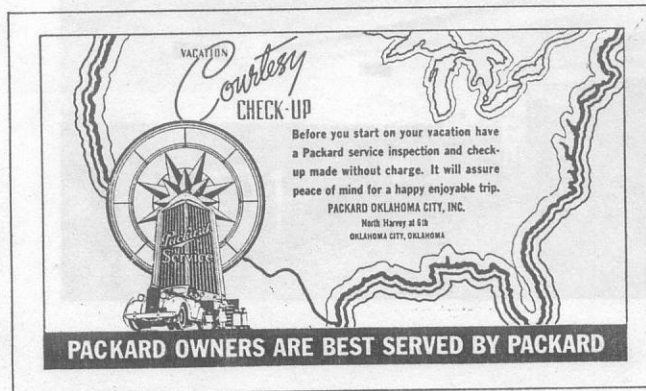


New Code	Std.	(.003 (.005	.010	.015	.020	.025	.030	.035	.040	.045))
No Variation Size Marking on Oversizes.											
A 3-3/16	{ 3.18625 { 3.18675 { 3.18675 { 3.18725 C..... { 3.18725 { 3.18775 D..... { 3.18775 { 3.18825	3.18925 3.19125	3.19125 3.19325	3.19625 3.19825	3.20125 3.20325	3.20625 3.20825	3.21125 3.21325	3.21625 3.21825	3.22125 3.22325		3.23125 3.23325
A 3-1/4	{ 3.24875 { 3.24925 B..... { 3.24925 { 3.24975 C..... { 3.24975 { 3.25025 D..... { 3.25025 { 3.25075		3.25375 3.25575	3.25875 3.26075		3.26875 3.27075		3.27875 3.28075		3.28875 3.29075	
A 3-7/16	{ 3.43625 { 3.43675 B..... { 3.43675 { 3.43725 C..... { 3.43725 { 3.43775 D..... { 3.43775 { 3.43825	3.43925 3.44125	3.44125 3.44325	3.44625 3.44825	3.45125 3.45325	3.45625 3.45825		3.46625 3.46825		3.47625 3.47825	3.48125 3.48325
A 3-1/2	{ 3.49875 { 3.49925 B..... { 3.49925 { 3.49975 C..... { 3.49975 { 3.50025 D..... { 3.50025 { 3.50075	3.50175 3.50375	3.50375 3.50575	3.50875 3.51075	3.51375 3.51575	3.51875 3.52075	3.52375 3.52575	3.52875 3.53075	3.53375 3.53575	3.53875 3.54075	3.54375 3.54575

LET THE MAILMAN HELP YOU SELL SERVICE

Use these inexpensive, "at-a-glance" stamped post cards to sell your owners on vacation service. Remember they are your owners—that's a tremendous advantage you have over the ordinary service station. Take advantage of it and tell them you are in a better position than anyone to properly service their Packard cars.

Each different card costs \$1.25 a hundred, plus imprinting at 80c a hundred for the first hundred. Add 15c a hundred to the card cost of \$1.25 a hundred for each additional hundred of the same card. Order from Service Promotion Department, Packard Motor Car Co.



Card No. 18

Card No. 20

Card No. 5

Card No. 6

Card No. 2

Card No. 7

Card No. 8