

VOL. 14 No. 18

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## TALK SAFER WINTER DRIVING

Ice, snow, sleet, zero temperatures and fewer daylight hours combine to make winter driving hard for your customers. What can you do to make their winter driving less hard and less dangerous? The answer is easy. Make their cars safer. Get your customers to have those things done to their cars which help reduce the hazards these conditions bring about. The things they need are better lights, better traction, better stopping ability, better vision and better steering.

These may not be named in the order of their importance but we are after a general safer result and if any one of these are taken away the car is unsafe. Let's be sure we can quickly diagnose each and offer a quick remedy.

**Headlights** are important. You need but little equipment and not so many parts to be able to service them. Most of your attention will be on the old style lights since the new sealed-beam lights require but little adjustment and simply replacement if broken or worn out. Six points come to mind:

1. Be sure he has two good headlights. Replace either the sealed-beam units or bulbs.
2. Be sure the lights have the correct bulbs. This is important on twin filament bulbs.
3. Be sure the lamps are properly aimed.
4. Be sure the lamp lens are not twisted. Sometimes they slip; it's easy to straighten them.
5. Be sure the connections are tight and clean. Don't forget the battery to frame cable.
6. Be sure the reflectors are clean and polished. Sometimes new reflectors are needed.

**Traction** through tires is important. Check all tires; smooth ones are not safe. Correct alignment and balance is a winter safety item. Do more tire checking and get the tire business. Tire pressures are often neglected in the winter. Get your customers to drive into your warm station for this service. Make it pay by checking for cuts, cracks, and bruises. Tire chains are still a good item.

**Stopping ability** in winter is important. Don't let customers buy brake adjustments when new linings are the correct answer. Go after bleeding service. Have a brake system clean up item on your list as well as a minor and a major adjustment. Talk brakes for winter preparation.

**Vision** is important too. Get the windshield wiper apparatus in good condition. Stock up on blades and then sell them. Check the operation of the defroster or sell fans to owners of older cars. Nickels and dimes from windshield wiper servicing help the profits.

**Steering** finishes up the list. This again calls for good tires, properly inflated and aligned. Wheel bearings should be serviced, and steering adjustments are often required to make steering safe.

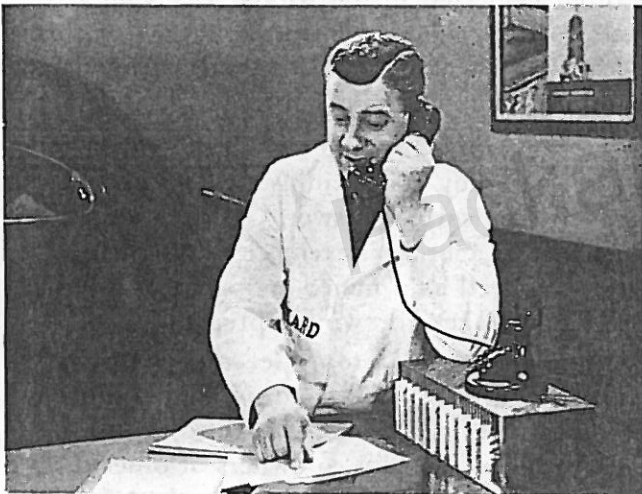
*Who said winter conditioning doesn't pay?* There is plenty to be done besides looking at the battery, the radiator and the motor. Let's stop thinking of only these three items as conditioning a car for winter and really go after these other safety items. Making cars start easy in cold weather is one thing—Let's go farther and make them safe to drive too. Let's check headlights, tires, brakes, vision and steering. Your customers will be better off and so will you!

## THE TELEPHONE

Sure, everybody knows how to use a telephone. But have you noticed how some people are always cussing a phone, and they try to tell you what a big nuisance it is, while others get along fine with it. No fuss—no bother—just a big help. The difference is in the way you use a telephone. The thing is so common that we get careless with it. Either you use the phone or the phone will use you, and it will wear you down quickly.

There are just a few rules. Use them and the phone will be a big help. Disregard them and watch out. Watch your voice—remember, you can't smile over the phone except to "put a smile in your voice."

1. Answer the phone promptly. You don't like to wait.
2. Greet the caller pleasantly and identify yourself.
3. Use the customer's name frequently.
4. Be a good listener; don't interrupt, it isn't polite.



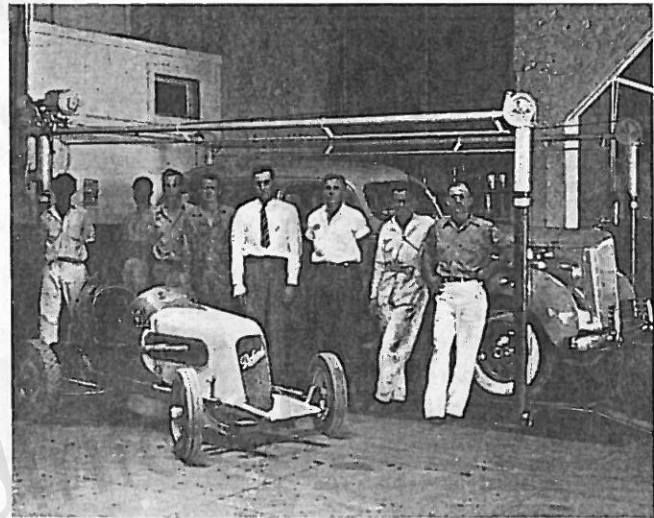
5. Explain any waits; don't have customers hanging on the phone. If you have to transfer the call, depress the hook slowly three or four times. The operator won't see the signal if you do it fast.
6. Apologize for mistakes of wrong numbers; don't just slam the receiver down.
7. Say "thank you" and "you are welcome." That's the way to smile over the phone.
8. When you are through talking to a customer in his office you don't slam the door on the way out, and you should never slam the telephone door in his face. Hang up the receiver gently.

Keep your mouth one inch from the mouthpiece, no more and no less. Don't holler and don't

mumble. Be extra polite over the phone. Make up in your voice for the fact that you can't give them that big smile or your winning personality over the phone. Your voice alone is you and the firm.

## SERVICE IN EL PASO

George J. Williams sent this picture from El Paso showing the service group, headed by Bob Camper, Service Manager. The new grease lift was recently installed in the modern, up-to-date Service Department of Packard El-Tex, Inc., Packard Dealers in El Paso, Texas.



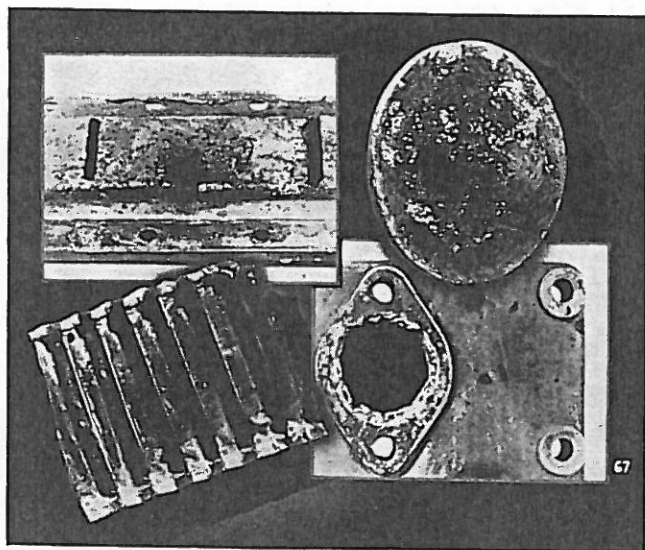
The midget racer in the foreground, Packard Special No. 16, driven by Cotton Shipp, popular dare-devil driver, to the left of Mr. Camper, and sponsored by Mr. Camper in the El Paso Speedway Racing Association races, is repeatedly a winner of 5 out of 8 weekly races, just as the Air Conditioned Packard on the grease rack is a leader in sales in the El Paso area.

## RUSTPROOFING RADIATORS AND COOLING SYSTEMS

Recent surveys indicate that all too many car owners have formed the habit of leaving cooling solutions in the cooling systems of their cars for unusually long periods of time. This applies equally to water as well as to anti-freeze solutions.

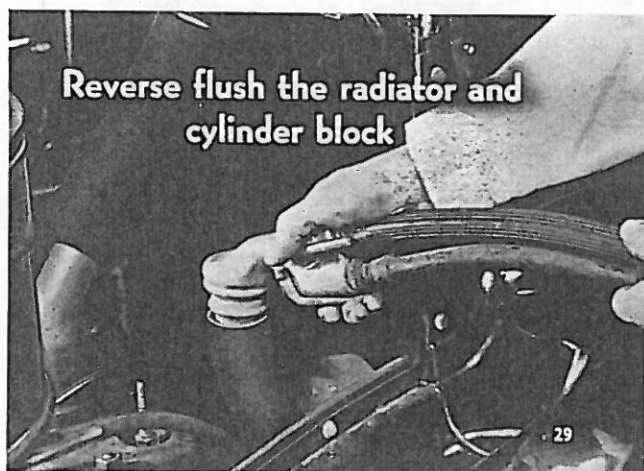
Cooling solutions have the faculty of absorbing oxygen from the air, exhaust gas from the combustion chamber and other contaminants or impurities that cause rust and corrosion. Rapid rusting with consequent clogging or the perforation of radiator metals may result. The year-round use of full strength corrosion protection is the safest insurance. This means the use of an





anti-freeze solution that has suitable chemical inhibitors for the winter season after which the anti-freeze solution should be drained and discarded, to be replaced by clean water treated with a reliable rust preventive such as Packard Rust Preventive for the summer. Special effort should be made to further a program of this nature since corrosion inhibitors are weakened and finally exhausted by extended use. No one can tell how long they will last. It depends on how well the car is taken care of, how far and fast it is driven.

Full strength corrosion protection is needed more in summer than in winter principally because the car is driven harder during the summer season. Rust forms as much as 30 times more rapidly during high speed, warm weather driving than it does in cold weather. Only by rustproofing twice a year can engine cooling be kept at new car efficiency. Radiators need full strength corrosion protection at all times and rustproofing is the only



sure way to avoid radiator rust clogging which may result in overheating with expensive cleaning and corrosion repairs necessary. Then too, contaminated anti-freeze solutions may cause more corrosion and rust than fresh water. Therefore, a

good preventive maintenance program incorporating draining, and discarding all cooling solutions (water as well as anti-freeze) twice a year should be inaugurated. If there are signs of rust or other clogging material, the cooling system should receive a good cleaning and possibly a pressure flushing to restore its efficiency. After this, fill the cooling system with a suitably treated water solution or an anti-freeze solution which likewise contains a good chemical treatment.

Car owners should be discouraged from saving anti-freeze solutions from one season to the next. They should also avoid driving their solutions all summer until a fresh supply is installed in the fall. In those sections of the country where, for reasons of altitude or heat, "Prestone" anti-freeze is used in the summer season—the practice of renewing the anti-freeze solution twice a year, should likewise be followed to insure full strength corrosion protection at all times.

## SHOP SAFETY

More than the average number of fatalities and serious injuries from the use of portable electric lamps, cords and tools have recently been reported. In each case the cause may be traced to defective equipment or equipment unsuitable for the conditions of service, according to "Safety Engineering."

Portable cords and cables and portable lamp and tools used in wet places are especially hazardous and should never be used unless they are in perfect condition. Water is a good conductor of electricity and when a lamp socket, a portable electric tool or other device is wet or is used in a wet location it is especially hazardous. Employees working in such places usually have wet feet and clothing and the stage is well set for a fatality or at least a serious injury.

Just inside the outer shell of a brass-shell lamp socket is a paper lining. It is there for the purpose of insulating the outer brass shell from the current-carrying parts within. A drop of water on this paper will destroy its insulating properties and may conduct enough current to the outer brass shell, under certain conditions, to kill a man. Never use a brass-shell lamp socket on an extension cord.

Service Letters are available for everyone connected with Packard Service Stations. If service managers are not receiving a sufficient number of copies, they should write the Editor and give the extra number needed.

# LET THE MAILMAN HELP YOU GET BUSINESS

Use these inexpensive, "at-a-glance" stamped post cards to sell your owners on periodic 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.

*Have you*

**PROTECTED**

*the*

**COOLING SYSTEM**

**ON YOUR PACKARD**



Now is the time for—  
Reverse flushing and cleaning the cooling system for anti-freeze solutions.

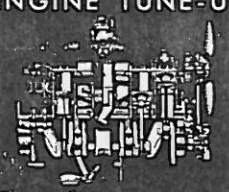
**OUR PRICE \$1.50**

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

Card No. 11

*Improved performance and lower cost*

**ALWAYS FOLLOW AN ENGINE TUNE-UP**



*Be safe WITH PACKARD*  
**TRAINED MEN—PARTS—TOOLS**

Clean and adjust carburetor.  
Clean and adjust points and spark plugs.  
Adjust valve tappets. - Set timing.  
Check battery and charging rate.  
Clean fuel pump screen. - Adjust fan belt.  
Tighten cylinder head and manifold nuts.

Six - \$4.14 — Eight & Super Eight - \$4.88

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

Card No. 5

*You can't see all the Gears and Bearings*



*It's time TO CHANGE*

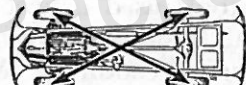
BUT THEY ARE MIGHTY IMPORTANT AND REQUIRE A SPECIAL HYPOID LUBRICANT AVOID TROUBLE WITH SCORING AND REPLACEMENT EXPENSE WITH

*Packard Approved Lubrication*

Card No. 4

**X-ing**

EVERY 5000 MILES



THIS means interchanging the right front and left rear and left front and right rear tires, thus changing the direction of rotation. Then balance the front wheels and tires. This equalizes wear, reduces noise and prolongs tire life.

Card No. 20

**HAPPY BIRTHDAY**



*Your Packard*  
**IS NOW ONE YEAR OLD**

● A birthday present awaits its arrival in our service department, please drive in at your convenience.

**MOTOR SALES & SERVICE, INC.**  
517 Forest Avenue  
PORTLAND, MAINE

Card No. 17

*Have you*

**PROTECTED**

*THE Finish*

**ON YOUR PACKARD**



Keeping that "new car" appearance is a matter of thorough cleaning and applying a treatment of Packard Hard Gloss - Our Price \$8.00

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

Card No. 6

*Your Packard*  
**likes clean air, too—**

**MAY WE SERVICE THE AIR CLEANERS FOR YOU**



● Dust and wear go together—clean air cleaners mean longer motor life—an important yet inexpensive precaution.

**OUR PRICE \$ .50**

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

Card No. 2