



VOL. 14 No. 23

DECEMBER 1, 1940

1941 MASTER SERVICEMEN'S ACTIVITY

The quality of service rendered by the Service Department has a very definite effect upon the success or failure of the new car sales organization.

As just one step to improve the already high standard of Packard Service in the field, we instituted at the beginning of the last model year the 1940 Packard Master Servicemen's Activity. The first season of its operation was an outstanding success. Through encouraging and directing a greater use of the factory service instructions and data by the individual serviceman, this activity accomplished a very definite improvement in the quality of Packard Service.

Because of the success and very real accomplishments of the 1940 Packard Master Servicemen's Activity, we have decided to continue it through the 1941 model season.

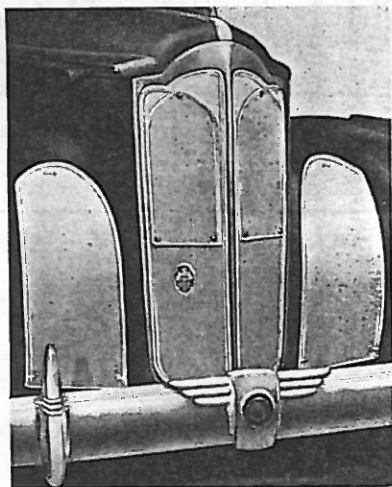
The 1941 Packard Master Servicemen's Activity is described in detail in a folder. We are sure that you will wish the men in your Service Department to take part in this course of training in 1941 service problems. Under separate cover we have forwarded a quantity of Packard Master Servicemen's Enrollment Cards. Please see that they are distributed.

We are depending upon your cooperation to make the 1941 Packard Master Servicemen's Activity an even greater success than that of 1940.

General Service Manager

PACKARD RADIATOR COVERS

Sell your Packard owners Packard Radiator Covers this month. Campaign this item with 1937-1938-1939 and 1940 owners, as well as with the 1941 new car buyers. Remember that the old covers you sold two or three years ago are now lost, bent, or torn.



Sell these covers because they assure a quick warm-up, which, in turn, provides a more efficient motor performance, saving of gasoline, and a warmer car.

	Suggested List Price
PA-362101—Rad. & Grille Cover—1900-1	\$2.95
PA-351294—Radiator Cover—1800-1-2	1.95
PA-354468—Grille Cover—1800-1-2-3-4-5	1.00
PA-5340 —Radiator Cover—120-120B	1.85
PA-5346 —Radiator Cover—115C-120C	1.85

STOCK AND DISPLAY RADIATOR COVERS!

SEAT POSITION

ALL CARS

It is, of course, impossible to make any one seat position that will be equally satisfactory to everyone. We shall always have the occasional instance where it is necessary to alter the seat position to suit the individual owner. It may be necessary to raise or lower the seat or to change the angle of the back either straightening it up or tilting it farther back.

Raising the seat is a comparatively easy operation accomplished by simply adding flat shims between the seat adjustment track and the floor pan.

Lowering the seat is of course accomplished by removing shims. After all shims have been re-

moved it is possible to lower the seat still farther by reducing the height of the seat adjustment tracks.

The stationary portion of the tracks is made in two parts with the upper flanged section riveted to the lower part of the track. Cut off the rivets and separate the two portions of the tracks. Cut enough off the bottom sections to lower the seat the required amount, then drill new holes and reassemble the upper flanged portion. When reassembling, bolts may be used to replace the rivets if desired.

The angle of the seat can be changed by using taper shims under the seat adjustment tracks. Considerable time can be saved and the correct adjustment obtained the first time by having the customer try various angles and select the most comfortable position before the actual shims are cut and installed. This can be done by loosening the track to floor pan bolts and asking the customer to sit in the seat. Tilt it back a little at a time, using temporary blocking until the most satisfactory angle is found, after which the angle can be measured and the proper shim made and installed.

The seat adjustment mechanism provides about $4\frac{3}{4}$ inches of "fore-and-aft" seat adjustment. Further adjustment of the seat location is provided by a slotted hole at the rear and two bolt holes at the front for the seat adjustment track to floor pan bolts. By using the front holes, the entire seat can be moved back one inch thus increasing the leg-room in the front compartment.

Some additional change in the driving position may be made by interchanging steering column brackets. The One-Ten steering wheel cannot be lowered although it can be raised about $\frac{5}{8}$ " by installing the One-Twenty steering column bracket. The One-Twenty steering wheel cannot be raised but it can be lowered by installing the One-Ten bracket.

CLEANING CONVERTIBLE TOPS

The top covering material used on these cars has been chosen because of its resistance to fading, water repellency and cleanability.

Soap and water should not be used when cleaning these tops as it will fade the top and leave spots and blotches. The manufacturer's recommendations for cleaning are as follows: Brush the top thoroughly with a stiff brush to remove all dust and loose surface dirt; then rinse with clear water. Do not use any caustic or soap in the water.

To remove grease spots, a solvent solution such as carbon tetrachloride should be used. In using a solvent cleaner it is not necessary, and sometimes

proves harmful, to saturate the spot intended to be cleaned. Merely dampen the cleaning cloth with the solution and use a light circular motion which will not drive the grease in. If too much cleaning solution is used, the top material becomes saturated and will leave a ring at the outer edges. This is due partly to dust which has not been brushed out becoming centralized and partly to the water-repellent solution which is soluble in carbon tetrachloride solutions.

Credit will not be allowed on top material returned to the Factory unless there is a definitely visible leak or drip. The spot at which the leak or drip occurs should be plainly marked and a description of the location and nature of the leak should be typed on the claim tag. Credit will not be allowed on tops returned because of fading or leaks where it is apparent that the material has been cleaned with a soap-and-water solution.

ACCESSORY MERCHANDISING

The following is a copy of a letter received from Mr. Walter Smith, Parts and Accessory Manager of Earle C. Anthony, Los Angeles. Walter has definitely proven the importance of equipping cars used by wholesale men and service travelers with a complete line of accessories.

EARLE C. ANTHONY, INC.
LOS ANGELES, CALIF.

October 15, 1940

PACKARD - DETROIT

Attention: Mr. J. D. Wilson, General Accessory Mgr.

Dear Jack:

As I may have mentioned in previous correspondence, we gave Mr. Curry a 1941 model equipped with every accessory that could be installed on it and he went out with the specific idea of showing this car and its equipment to dealers, salesmen and service men at each point and the result was that they all got to see a dolled up car at the very beginning of the 1941 season; and it was an easy matter to take orders for an initial stock of accessories. Many dealers who had decided that Wheel Shields, Cowl Mirrors and Packard Radios would not sell in volume, became enthusiastic about the items as soon as they saw them on the car.

We are certainly sorry that we did not try this stunt a long time ago, as it has always been difficult for us to get dealers started on new model accessories, at least until they had an opportunity to order samples and install them on their own cars. By showing them a dolled up car, we not only break down any resistance they may have toward certain items, but are able to sell a substantial quantity of each item at the start of the season instead of two or three months after the cars are announced.

In addition to building up dealers' stocks of 1941 accessories, we concentrated on the new display board panels and sold 21 of them on this trip alone. We also made sure that every point ordered a sufficient quantity and variety of accessories so that the display board could be equipped without robbing their stock.

Both of our field cars are equipped with every approved accessory and I am sure that they will assist us considerably in obtaining more dealer accessory business.

Yours very truly,

J. Walter Smith, Mgr.
Parts & Accessory Dept.

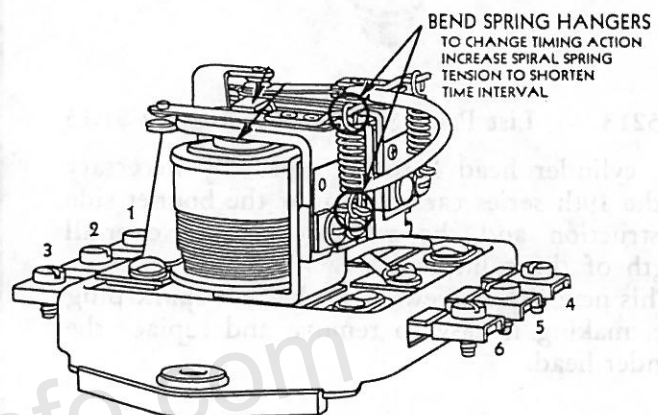
IGNITION CUT-OUT

18th and 19th SERIES

Some servicemen are having trouble locating the cause of an ignition cut-out when decelerating in Aero-Drive.

This condition which was covered in the February 1, 1940, Service Letter, is due to improperly adjusted Aero-Drive relay point and is experienced when decelerating through the cut-out speed.

A check for this condition can be very quickly made by removing the Aero-Drive relay cover and operating the relay points by hand.



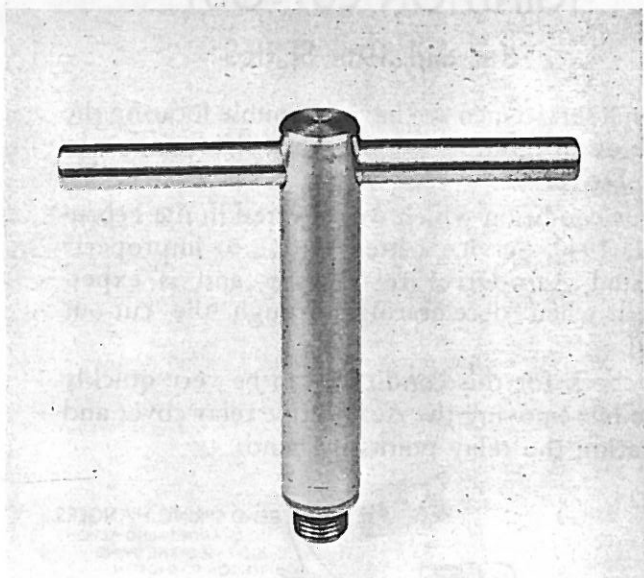
When the upper points are closed and then released, the lower points should open a split second later. During the split second between the opening of the upper and lower points, the ignition is grounded to permit withdrawal of the pawl when the solenoid is de-energized by opening of the lower set of relay points.

If the lower points fail to open, the ignition will remain grounded until the car is brought to a stop or the clutch is disengaged which releases the pawl re-establishing the ignition.

If the lower points fail to open, the spring pressure should be increased by bending the lower spring hanger down slightly. It is very important that the spring pressure is not increased too much and that there is a noticeable time delay between the opening of the upper and lower points to provide the momentary grounding of the ignition necessary for the operation of the kick-down feature.

Bend the spring hanger only a little at a time and repeat the check after each adjustment. If the lower points fail to open, it will kill the engine. If the upper and lower points open at the same time, it will be impossible to operate the kick-down feature.

ST-5213 CYLINDER HEAD LIFTER



ST-5213 List Price \$1.25 Net Price \$1.13

A cylinder head lifter is especially necessary on the 19th series car because of the bonnet side construction and the weight and the over-all length of the cylinder head.

This new lifter screws into the rear spark plug hole, making it easy to remove and replace the cylinder head.

AERO-DRIVE GOVERNOR

18th and 19th SERIES

In the October 15, 1940, Service Letter it was stated that the Aero-Drive governor switch covers were serviced separately from the governor body and the piece number of the 18th Series part was given.

The 19th Series governor switch cover is interchangeable with the 18th Series and only the 19th Series part, piece number 367679, is being shipped from the Service Stores Division.

Governor switches, set for three different cut-in speeds, are available for the 18th Series cars. The piece numbers and cut-in speeds were given in the March 1, 1940, Service Letter. This selection of governor cut-in speeds is not available under the 19th Series piece number.

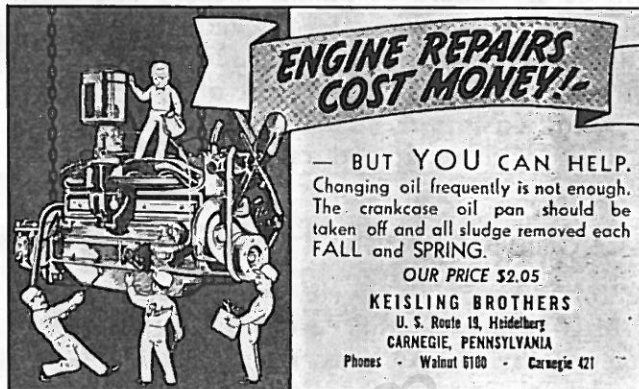
However, since the 18th and 19th Series governors are interchangeable, if it is necessary to change the Aero-Drive cut-in speed to satisfy a 19th Series owner, it may be done by installing the 18th Series governor.

Due to the smaller diameter tire used on the 19th Series One-Ten and One-Twenty, the cut-in speed will be slightly lower than specified for the 18th Series cars.

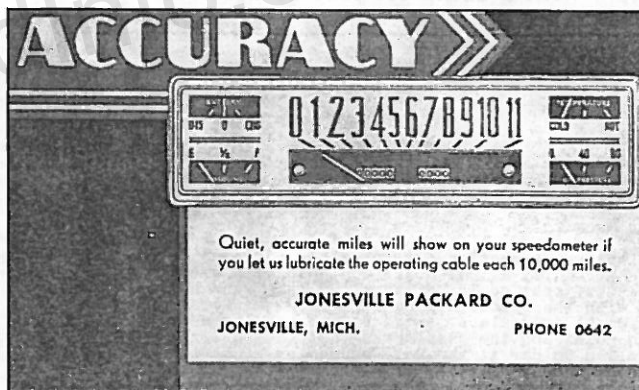
THREE NEW POST CARDS

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.



Card No. 31



Card No. 32



Card No. 33

SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME. ADDRESS—EDITOR PACKARD SERVICE LETTER