




LOOK AHEAD!



Old Man Winter

PACKARD HOMETOWN MOTORS
120 Main Street
HOMETOWN, ALA.

You want to be ready this time;
Avoid the usual last minute rush to our Service Department.

Winter driving is costly to every owner whose car has not been properly prepared for winter driving.

Guard against possible cold weather damage to your car, resulting in unnecessary inconvenience and expense.

We recommend these essential items now.

1. Clean and Adjust Carburetor
2. Clean Gasoline Strainer
3. Adjust Choke Thermostat
4. Check Manifold Thermostat
5. Test Battery—Clean and Tighten Terminals
6. Check Water Pump and Belt
7. Distributor Points—Clean and Adjust
8. Set Ignition Timing
9. Inspect and Tighten Hose Connections
10. Flush Out Cooling System
11. Tighten Cylinder Head Nuts
12. Check Clutch and Brake Pedal Clearance


Sixes \$0.00 Eights \$00.00 Super Eights \$0.00

APPROVED ANTI-FREEZE PRICES ON REQUEST

Please let us have your car at your earliest convenience to avoid the winter rush and very possible shortage of Anti-Freeze.

Yours very truly,

Service Manager.



Winter preparation work will very soon be here and with it lots of customers and lots of work. Maybe you have made plans to spread it out so that you can handle more of it and get the most out of it.

Winter mailing pieces do this for you if they are mailed in small quantities over a two to three-week period. By spreading the work, you have more time with each customer and have a chance to sell him what he needs.

But what happens after the winter preparation season is over? Is your present volume going to hold up? You may think so and we hope so but business is like an automobile—it is built with a reverse gear and sometimes the brakes don't hold.

As a service manager you are interested in planning ahead—you know from experience that the best time to advertise is when you have business and customers—not after the business and the customers have left you. It has always been easy to hold business and tough to get it back. Now is the time to do everything you can to hold it.

Plan ahead—use a winter mailing piece. Try the 1942 Service Winter Letter as shown or use Reminder Post Card No. 26. If you haven't already sent it out, use the Defense Booklet shown in the Service Letter of September 15. Mail these to all owners—a few each week. Call owners on the phone and ask them if they got the letter—suggest a definite day when you can handle their work. In December and January use other Reminder Post Cards. Start your Spring letter early. Follow

this with one or two Reminder Post Cards and then in June have your Vacation letter ready. Use more cards in July and August and have your Fall letter ready for September.

Use a selection of Post Cards. Study each owner's record and send a card about the kind of work that particular owner needs. Address cards by hand, send a few out every week or, better yet, every day. Keep at it constantly. Don't keep after your steady customers with cards. Use them for owners who don't come in for more than 60 days.

Don't plan just for this month and next month. Look ahead and keep business coming in a steady flow. Build good will now for future business. Hold on to the business you now have.

SELLING ANTI-FREEZE

It is rather apparent, at the present time, that selling anti-freeze for this winter will not be a very difficult job. The hard part of the job will be to have enough anti-freeze on hand to take care of the demand and there isn't much you can do about this now.

Apparently there is going to be a shortage of the better types of anti-freeze. This year, production will be at least 20% less, which indicates that one out of every five owners won't be able to get any. You should take advantage of this fact to show owners that a better job of preparing cars for winter must be done so that every drop of anti-freeze may be utilized to the best advantage.

It is interesting to note a survey made by the National Carbon Company. It indicates, in the order of frequency, the types of work required as a result of winter troubles. It would be well to cover these items in the inspection and servicing of cars for winter preparation. The list is as follows:

1. Radiator Clogging.
2. Cylinder Head Exhaust Gas Leakage.
3. Insufficient Protection.
4. Radiator Leakage.
5. Hose Leakage.
6. Water Pump Leakage.
7. Coolant Leakage to Crankcase.
8. Inaccurate Testers.
9. Corrosion Damage.
10. Low Solution.
11. Aeration.
12. Cracked Castings.
13. Overfilling.
14. Thermostat Failures.
15. Poor Cooling System Service.
16. Core-hole Plug Leakage.

In the past, we have not been getting our winter mailing pieces out soon enough. To help you decide this we are passing on some information from the same source. We are listing a number of cities in various locations throughout the country. Following the city name is a date which indicates the first freezing date in the past ten years. The second date is the average first freezing date for the past ten years. The temperature indicated is the lowest recorded in the past ten years.

Albany, N. Y.	Oct. 4	Oct. 16	—21°
Albuquerque, N. Mex.	Oct. 19	Oct. 27	— 6°
Amarillo, Tex.	Oct. 22	Nov. 3	— 8°
Atlanta, Ga.	Oct. 24	Nov. 13	2°
Baltimore, Md.	Oct. 26	Nov. 12	— 7°
Bend, Ore.	Sept. 7	Sept. 17	—26°
Billings, Mont.	Sept. 1	Sept. 22	—40°
Bismarck, N. D.	Sept. 6	Sept. 23	—45°
Boston, Mass.	Oct. 13	Nov. 1	—18°
Birmingham, Ala.	Oct. 23	Nov. 21	1°
Butte, Mont.	Aug. 2	Aug. 30	—52°
Chicago, Ill.	Oct. 14	Nov. 1	—19°
Columbia, S. C.	Oct. 9	Nov. 15	10°
Columbus, Ohio	Oct. 7	Oct. 28	—16°
Dallas, Texas	Nov. 15	Dec. 5	2°
Denver, Colo.	Sept. 25	Oct. 12	—25°
Detroit, Mich.	Oct. 6	Oct. 24	—16°
Des Moines, Iowa	Oct. 4	Oct. 20	—22°
Elko, Nev.	July 20	Sept. 8	—43°
Greensboro, N. C.	Oct. 8	Oct. 27	— 1°
Hartford, Conn.	Oct. 8	Oct. 28	—15°
Indianapolis, Ind.	Oct. 4	Oct. 26	—18°
Jackson, Miss.	Nov. 1	Nov. 10	— 5°
Jacksonville, Fla.	Nov. 21	Dec. 27	17°
Kansas City, Mo.	Oct. 6	Oct. 29	—13°
Lexington, Ky.	Oct. 7	Oct. 25	—12°
Marshalltown, Ia.	Sept. 18	Oct. 10	—32°
Milwaukee, Wisc.	Oct. 4	Oct. 24	—22°
Minneapolis, Minn.	Sept. 18	Oct. 14	—34°
Nashville, Tenn.	Oct. 19	Nov. 7	— 5°
Oklahoma City, Okla.	Oct. 23	Nov. 6	— 5°
Omaha, Nebr.	Oct. 4	Oct. 20	—21°
Phoenix, Ariz.	Nov. 13	Dec. 10	21°
Portland, Me.	Oct. 9	Oct. 22	—18°
Richmond, Va.	Oct. 21	Nov. 6	— 1°
Rockford, Ill.	Oct. 2	Oct. 13	—25°
Rome, Ga.	Oct. 24	Nov. 10	— 4°
Sacramento, Calif.	Nov. 4	Dec. 6	7°
Scranton, Pa.	Sept. 30	Oct. 15	—19°
Seattle, Wash.	Oct. 27	Dec. 1	11°
Shreveport, La.	Nov. 4	Dec. 4	3°
Roswell, N. M.	Oct. 23	Nov. 5	—24°
St. Johnsbury, Vt.	Sept. 9	Sept. 24	—42°
Tallahassee, Fla.	Nov. 13	Dec. 8	15°
Tupelo, Miss.	Oct. 24	Nov. 6	—14°
Wichita, Kans.	Oct. 22	Oct. 29	—12°
Winston-Salem, N. C.	Oct. 4	Oct. 21	—10°

INSTALL INSTRUMENT BOARD COURTESY LIGHT EQUIPMENT

1942 CARS

There may be requests from owners of 1942 Specials for the courtesy lights with which the Custom models are equipped.

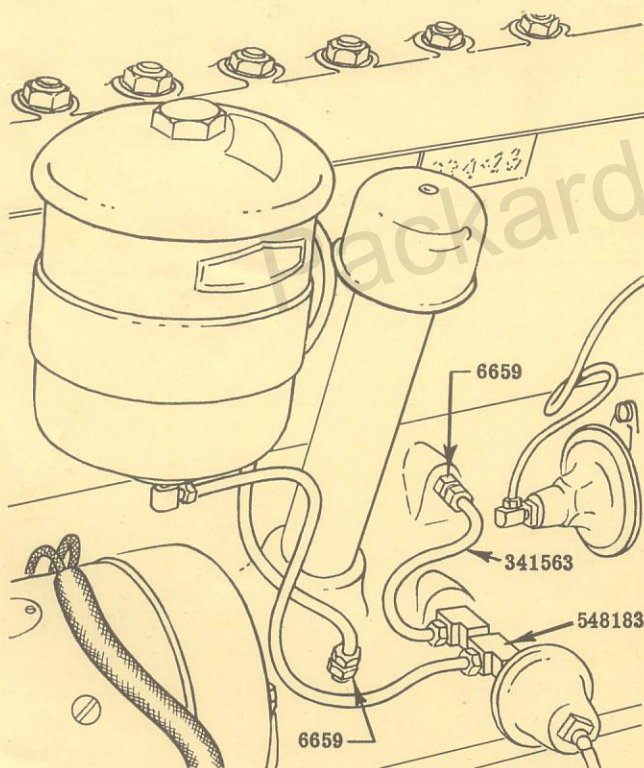
It is not practical to attempt to install the tonneau light but the front seat light can be installed with very little difficulty. Service equipments are carried under Piece No. 373332, at a suggested list of \$2.00.

Wiring diagrams are included with such equipment and the installation made in 1.2 hours.

NOISY TAPPETS

18th and 19th Series Super-8

On the second and third pages of the Packard Service Letter of June 15th, 1941, Vol. 15, No. 12, "noisy valve tappet correction" was discussed.



We have found that on many cars the restriction in the elbow at the bottom of the oil purolator cartridge has been drilled out to a No. 27 or larger drill with the result that a much freer flow of oil exists through the oil filter. This was an advantage when the oil filter supplied the oil to the valve lifter oil galleries but with the new hook-up in the above mentioned Service Letter the opening in the elbow at the bottom of the puro-

lator must be closed and re-drilled with a No. 47 drill or a new elbow, piece number 341667, drawn from stock and installed in the bottom of the purolator. Unless this is done the new oil hook-up will not give you the proper oil pressure to the hydraulic valve lifters.

It is, therefore, necessary that this additional precaution be taken.

FRONT DOOR RAIN DEFLECTORS—1942 CARS

The front door rain deflectors, with which the Custom cars are equipped, can be installed on the Special models.

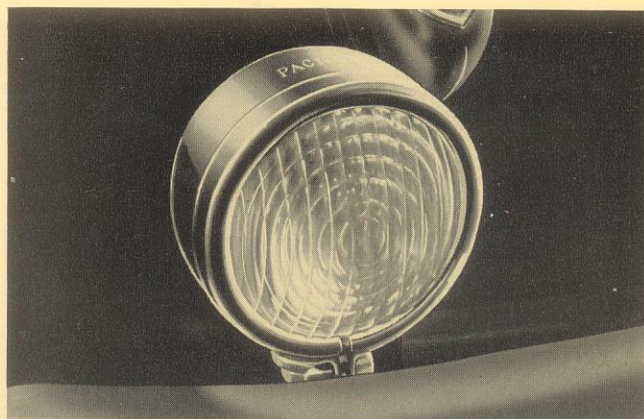
After the window mouldings have been removed, the window wings can be shifted outward enough at the top so that the deflectors can be installed. It is not necessary to hold them with screws because the window wings themselves will keep them in position.

The equipment is covered by piece No. 379137. Suggested list is 84c, and the time, 1.2 hours.

AUTOMATIC BACKING LIGHT

One of the most popular Accessories for 1942 is the Automatic Backing Light. This safety accessory aids motorists in backing out of narrow driveways; when backing or maneuvering their car on unlighted highways. It throws a strong, wide beam of white light direct to the rear of the car, revealing any hidden hazards.

It is automatic. The light switch is on when the driver shifts into reverse, and off when the gear shift is returned to neutral.



This light sells for only \$5.50 suggested list, which is less than the cost of straightening many rear fenders when damaged from striking unilluminated obstacles. Protect your customers' cars. Sell them the Automatic Backing Light.

SYRACUSE GOES AFTER BUSINESS



FONDA MOTOR CAR CO. Inc. • Telephone 2-2151 • 535 West Genesee Street

ALL BUSINESSMEN

FONDA MOTOR CAR CO. INC.



PACKARD
SYRACUSE, NEW YORK

H. A. FONDA
President

A. C. HASSELL
Service Manager

September 2, 1941

Mr. E. L. Bates
1419 Northcliffe Road
Syracuse, New York

Dear Mr. Bates:

We realize that it is not always convenient for you to bring your Packard car to us for Service, Lubrication or Washing.

With this thought in mind, we have added a new service that will answer this problem. We have a three wheeled motorcycle and a well trained man to operate it.

If you will call the Service Department, 2-2151, we will pick up your car, do the work, and return it to you. Why not try this while you are at your office or any other time?

We are enclosing a picture of our pick-up motorcycle attached to a car. Give us a call and see how nicely this works.

Very truly yours,

FONDA MOTOR CAR CO., INC.

A. C. Hassell
Service Manager

MY DOCTORS

FONDA MOTOR CAR CO. Inc.



PACKARD
SYRACUSE, NEW YORK

H. A. FONDA
President

A. C. HASSELL
Service Manager

September 9, 1941

Dr. Vincent P. Bull
2316 James Street
Syracuse, New York

Dear Dr. Bull:

We realize that it is not always convenient for you to bring your Packard car to us for Service, Lubrication or Washing.

With this thought in mind, we have added a new service that will answer this problem. We have a three wheeled motorcycle and a well trained man to operate it.

If you will call the "Service Department", 2-2151, we will pick up your car, do the work, and return it to you. Why not try this when you have office hours or at any other time?

We are enclosing a picture of our pick-up motorcycle attached to a car. Give us a call and see how nicely this works out.

Very truly yours,

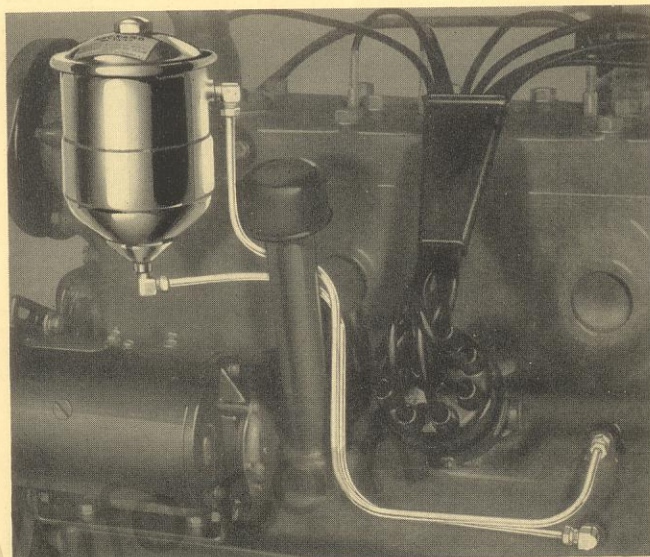
FONDA MOTOR CAR CO., INC.

A. C. Hassell
Service Manager

SELL OIL FILTERS

Twice as much oil flows through the new 1942 Packard Oil Filter than through the 1941 Model! Twice the life has been built into these new filters. They will last approximately 15,000 miles instead of 8000.

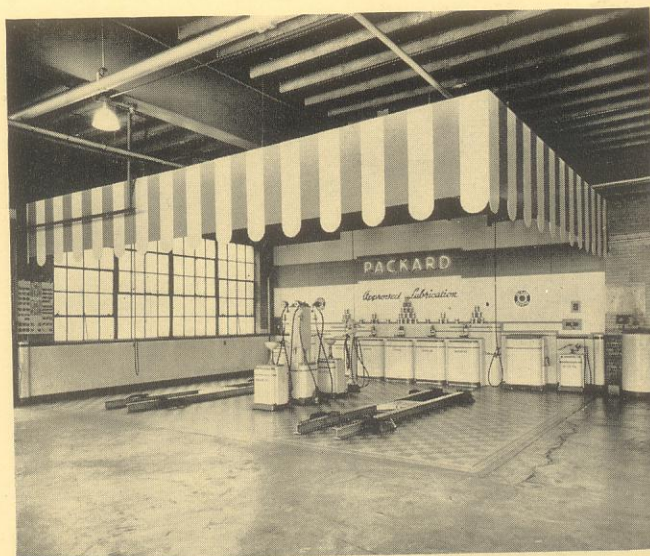
These filters are built up of 34 separate filtering envelopes which provide more than 700 square inches of filtering area through which the oil passes quickly, assuring an abundant supply of oil to the valve lifters, and other motor parts.



Clean oil prolongs motor life by minimizing friction. It provides smooth, quiet motor operation. Sell your customers Packard Oil Filters.

It can be used on the 19th Series—1900-1901.

ST. LOUIS



Service Manager Gardham is proud to show their new lubrication department. Its tile floor of brown and white adds to its cleanliness and beauty.