

STORY OF WHAT A SERVICE SALESMAN SHOULD DO



Keep after business.



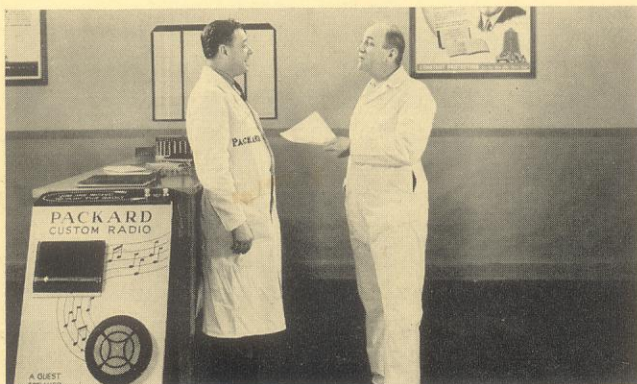
Greet customers promptly.



Explain and sell needed service.



Sell accessories.



Co-operate with shop.



And—Don't knock the other fellow.

TO REMOVE GASOLINE TANK

Models 2020—21—23, 2004—5—7—8

Super Eights Other Than Clippers

1. Detach the supporting straps.
2. Drop tail pipe by removing rear bracket at the frame.
3. Remove two screws which attach left fender stone shield to frame.
4. Swing gasoline tank down and back in a twisting motion and if inlet pipe binds on frame, use bending iron to bend top flange of frame down at point of contact about $\frac{3}{4}$ ". Tank can now be pulled down and out in a diagonal direction.

Note: Frames are now being bent in production to eliminate any interference.

STANDARD SIZES AND ADJUSTMENTS CHANGES

Piston—Skirt Clearance—now reads .0013"-.0035"; should read .0013"-.00175".

Chassis Lubrication—Starting Motor 2020 and 2021 now reads 2 oilers; should read 1 oiler.

Rear Axle—Oil Capacity 2021 now reads $6\frac{3}{4}$ pints; should read 5 pints.

GENERATOR CONNECTION TO STARTER SWITCH

All cars using the accelerator pedal starter switch are now equipped with a safety device to prevent the starter from engaging while the motor is running.

The solenoid switch on top of the starter motor now includes a winding which is connected with the generator. When the motor is running the current from the generator passing through the solenoid switch in the reverse direction neutralizes the solenoid so that even if the starter circuit is accidentally completed the switch will not operate and, therefore, the starter motor can not engage.

The new solenoid switch can be identified by the presence of two small terminals at the top while the old switch had only one. The new switch is covered by Auto-Lite Pc. No. SS-4025 or Delco Pc. No. D-1460.

It is not likely that there will be any occasion to make an installation on one of the early 20th Series Sixes or Eights or a 19th Series Clipper, but if it is desired the work can be done without difficulty. (All Super Eights are already equipped in this way.)

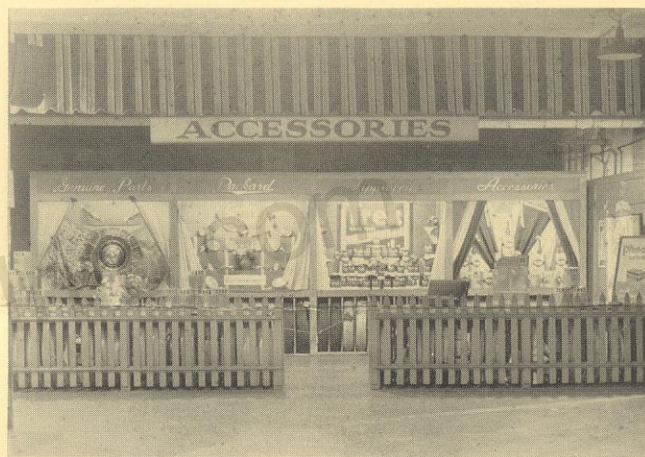
First of all, the new solenoid switch must be installed. The wire which was formerly fastened to the small terminal on the original switch is

then attached to either of the small terminals on the new switch. A new wire should then be run from the other terminal to the armature terminal marked "A" on the voltage regulator box of the Auto-Lite equipment and "Gen" on the Delco equipment. This provides the additional circuit to the generator.

HARTFORD, CONN.

This is the Hartford Branch Accessory Display, sent in by George Hanzelko, Service Manager.

You will notice that the display is seasonal. It features Anti-freeze, Tires, Batteries, Skid Chains, Robes, etc. Working on the premise that Accessories well displayed are half sold, Hartford Branch Service Salesmen have increased their Accessory volume for the first eight months of this year \$4,454 over the same period of last year for a gain of 56.2%. The Average Accessory Sale Per Repair Order for that period being \$2.87.



This display is the work of Electrician Ernest Plucker, the moral of this being that we never know how much merchandising display ability we have in our organizations unless as in the case of Hartford Branch an attempt is made to interest every Service employee in Sales and ask for their Sales and Display ideas. I am sure that to do so generally would uncover many fine promotional ideas that would contribute to an Improved Accessory Sales Operation.

SERVICE RECIPES

No. 1—Goodbye Mixture

Cover your hands thoroughly with grease. Now take hold of the customer's steering wheel.

Next add \$3.60 to the repair order without his authorization.

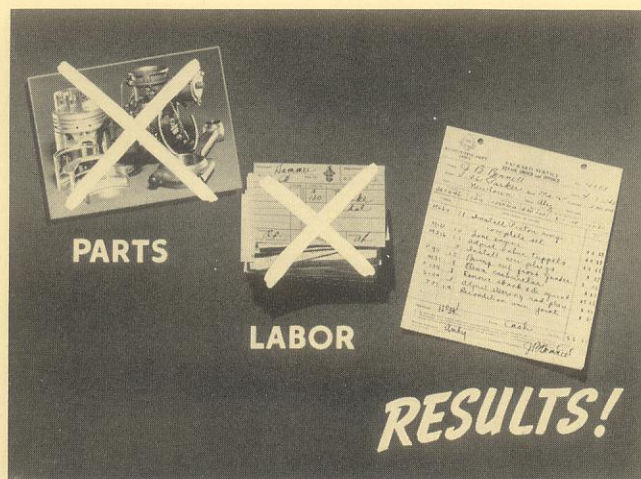
Stir him up thoroughly by telling him he doesn't know how to drive.

Blend well, and make sure the car isn't ready for fifty minutes after it was promised.

Serve this mixture twice to the same customer, and he will bid you *Goodbye*.

AIN'T IT THE TRUTH!

The service manager who sells parts and labor, sells himself right out of business; the service manager who sells *results* makes a profit and has more customers than he can handle.



Most customers are intelligent and up-to-date. They like to see a service problem approached scientifically. *The presence of motor analyzing equipment in your shop instills confidence in the customer's mind.*

A customer who is entitled to an adjustment should receive it, without having to argue and fight for it. If the adjustment is given grudgingly and with a "sour-puss," he will accept it, but you will not regain his good will.

ANTI-FREEZE

1942 CARS

Various types of anti-freeze will be used in cars shipped from the factory. At the present time we are using alcohol, Prestone and Zerex. Zerex should be used in the same proportions as Prestone. Due to the shortage in chemicals, it may be necessary at some time in the future to use some other anti-freeze than those listed.

United States:

Model	Cooling Capacity Gals.	Prestone or Zerex Gals.	Safe Temp.	1518-A Alcohol Gals.	Safe Temp.
Six	3 ³ / ₄	11 ¹ / ₂	—12° F.	13 ¹ / ₄	—15° F.
Eight	4 ¹ / ₄	13 ³ / ₄	—14° F.	2	—16° F.
Super Eight	5	2	—12° F.	2 ¹ / ₄	—14° F.

Canada:

Model	Zerex or Prestone Imp. Gals.	Safe Temp.	1518-A Alcohol Imp. Gals.	Safe Temp.
Six	11 ¹ / ₄	—12° F.	11 ¹ / ₂	—18° F.
Eight	11 ¹ / ₂	—17° F.	13 ³ / ₄	—20° F.
Super Eight	13 ³ / ₄	—16° F.	2	—18° F.

INSTALLING COURTESY LIGHTS CORRECTION

1942 CARS

In the Service Letter of October 1, Volume 15, No. 19, we stated that service equipment under Piece No. 373332 could be installed on the Clipper Specials. The Piece No. given, however, covers the material for Body No. 1590 and 1591 only. If the equipment is desired for Models 2000 and 2001 this Piece No. does not apply.

The Accessory Department carries these equipments. They should be ordered as follows:

PA-375314 Courtesy Light (Pair) Models 2000-2001

Suggested List Price Attached \$4.00

PA-373332 Courtesy Light For Bodies 1590-1591

Suggested List Price Attached \$4.00

This equipment is included in the CC Group referred to in Trade Letter T-3112.

WINTER LETTERHEAD IMPRINTING

Prices on Service Winter Letterheads are given on the order blank attached to our letter dated October 1.

In some instances, orders are received for blank letterheads with firm name imprint only, the letter to be multigraphed in your city. In this case the cost of imprinting the firm name only is as follows:

100—	\$.57	800—	\$1.65
200—	.70	900—	1.80
300—	.86	1000—	1.97
400—	1.02	2000—	3.53
500—	1.18	3000—	5.10
600—	1.33	4000—	6.68
700—	1.49	5000—	8.25

COLLIERS' WINTER ADVICE

The winter preparation advice issued by Collier's Magazine will appear in the November 1 issue appearing on newsstands October 24. You may wish to consider the use of reprints of these pages. They are available at \$2.00 per hundred.

They also have copies of the pages mounted on cardboard for display purposes at 2 for 25 cents.

They also have available a booklet under the title of "Questions and Answers on Getting Your Car Ready for Winter." These are sold to dealers on a minimum order of 200 at \$1.00 per hundred.

If any of this material is desired, please write direct to P. S. Collier's, 250 Park Avenue, New York, New York.

N. Y. MEETING

"This tool board," said Geo. Kloetzer, N. Y., at their recent service meeting, "is along the line of the recommendations we have been making to mount Factory Special Tools in such a way that they may be displayed to owners coming in. The pictures and description designating each tool are cut from the tool catalogue and in addition to identifying the tool and describing its use, these cuts also designate the exact place on the tool board where the tools should be placed and kept at all times when not in use. The cut-outs are covered with celluloid tacked on for protection.



The edges of the board are trimmed off with running board moulding mitred at the corners and snapped on in exactly the same way it is snapped on the car. It is necessary only to drill a hole in the board itself for the clip. I feel certain from the reaction of the sample board that we are going to see a lot of them around in Dealer shops in the future."



Dave Long, also N. Y., had something to say about selling accessories and parts. Probably to the effect that you have to have them on hand and you have to display them.

TWENTY-FIVE YEARS



R. W. Helwig, on the 15th of October, celebrates his twenty-fifth Packard birthday. He has been with Packard Export since the days when that organization operated from the factory office in Detroit. During that time he has become well known not only in the export field, but to a large number of American Servicemen.

He is now making an extended trip through South America and will return to his office about the first of the year.

We know that you will all join with us in extending congratulations on a fine record.

M. J. WILKINSON, CHICAGO

It is with profound regret that we announce the death of Merritt J. (Wilk) Wilkinson.

Wilk started with Packard-Chicago in September of 1918 in charge of a truck drivers' class, went to the Evanston Branch as service salesman and later service manager in September, 1924; then to the Wells Street Branch Service Department in August of 1933; later, in January of 1937 he became Territorial Service Supervisor, working out of the General Service Manager's office in the 37th Street Building.

Wilk was known by many Packard men throughout the entire Chicago territory for his loyalty and tireless efforts in connection with his work. He knew the car mechanically "from stem to stern" and kept himself fully posted so that he, in turn, would be in a position to help the dealers' men.

The large number who knew Wilk will join with us in extending sympathy to the family.