

VOL. 16 No. 21

NOVEMBER 1, 1941

WINTER PREPARATION

Winter preparation, as we all know, is a lot more than anti-freeze. Some customers, however, don't seem to think so. Maybe it is because we don't tell them about other items of equal importance.

Here are some of them just so you won't forget:

ELECTRICAL

- Battery and cable
- Ignition points
- Regulator adjustment
- Spark plug cleaning
- Generator brushes
- Fuses

APPEARANCE

- Fenders
- Polishing
- Floor mats
- Running boards
- Mouldings
- Seat covers

SAFETY

- Tires
- Chains
- Brakes
- Alignment
- Balancing
- Steering

LUBRICATION

- Winter oils
- Filter replacements
- Air cleaners

COOLING

- Anti-freeze
- Hose and belts
- Water pump

FUEL

- Carburetor
- Fuel pump
- Muffler
- Choke adjustment

COMFORT

- Heaters
- Shock absorbers
- Robes
- Pedal pads

VISION

- Lights
- Wipers
- Mirrors
- Fog lights

There are quite a few items to this winter conditioning business. Maybe you can think of a few more. The point is—don't overlook anything. Somebody will find them and get the profit you should have. Take time to do a thorough job.

AERO-DRIVE INDICATOR LIGHT

There have been several cases reported where the Aero-Drive and Electromatic Clutch function as they should on the road, but with the car standing still and motor running at generator cut-in speed, the Aero-Drive Indicator Light comes on when the transmission is shifted into low or reverse.

Considerable time can be spent checking the circuits without finding the trouble. Check first for a burned-out fuse in Wire No. 6 Electromatic Circuit just ahead of the starting motor as shown in Electromatic Clutch Wiring Diagram. Replace fuse, then try shifting into low and reverse as explained above. If the light does not come on, the trouble has been corrected.

LEXINGTON, KENTUCKY



PACKARD CHICAGO

The Chicago Accessory Department thinks that its genial District Manager, Fred M. Barnard, hung up a record by selling thirty-six sets of Seat



Covers for a total of \$376.35 and additional accessories totaling \$772.30, a grand total of \$1,148.65 in accessory sales in five days of one week in September.

CIGAR LIGHTER CHANGED POSITION

The cigar lighter and map light positions may be changed if desired. Remove units and file a slot $\frac{1}{8}$ " wide in the left side of the stamping from which the lighter was removed. This slot will correspond with the one in the opening from which the map light was removed. Lengthen the wires about 10 inches and install both units.

YOU ARE PACKARD ON THE TELEPHONE

The telephone reduces any organization to one person—you.

If you seem courteous and helpful—Packard seems courteous and helpful. People get mad quicker over the phone than face to face, so be a little more careful. Telephone manners are catching—if you are short—expect only short answers. Pleasant manners on the phone invariably return good natured replies.

A couple of points to remember—always answer by name, the company's and yours—it saves time. If you are calling, give your name.



When it is necessary to locate somebody, never leave them "hanging on the wire." Let them know frequently that you are trying to locate the person called.

The secret of good telephone manners is to let the other fellow get the feeling that you are worrying about him and his business.

Pleasant manners on the phone build good will and more business.

STEERING WHEEL POSITION CLIPPER

We have had inquiries regarding the possibility of raising the steering wheel on the 1942 Clipper.

The steering wheel on the Six and the Eight can be raised by using the Super Eight Steering Column to Instrument Board Bracket. The bracket is shorter than that used in the Six and the Eight and will raise the steering wheel about 1".

The bracket is covered by Pc. No. 373477; and the cap by Pc. No. 378250.

It is not possible to raise the Super Eight steering wheel because no shorter bracket is available.

REMINDER POST CARDS

This is part of a series of service business-getting stamped post cards. The balance of the set is illustrated in "The First Step in Making Service Profitable."



Do Your Part

★ ★ ★

Make Your Tires Last Longer!

LET US CHECK PERIODICALLY

for

OUT OF BALANCE
OUT OF ALIGNMENT
X-ING AND INFLATION FOR MORE WEAR
RUBBER IS VITAL TO DEFENSE!

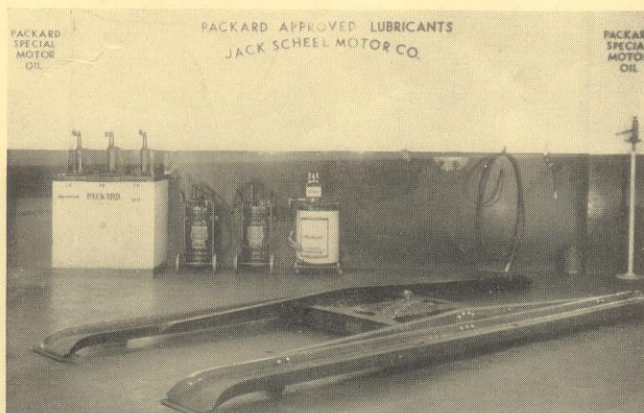
JONESVILLE PACKARD CO.
Jonesville, Mich.
Phone 0642

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PACKARD OWNERS ARE BEST SERVED BY PACKARD

The government stamped cards as shown, not imprinted and with no price shown, are \$1.25 a hundred. Imprinted with your firm name and selling price, the price is \$2.05 for the first hundred and \$1.40 for additional hundreds of the same cards.

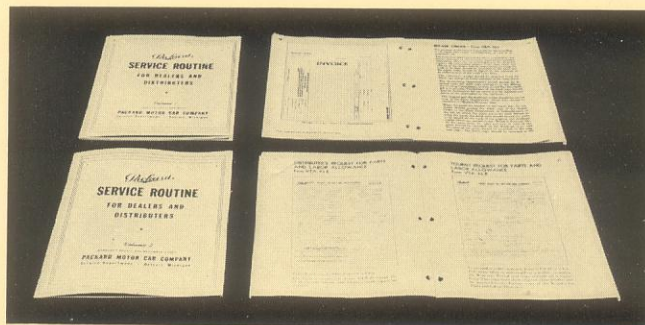
PEORIA, ILLINOIS



CHECK YOUR ROUTINE

Business has to have records—just enough to tell clearly what is going on—what is being spent—what is being bought—what is being sold.

Be sure you don't have a lot of paper work that isn't necessary. You soon get to the "red tape" stage. It is a good thing to check your routine once in a while.



Two pamphlets on simplified routine were sent to all dealers some time ago. Have you used your copy? Unnecessary paper work runs up expense and takes up time. Check yours with Vol. 1 and Vol. 2 of Service Routine. If your copy is mislaid, write for another.

STEERING COLUMN ALIGNMENT

If you find any cases of a stiff or binding steering it is well to check the alignment of the steering column at the instrument board bracket.

Disconnect the bracket cap and make sure that the column centers itself in the bracket. If it has a tendency to spring up or down the steering gear case may be rotated forward or backward after its bolts are loosened. If the column springs sideways a shim should be used between the case and the frame to locate the column properly.

Misalignment of the column may be indicated simply by a binding of the steering, but it may also be indicated by a snapping noise in the roller bearing in the head of the column. When the alignment has been properly made the bearing should be relubricated.

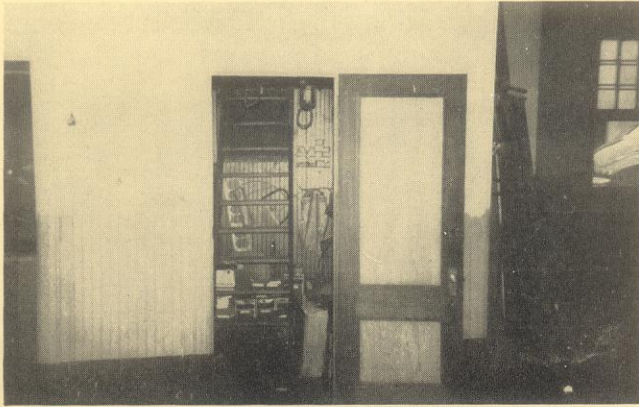
A sticking or binding of the gear shift lever is sometimes found. The first thing to check is the bracket at the lower end of the handshift tube which acts as a bushing for the threaded end of this tube.

The bracket is doweled on the steering column but in some cases it has not been properly assembled and if the dowel is not lined up the gearshift will bind very noticeably.

IMPROVEMENTS AND ACTIVITIES IN THE FIELD

WEST BRIGHTON—STATEN ISLAND, N. Y.

The "after" view of the new Parts and Accessory Department shows real improvement. A nice job with a balanced stock and good display.



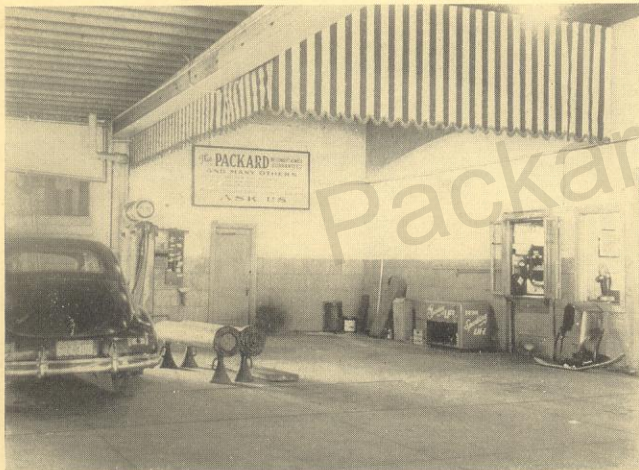
BEFORE



AFTER

DEVON AVENUE—CHICAGO

Hon. Smithson & Raymond have rebuilt their very productive lubrication department. The result is most pleasing.



BEFORE



AFTER

MIAMI, FLA.—CUTHRIELL

Parts Departments of these dealers are neat, orderly and where the customers can find them.

HARTSVILLE, S. C.

