

SERVICE MANAGER'S
PERSONAL COPY



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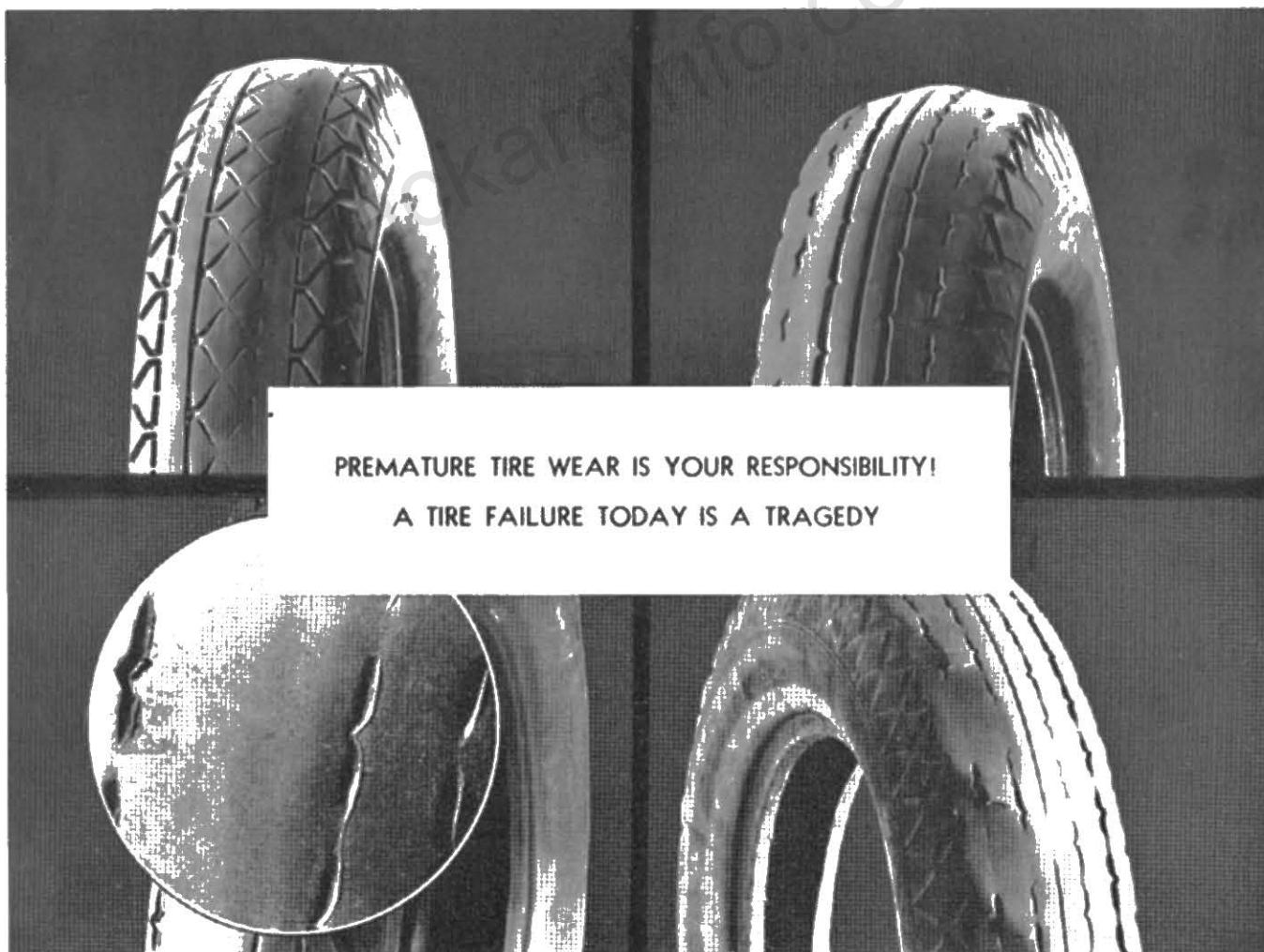
AUG. 15, 1942

PRESERVING TIRES is PRESERVING CUSTOMERS

Are you keeping this thought in mind every working hour? It's the most important factor in the continuance of service business.

Sure, your customers hear about it on the air and read about it in magazines and newspapers

but they are thinking about other things at the time and they don't do anything about it. The time to get action from him is when he is thinking about his car. Every time he comes into the service station, talk to him about his tires and



PREMATURE TIRE WEAR IS YOUR RESPONSIBILITY!

A TIRE FAILURE TODAY IS A TRAGEDY

their care. Talk to everybody about their tires. The more he takes care of them the longer he will be driving, and stored cars don't need much service care.

The length of tire life depends, as you know, upon several things—cover all of them with your customers.



Drive slowly.

Keep proper inflation—carry about 2 to 4 pounds more than recommended and check at least once a week.

Avoid quick starts and quick stops.

Drive slowly around corners.

Avoid car tracks and holes.

Avoid curbs when parking.

See that brakes are properly adjusted.

Keep front wheels in proper alignment.

Have cuts and bruises repaired promptly.

Have tire positions switched from 3000 to 5000 miles.



PRICES FOR ANTI-FREEZE SET BY OPA

Anti-Freeze Inventories Exempt From Priorities Regulation 1

OPA has established prices of anti-freeze to distributors, retailers and consumers by Amendment No. 1 to Maximum Price Regulation 170. *No Inventory Restrictions for Anti-Freeze for Use During 1942-43 Season*

Inventories of anti-freeze acquired for use during the season April 1, 1942 to March 31, 1943 are exempt from Priorities Regulation No. 1, according to Amendment 1 to L-51

Oliver Baker, Secretary
Replacement Parts Committee

OIL PRESSURE READING

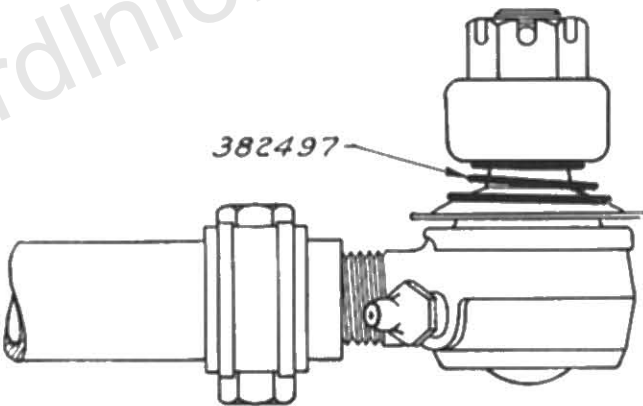
If the electric type oil pressure gauge does not show a normal reading, the sending unit on the side of the crankcase is most likely to be at fault.

The sending unit can be quickly replaced. If the gauge reading becomes normal, you have found the trouble. If you do not have another sending unit available, you can temporarily install one of the old style fluid gauges on the crankcase.

The old fluid gauge will tell you whether the actual oil pressure is normal and whether it will be safe to operate the car until a new sending unit can be obtained.

You may find a case where the pressure reading on the instrument board receiving unit is very high, and is unchanged by a replacement of the sending unit. This usually means that the receiving unit does not have a good ground. The correction, of course, is to see that it is properly grounded.

STEERING CROSS TUBE DUST WASHER



This illustration shows the end of the steering cross tube on cars beginning with the 120-C and 115-C and continuing through the 19th series.

In the original construction a rubber washer, piece number 317812, was compressed by the hub of the lever, forcing the dust cover against the joint.

It is now impossible for us to secure this rubber washer, and a conical spring, piece number 382497 has been obtained to take its place. The spring holds the dust cover in position.

This information is for the benefit of your stock room as well as the shop. Without it the stock room will feel that they have received the wrong part.

"CAR HEALTH" CHECK RESULTS

We mailed and followed by phone twenty owners in two days. Ten came in and spent \$205. We are much pleased and will continue.
Kansas City

Completed seventeen "Health Checks" that average \$42. It's a business getter.
Warren, Ohio

Have made twenty-one "Checks" and sold an average of \$23.50 per car. It's built up a nice back log of work.
Clinton, Ohio

From seventy-five letters got eighteen answers and have made seven "Checks" at a \$35 average.
New Phila., Ohio

\$1062.50 extra income from 17 "Checks." That's \$62.50 per job. It's an excellent idea.
Cleveland, Ohio

Repair orders are averaging \$60 each from Health Checks. Splendid results.
Corpus Christi

City	Health Checks Number Sold	Average Amount Sold
San Antonio.....	20	\$69.40
Columbus, Ga.....	12	33.75
Macon.....	11	35.86
Warren, Ohio.....	30	42.00
Cleveland Hgts., Ohio	42	18.25
Canton, Ohio.....	44	23.50
Sandusky, Ohio.....	3	62.00
New Philadelphia, O..	7	35.00
Lakewood.....	9	26.00
Cleveland.....	17	62.50
New York (11th Ave.)	119	22.79
Newark.....	31	21.38
Brooklyn.....	40	18.64
White Plains.....	23	25.89
Bronx.....	4	33.84
Hempstead.....	10	46.42
New Haven.....	2	32.25
Stamford.....	2	31.94
Houston.....	12	35.00
Meriden.....	48	21.00



"Health Checks" Keeps Shops Busy—

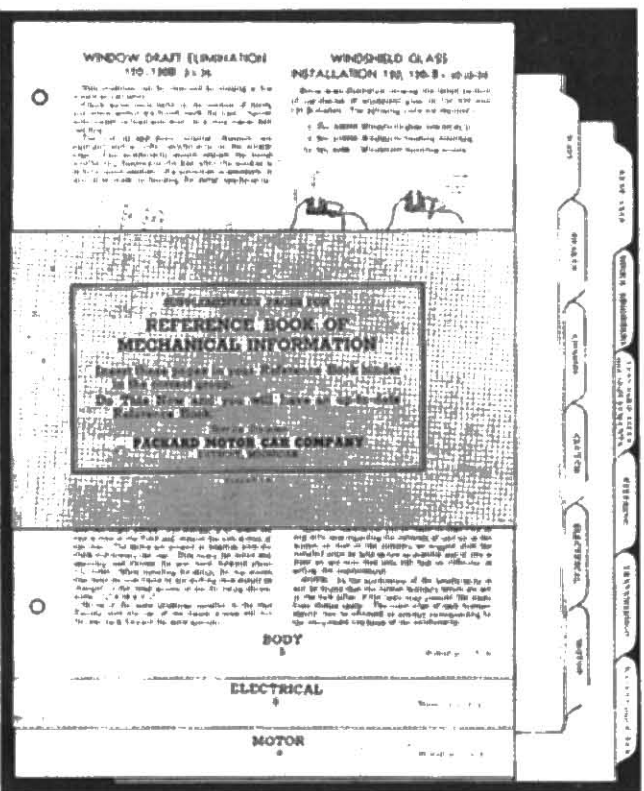


Macon, Ga.



Columbus, Ga.

REFERENCE BOOK OF MECHANICAL INFORMATION



A supplement containing all of the articles of a mechanical nature appearing in Service Letters from January 1, 1942 to July 15, 1942 is included in the Service Manager's copy of this issue. Some previous issues of these supplements are still available with index sheets.

Made up as illustrated, it forms a quick reference book of value to the Service Manager and the shop. Much time is saved in looking up articles in Service Letters since all articles will appear in its general assembly group.

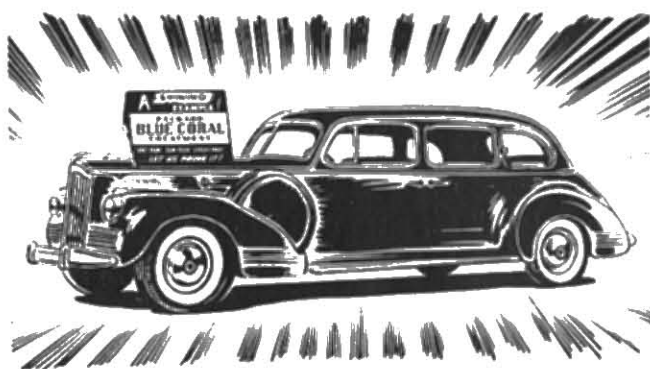
If additional copies are desired, write the Service Letter Editor.

We also have some 1942 Shop Manuals in stock. If you need any for file or for new men in your organization a reasonable number can be supplied.

CHECK YOUR FILES

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.

BLUE CORAL CONTEST



A Blue Coral sales contest will be started September 15. The details and rules will be sent out very soon. This is just an advance tip so you can get in on the extra Christmas spending money. The contest is planned so there will be four sets of winners—not just one set so the big organizations have all the chance. The prize cash is to be awarded on individual effort so everybody has a chance. There are first, second and third prizes in each of the four groups. The prizes are all cash and paid in November—in plenty of time for Christmas.

This contest is on the individual sales of Packard Blue Coral Treatments at list prices to customers. To qualify the dealer registers with the distributor the number of men who will be selling and shows where he has already purchased Blue Coral material or places his order for material he will need to start.

Read again the Blue Coral folder—order your material and get started on a selling campaign. Your first order of 12 bottles will include an 8-foot banner, a car easel and a supply of folders.

You don't have to wait—get started now and be under way and in full swing by September 15.

WHY WORRY?

When you look out the window, do you see the mud in the road or the sun in the sky?

Worry about the things you can't get to sell should not interfere with selling the things you have. Have you checked your accessory stock lately?

Worry probably never won a battle, not even on the "home front"—besides, no one ought to take time to worry now.

Explaining a poor job takes longer than doing a good job.

Every organization today needs a good collector, a business collector, and he needs a lot of help.