

VOL. 17, NO. 20

OCTOBER 15, 1943

KEEPING CUSTOMERS

Servicing cars is the main business of the average dealer today. In the rush to handle it today little thought has been given to assuring an adequate volume for tomorrow.

It's dangerous to assume we are always going to have an excess supply of customers. Hotels are overcrowded; air lines and railroads have more business than they can handle; yet they still advertise.

Keeping your name in front of people today is your assurance of business tomorrow. Likewise the courteous handling of customers today is a matter for your most careful and continuous attention.

With a little extra care on the part of everyone handling customers you can build a solid reputation that will carry over into the after the war period.

Some one has said there is no priority on courtesy. You can make sure every customer is promptly greeted. You can handle phone calls with courtesy and you can thank a customer for his business. These are most important today. All people are somewhat upset from their usual routines. They are rushed and jittery to a point where a little courtesy goes a long ways—a smile and a pleasant voice stands out today as something unusual—make them a part of your customer contacts every day and don't just take it for granted that it is being done—check and double check.

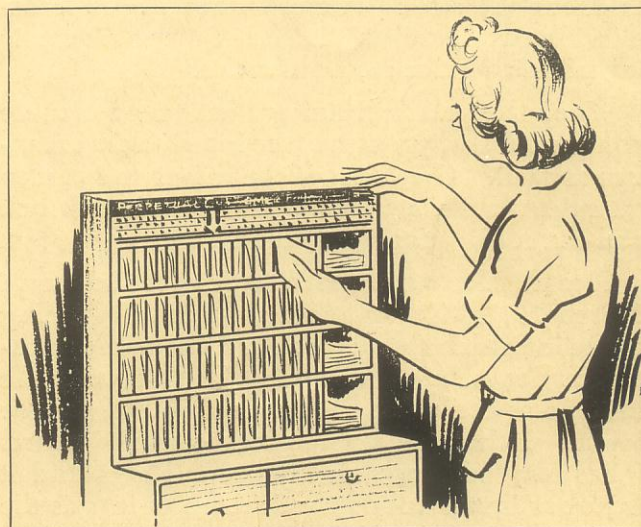
Make sure a mail contact is made this fall. Don't forget your customers and don't let them forget you. You may not need extra work now

but you are not in business just for today—you are "Open for the Duration." Tell your customers so and keep on telling them.

Put all the time you can on bringing your customer files and mailing list up to date. Your Service Follow-Up File is also your future new car prospect file and your used car prospect file. It's your most valuable selling tool for both today and tomorrow. Take time now to get your file in order.

Order your winter mailing piece and send it out. Send it to every owner on your list. Build up your list with the names of all owners you can find who are now living in your area.

Keeping in touch with customers by mail and handling them with some extra courtesy will make your establishment stand out today and



will assure future business from both service and sales.

Use an appointment sheet such as Form D30B. Customers will keep appointments and you can phone them a day ahead of the time promised. Appointments will help spread your work. They make more profitable use of your available mechanics hours. If you haven't started an appointment service we urge you to start now.

GEAR SHIFT LINKAGE

There are two reasons why we are again calling to your attention the adjustment of the gear shift linkage.

The first reason is the approach of cold weather. This will mean the thickening of the oil in the transmission. If the transmission still contains summer oil the sliding gears will drag heavily during the first few shifts.

This is when trouble is most apt to occur. The drag may be so great that, even though the linkage is in fairly good condition, the shift lever reaches the neutral point while the gears are still in mesh. Then the transmission is locked wherever the gears happen to be.

Anything which causes a drag on the shift lever, whether it is heavy oil or simply a failure to release the clutch, may cause trouble.

Now for the second reason for repeating the story.

We still hear of cases where transmission trouble has developed after the linkage has been checked. Sometimes it is found that the transmission has engaged two gears at the same time, resulting in the stripping of the teeth on the driveshaft gear and the countershaft cluster.

When this occurs it means that you have failed to check the interlock mechanism in the transmission cover, and this is one of the most costly mistakes a service man can make.

When the gearshift linkage has given trouble you should always suspect the interlock mechanism as well. The effort of the driver to get into gear throws a heavy load on the interlock block and can readily cause the block to become loose.

Please refer again to the Service Letter of March 15, 1943 with regard to the tightening of the interlock block. You can check the transmission cover mechanism by disconnecting the linkage at the cover and operating the outside levers. Either the outside levers or the shifter forks may be loose on the cross shafts and it is just as important to check these points as the interlock block itself.

MAILING FOLDERS

USE TO PROTECT YOUR CAR A
Blue Coral **TREATMENT**

☒ CAR FINISH

Even restricted use of your car will cause a certain amount of normal wear to both tires and mechanical parts. However, a "new car finish" can be restored, protected and sealed for the duration with a Packard Blue Coral Treatment.

Some day you will be trading your car in on a new one. It will be a much older car than you used to trade in. Protect its finish and you will protect its value.

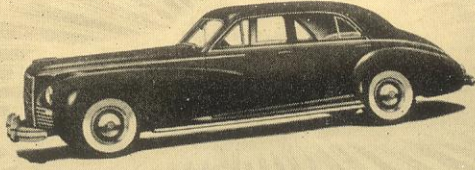
LET US *Protect* YOUR CAR'S FINISH

The finish of your car doesn't need what is commonly called a "polish job." These "polishes" tend either to leave a soft coating to which dirt adheres, or they have harsh abrasives or lacquer softening chemicals which remove the paint.

A treatment is needed that removes nothing from the finish, but restores its original new-car lustre and seals it against the attack of the elements.

That is what a Blue Coral Treatment does. It burnishes the finish, making it hard and glass-like, so that dirt cannot adhere to it; and sun, rain, sleet or snow cannot dull it.

A Blue Coral Treatment will retain the finish's lustre for months. Only a simple wash with plain water is needed to remove all accumulated dirt without scratching or harming the surface.





**WHY ELECTRICAL SYSTEMS NEED
PACKARD INSULATION SEALER**

**PACKARD INSULATION SEALER
PROLONGS BATTERY LIFE—**

After slight use, most batteries show electrical losses between posts across the top surface. Moist wires, even when new, also show current loss. A serious drain on the battery results from longer starting time caused by improper firing due to condensation on spark plugs. Normally these losses are made up by the generator. But less driving today means less recharging time. Your battery loses power steadily. A single treatment lasts six months, reduces these electrical losses and the necessity for recharging to a minimum. Your battery performs better—lives longer.

**PACKARD INSULATION SEALER
PREVENTS CORROSION**

Corrosion is present on most battery terminals. Unchecked, it will spread and ultimately destroy such hardware. It is a costly and time-consuming job to replace parts as the cables and terminals. It is a remarkably effective corrosion preventive. It keeps batteries free from verdigris (green copper rust), assures delivery of full power to the ignition system, starter and lights.



PACKARD INSULATION Sealer

WATERPROOFS
IGNITION SYSTEMS

RETARDS BATTERY
CORROSION

PROTECTS LIFE OF
WIRING INSULATION

Mailing or hand-out folders are now available for helping the sale of Packard Blue Coral Treatments and Insulation Sealer.

Both of these items are easy to sell this time of year. They are profitable and do not require the time of mechanics.

Folders are supplied without charge when Blue Coral or Insulation Sealer is purchased from Distributers.

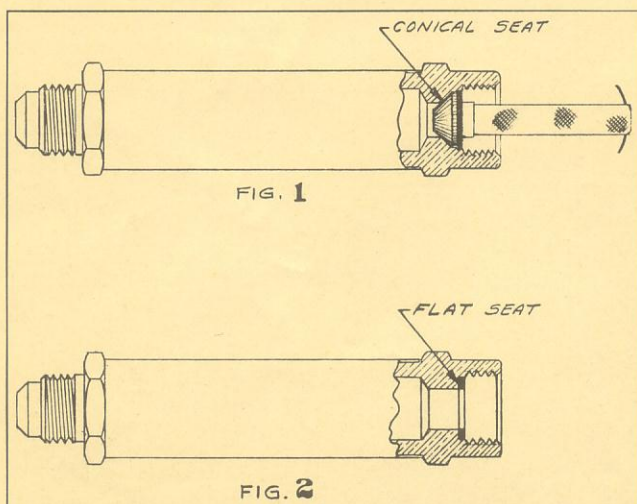
AIR CONDITIONER FILTERS

We have used two types of filters in the air conditioning system, as shown in the attached print.

We do not know which type of filter went into any particular car but the filters are interchangeable if these directions are followed.

The filter shown in figure No. 1 contains a small wire gauze screen at the outlet end. When the threaded connection is tightened, a seal is obtained by forcing the cone on the end of the screen against the tapered seat.

The filter shown in figure No. 2 does not use the small screen. The seal is obtained by screwing the threaded connection against the flat washer which bears against the flat seat.

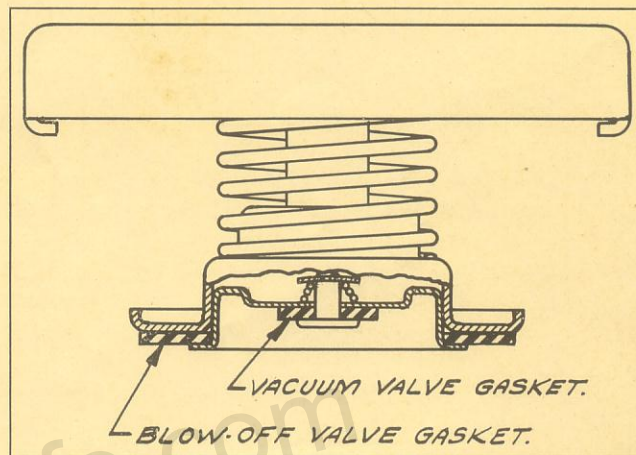


The small screen has been found unnecessary (the large screen inside the filter does the work), but it must be used with the filter having the tapered seat in order to form a tight joint.

When the filter with the flat seat is used the screen should be thrown away.

RADIATOR UPPER HOSE

When it is necessary to replace the radiator upper hose in a car equipped with a sealed cooling system, the hose should be carefully examined. You may find that it is split lengthwise, and that it has the appearance of having collapsed inwardly. If this is the case the radiator cap should be inspected, because it may be the cause of the trouble.



The construction of the cap is shown in the illustration. The large blow-off valve seals the cooling system. It remains closed under normal conditions, raising the boiling point an amount depending on the pressure of the spring. It opens when the temperature rises above the determined point so as to prevent damage from excessive pressure.

In the center of the blow-off valve there is a small vacuum valve. When the system cools off this vacuum valve opens to relieve the vacuum which would otherwise develop. You can see that if the vacuum valve fails to open, the pressure inside the system will fall to a point below the outside air pressure and will cause the upper hose to collapse.

The failure of the vacuum valve to open may be caused by the swelling of the rubber gasket which forms its seat. If the gasket swells, the valve cannot leave its seat. The spring pressure is very light, and if the gasket is normal you can pull the valve off its seat with your finger nails.

If the gasket has swelled, and the valve does not move freely, the radiator cap should be replaced.

NEW YORK ACCESSORY DISPLAY

"MERCHANDISE WELL DISPLAYED IS HALF SOLD"

Ed Vitz of White Plains backed up his conviction in this old adage by putting in some extra hours building himself a very attractive open display.

The fine impression created and the enthusiastic comments of customers prompted Service Manager Kloetzer of New York to pass on the idea and urge that his set-up be duplicated.

The photograph shows the completed job. Anyone handy with a hammer and saw can do the job. Following are specifications.

MATERIAL

—1" x 10" or 12" shelving boards

The top section is one foot and the bottom section two feet wide. The total height 6'6" and the length 10 feet.

FINISHING STRIPS— $\frac{1}{2}$ " quarter round moulding

BACKING

—4 ft. x 10 ft. Presswood, plywood, or sheetrock

BACK DROP

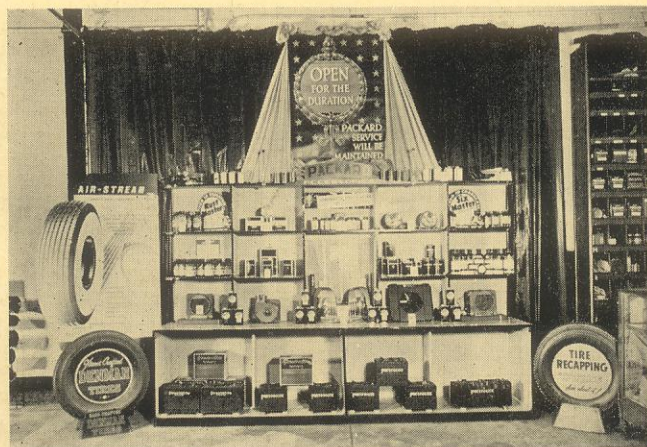
—Ordinary muslin, color dark blue. The "Open For Duration" sign is trimmed off in orange muslin.

PAINTING

—Entire stand painted in orange with Packard Blue edges.

This is really a most attractive display that SELLS merchandise. You can duplicate it with materials available in your local lumber yard, dry goods and hardware store.

We are confident you will be repaid many times over for the effort and small expense involved.



STOCK IT

SHOW IT

SELL IT