

# SERVICE Counselor

PACKARD MOTOR CAR COMPANY



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## FOLLOW-UP FOR PROFIT

A dealer must have an owner follow-up file if he is to gain and accrue the benefits of greater service absorption.

Operating a follow-up system is not a sideline. It is a major job that must be properly organized and carried on conscientiously and consistently by someone who appreciates the full responsibilities of the increased business that comes from systematic contacts. What type of file purchased and operated is not as important as how diligently and consistently it is worked after being placed in operation.

*A follow-up system should be chosen which fits the dealer's particular requirements, both from the standpoint of cost and help available to maintain it.*

Any follow-up system to be of real value must indicate the following information:

1. A record of all owners' names, addresses and model cars they drive.
2. A record of the frequency of their visits (30-60-90 day intervals).
3. A breakdown of the type of service purchased at each visit.

## OPERATING THE FOLLOW-UP SYSTEM

After a dealer has a file in operation which will give him the required information, what is done about it? First, the file should indicate when the owner's last visit reached the thirty day interval and then the owner is reminded of this fact. This is repeated at sixty and again at ninety days. If he still has not been heard from, a letter is written asking him why, or, he should be contacted by telephone or in person.

Next, let's take an owner who does come in fairly regularly. It isn't necessary to remind him at 30-60 or 90 day intervals, but he should be reminded of those items which he has not been buying, brake service, engine tune up, front wheels packed, etc.

This can be done by "reminder post cards" provided in the follow-up system based upon the owner's service record which should indicate the items he has purchased and at what mileage.

The final step in any follow-up system is the handling of the owner once he is in the dealer's place of business. He should receive special attention, and it should be prompt, friendly and courteous. Everything possible should be done to make him feel at home and that the dealer is glad to see him.

One more thought...service selling should be based upon a definite inspection...not just taking an order. Inspect the car on the floor using whatever special equipment may be advisable. Sometimes it may be necessary to road test the car...but in any event, the inspection should be thorough before recommendations are made to the owner.

Remember, the only direct route to increased service business is by way of a customer follow-up system file. How many of the total number of Packard owners in a dealer's vicinity come to him for service...how regularly...what they buy...depends upon how well it is operated.

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## Speedometer Pinions and Adapters

Ultramatic and Gear-Start Transmissions

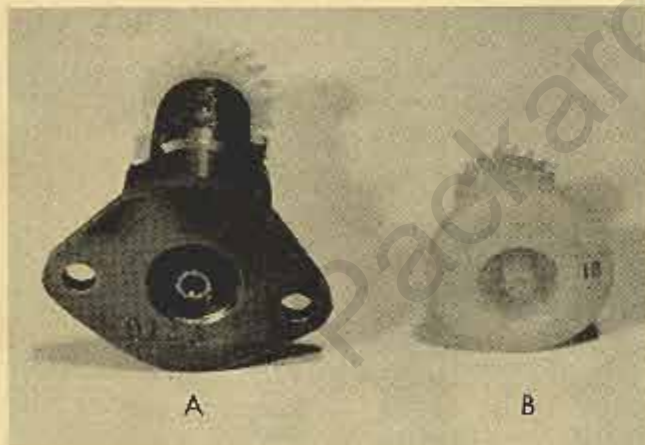
23rd Through 54th Series

The outer diameter of the gear on the speedometer pinion and shaft assemblies varies according to the number of teeth on the pinions of all Ultramatic and Gear-Start Transmissions.

The Speedometer Pinion Shaft bore in the adapters are off-center to obtain correct mesh between the pinions and the driving gear. The adapters in the Ultramatic Transmission are held in their proper location by two cap screws, the adapters in the Gear-Start Transmission are located by a dowel pin and held in place with a retaining ring.

When changing speedometer pinions having a different number of teeth, it is very important that the proper adaptor be used to prevent gear noise and possible gear damage to both the pinion and driving gear.

For your ready reference, we are listing the speedometer pinion and shaft assemblies for the Ultramatic and Gear-Start Transmissions indicating the number of pinion teeth and also the adapters, showing the number stamped on the outer end of the adaptor. Consult your parts book for model application and rear axle gear ratio.



Numbers are stamped on the outer end of the adapters to identify the pinion that can be used with that particular adaptor. For example: the adaptor "A," in the illustration, used in the Ultramatic Transmission is stamped 0, 1, 2, 3, which means that speedometer pinions having 20, 21, 22 or 23 teeth can be used with this adaptor.

Ultramatic Transmission speedometer adapters stamped 4 are used with 24 tooth pinions and adapters stamped 7, 8, 9 are used with 17, 18 or 19 tooth pinions.

The adaptor "B," in the illustration, used in the Gear-Start Transmission is stamped 18, which means that only an 18 tooth pinion can be used with this adaptor. Other Gear-Start Transmission speedometer adapters will be stamped in the same manner.

PART NO.	DESCRIPTION	NO. TEETH
421222	Speedometer Pinion & Shaft Assembly (Ultra.)	22
423225	Speedometer Pinion & Shaft Assembly (Ultra.)	23
423226	Speedometer Pinion & Shaft Assembly (Ultra.)	24
421220	Speedometer Pinion & Shaft Assembly (Ultra.)	20
434320	Speedometer Pinion & Shaft Assembly (Ultra.)	20
434722	Speedometer Pinion & Shaft Assembly (Ultra.)	22
434723	Speedometer Pinion & Shaft Assembly (Ultra.)	23
434618	Speedometer Pinion & Shaft Assembly (Ultra.)	18
434721	Speedometer Pinion & Shaft Assembly (Ultra.)	21
434724	Speedometer Pinion & Shaft Assembly (Ultra.)	24
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450318	Speedometer Pinion & Shaft Assembly (Gear-Start)	18
450320	Speedometer Pinion & Shaft Assembly (Gear-Start)	20
450317	Speedometer Pinion & Shaft Assembly (Gear-Start)	17
450324	Speedometer Pinion & Shaft Assembly (Gear-Start)	24
450321	Speedometer Pinion & Shaft Assembly (Gear-Start)	21

PART NO.	DESCRIPTION	STAMPED
421049	Adaptor (Ultramatic)	0-1-2-3
423216	Adaptor (Ultramatic)	4
421048	Adaptor (Ultramatic)	7-8-9
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450518	Adaptor (Gear-Start)	18
450520	Adaptor (Gear-Start)	20
450517	Adaptor (Gear-Start)	17
450624	Adaptor (Gear-Start)	24
450621	Adaptor (Gear-Start)	21

## Service Replacement Engines

### 24th-25th-26th-54th Series

Service replacement stripped engine assemblies to service all 24th, 25th, 26th and 54th series cars, will be equipped with hydraulic tappets and will be built-up for use on Ultramatic transmission equipped cars for models as specified.

When installing a new stripped engine in a 24th series car having an Ultramatic transmission with the 11 $\frac{1}{4}$ " clutch, it will be necessary to transfer the flywheel from the old engine to the new engine so that the converter assembly will fit.

When one of the stripped engines is installed in a car with a standard transmission or overdrive, it will be necessary to transfer the flywheel and flywheel housing from the old engine to the new engine. Also order and install one Part No. 421731 Motor Clutch Shaft Bearing (Front).

The new stripped engine assemblies are listed for your ready reference.

PART NO.	DESCRIPTION
458163	Engine Assembly-Stripped (Ultramatic) (With Hydraulic Tappets) Models: 2401, (Bodies 2462-65-92-95-98) 2501, 2601-33, 5400-33
458165	Engine Assembly-Stripped (Ultramatic) (With Hydraulic Tappets) R.H.D. Models: 2401, 2501, 2601-R.H.D. 5400-01-11-R.H.D.
458167	Engine Assembly-Stripped (Ultramatic) (With Hydraulic Tappets) Models: 2401 (Bodies 2467-69) 2401, 2501 (With 300 Engine) 2402-13, 2502-13-31 2602-11-13-31 5401-02-11
458167	Engine Assembly-Stripped (Ultramatic) Models: 2406, 2506 2606-26 5406-13-26-31

## Body Side Sills Painted Internally

### 54th Series

Recently a change was made in the Body Side Sill design on all 54th Series cars to provide a means of painting them internally.

This added operation is now in effect and greatly reduces the formation of rust inside of the side sill panels.

An opening is provided in the lower front corner of the rear wheel housings to insert a long nozzle from a spray gun to spray paint inside of the sills. The opening is covered with a snap-on type plug.

Make sure that the snap-on plug is in place at all times to prevent water and dirt from entering the side sills.

## Rear Main Bearing Cap Oil Seals

### All Models

Rear main bearing cap oil seals now used in production are made from a cork material to prevent main bearing distortion and reduce oil leaks.

The new cork seals are available for service and may be installed as follows:

1. After the main bearing cap has been removed, carefully examine and remove any burrs at the ends of the seal grooves and on the edges of the crankcase at the main bearing cap opening.

2. Place the cork seals in the bearing cap grooves with the upper ends extending approximately  $\frac{1}{8}$ " above the cap and the lower end of the seals flush with the lower surface of the cap. Lubriplate or grease the outer surface of the seals.

3. Carefully push the main bearing cap and seals up into position in the case. After the bearing cap is tightened, the seals should be flush or slightly below the lower surface of the cap. This indicates that the seals are up in place. Do not cut off the ends of the seals as a small amount below the surface of the cap will cause no harm.

Part No. 300191, Bearing Cap Rear Oil Seal (wood), has been obsoleted and superseded by Part No. 465717, Bearing Cap Rear Oil Seal (cork), and may be ordered from the Parts Warehouse.

## Tar Remover Damage To Plastic Parts

Most all tar removers contain a chemical that will attack or soften plastics, causing the plastic to become dull and out of shape; however, it does not affect lacquer or enamel finishes.

Extreme care should be exercised to protect the tail lamp lens and any other plastic parts when using tar removers. Do not use Carbon-Tetrachloride as it has a tendency to dull these parts.

Gasoline or kerosene may be used as they will not attack plastic parts, however considerable soaking will be required to loosen and remove the tar.

## Part Number—Correction

Please make the following correction in Service Counselor Vol. 27, No. 9, September 1953.

In the article "Service Replacement Engine" Part Number G182689 is listed for the fan blade spacer attaching screws. The correct Part Number is G182699. Please correct your copy accordingly.

## "Tips From The Editor"

### FUEL PUMP NOISE

We have encountered a few cases of fuel pump noise, which was caused by a restricted flexible gasoline tube ahead of the fuel pump. A severe kink or twist in the tube will restrict the fuel flow.

The same condition might also occur in the metal tube from the fuel pump to the gasoline tank.

### Re-Use of Anti-Freeze Solutions

One of the common and often expensive mistakes in motor car maintenance is the failure to keep the water system clean.

All radiator cooling solutions become contaminated with acids, rust and corrosion, caused mainly by: (1) length of time in system, (2) high speed and heavy loading of the engine, (3) air suction into the cooling system, (4) exhaust gas leakage into the cooling system, (5) rust deposits, (6) hot spots in the engine, (7) minerals collected from water, etc., after a few months of driving. This condition exists to a certain degree whether the cooling solution be a permanent type anti-freeze, alcohol type or just plain water.

Rust inhibitors are used to reduce the formation of these corrosive agents, but after the cooling system solution has been contaminated, adding inhibitors will not counteract the impurities that cause rust and corrosion.

Therefore you should drain and discard anti-freeze solution in the spring and put in a fresh filling every winter. Rust may form 30 times faster during high speed warm weather driving, consequently in locations where only water is used as a cooling solution, it should be drained, flushed and rust inhibitor added twice a year.

Unfortunately it is not possible to set up a time or mileage basis on which the water system should be cleaned. However, the presence of rust or scale in the radiator filler pipe or water when it is being drained indicates that the system should be cleaned.

The water system should be cleaned periodically to remove impurities that cannot be removed with draining and flushing.

The Packard Sovereign Radiator and Engine Cleaner, a compound approved for this purpose, is obtainable through Zone Warehouses under Part No. PA 384187.

### Front Seat Adjusting Track Cross Wire

5401-5411 Models

A few reports have been received that the front seat adjustable tracks do not lock in place on 54th Series, Deluxe and Super Clipper models. Some reports state that the locks release while the car is in motion.

Starting in production approximately June 22nd, a hog ring was added to the loop at one end of the wire making the wire about  $\frac{1}{2}$ " longer. The extra length in the wire permits the track locks to engage properly.

This correction can be made in the field by disconnecting the wire loop from one of the locks and connecting a hog ring between the wire loop and the lock. Close the hog ring until it is about  $\frac{1}{2}$ " long.

The hog rings are the type used to secure seat covers in place.

### Seat Cushion Spring Inserts

Coil Type Springs

A few reports have been received of slightly loose and wrinkled seat cushion upholstery on the Packard line cars.

We have also received reports that some Packard Owners who, because of physical characteristics or personal preference, desire firmer cushions than are standard.

Wrinkled upholstery is generally caused by cushion springs that have settled slightly. In most instances, this condition is accompanied by a complaint of too soft cushions or the seat level is too low.

Seat cushion spring insert kits are available, and each kit contains the necessary parts to raise or stiffen one half of one cushion, front or rear. The kits are packaged in this manner because it may be necessary to raise or stiffen only one side of a cushion.

In most cases where cushions are repadded to add firmness and eliminate wrinkles, they can be corrected by installing the spring inserts which saves time and considerable cost.

Only a few minutes is required to install the kits since they are installed from the underside of the cushion without disturbing the trim or padding. Installation instructions are included in each kit.

The kits are available at the Central Warehouse under Part No. PA-414798 Cushion Spring Inserts (coil type springs) 2452-72, 2552-72, 2652-72, 5452-72.