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## "DIRECT MAIL DOESN'T WORK FOR OUR SHOP"

We hear this one quite often but what you should say if you want to be truthful is, "My kind of direct mail doesn't work" or "The way I use direct mail doesn't work."

Direct mail, like all other tools, has to be used right or it isn't any good. A motor analyzer tucked away in a dark corner on the second floor, where customers never see it and where it is used about twice a year, just won't pay for itself or build up your profits. But that's no reason for saying it's no good. What's wrong, is the way you are using it.

You can buy an expensive tension wrench and keep it locked up in the service manager's desk drawer. It's too much bother to get at it, so the mechanics use their regular socket wrenches. Does this mean the tension wrench is no good or is it just the way you are using it that's not so good?

In the first place, *what* you use is important. Does it tell *your* story and yours alone? Is it of interest to your customers or just to you? Does it do one job at a time or are you trying to cover too much territory, simply confusing the customers?

Let's take the first question. Does it tell *your* story? If you want to talk to your customers about your business you have to tell them

*your* story. A lot of direct mail material is being sold to dealers by promotion companies and some of the big oil companies. That is all fine stuff but it is produced in large quantities and has to be of a very general nature. It is too general and does not tell your own story. Also, don't forget that several other companies in your city are also mailing the same piece and this makes it lose value. Tell your own story in your own words, even if it costs more. It brings in more work.

Another point is—don't try to cover too much territory. Have one or a few related items in each piece—too many are confusing. The insurance company writes you about one kind of insurance or about related insurance. They don't list every kind they have to sell in one letter. It doesn't work. The smart mail order house sends you a folder about shirts or sox or a raincoat. It doesn't list everything a man might wear during the whole year.

Another point to watch is that you include a selling package that will bring in more than enough in dollars to much more than pay for the mailing. Your return is good if it runs from 5 to 8 per cent in numbers. However, when you send out 1,000 letters costing two cents each, you spend twenty dollars. If the

**PROVEN  
PACKARD  
SERVICE  
HELPS...**

TO INCREASE  
*Spice*  
SERVICE BUSINESS

MR. SERVICE MANAGER:  
DID YOU GET YOUR COPY OF  
THIS FOLDER? IT WILL BE A  
REAL HELP.

letter tries to sell a \$1.00 lubrication and you get a 5 per cent return, you may get \$50.00 in volume. At 50 per cent gross profit you have \$25.00, out of which must come your overhead and the \$20.00 for mailing. It isn't enough.

On the other hand, if the 1,000 pieces tried to sell a \$6.00 motor tune-up and you only got a 3 per cent return you would have a gross profit of \$180.00. This would pay! So watch what you try to sell and figure the possible return as 5 per cent of the mailing.

Still another point is—keep your name and story in front of your customer. That's what the other fellow is doing; and if you want his business, you better do the same thing. Customers don't have memories that hold out for a year or for six months. If you send out mail only once or twice a year, it won't do you much good. You should have at least six mailings a year. These need not all be letters. We suggest you try three letters—one spring, one vacation and one winter. Then fill in with either cards, folders or letters for the other three. These should be about *his* car. Base them on his record of what he needs or on mileage.

The folder on "Proven Service Helps" will give you detailed suggestions. Why not quit fooling yourself and give this direct mail business a real chance? *It does work* if you follow the rules. *It will work for you.*

## ANNOUNCEMENT MEETINGS

For announcement meetings held by distributors where dealers are called in to attend, it is advisable to make it easy for the dealers to order parts. The picture—taken at the last Detroit Branch meeting—illustrates a good method of handling.

Allot a space near the parts department and put up a couple signs. Have a parts man and an accessory man with parts books, accessory catalogs and other information available so that any ques-



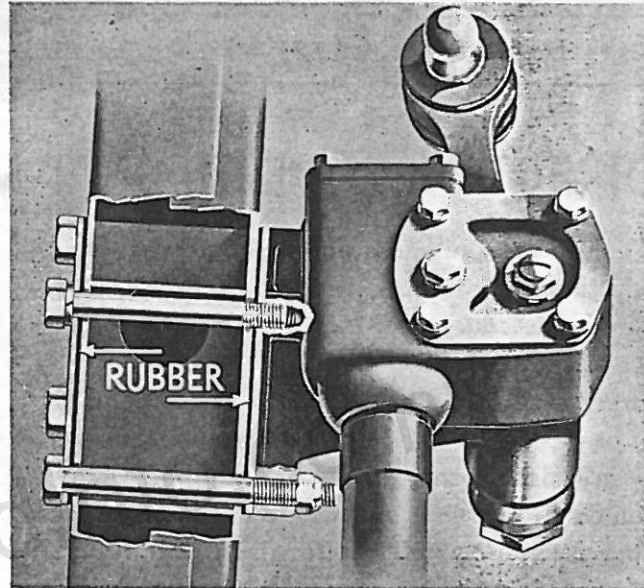
tions regarding parts or accessories or the issuing of orders can be promptly handled.

Let your dealers know in advance that you have made arrangements to give them prompt service.

## STEERING GEARS

### ALL 19th SERIES

On the 19th Series cars, the steering gear to frame bolts should not be tightened as much as possible, using a long-handled wrench, as has been the practice on previous cars.



The steering gears on the 19th Series cars are insulated from the frame with rubber. In order not to crush the rubber and spoil its insulating effect, the attaching bolts should be tightened only to a pull of 30 foot pounds. Roughly this is the pull that the average man can apply using a 10-inch wrench on the screw end of the bolt on the outside of the frame.

## ECONO-DRIVE GOVERNORS

### 18th AND 19th SERIES

Improper operation of the Econo-Drive governor switch and methods of correction by adjusting the contact points in the cover, were described in the August 15 and March 1, 1940, Service Letters. If the condition cannot be corrected by the methods described, a new governor switch cover only should be installed. Do not change the entire governor assembly.

347672 Governor Switch Cover Assembly

355034 Governor Switch Cover Gasket

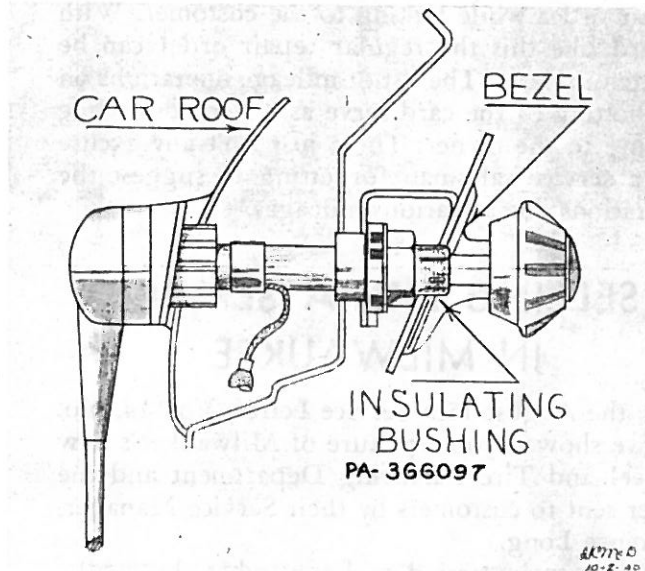
The installation of the new cover can be made without removing the governor switch assembly. Always use a new gasket when reinstalling a switch cover.



## ACCESSORY NOTES

### ROTARY ANTENNA

Due to a slight variation in the location of the bezel mounting bracket, there is a possibility that the antenna rod shaft may ground on the bezel. To correct this condition we have added an insulation bushing, PA-366097, to be placed over the antenna shaft as shown in the sketch.



To install this bushing, remove knob and bezel; slide bushing on shaft; reinstate bezel and knob. Antennae now shipped from the factory include this bushing. If you require any for cars now in the field, they will be furnished upon request.

### STRIPPING OF ANTENNA KNOB

Unless the knob is firmly placed on the shaft so that the serrations are properly lined up, there is a danger that in the process of pressing the knob on the shaft, some of the serrations may have been damaged.

Should it be necessary to replace knobs, due to this stripping condition, it is important that knobs, Philco Part No. 77-0631, be used. When installing the new knob it is absolutely necessary that the knob is placed on the shaft squarely and is gently tapped on with a hammer to the FULL LENGTH of the serrations. On all recent production aerials, the aerial shafts have been given a slightly greater bevel to help in the installation of the knob.

### TUBE REMOVAL

One-quarter-inch ( $\frac{1}{4}$ " ) holes will be found in the side of the housing opposite the tubes and vibrator on the 1941 Packard Philco Auto Radios. The purpose of these holes is to facilitate the removal of the tubes and vibrators for test.

In order to remove a tube, insert the end of a small screw driver through the hole in the hous-

ing and between the sub-base and the base of the tube. Then push down on the screw driver and the tube can easily be removed.

Holes are in the housing for removal of the Philco Part 7A7 I.F. tube, 7B6 tube, 7Y4 tube, 7C5 tube and the vibrator. All other tubes will have to be rocked in the direction of the rivets.

### UNDER SEAT HEATER

When installing an under-the-front-seat heater in 19th Series coupes and two-door sedans, you may experience an interference between the front seat back rest supporting bracket and the top of the heater, with the seat in the farthest forward position.

To correct this condition, it will be necessary to add a one-quarter-inch spacer to each of four seat adjustment track-to-floor-pan hold-down studs. Replace the hold-down studs with four studs one-quarter inch longer, Part No. 5909.

### GEAR SHIFT ANTI-RATTLER 17th AND 18th SERIES

The Nineteenth Series cars are fitted with an adjustable rubber anti-rattle button "B" under the second and third speed steering column gear shifter lever. This button should be adjusted so that the rubber is compressed about  $\frac{1}{8}$  inch by the lever when the third speed gears are engaged. The compression of the rubber takes up any slack in the linkage, preventing rattles and wear.

These anti-rattle buttons are available for installation on earlier cars, with all necessary attaching parts in a kit under one piece number. Pc. No. 371104. Gear Shifter Anti-rattle Equip.

To drill the holes for the attaching screws, assemble the button in the bracket, place the levers in the high gear position and hold the bracket in place with the button against the high gear lever while marking the location of the holes. Now loosen the steering tube clamps at the top and bottom and rotate the tube so that the marks can be readily reached with a small electric drill.

Drill the holes using a No. 21 ( $.159$ " ) drill and tap 10-32. Rotate the tube back into its original position, attach the bracket and tighten the clamps. Then adjust the button for height and tighten the lock nut.

