



CAN THE MAILMAN HELP?

Can the mailman help increase your service volume? A lot of old-timers will say no. Direct mail, they claim as far as the service department is concerned, is just a waste of time and money. If a man has to have something done on his car he will come in; if he doesn't, he won't, and that's that.

They'll go on to tell you that once they sent out a letter and nothing happened and therefore service advertising doesn't pay; and if a mailing campaign is handled in this way, the results will be just as close to zero as you can get.

In the first place, the mailman can't work alone when it comes to bringing your customers in. There is nothing more important in connection with the use of mail than the planning of the campaign as a whole. Direct mail is nothing more than an attempt to persuade people to come in to see you.

You wouldn't just pick up the telephone and say to John Doe, "Please come in and see us. We would like to sell you a \$14.00 carbon and valve job for \$12.00," put down the phone and rush over to the door expecting Mr. Doe to drive in. Likewise you can't tell Mr. Doe the same thing on a piece of paper and expect him to drive right in hardly before you can get the door open. People buy things because they have heard about them or have read about them or have seen them. People buy from a certain place for the same reasons—either because they have heard about it, read about it, or seen the place.

People will hear about your place and about your type of service only by word of mouth. Therefore, the kind of place you operate and the kind of service you render must be right if people are to talk about them favorably.

Next, if people are to read about your place you've got to tell them about it more than once and you have to tell them in some way that will hold their attention, that will make them read your message and make them remember. This cannot be done with one or two pieces of mail, whether they are post cards, folders or letters. It has to be a series of pieces. Your customer is staying away for some definite reason, and you have to rebuild confidence in his mind. This can be done only by a regular, persistent effort.

In other words if your service volume is not up to the point that you think it should be, go out after more, but do it in a systematic, intelligent manner. This doesn't mean mailing customers a letter or a post card every 30 days. This is too often. A reminder at 60-day intervals is about right, and a folder or letter three or four times a year will keep your name in front of the customers, keep them reminded of your service and help maintain their confidence.

Planning direct mail is just as ticklish a job as working around on the inside of a motor or Econo-Drive. You leave the mechanical side to good mechanics. Why not leave the direct-mail side to people who know this business? A direct-

mail man makes no claim about being able to re-condition an Econo-Drive, but a lot of otherwise good service managers take it upon themselves to decide what kind of a mailing piece should be used. A lot of time and money is spent on developing material which isn't any better than that already available.

Therefore help the mailman by using material that has already been tried out. Maybe you don't like the kind of bathing suit the girl on the folder has on or maybe you don't like the color of the piece; but after all, you're not trying to sell yourself a carbon and valve job and since the piece has been designed by people who know their business, it is very likely that it will do a good job with a large percentage of your owners. Too much direct mail is designed to suit the man getting it out rather than the people to whom it is sent.

Next, after deciding on the material to be used, spend a little time on the problem of how it is to go out. What's the best time? Most mail is dropped in the box at quitting time. This is wrong for direct mail. For local mailing you should drop it in the post office in the morning. This puts it on the customer's desk in the afternoon mail which is lighter than the morning mail and he has more time to look at it.

Also, be careful of the day. Don't mail it Saturday morning. He probably isn't in the office in the afternoon and he therefore gets it Monday morning and that's a bad time for almost everybody. Don't mail so that he gets it Tuesday morning. Tuesday is just about as bad as Monday. If he didn't have a good Monday, he probably won't start Tuesday off in a bright frame of mind. Therefore, get your mail on his desk Wednesday, Thursday or Friday afternoon.

Don't expect a customer to get all enthusiastic and dash in to buy something just because you attach a folder or circular to an invoice. Attaching selling material to an invoice isn't so good. Mail it separately. You wouldn't feel much like buying an accessory just after looking at a \$50.00 repair bill and neither does he. If you want to mail folders, mail them with a letter.

Pay attention to details such as addressing the envelope. If it's really good penmanship, a handwritten envelope usually receives quicker attention than a typewritten envelope. Use your standard business envelope if you are mailing letters. Don't use a special one that tells on the outside what's inside. He probably won't even open it. Don't use window envelopes. They usually contain invoices and the average fellow would rather not see them. To be at all effective letters must be on a good grade of paper.

Another point that doesn't sound important is the use of stamps. Whenever possible use commemorative stamps or special new editions. Whenever possible use purple stamps and also use the half-cent stamps. You will be surprised how many more letters are opened when six half-cent stamps are used or even three one-cent instead of one three-cent stamp. There are so many new stamps available at the present time that you should always use the latest one that you can obtain.

You should also help the mailman by following up the piece that you sent out. Two or three days after mailing call up as many people as you can for the next several days. Ask them if they got the piece and try over the phone to get them in.

There's a lot to this mail business besides just writing a letter or getting up a post card, but the mailman can and will help increase your volume if you will help him.



Are you selling your owners what they need or merely taking their order?

There is something more to Service Selling than just getting an order. A well handled sale makes a satisfied owner, one who will keep on coming back for other needed service work.

There are no Pink Pills that you can take to make selling easy: but the new service slide film, "Serving By Selling" is the easiest-to-use selling help we know of. It will show you how to apply the tried and proven principles of selling and demonstrate methods by which you can increase your sales totals.

"Serving By Selling" is now being shown by Distributors and Dealers. Be sure to see it! Film Supplements on this film are being mailed to all Distributer and Dealer points. Your service manager will give you one for the asking. Get it, study it and then follow the suggestions in your daily contacts with Packard Owners.

TRUNK LID HANDLE

18th SERIES

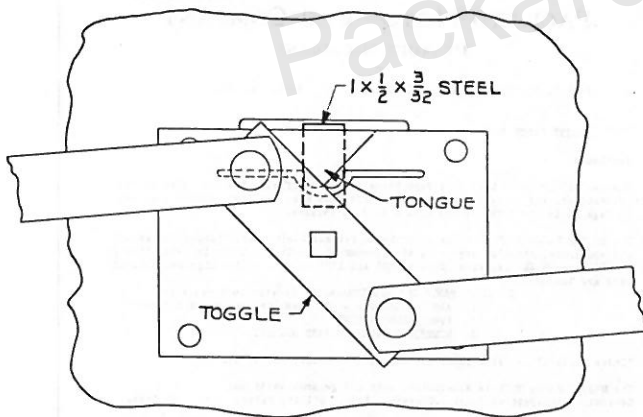
You may have had complaints of the Trunk Lid coming open when traveling over rough roads.

The toggle plate on the inside of the trunk lid has a tongue formed in it under the toggle. When the latches are withdrawn this tongue bears against the toggle. When the latches are out the tongue springs up and contacts the edge of the toggle to prevent the latches being withdrawn except when forcible turning of the handle depresses the tongue.

When trouble is experienced with the latches working loose, it is generally found due to this tongue being too low and not contacting the toggle. This condition can be quickly and easily corrected.

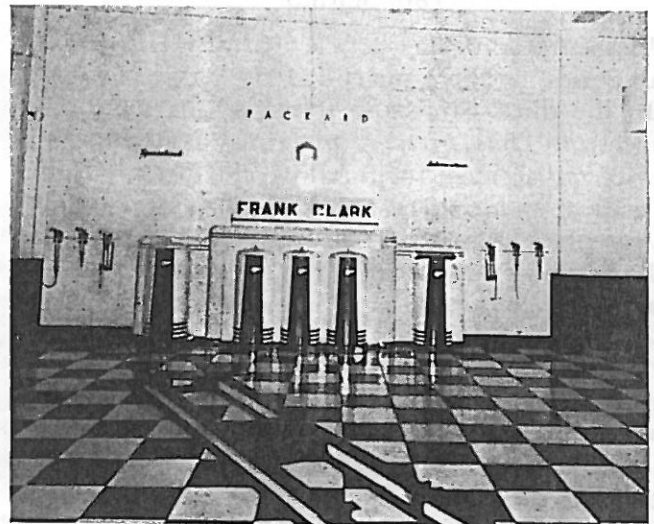
Cut a piece of strip steel $1''$ long by $\frac{1}{2}''$ wide by $\frac{3}{32}''$ thick. Loosen the four screws holding the toggle plate and slip this piece of steel under the lower edge of the plate behind the tongue. Slip the steel shim well under the toggle plate so that the ridge in the trunk lid will prevent it from working out. Then tighten the four screws again.

The steel shim will spring the plate enough to raise the tongue so that it will lock the toggle in the out position and prevent the lid from coming open except when the handle is forcibly turned.



Some service men have installed a coil spring to hold the toggle in the out position. This is an unsatisfactory correction in that the latches are held out when the trunk lid is open and the handle must be turned to close it. With this arrangement should the lid drop shut or the operator fail to turn the handle when closing the lid the latches strike against the body panels damaging the paint.

PACKARD OKLAHOMA



If you're looking for a new idea for a very effective lubrication department you might glance at this very fine set-up at Packard Oklahoma Company, sent in by Service Manager Murphy.

OIL ON CLUTCH HUBS

18th SERIES

We have recently made two changes in production to further guard against oil entering the clutch housing. This change is being made on all cars although leakage at this point seems to be most common on the Super-8's.

The center rear crankcase oil pan cap screw has been replaced with a stud and plain washer. This is the one that threads into the rear main bearing cap. The tapped hole for this cap screw connects with the rear main bearing oil return. Using a stud at this point prevents oil leaking past the threads into the crankcase. The cap screws on either side are now being fitted with copper washers instead of lock washers.

The screws attaching the transmission clutch shaft housing to the transmission case are also being fitted with copper washers instead of plain washers.

Whenever it is found necessary to replace a clutch plate because of oil on the hub, copper washers and the stud should be installed as described to insure against oil entering the clutch housing again.

362091	Oil Pan Assembly Stud	1
7005	Oil Pan Assembly Stud Nut	1
6359	Oil Pan Assembly Washer	1
354310	Copper Washer	8

CLUTCH HISTORY CORRECTION

18th SERIES

Please refer to the article "Clutch History—18th Series" in the January 1, 1940 Service Letter.

In the third paragraph it reads, "In some instances the Long *pressure* plate may be used as a service replacement for the Borg and Beck." This statement is incorrect and should refer to the *driven* plate. Please correct your copies to read as follows: "In some instances the Long *driven* plate may be used as a service replacement for the Borg and Beck; in other instances it cannot."

Although correctly stated elsewhere in the article, this has caused some confusion and so we will review the entire situation again.

In no case are the Long Cover Plate Assemblies interchangeable with the Borg and Beck. Long cover plate assemblies and detail parts must be used in cars originally equipped with Long clutches and Borg and Beck cover plate assemblies and detail parts where they were original equipment.

In the case of the clutch driven plate assemblies, the matter is not so simple.

On the 1801 cars the standard Long clutch driven plate may be used for all service replacements.

On the 1803-8 the clutch driven plates must always be replaced with one of the same make.

On the 1800 cars clutch driven plates must be replaced with one of the same make except on a few cars. Engine numbers C13380-A to C17622-B; these cars are to be serviced with the standard Long clutch driven plate.

In any case of doubt as to the proper clutch parts to use, refer to the table in the January 1, 1940 Service Letter in which the correct parts are listed according to engine number.

PACKARD FOOT REST TRIM MOULDING

This new, modern trim moulding for the foot rest will fit all 1938-39 and 1940 sedans with built-in foot rests. It brightens the interior and adds a sparkling touch to the floor covering.

Made of highly polished stainless steel, this moulding will not rust or tarnish. The metal covering protects the carpet.

This moulding is easy to install—no holes to drill—and it will not deface the car.

One floor rest trim moulding comes in an attractive carton, complete with clips.

PA-363088 Foot Rest Trim Moulding, \$1.95 Suggested List installed.

ECONO-DRIVE GOVERNOR

SWITCH — 18th SERIES

When the Econo-Drive governor switch points fail to open, the Econo-Drive gears remain engaged even when the car is stopped. Under this condition, it will be found difficult or impossible to get into reverse. This condition was fully described in the November 1, 1939 Service Letter and it was recommended that in such cases the governor switch be changed.

It has since been found that in most cases, binding in the point operating mechanism causes the failure to open and it can easily be corrected without removing the switch.

Remove the switch cover. Press down lightly on the carbon button in the center of the cover. This should close the points. If they do not immediately spring open when the pressure is released, it indicates that the movable point operating arm is binding on the brass guide pin. Realign the pin by bending it so that it does not bind in the slot in the point arm. When the points spring open with the release of pressure on the carbon button, the guide pin is adjusted correctly and the cover may be reinstalled.

NEW PARTS BOOK AVAILABLE

Service Trade Letter No. T-3006
Dealers' TL-201

PACKARD MOTOR CAR COMPANY
DETROIT, MICHIGAN

To: PACKARD DISTRIBUTORS AND DEALERS April 24, 1940

Subject: MASTER PARTS BOOK

Gentlemen:

The new MASTER PARTS LIST in a form requested by the field, has been sent to all distributors and dealers. For its most effective use, the instructions starting on Page II in the front of the book should be followed.

The MASTER PARTS BOOK contains information for all Junior cars, (domestic, export, and commercial chassis) beginning with the Model One-Twenty built in 1935, through the Eighteenth Series, also, Models 1703 and 1705 as well as the Eighteenth Senior cars are included.

DETAILED PARTS INFORMATION can be located in three ways:

1. ALPHABETICALLY - by name (two way cross indexed)
2. FROM ILLUSTRATIONS
3. NUMERICAL INDEX OF PART NUMBERS

"Index Numbers" - link these methods to the description in the text.

The MASTER PARTS BOOK is sub-divided into six general sections:

General...Alphabetical Index...Chassis...Body...Utility Parts...Numerical Index

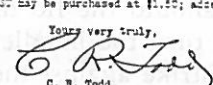
CHASSIS & BODY UNITS - are functionally grouped and arranged in alphabetical order. This grouping particularly lends itself to a similar system of arranging parts in bins to simplify parts storage problems.

INTERCHANGEABILITY BY MODELS - as well as superseding part number information is given in the body of the book. Utility or attaching parts are listed with the part with which they are used.

PRICES ... A new added selling feature of the book is the listing of the Suggested List Prices ... in the body of the book. A MASTER PARTS PRICE LIST is also being supplied showing suggested List Prices and suggested Dealer's Net; vendors' part numbers with suggested list prices are shown together with suggested discount symbol; all suggested prices are effective May 15.

During the year, supplementary data and additional illustrations will be furnished as occasion requires. Constant refinement will be the policy and suggestions for improvement will be appreciated.

Additional copies of the MASTER PARTS LIST may be purchased at \$1.00; added copies of the MASTER PARTS PRICE at \$1.00.

Yours very truly,

C. R. Todd
Assistant Service Manager

EGJ
(1)3000

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SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME. ADDRESS—EDITOR PACKARD SERVICE LETTER