VOL. 14 No. 1 JANUARY 1, 1940

TOO MUCH ATTENTION?

Yes, you can give some owners too much attention by mail. Usually when you start getting complaints about this, you stop all mail follow-up and this is just as bad as sending out too much.

The fellow who gets too much is generally on a 30-day follow-up plan, and in many cases this is too close a follow-up period for Packard cars. A lubrication follow-up for owners on a thousand-mile oil change is all right, but a selling effort on mechanical service each 30 days is too often. Less effort should be placed on the owners who have reached 30 days since coming into the service station, leaving more time available for an adequate follow-up on those who have reached a 60, 90 and 120-day period.

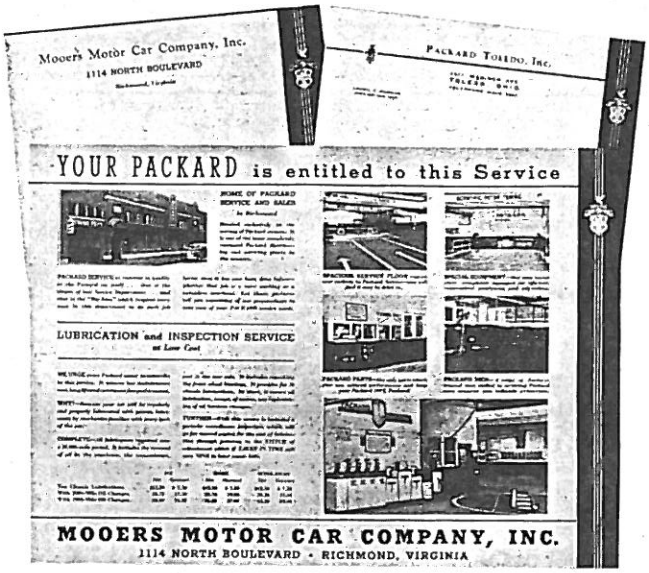
In many cases it would be advisable to almost drop the 30-day follow-up letter and concentrate your efforts on the 60 and 90-day groups. A letter or card should be sent owners who have not been in for 60 days and again to those who have not been in for 90 days.

A telephone call or a personal call should be used when the owner has not been in for 120 days or if this is impractical, a personal letter should be written to this group. A third form letter or a third card will not bring sufficient results.

Owners reaching the 120-day group should immediately be divided into yearly car models and your calls made and letters written accordingly. If one additional personal letter or phone call fails to bring results the names of these owners, with a brief history of the car as to type, motor number, mileage and any general comments, should be turned over to the sales manager, who will determine whether the calls should be made by a new car salesman or a used car salesman.

The real effort of any follow-up should be placed on the 120-day group. In the average service department the tendency is to take so much time following up the other groups that real effort is not placed on the 120-day group.

In the book called "The First Step" a series of suggested letters appear which will be found very helpful in developing this follow-up program. Two of these letters which are particularly suitable are illustrated for your convenience. The wording on follow-up letters is very important. You want to be sure that the appeal is not a negative one. For instance, do not in all your follow-up letters suggest that your service department may have been in error in servicing the car or



As used by Richmond and Toledo

handling the owner. On the contrary, make a friendly and sincere effort to get him to come back in.

In many service stations where adequate facilities are available, a special service folder type of letterhead is suggested. Several places are using these with very interesting results. An example of this type is illustrated and a sample has been supplied in the Service Manager's copy of this edition.

You will notice in this type of folder letterhead that a complete service story is told. Each time you send out a letter to an owner you are continually impressing him with the completeness of your service facilities and thus are doing a direct job of selling him on the advantage of obtaining all his service from you. A folder of this type, printed on paper which is white on one side and colored on the other, can be printed in two colors and a very attractive result obtained. Being unusual in appearance they tend to attract more attention than the ordinary letter would.

The 1940 factory service mailing pieces will be along this general line. We will make available a series of colorful service letterheads which will be distinctly Packard in design and will, we feel

60 DAY LETTER

June 5, 1939

Mr. J. E. Ream
325 Main Street
Belleville, Illinois

Dear Mr. Ream:

We have the greatest interest in your car because you made it's purchase from us; that is why we wish to remind you that sixty days have lapsed since we serviced your car. We value your patronage and want to keep up a continuous relationship with you.

You can believe our statements when we assure you that we are in a better position to take care of your car's service and lubrication requirements than others who profess to know every car. That's a large order for them and perhaps they do.

There need be no question about our ability because we are constantly working with Packard cars. We are familiar, as nobody else can be, with the operating characteristics of our products because we know them mechanically as well as from a lubrication standpoint.

We would like to take care of your entire maintenance requirements as they relate to your car.

Yours very truly,

General Service Manager

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sure, be a real help in your mailing program both to bring back and to retain as regular customers, an even larger share of the Packard owners in your vicinity.

90 DAY LETTER

June 5, 1939

Mr. J. E. Ream
325 Main Street
Belleville, Illinois

Dear Mr. Ream:

Just a note to let you know that we have missed your car in our Service Department. If our records are correct, you have not been in our Service Department for ninety days.

Your Packard car has been built to give you many thousands of miles of efficient, trouble-free service. To get the utmost benefit and enjoyment out of your Packard, lubrication, of course, is one of the most necessary attentions you can give your car.

Use of the wrong lubricant, or too little or too much lubricant, can result in serious damage and costly repairs. Faulty lubrication is responsible for about 50% of all repair bills; it is the greatest single cause of trouble.

For your safety, we, your Packard dealer, should lubricate and check up your car at regular intervals.

Come in regularly, so we can advise you of the little things which, if done in time, will prevent expensive repair bills later.

We'll be looking for you.

Sincerely yours,

General Service Manager

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CLUTCH HISTORY—18th Series

We notified you in the November 1, 1939 Service Letter that due to our inability to secure the Long clutch assemblies we had been using, it was necessary for us to use Borg and Beck clutches in all cars. This condition has been corrected and we are now using Long clutches again.

The Long and Borg and Beck pressure plate assemblies are not interchangeable because of differences in the mounting brackets which require different flywheel drilling. Detail parts of both makes of clutch pressure plate assemblies are being carried in service stock.

In some instances the Long pressure plate may be used as a service replacement for the Borg and Beck; in other instances it cannot.

For your information, we are outlining by engine number, the service parts to use with each of the two clutches:

One-Ten—Model 1800

Engine Number	Driven Plate	Cover Plate
C-1551 to C-17622B	Long 9½" 354195	Long 315571
C-17622B to C-28824D	Borg & Beck 10" 354596	Borg & Beck 354595
C-28824D to date	Long 354195	Long 315571

One-Twenty—Model 1801

C-300051 to 307399A	Long 10" 348801	Long 302464
C-307399A to 314329C	Long 10" 348801	Borg & Beck 354572
C-314329C to date	Long 10" 348801	Long 302464

One-Sixty, One-Eighty—Models 1803-4-5-6-7-8

C-500051 to C-501610B	Long 351829	Long 341846
C-501610B to C-503811D	Borg & Beck 354575	Borg & Beck 354573
C-503811D to date	Long 351829	Long 341846

You will note that in the 1803 the driven plates must always be replaced with one of the same make. This also applies to the 1800 with the exception of cars with engine numbers C-13380A to 17622B. In these cars a 9¼" Borg and Beck driven plate was used with a Long cover plate assembly in which the spring pressure was increased. These cars are serviced with the standard 9½" Long driven plate, the increase in diameter serving only to increase the capacity of the clutch somewhat.

With the 1801 the matter is simplified by using only the standard Long driven plates for service replacement.

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

Cars equipped with Borg and Beck cover plate assemblies were also fitted with clutch pedal assist springs the same as is standard on the 1803. The adjustment of the clutch pedal pressure on these cars was described in the December 1, 1939 Service Letter.

VALVE TAPPETS—18th Series

On the models 1800-1801-1801A the valve tappets have a self-locking adjusting screw. When found necessary to replace this screw for looseness in the thread or damaged contact surface a new high limit valve tappet adjusting screw of the same type, piece 341310, can be installed, or piece 324090, screw with lock nut, 324089, may be substituted. The screw 324090 and lock nut were used on previous models. In either case it is not necessary to remove the camshaft.

For the Super Eight models 1803-3A-4-5-6-7-7 and 8 we supply piece 351717, motor valve tappet plunger assembly for replacements. This unit can be lifted out of the tappet body without disturbing the camshaft.

Super-8 valve tappet assemblies, 341574, include 351717 plunger assembly. Valve tappet bodies are not supplied separately. Installing new valve tappet body assemblies requires removing the camshaft. Engine valve tappet assemblies of both types are furnished in standard, .001 over, .002 over and .005 oversize body diameter.

CYLINDER HEAD GASKETS

For a number of months the cylinder head gaskets which we have shipped from service have been coated with a sealing preparation to insure a tight joint between the head and the block.

We have recently discovered several cases in which this transparent coating preparation has closed the small water passages in the gasket between the cylinders. This will not be noticed unless the gasket is carefully examined.

Please check the gaskets in your stock and open up the water passages if they are closed by this transparent film.

If you encounter any cases of overheating in motors which have recently had the cylinder head gasket replaced, you may find that the heating is caused by the above condition.

EQUALIZING TIRE WEAR

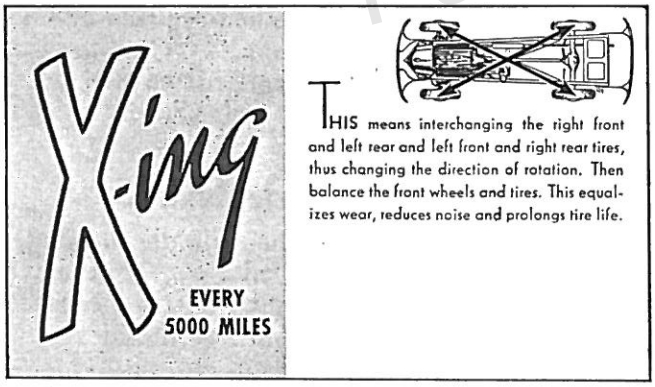
An entirely normal but little understood form of tire wear is that in which one edge of the tread buttons wears faster than the other, creating a saw-tooth effect referred to as heel-and-toe-wear.

The end of the tread button that wears the faster is the one that grips the road first when the brakes are applied. High speed driving and excessive use of the brakes will cause this type of irregular wear.

Heel-and-toe wear occurs on any type of non-skid tread design. It is less on rear tires because the driving force wears down the opposite ends of the buttons, tending to equalize the wear.

Although heel-and-toe wear is an entirely normal condition it may cause your owners to believe there is some misalignment in the steering system. Some unscrupulous operators of steering alignment equipment use this condition of tire wear as an excuse to sell needless but expensive steering alignment operations.

X-ing the tires, i.e., interchanging the right front and left rear and left front and right rear, will change the direction of rotation of the tires and equalize the wear. Wheels and tires should be interchanged without dismounting the tires. When interchanging, be sure the ones put on the front wheels, including tires, tubes, wheels and hubs, are in balance.



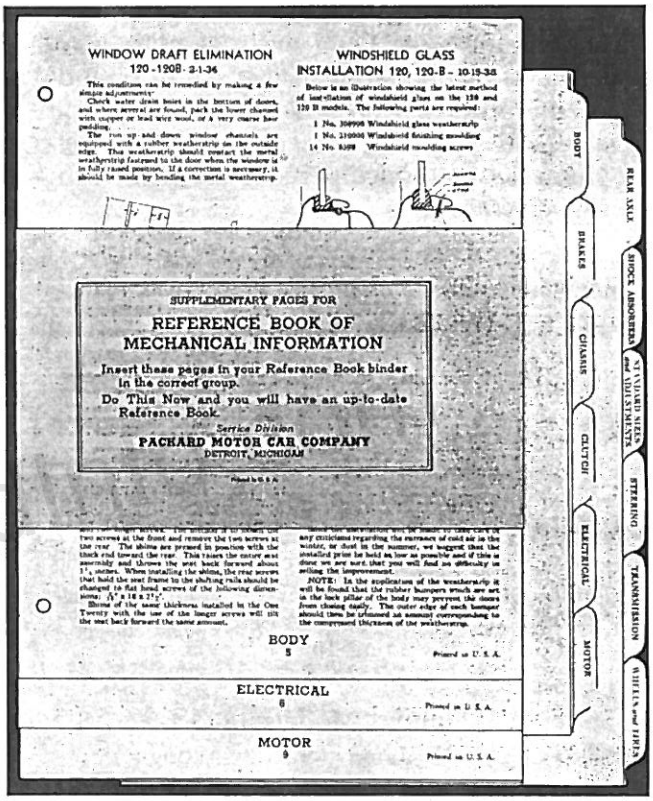
It is recommended that tires be interchanged in this manner regularly at approximately five thousand-mile intervals.

Irregular front tire wear may cause tire noise. If tire noise should develop, the tires should be interchanged as described. The noise will not be eliminated immediately, but will disappear when the wear is again even. To prevent this type of noise interchange after they have been driven two or three thousand miles.

The card is supplied on government stamped post card stock. Imprinted with your firm name, the price is $2.05 for the first hundred and $1.40 for additional hundreds.

This is one of a series of service business-getting stamped post cards. The balance of the set is illustrated in "The First Step in Making Service Profitable."

MECHANICAL REFERENCE SUPPLEMENT



A supplement for the Mechanical Reference Book is now available. This is made up of all articles dealing with mechanical subjects which have appeared in the Service Letter from May 15, 1937, to Dec. 15, 1939. All articles dealing with one subject are printed on one page, so that the page can be filed behind the proper index tab.

The index tabs and supplementary pages are punched for standard three-ring binders or will fit in the regular Service Letter binder, which can be obtained for 35c. A sample set of these new pages is being sent to each distributer and dealer, and additional sets, as well as index tabs, may be obtained through your distributer. They will form very handy reference books and also serve as an index to Service Letter articles.

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