



# GENERAL SERVICE BULLETIN

REGIONS, ZONES AND DEALERS

49GS-9, Dealer 5  
June 14, 1949

Subject: Seat Cushions -- 23rd Series Packard Eight

The 23rd series cars have been equipped with plain seat cushions as compared to the tufted or pleated cushions used in preceding models. There are several good reasons why this was done.

1. A plain cushion is a softer and more luxurious appearing cushion.
2. The new construction is such that Selecto springs may be inserted to compensate for varying weights of passengers, particularly of drivers.

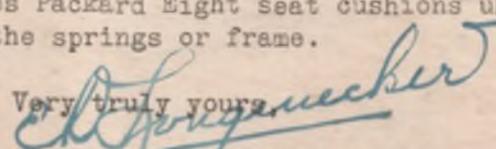
Owing to difficulty in obtaining the new type spring and frame assembly at the start of the 23rd series run, early 23rd series cars are equipped with the cushion spring previously used in the 22nd series. The new Selecto spring cushion will start in production within approximately thirty days. The difference in construction between the 22nd and the new 23rd series cushion is readily apparent when the cushions are turned over and compared.

There is one condition inherent in a plain cushion regarding which all Dealers, retail salesmen, and servicemen should be familiar in order to correctly advise a customer. A plain, soft cushion without foam rubber, as used in the 23rd series Packard Eight, will show wrinkles in the fabric much more readily than will a pleated or foam rubber cushion. Too often, slight wrinkles appearing in the surface fabric will lead an owner to the erroneous conclusion that the cushion has broken down. A satisfactory explanation to the owner is usually the only thing required to handle his complaint regarding this condition. A comparison may advantageously be made between the Packard Eight plain seat cushion and the finest custom built chair, in which a wrinkled effect of the fabric is usually regarded as evidence of softness and comfort, without any thought being given to failure of the springs or cushion assembly.

An added feature of the 23rd series cushion is the use of Selecto springs, which permits the insertion of additional coils to compensate for the weight of heavier passengers. Information regarding these Selecto springs will be released by the Parts and Service Department at an early date, and we urge their use by Dealers where additional firmness is indicated. They will not, however, compensate for normal wrinkling of the cushion cover.

In connection with the condition above described, we will not accept claims for correction of wrinkles in 23rd series Packard Eight seat cushions unless there is definite evidence of failure of the springs or frame.

Very truly yours,

  
E. D. Longenecker, Manager  
Parts and Service Department