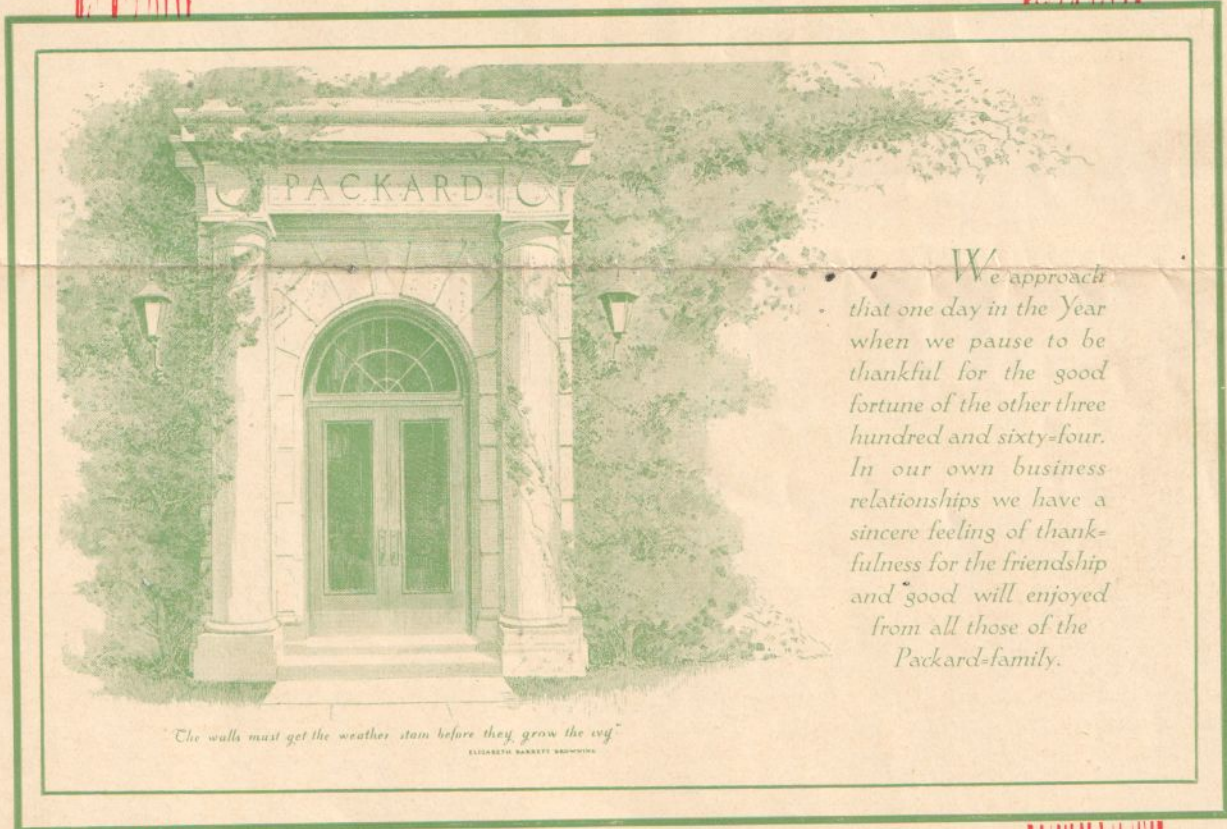




VOL. 3 No. 24

DECEMBER 15, 1929



*We approach that one day in the Year when we pause to be thankful for the good fortune of the other three hundred and sixty-four. In our own business relationships we have a sincere feeling of thankfulness for the friendship and good will enjoyed from all those of the Packard-family.*

*The walls must get the weather stain before they grow the ivy.*

ELIZABETH BARRETT BROWNING



**A Merry Christmas and  
A Happy New Year to all  
Packard Service Folks**

# Delivering New Cars

PACKARD PRINCIPLES contain a paragraph under the subject of "Receipt and delivery of new cars by distributors and dealers." The paragraph reads "A competent inspector will inspect the car thoroughly upon arrival, see that it is filled with oil, gasoline and water and given a short road test and then wash the car and polish it properly before delivering it to a customer."

The words which we wish to emphasize in this paragraph, particularly at this time, are *competent*, before the word "inspector," and *thoroughly*, before the words, "upon arrival." To assist you in this work, we have prepared a New Car Inspection and Delivery Report, which we feel covers the operations which you should inspect before delivery of a new car. This form is carried by the factory under D-28, and is shown on this page. The operations are subdivided, and while there may be items on the car which require your attention, but which are not listed, you will find that if all those listed are inspected and checked, the car will be in proper condition to be delivered.

Under the heading of "Lubrication," it is intended that each item listed will be checked and that you make certain that a correct amount of the proper lubrication is provided at each point.

Under the heading of "Electrical Equipment," we have those items which will come under the immediate observation of the owner and which should be in standard operating order.

Under the heading of "Chassis" and also "Motor Adjustments," we have the mechanical work all of which you will want to make certain is in proper condition. In these groups, especially at this time of the year, you will want to pay particular attention to the brakes, the shock absorber adjustments and the matter of anti-freeze in the radiator.

Under the grouping of "Body," you will find space for notations on any conditions which your inspection reveals. It is well, under this heading for the convenience of parts ordering—to note anything in the way of special equipment, particularly on custom bodies.

Under "Miscellaneous," there are two items, the tool equipment and accessories. Make certain that these are complete and in accordance with the specifications on the sales order. There is enough space for checking the wash and polish jobs, and the last item, which is by no means the least important, is the matter of stamping the number plate with the distributor's or dealer's name making the delivery and the date of delivery. This has been called to your attention many times but we still find plates without the proper notations being made on them. It is very important for the convenience of the owner, as a tourist, that this information be complete.

The form is supplied with two copies, one to go to the department actually making delivery of the car to indicate that it had been inspected and was in proper condition, the other is retained by the service department for future reference.

Before the car is turned over to the owner, it is well to make certain that the folded card entitled "Ten Rules for the Operation of your Packard," is in its proper place, hung on the choke button. At the time of delivery, the owner should be presented with the information book, certain pages should have the corners folded back, calling to the owner's attention the matter

## NEW CAR INSPECTION AND DELIVERY REPORT

Date						
Deliver to		Motor No.				
Address		Serial No.				
Car Type		Key No.				
	(Check line or X Box)	MAKE FULL REPORT REGARDING ANY CONDITION THAT MAY BE FOUND				
<b>LUBRICATION</b>						
Crank Case		Lubricant Used				
Transmission		" "				
Differential		" "				
Universal Joints		" "				
Steering Gear		" "				
Front Wheels						
Chassis Lubricator						
<b>ELECTRICAL EQUIPMENT</b>						
Ammeter		Charging Rate Max.				
Electrical Connections		Focus				
Lights		Reading 1 2 3				
Horn						
Battery						
<b>CHASSIS</b>						
Wheel Alignment						
Rear Wheels Tight						
Steering		Connections				
Clutch						
Drive Shaft						
Brakes						
Tire Pressure (Each one)		RF	RD	LF	LR	S
Stabilizer						
Speedometer						
Gas Tank and Gauge		Galones				
<b>MOTOR ADJUSTMENTS</b>						
Motor Warm		Clearance				
Tappets						
Ignition						
Carburetor		Lbs.				
Oil Pressure						
Fan Belt						
Motor Chain						
Radiator and Niddle		Anti-Freeze				
Oil Leaks						
Water Leaks						
<b>BODY</b>						
Body Bolts						
Paint						
Upholstery & Glass						
Squeaks and Rattles						
Hardware & Equipment						
<b>MISCELLANEOUS</b>						
Tool Equipment						
List Accessories on Back						
WASH AND POLISH		Inspector				

FORM D28

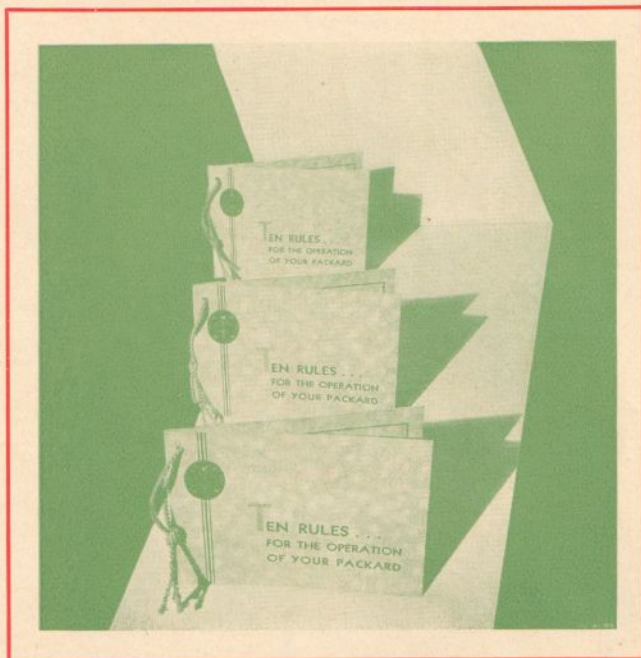
Actual size  $5\frac{3}{8}'' \times 11\frac{1}{2}''$ . Two sheets to a set, fifty to a pad. Price thirty-five cents a pad.

of lubrication and the care of the car. Make certain that the owner knows that the book is with the car, and that he is impressed with the fact that considerable time and effort have been spent by the factory in giving him this information for his convenience and for the satisfactory operation of his car.

The "rules" booklet just referred to, should also be called to his attention. It gives instructions for the starting of the motor, particularly when cold. It covers the matter of lubrication, the breaking in of the motor, the use of the chassis lubricator pump, the matter of tire pressure, battery care and the proper precautions in the use of the clutch.

Do not assume that the owner is thoroughly familiar with these ten items. Go over them again with him, even though he has previously owned Packard cars. For instance, the matter of starting the motor with the present

carburetor is somewhat different from the process formerly used, and he may not be familiar with it. You cannot too often impress upon the owner the fact that you are interested in the efficient, economical operation of his car.



We must remember in the service department that it is one of our most important tasks to properly instruct the owner upon delivery of his new car. It is a matter not only of first impression, but of lasting good will and friendliness toward the service department. Make sure that you meet, in the service department, every new owner just as soon after delivery, as possible, or at the time of delivery, and that his name is added to your service register file. You have then established your contact, and your relation with the new owner will be much more satisfactory with such a start.

## Recent Alterations

Alterations affecting seventh series cars are listed. Some of the items replace old style parts with new style parts, and in such cases, the factory records are marked so that the old style parts are used up before any of the new type parts are supplied. You will understand that this is a necessary procedure from a manufacturing and stock standpoint to prevent any excessive waste of material. It will, therefore, not always be possible for you to obtain the new style parts, and in your own Parts Room, you should make certain that the old stock is used up before the new stock is put into use.

A change has been made in the sun visor hinges, and the factory is now using a friction type hinge, which does away with the spring assembly. Therefore, as soon as stock is exhausted on the sun visor brace assembly, it will not be superseded and the new type sun visor hinge under part 159593 will be used. A slight change is necessary in the sun visor panel, which makes it necessary to obsolete numbers 159585 and 174252, sun visor panel right assembly and part numbers 159586 and 174253 sun visor panel left assembly. These are superseded by number 179081, right assembly and 179082, left assembly.

You will notice on later tool equipment that a change has been made which improves the design of the tool box wheel and jack wrench. The factory is now using a brace type with a hardened socket and a loose grip. These are carried under part 159715, which obsoletes the old wrench under number 177326.

An alteration has been approved, adding the motor vacuum pump to the 740-745-745-C as standard equipment and making it special equipment on the 726-733. The part number of the motor vacuum pump equipment for the 740-745 and 745-C is 0178674, and the equipment number for the 726 and 733 is 0178673. The zone one price of these assemblies in each case is \$12.00. The zone two price is \$12.60 and zone three price is \$13.95.

## Special Low Seat Cushions for Additional Head Room

The following seat cushion springs have been designed  $1\frac{1}{2}$ " lower than standard to be used when greater head room than standard is required:

- 0179324-B Front Seat Cushion Spring—Left, 400-401-402-403-404-406-408-409. (Luxury type.)
- 0179325-B Front Seat Cushion Spring—Right, 400-401-402-403-404.
- 0179326-B Rear Seat Cushion Spring, 413-423.
- 0179327-B Front Seat Cushion Spring—Right, 407-417.
- 0179328 (See 179327) Front Seat Cushion Spring—Left, 407-417.
- 0179329-B Rear Seat Cushion Spring, 414-415.
- 0179330-B Rear Seat Cushion Spring, 407-417.
- 0179331 (See 179330) Rear Seat Cushion Spring, 427.
- 0179332-B Front Seat Cushion Spring, 405-415.
- 0179333 (See 179332) Front Seat Cushion Spring, 425.
- 0179334-B Rear Seat Cushion Spring, 403-404-405.
- 0179335-B Rear Seat Cushion Spring, 400.

This change can be effected by removing the standard trim cover, removing the pad from the spring and then removing the old spring from the frame. Install the new spring on the frame and replace the old pad on the new spring. The old trim cover should have a listing sewed along the rear edge  $2\frac{1}{2}$  inches forward of the rear border wire. This standard cover is to be installed in the regular way at the front and sides, but the rear, where the listing is fastened, should be drawn down on the listing and two strips of  $3\frac{1}{2}$  ounce cotton bats,  $3\frac{1}{2}$  inches wide, laid in at the rear of the listing. Then the rear skirt is to be drawn down and fastened in the standard way. This will make a roll along the rear edge for filling in up to the standard back to make up for the difference in the height of the standard and special cushion.

## Instrument Board Compartment Lock

There has been some demand for a lock for the two compartment doors located in the instrument board, and the Accessory Department has obtained a lock for this purpose. It is listed under PA-422 and will be carried as an accessory. The shop time required for its installation is approximately one hour. The suggested price to the customer for installing one lock is \$2.50, or \$5.00 for the pair.

The keys will not coincide in number with those on the switch. This is done on purpose, so that when a car is left in a public storage garage and the doors are left unlocked, you will be able to have the compartment locked with a separate key. It will not be possible to supply locks which will use the same key number as the switch key.

The locks should be ordered on an accessory order and blue prints for installation will be supplied.

## Selling Accessories

The New York Accessory Sales Volume for last year exceeded \$1,400,000.00, and while we would not say that this volume was produced simply by the means of proper display, we do know that it had a most important place in producing this amount of business, in fact, in the new service building, show cases of thirty-five foot length were in use for the purpose of displaying accessories and writing up service orders. Even such a show case was not considered enough, and recently an additional thirty square feet of floor space has been assigned to the accessory division and a show room built in. A view of the new accessory and waiting room is shown, and you will notice that no expense has been spared in making it a most attractive place. We do not doubt at all but what the increase in accessory sales will much more than offset the expense, as this has been proven a number of times.

A short while ago, the Cleveland organization ran into the same condition. Accessories were displayed on the counter on which service orders were written, and it was considered advisable to build in a combination




accessory sales and waiting room. This was done and an accessory salesman was put in charge of the room. The increase in accessory volume sounds almost too good to be true, but the actual figures reveal that the increase in volume was fifty and six-tenths per cent.

A remarkable increase in accessory business was noted when the Kansas City organization rearranged its accessory display and added to it. The same thing applies to your organization regardless of size. Attractively displayed accessories increase sales volume and especially at this time of the year, the increase in volume and also in net profit is most welcome.

We suggest that some serious thought be given to the increasing and improving of your accessory display. The factory accessory department is prepared to offer suggestions and will cooperate with you in this work. Right now is a good time to give attention to this end of your business.


## Service Advertising



**PACKARD SERVICE**  
PACKARD MOTOR CAR COMPANY  
DETROIT, MICH.

**REPAIR ORDER and INVOICE**  
CUSTOMER'S COPY

*You* **PACKARD**  
NEW CAR  
REPAIR SERVICE  
SALES



**COLD WEATHER**

---

Name: Mr. John Doe  
 Street: 116 East Grand Boulevard  
 City: Detroit  
 State: Michigan

Invoice Number	Year	Type	Make No.	Model	Color
100-642	1926	Sedan	DTW12		

OPERATIONS—BE SPECIFIC

N-216	Valve tappets-adjust
N-150	Hard brakes-adjust
N-421	Backing light glass-renewed
TOTAL \$ 70	

1. If repair work is to be performed additional work is to be done, the Customer will receive invoice's approval in writing.  
 2. The Customer is not liable for loss or damage to vehicle by fire, theft, accident or accident and the vehicle is held at owner's risk.  
 3. Except as noted herein parts returned for removal will be accepted as such.  
 4. Estimates will be rendered upon request within the 30 days after delivery of parts.

Approved: \_\_\_\_\_ Terms: \_\_\_\_\_ Customer's Signature: \_\_\_\_\_  
 Service Technician: \_\_\_\_\_

Increasing service business is possible through service advertising. You undoubtedly are already supplied with the standard service posters, which are on a monthly basis. We have, in addition to the posters, made up cards, which are exact copies, as to color, of the posters. The cards are two by five and three-quarter inches and are made up on light cardboard. They are to be used attached to the invoices issued on service work during the month that the same poster is displayed. The card, attached to the invoice, as shown in the cut, makes an attractive and unusual addition to the invoice. Our first order on these cards has been entirely consumed, and we have reordered and want you to take advantage of this inexpensive method of service advertising. The cards sell for \$1.50 a hundred and are carried in stock by the Service Literature Department. We have, so far, made up the cards in the three designs, the Fall poster, which is illustrated in Volume 3, Number 20; the Winter poster, which is illustrated in Volume 3 Number 21, and the Clean Car poster, which is illustrated in Volume 3 Number Twenty-three. Please order by name, specifying "Service Poster Card," "Fall," "Winter," or "Clean Car" Design.

*We Welcome Suggestions and Inquiries from Packard Service Men. Address All Communications Care Editor, Packard Service Letter.*