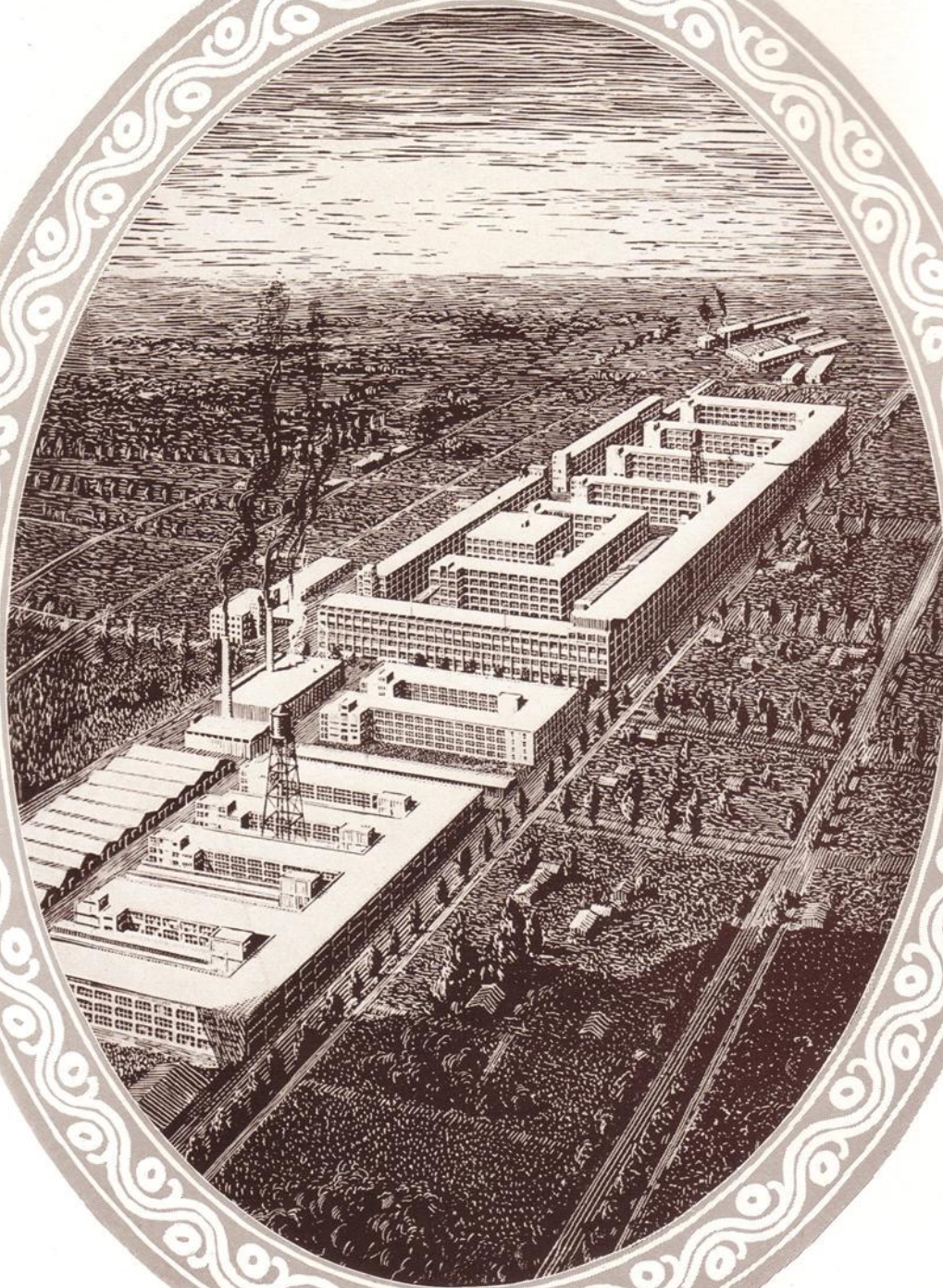


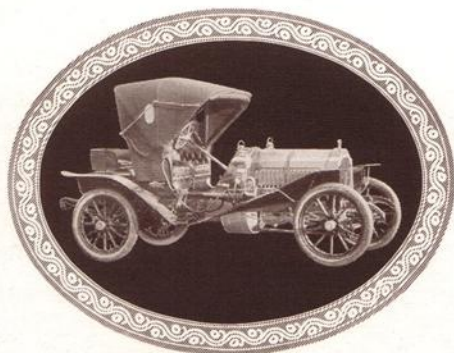


PACKARD PRIVILEGES





PACKARD CARS AND TRUCKS
ARE FACTORY BUILT AT DE-
TROIT. A SELF CONTAINED
INSTITUTION, HOUSED IN A
MILE LONG STRETCH OF
MODERN BUILDINGS



P A C K A R D

THE outstanding name in the history of the motor car in America. No company occupies a more enviable position than the Packard Motor Car Company. Established in the early days of the industry, Packard has had a steady, consistent growth, and has achieved a reputation for quality manufacturing. At no time has the Company swerved from its policy of placing quality ahead of any other consideration nor has it ever entered the lists in competition for record breaking quantity production. Further, the Packard organization is composed of well-balanced units comprising an Engineering Division, recognized as the foremost in the industry, a Manufacturing Division, composed of the finest mechanical experts on quality production and a Sales and Service Division, represented by the highest type of executives in the Automotive Field.

The first Packard car was built in 1901. They have been built continuously ever since.



YOU speak of this car and that car without even thinking of the people back of that car, producing it—making it what it is. The motor car is a man-made thing; all the good there is in your car is put there by men,—so is all the bad.

About the only time the motor car industry speaks is when a salesman glorifies his car, usually with language highly colored with superlatives. If he sells you, he usually oversells you—and your car at delivery time takes a place among the perfect things of this life.

But there is an awakening—and then what do you do?

Here is where the villain enters—a big burly bruiser all over grease called “Service.” You put up with him—nothing else to do. He is greasy, because he has to “get-under-her”—big, because he must make you pay the bills.

It’s all wrong.

It is much better when we all admit that your motor car, being a highly organized, badly used machine—will get out of order—that it will be fixed, and that this work will be paid for—by you.

Privileged indeed is he who owns a car with an organization back of it—not alone to build it, but to keep it running.

That is a Packard privilege.

YOU are going to find this book interesting because it is an inside story about faults—our faults and your faults. Rather an unusual thing to expect motor car people to talk about. That is just the point. We feel that it is high time for a heart to heart talk. We are ready.



PACKARD-CHICAGO

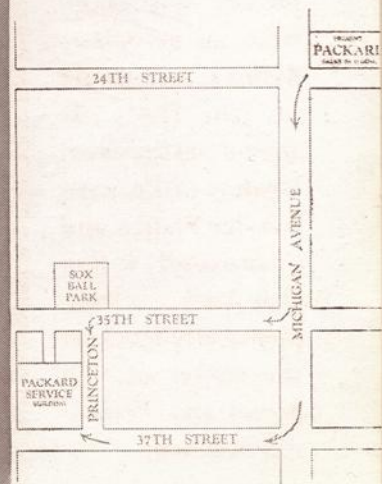
The SERVICE STATION

This remarkable picture was taken from an aeroplane flying at an altitude of 3200 feet. It shows you the exact location of Packard Service Station and its proximity to Sox Ball Park. Occupies a city block at the corner of 37th Street and Princeton Avenue.

PACKARD-CHICAGO

The SALES OFFICES

Sales and show rooms are located at Michigan Ave. and 24th Street, the building marked with the white arrow. This building formerly housed our service department. It is but a short run to the new service station as shown on the diagram below.



THE owners of Packard cars and trucks have at their command a new service organization operating with the largest and most completely equipped station in the world. It is a million dollar plant, operated by a Packard-trained personnel, devoted to conditioning Packard cars and trucks in the Chicago community.

Your investment in a Packard unit carries with it the privileges of this service.

It is time for the motor car buyer to consider, first, the facilities provided for intelligent service. Your ability to conveniently keep your car in condition should govern your selection.

There are in most motor cars several thousand parts, any one of which not functioning will cause an inconvenience.

Consider that Packard-Chicago is servicing many thousand Packards, of all models, and it will furnish a picture of the detail involved.

It is a big job.

The men who operate these machines are Packard specialists. Among them are men who have been employed by Packard for ten years or more.





This is the corner of 37th Street and Princeton Avenue—just a block south of the Sox Ball Park. It is a building devoted entirely to Packard Service. Built in 1920 to house the complete equipment necessary to render the efficient service Chicago Packard owners appreciate.

TO direct such work requires the services of a man with an extraordinary mind. He must know you and how to take you. He must make you feel that yours is the only car in the world—and your grief is the greatest. He must take the meager information you furnish and locate the trouble. He must provide men and machines to do the work, and above all, must determine the price you should pay in proportion to the work done.

It is a new profession—and we have such a man.

He has trained a specialized organization and it has taken time. Had it been possible to engage a man as one selects an architect or professional man for a special work it would have been easy, but this is a new kind of service and the personnel had to be *built*, just as we built our new service building and installed the new machinery.



*The work shops are all located on the second floor.
Cars are driven up this runway without any delay.
This system does away with all elevators.*

YOU realize at this point the magnitude of such a service project, and that it would be impossible to occupy a property 300 x 300 anywhere on "automobile row." For efficiency, we determined we must have light, room, sanitation, progressive operations, available parts and no elevators. This meant 200,000 feet on two floors—a large building.

We located the million dollar service station at 37th Street and Princeton Avenue—five blocks west of Michigan Avenue and one block south of the entrance to the White Sox Ball Park.

Our faults

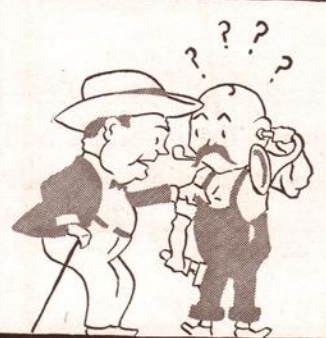
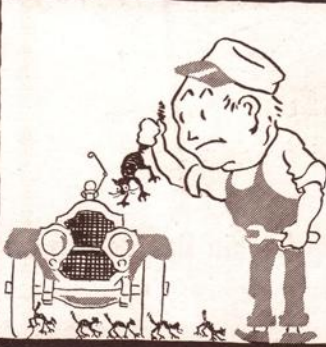
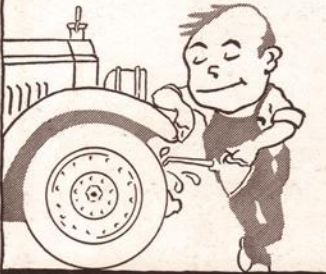
- 1 *Salesmen oversell* the car in the beginning. Their enthusiasm to explain the merits of the car so completely occupies their minds, that they fail to point out that a motor car is a man-made machine, much misused, and in spite of all human effort it remains subject to difficulties.

- 2 *Service salesmen oversell* service—frequently doing more for a car than the owner wants them to do.

- 3 *Clerical errors* due to: Mechanics making mistakes regarding their time, clerks in posting it, and cost clerks in compiling your bills. Operating with a “clogged up” system favoring procrastination.

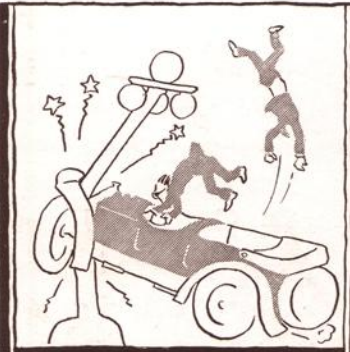
- 4 *Wrong diagnosis of trouble*—usually brought about by carelessness on the part of our service salesmen in not asking sufficient questions.

- 5 *Misunderstanding* of customers' wishes. Improper writing of orders.



Your faults

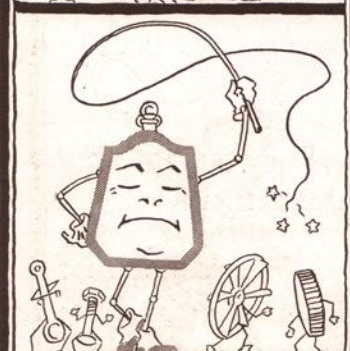
Demanding free work far beyond the most liberal interpretation of our warranty or even ordinary good business practice. 1



Expecting work to be done in less than possible time. Impatience. 2



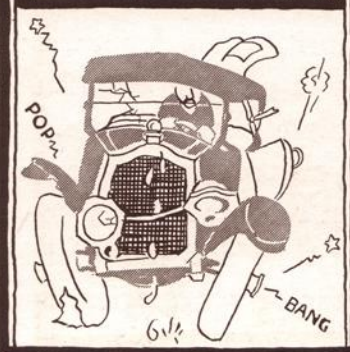
A meager conception of the labor involved in the ordinary service operations. 3



Failure to systematically observe the regular inspection of oil, grease, water, air, etc., that all motor cars require. 4



Failure to have adjustments made immediately upon discovery. Waiting until serious developments take place before asking for service. 5



All these faults are now cured by the cash system

A CAREFUL study of these faults over an extended period of time proved to us they could be reduced by adopting a cash system, requiring a definite price in advance on all work. It is the biggest idea in the motor world today. It lowers costs, betters efficiency and produces harmony.

Every operation is estimated and the operating cost agreed upon before the work is begun. Every transaction is cleared up to your entire satisfaction at the time, not 30 days later.

The cash system checks, points out the costliness of neglect and serves to produce a more intelligent understanding of the work involved. It causes you to seriously observe regular inspection, which checks the little things that lead to the big ones.

Being entirely convinced that the cash system is both practical and a real advantage to the car owner, we take this opportunity to point out briefly the actual method of handling our business on a cash basis.

We realize that this may mean a certain inconvenience to those who have been accustomed to the charge account. However, we compensate for this inconvenience by—

- Lower costs for repairs
- Definite prices for work
- Elimination of complicated bills or statements
- No accumulation of repair charges
- Prompt adjustment of any complaint
- Clearer understanding of work to be done

When your car is left at our Service Station for repairs we, in the majority of instances, are able to quote definite prices for the work, so that you or your chauffeur will know, before calling for the car, exactly what the charges will be. If it has been impossible for your driver to obtain from you the correct amount, because of our inability to give you a definite price in advance—for some of the operations necessary might have to be done on a time and material basis—we will not arbitrarily delay the delivery of the car or accessories, but will hand him the bill for payment the following day.

We have become entirely convinced that this change in the method of handling repairs results in far greater satisfaction to you in our service. Definite prices in advance, lower costs and better efficiency in our shop are objects we achieve. Furthermore, by having the repair bill at the time of delivery, you can check the charges, and that is the logical time to call for explanations or make adjustments, while everything is fresh and clear. Repair bills are at best rather complicated and difficult to analyze unless the progress of the work has been personally followed. At the end of the month you are entirely free of all accumulated bills for repairs, etc., and every transaction has been cleaned up to your entire satisfaction at the time.

You can readily see that one of the principal advantages to be accomplished in going on the cash basis is a reduction of expenses. There is a big saving in interest charges on capital, elimination of bad accounts, cost of collection, credit expenses, adjustments or allowances and clerical labor. By the savings enumerated above and by better shop efficiency thru use of definite prices and definite time limits on jobs, we are able to cut costs to a point where we can give our customers cheaper repairs. If we accomplish this, our customers will share with us the realization that the cash system is both a practical and real advantage to the car owner.

Intelligent methods of cost finding over a period furnishes the data which enables us to quote a definite price on all service operations in advance.



Mechanical combination prices

Operation
No.

TWIN-SIX

C340 Clean carbon, grind valves, tune motor
Includes following operations:
Clean carbon
Grind valves
Face off valve head seats on grinder
Clean and adjust spark plugs
Test spark plugs under pressure
Clean and adjust carburetor and fuelizer
Blow out gasoline line
Clean and adjust Delco breaker points
Adjust valve tappets standard (.004)
Tighten fan belt
Test timing chain adjustment
New cylinder head gaskets

\$20⁵⁰

Operation
No.

SINGLE-SIX

C373 Clean carbon, grind valves, tune motor
Includes following operations:
Clean carbon
Grind valves
Face off valve head seats on grinder
Adjust valve tappets
Clean and adjust carburetor and fuelizer
Blow out gasoline line
Clean vacuum tank screen
Tighten fan belts
New cylinder head gaskets
Test timing chain adjustment
Clean and adjust Delco breaker points
Clean and adjust spark plugs
Testing

\$15⁰⁰



*The men who work here—
know Packards, they work on
no other cars. Every possible
adjustment is made easily—
the right thing is done and
done well.*

*It is light in these rooms all
the year 'round—light on both
sides of the room; a flood of it.
The floors are concrete—swept
clean. A mighty safe place to
work on fine machinery.*



Coach combination prices

BURN OFF AND REPAINT

Twin-Six Touring Car

Remove four fenders, splashers, radiator shell, bonnet, finishing mouldings, curtain fasteners, door handles, tires, rims and hub caps.

Burn off paint, prime, glaze

Rough stuff, 4 or 5 coats, putty

Rub out rough stuff with rubbing stone, apply sealer

Apply ground color, color varnish 3 or 4 coats

Stripe and monogram, finish varnish

Enamel parts: Bonnet, front splashers, head lamps, fenders and radiator shell

Burn off

2 coats rubbed, each coat rubbed and baked at 450°

2 coats finish, first coat rubbed and baked at 450°

Assemble car, redress top and side curtains,

shower and final inspection, clean and

paint motor, dress interior leather

\$275

LINING UP DOORS

Twin-Six Touring Car

Line up doors (4) new rubber bumpers as needed (excluding new hardware)

\$12

RENICKELING

Twin-Six Touring Car

4 headlight door rings

2 headlight reflectors

2 auxiliary light reflectors

4 bonnet hinges

1 radiator filler cap and bail

6 windshield wing nuts

6 running board mouldings

1 gas tank cap and bail

Miscellaneous curtain fasteners around body

\$30

4 curtain rods

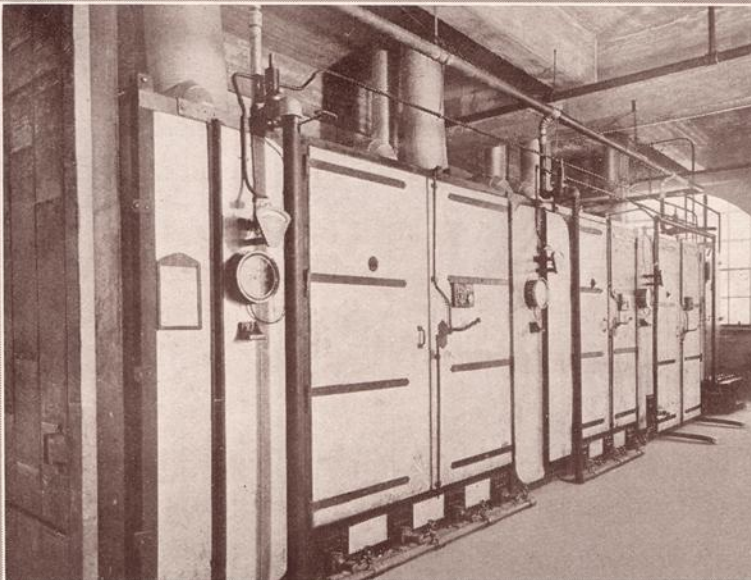
CLEANING

Twin-Six Touring Car

Clean top lining, curtain lining and seat covers

\$20

Packard coach work is extraordinary. There are two reasons for it, first Packard owners demand the best; second, the highly organized department produces only the best. This is the trim shop.



Packard fenders and hoods are the source of a great deal of envy. There is a reason and here it is—a battery of ovens where the lustre of beautiful enamel is baked on all enamel parts.



W. W. Rockenfeller

Wm. Burnham

H. L. Burke

J. M. Hanke

J. M. Harris

R. L. Hill

E. S. Lindenau

THIS service system is highly personalized. A Packard owner is assigned one of six specialists, called service salesmen, who wait on you, bringing the benefits of the new equipment, without any lost motion, directly to you. He makes a careful diagnosis of the work to be done—receives your order for doing it and sees that it is done. You agree with him before the work begins just how much is to be done—and what the cost will be. When finished—your service man informs you—and explains thoroughly what has been done, and if there are disagreements, settles them at once.

When you consider that these men serve Packard only—and that their Packard experience is complete—it should inspire confidence. Again, consider that these men are selected after long practice in our shops, most of them being with the company five or six years, their efforts are attended with no lost motion, and cannot be equaled by mechanics in “alley shops.”

We feel that an injustice would be done if your attention is not directed to the dangers good cars are subjected to by owners who trust adjustments and replacements to unauthorized repair men.

A Packard car is not a Packard car if it contains substitute parts. We frequently are called upon to investigate an inconvenience, only to find it caused by inferior part substitutions. We frequently discover that these are there without the owner's knowledge.

Our Packard service men are anxious to keep your car in condition—and will patiently devote themselves to your work. Try them.

A brief description of the new system of handling cars through the service floor and shops is not out of place here.

When a customer drives in he is met and interviewed by his service man—who makes out and writes up his order. This service man is prepared to quote definite prices on 90% of the possible repair operations.

All red tape is eliminated. Your car goes into the shops at once. Work begins, the service man telephones you from time to time, reporting the progress.

An important detail worth knowing about is the quick service division, consisting of a crew of picked men always on the floor—who are thoroughly equipped to render mechanical, electrical, or minor coach work while you wait. You can see the work done—and drive away.

We have just prepared a handy book listing the service charges for all ordinary operations for the Twin-Six and Single-Six. The soundness of our new cash system is reflected in the low cost of these operations.



A good conception of the importance of Packard service in Chicago can be gained from this department, which supplies 98% of all spare parts on all models without delay.

It is important that a workman have all the necessary replacement parts he requires—and have them handy when he needs them. Here they are right in the building at all times.





The truck department is independent from the passenger car department. Trucks are conditioned by Packard truck experts who work on nothing else.

A special department for truck service

TRANSPORTATION of freight by motor truck, as Packard offers it, is not a truck alone, not maintenance service alone—but all three always together. This department is of great commercial value to the users of Packard equipment. Repairs of all kinds are done in this great shop. The inspection system is carried out to perfection here, resulting in long life of intense service. Important values in used trucks are offered in our reconditioned units always on hand.

The value of Packard truck equipment is exemplified in this old truck known as "802"—one of the fleet operated by Marshall Field & Co. It was purchased in January, 1909—and has been driven since by one driver over 300,000 miles. It is still on duty each day.



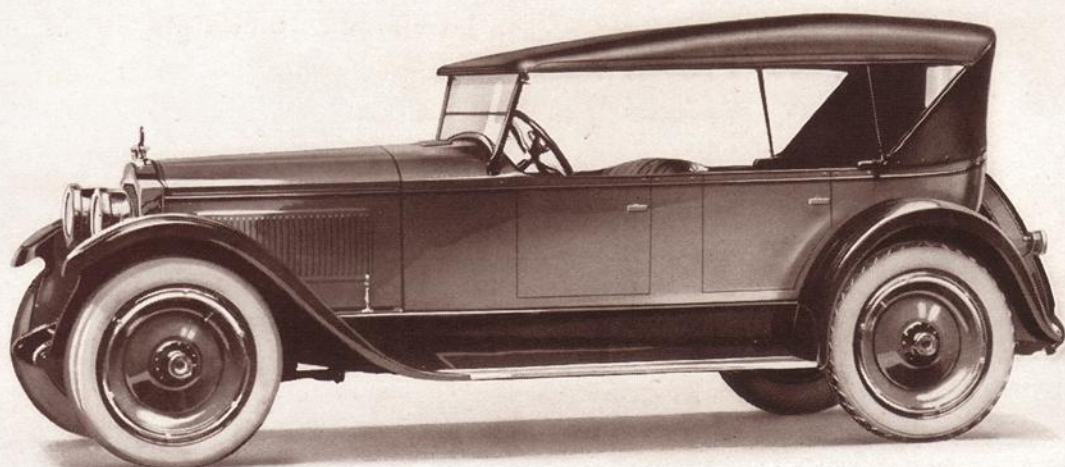
There are many fleets of Packard trucks working in Chicago. Some are privately owned—others are owned or operated by cartage companies. They do their work well and make and save money thru their efficiency.

This is a fleet of 32 trucks operated by the Davison Cartage Company. Since purchasing original equipment they have re-ordered from time to time





The Packard Twin-Six 3-35 touring car—with De Luxe equipment



The Packard Single-Six 1-26 standard Sport model

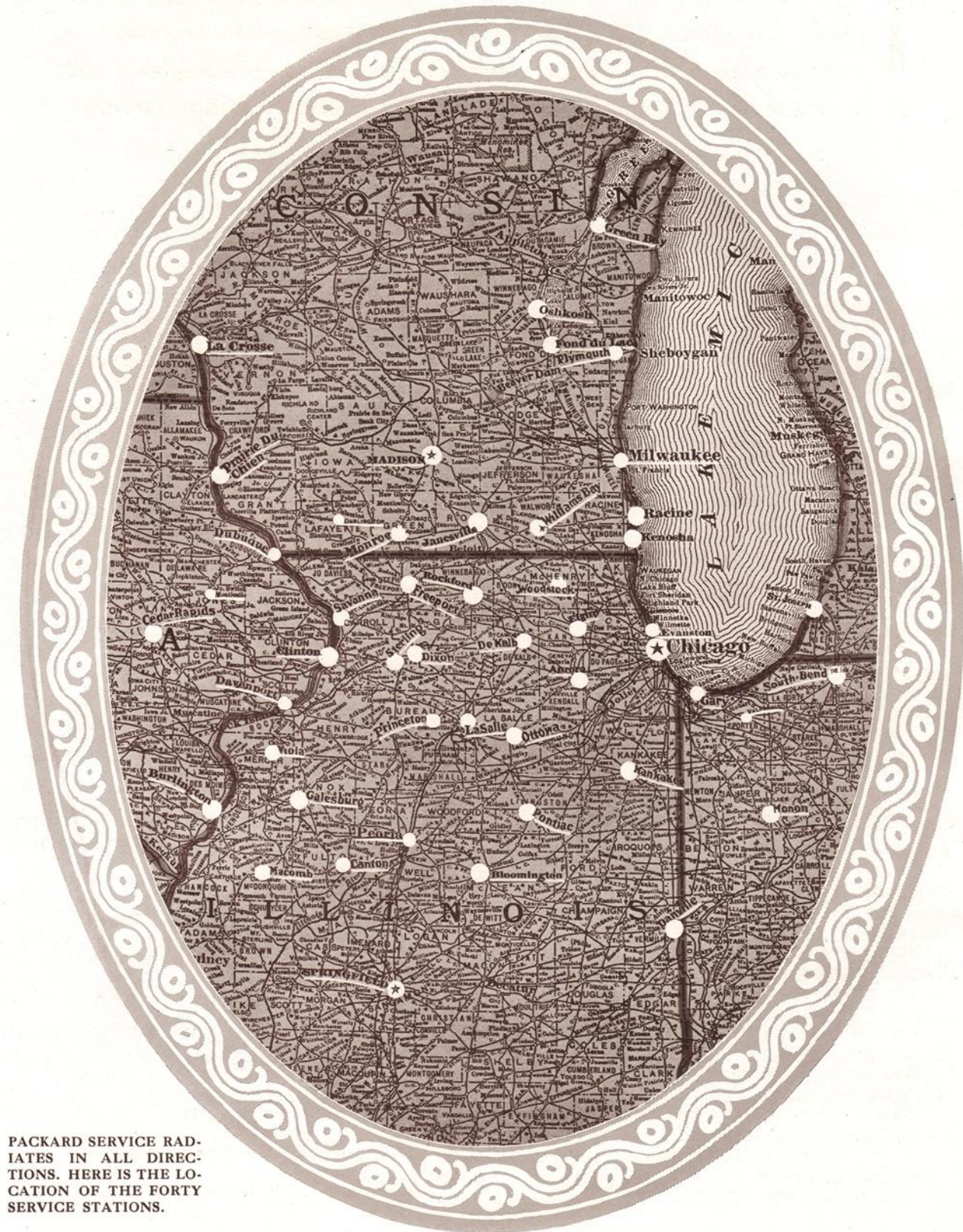


An automobile should not add a complexity to your life; like a good home, it should bring comfort. An automobile should not be purchased alone for its "trade-in value"—you are not in the motor car business.

Consider only the ability of the car and the organization back of it, to keep you riding, you, your family and your friends.

Buy a car that will bring you contentment every day, and wear long enough to bring you a return for your investment.

A Packard is that kind of a car.



PACKARD SERVICE RAD-
IATES IN ALL DIREC-
TIONS. HERE IS THE LO-
CATION OF THE FORTY
SERVICE STATIONS.

THE activities of the Packard Motor Car Company in the last twenty years has included the establishment of a nation-wide service. A complete list of the available service stations on any contemplated tour will be furnished you. Below are those in the Packard-Chicago territory.

List of Packard-Chicago dealerships where service is available

- AURORA, Illinois**
Kelley-Larson Motor Co., 121 S. LaSalle St.
- BLOOMINGTON, Illinois**
C. U. Williams & Son Co., 207 E. Washington St.
- BURLINGTON, Iowa**
Thie & Zimmer, 307-9 S. Third St.
- CANTON, Illinois**
Switzer Motor Co., 38-46 E. Locust St.
- CEDAR RAPIDS, Iowa**
Millsap Motor Car Co., Second Ave. and Sixth St.
- CLINTON, Iowa**
L. B. Brandt, 129 6th Ave.
- DANVILLE, Illinois**
H. S. Weir, 117 N. Hazel St.
- DARLINGTON, Wisconsin**
W. T. Woodward, 133 Main St.
- DE KALB, Illinois**
The Central Auto Company, 142 No. Second St.
- DIXON, Illinois**
C. E. Mossholder, 120 E. First St.
- DUBUQUE, Iowa**
Walter Smith Motor Co., 932 Central Ave.
- ELGIN, Illinois**
Coliseum Garage, 116 Grove Ave.
- FOND DU LAC, Wisconsin**
The Wisconsin Auto Sales Co.,
Corner 6th and No. Main St.
- FREEPORT, Illinois**
Noeske Brothers, 101-6 E. Galena St.
- GALESBURG, Illinois**
P & M Motor Company
- GARY, Indiana**
Gary Motor Car Distributors, 308-10 W. 5th St.
- GREEN BAY, Wisconsin**
Lucia Brothers, 218 W. Adams St.
- JANESVILLE, Wisconsin**
Park Street Garage, 70 Park St.
- KANKAKEE, Illinois**
The Motor Sales Company, 293 S. Schuyler Ave.
- KENOSHA, Wisconsin**
Sheridan Road Garage, Sheridan Rd. & So. St.
- LA CROSSE, Wisconsin**
John L. Hofweber, 101-7 Main St.
- LA SALLE, Illinois**
The Right Garage, 226 Right St.
- MACOMB, Illinois**
Macomb Buick Company, 119 E. Washington St.
- MADISON, Wisconsin**
Overland Sales Company, 625 E. Mifflin St.
- MONON, Indiana**
C. A. Thacker
- MONROE, Wisconsin**
The Monroe Auto Co., 217 W. Washington St.
- MONTICELLO, Iowa**
Matthiessen Auto & Supply Co.
- NEWMAN, Illinois**
J. C. Dawson, Yates and King Sts.
- OSHKOSH, Wisconsin**
Krueger Automobile Company, 62-64 State St.
- OTTAWA, Illinois**
Mers Motor Company, 709-11 Columbus St.
- PLYMOUTH, Wisconsin**
A. J. Hildebrand
- PONTIAC, Illinois**
M. H. Nolan, 309-11 W. Howard St.
- PRAIRIE DU CHIEN, Wisconsin**
Ballantine Garage, 123-127 So. Church St.
- PRINCETON, Illinois**
C. S. Ward
- RACINE, Wisconsin**
J. A. Jacobson Motor Co., 1813 W. 6th St.
- ROCKFORD, Illinois**
Packard-Rockford Motor Co., 401-3 S. Court St.
- SAVANNA, Illinois**
J. D. Fulrath
- SOUTH BEND, Indiana**
The Colfax Company, 736 Lincoln Way W.
- SPRINGFIELD, Illinois**
Elliott-Van Brunt, Inc., 315-317 E. Adams St.
- STERLING, Illinois**
P. W. Kempster & Sons, 111 W. Third St.
- ST. JOSEPH, Michigan**
Thomas B. Emery
- WILLIAMS BAY, Wisconsin**
Geo. A. Van Velzer
- WOODSTOCK, Illinois**
F. J. Goodrow, 239 Throop St.
- VALPARAISO, Indiana**
J. L. Spooner, 212-16 E. Lincoln Way
- VIOLA, Illinois**
Viola Garage, A. G. Frakes, Prop.



*Lunch hour at
Packard-Chicago
Service Station*