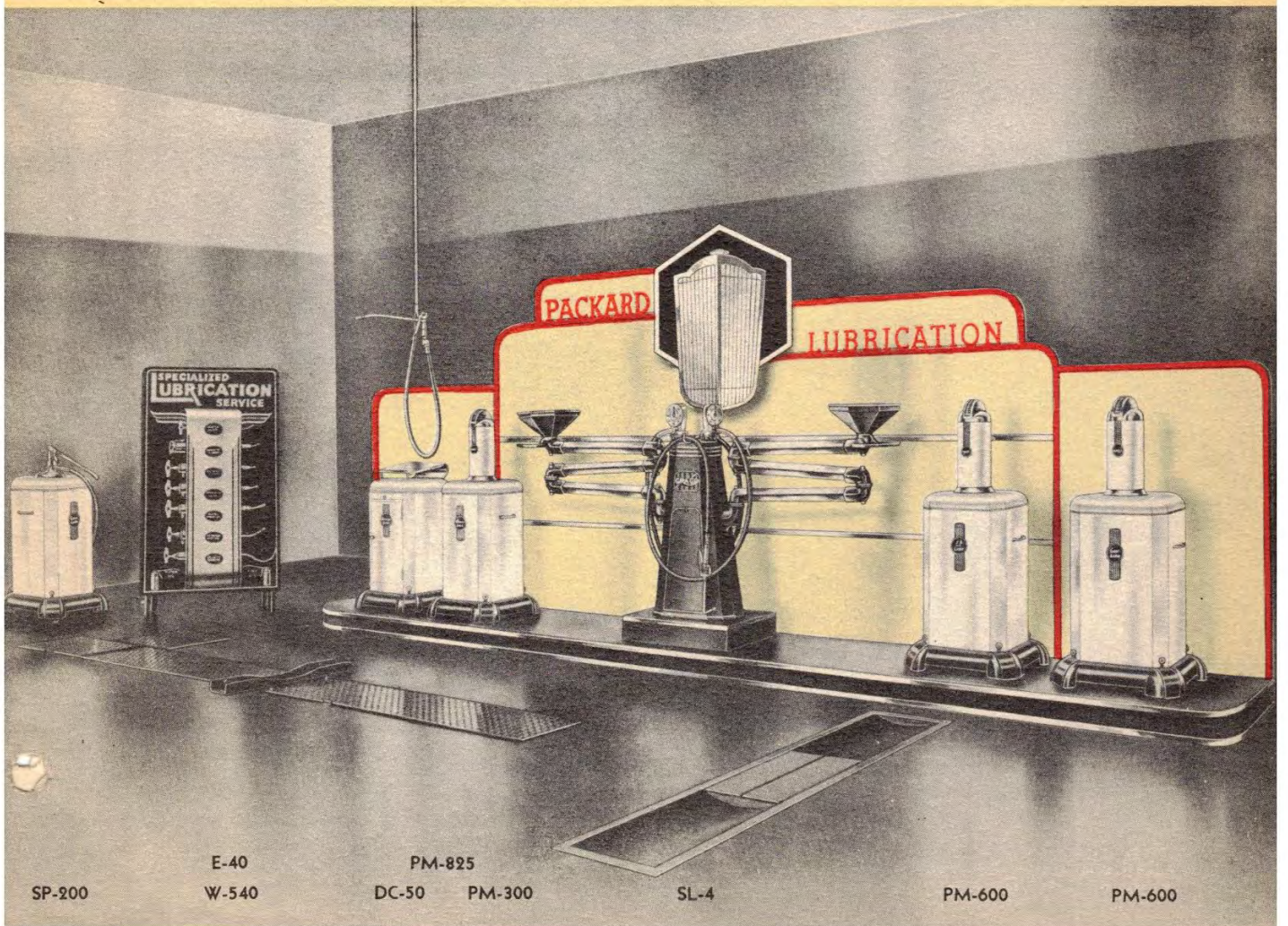


PACKARD SERVICE ON PARADE WITH GRACO EQUIPMENT WELL DISPLAYED



SP-200

E-40
W-540

PM-825
DC-50 PM-300

SL-4

PM-600

PM-600

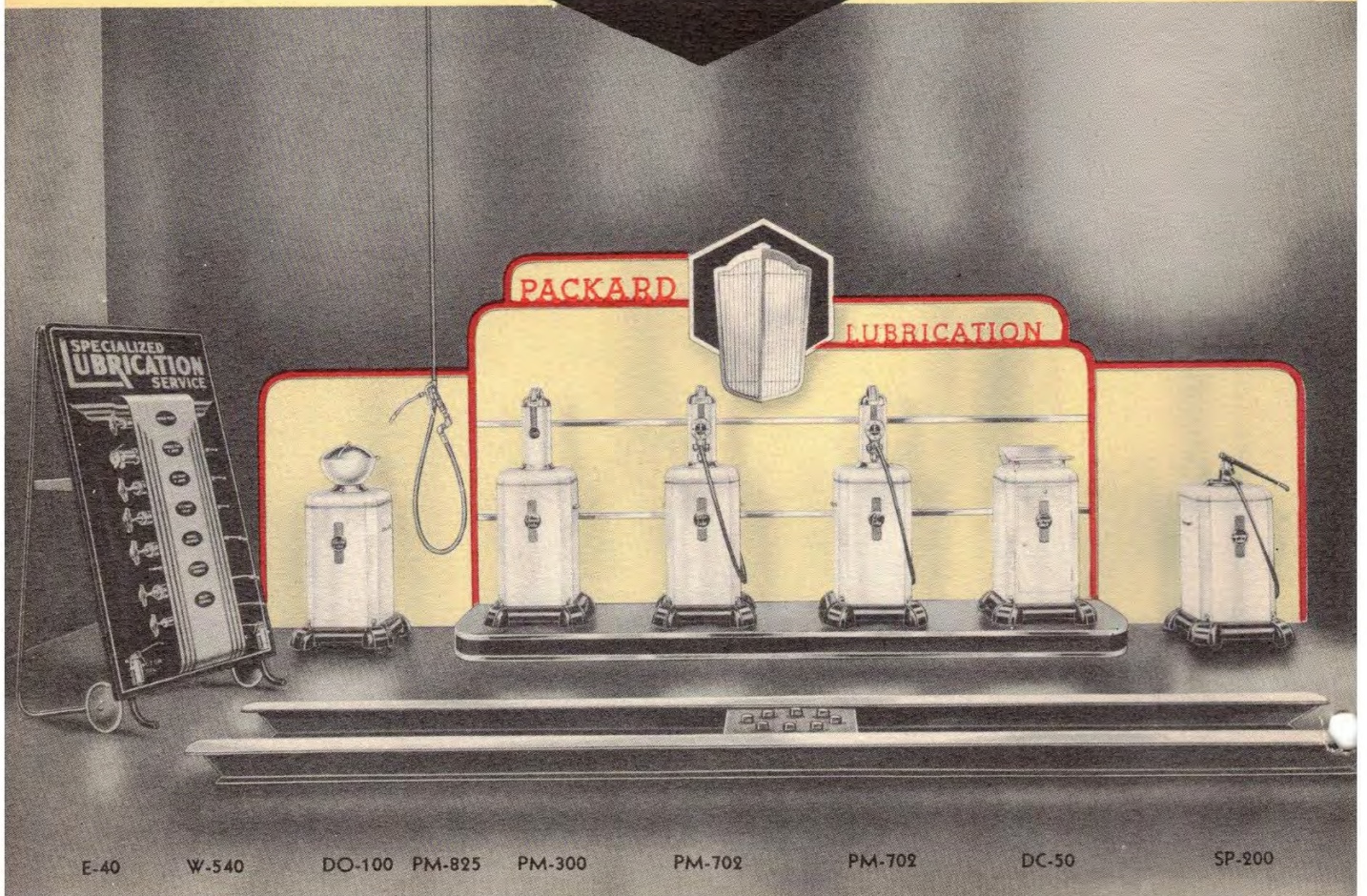
MORE SHOWMANSHIP

IN YOUR LUBRICATION DEPARTMENT

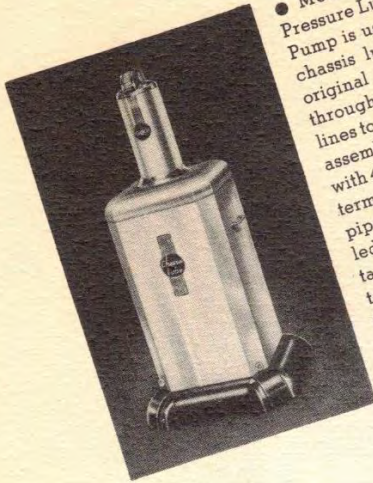
will invite increased sales—build service profits—that is why the Packard Motor Company has prescribed the use of a special Packard display background.

The equipment shown on the front page is a deluxe Graco installation, unexcelled in display value . . . readily adaptable to multiple lift operation. \$1.46 per day is all that it costs to own.

The Graco equipment arrangement shown below, very practical for single lift installations, makes use of a portable waste oil receiver in combination with stationary pumping units. This installation can be yours for only \$1.17 per day.



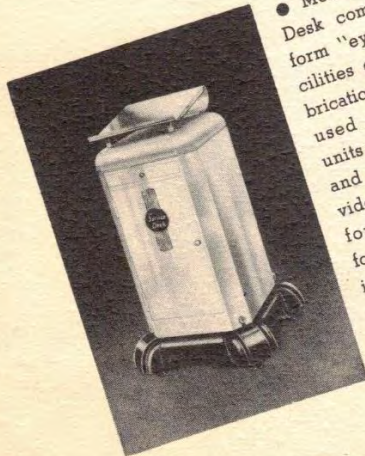
GRACO EQUIPMENT STATIONARY



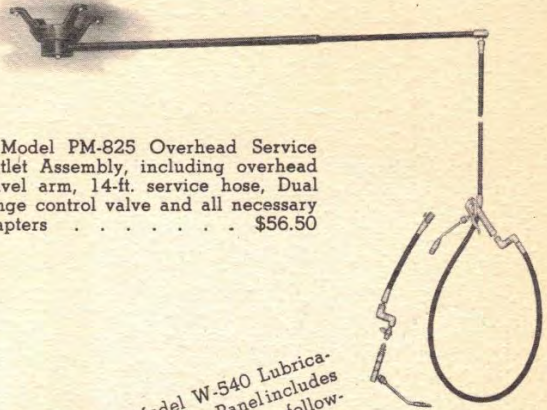
● Model PM-300 High Pressure Lubricant Supply Pump is used for pumping chassis lubricant from its original 100 lb. container through lubricant supply lines to the overhead outlet assembly. Unit is equipped with 4½ foot lubricant hose terminating in a ½ inch pipe union, 4½ foot coupled air hose with quick detachable coupler and automatic oiler. Develops 36 times air pressure employed. Color: White with chromium trim and Black base \$120.00



● Model PM-600 Low Pressure Lubricant Supply Pump is used for supplying gear lubricants direct from original containers through lubricant supply lines to conveniently located service outlet assemblies . . . will handle any type of gear lubricant recommended by motor car manufacturers. Delivers approximately 12 pints of lubricant per minute at 2½ times air pressure employed. Finished in "Dulux Porcelain-tone" same as above \$79.50



● Model DC-50 Service Desk completes the uniform "eye appealing" facilities of the modern lubrication department when used with other Graco units and its handy drawer and spacious cabinet provide a convenient place for storing work order forms and clean rags. Finish: "Dulux Porcelain-tone". Color: White with chromium trim and Black base \$35.00



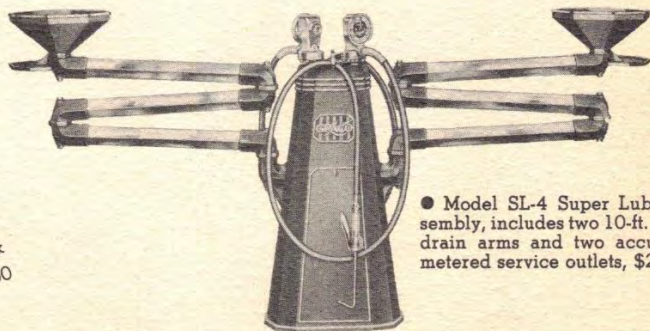
● Model PM-825 Overhead Service Outlet Assembly, including overhead swivel arm, 14-ft. service hose, Dual Range control valve and all necessary adapters \$56.50



● Model W-540 Lubrication Display Panel includes hand guns for the following specialized lubrication points:
Water Pump
Grease Type Universal Joint
Oil Tight Universal Joint
Steering Gear
Wheel Bearings
Metal Covered Springs
Gear Case Suction
Complete as illustrated, \$139.35

● Model E-40 Easel for above \$10.50

Prices slightly higher west of the Rocky Mountains



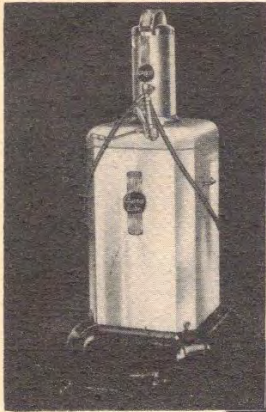
● Model SL-4 Super Luber Assembly, includes two 10-ft. swivel drain arms and two accurately metered service outlets, \$225.00

GRAY COMPANY INCORPORATED

MINNEAPOLIS

GRACO EQUIPMENT

PORTABLE



● Model PM-100 High Pressure Chassis Lubricator automatically dispenses lubricant directly from 100 lb. container; complete with necessary adapters . . . \$140.00

● Model PM-900 High Pressure Chassis Lubricator; similar to PM-100 but 25 lb. capacity . . . \$92.50

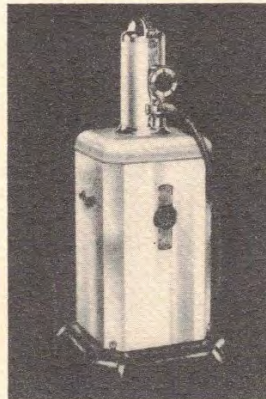


● Model DO-100 Waste Oil Receiver with telescoping funnel and combination cover and splash guard . . . \$32.50

● Model SP-100 Spring Packer; similar to SP-200 but 25 lb. capacity . . . \$37.50



● Model SP-200 Spring Packer, 100 lb. capacity. Ideal for servicing metal covered springs; complete with Lubroclamp, \$42.50



● Model PM-700 Gear Lubricant Dispenser — air operated — fits 100 lb. container; complete, as illustrated . . . \$98.50



● Model PM-702 Gear Lubricant Dispenser — same as PM-700 but with extra-long hose and no castors, \$98.50

● Model FP-700 Gear Lubricant Dispenser, similar to Model PM-700 but hand operated; complete, as shown . . . \$57.50

● Model GP-700 Gear Lubricant Dispenser, similar to FP-700 but 25 lb. capacity . . . \$37.50

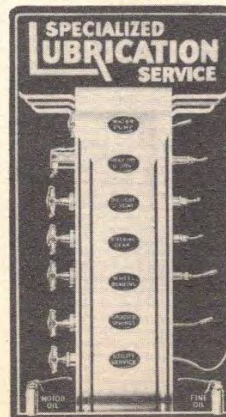
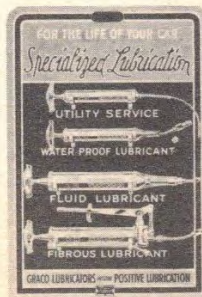


● Model W-540 Specialized Lubrication Panel, complete with guns . . . \$139.35

● Model E-40 Easel for above . . . \$10.50

● Model DC-60 Portable Service Desk for writing work orders and storing tools and rags . . . \$40.00

● Model W-210 Lubrication Panel, combination wall or easel type, complete with guns as shown . . . \$58.50

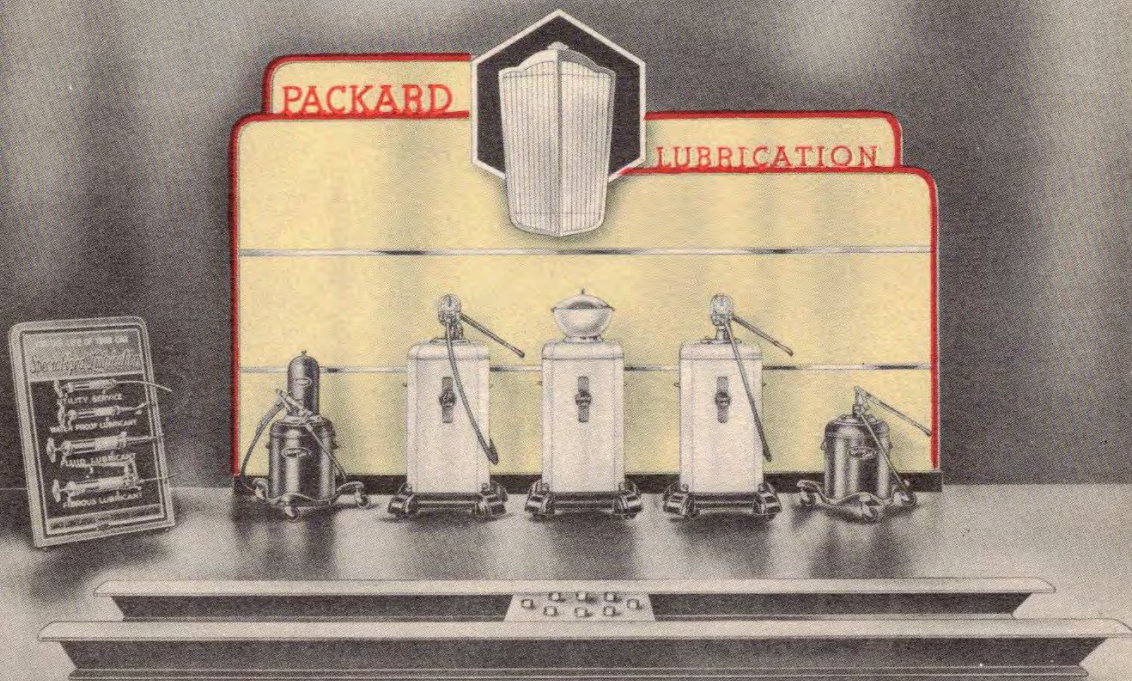


AND THAT IS WHY— GRACO LUBRICATING EQUIPMENT

distinctly more beautiful—is selected by progressive dealers.

This less expensive equipment group is meant for the lubrication department in a limited market. Less elaborate, limited in capacity, and less imposing on display, but fully as efficient and enduring as larger Graco installations, this equipment set-up costs only 62 cents per day to own.

The Packard-Graco Lubrication Departments pictured here will suggest to you how you can merchandise your own Lubrication Department more profitably through proper display of Graco Lubricating Equipment. Plan now to build your profits with a Graco Lubrication Department like one of these.



W-210

PM-900

FP-700

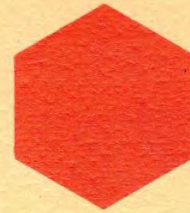
DO-100

FP-700

SP-100

THERE'S MAGIC IN THE NAME

PACKARD



IT SELLS CARS — IT CAN SELL LUBRICATION

Identify your lubrication department as distinctly PACKARD and you will make Packard owners in your community steady customers of your service department because Packard owners prefer Packard lubrication. Officially approved Packard display backgrounds are now available through Graco jobbers everywhere at new low prices which make this type of merchandising display especially profitable.

Graco equipment, definitely superior in design, will also impress your customers by its smooth, faultless performance befitting Packard service, and the nicest thing about it is that your jobber will provide an easy purchase plan whereby your Graco equipment will pay for itself out of profits from increased activity in your lubrication department. Call your Graco jobber today.

Gray Company, Incorporated

Minneapolis