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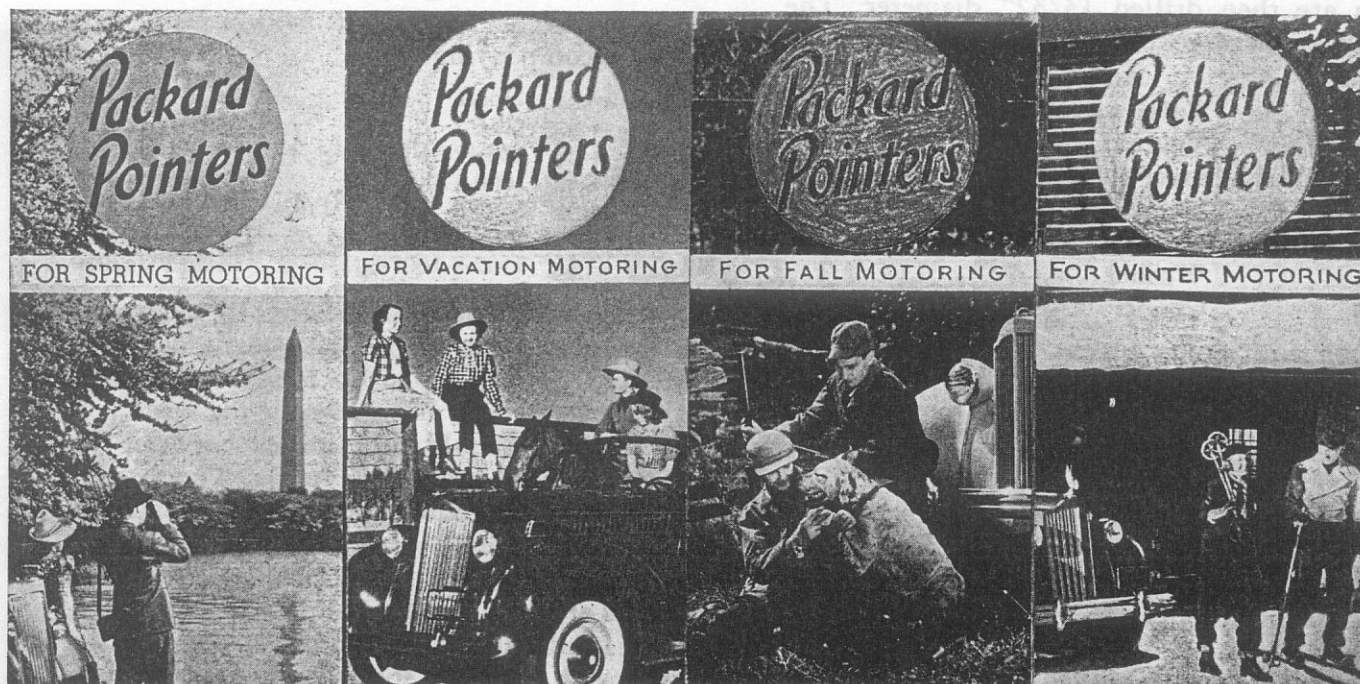
GET READY —

This year we are making available a series of four seasonal folders. The first one, covering spring motoring, is now available, and a sample will be sent to you attached to a general letter. The order blank, which will also be attached, will give you a suggested spring special and suggested prices to charge your customers. It will also give you the price of the pieces, which we are sure you will find to be lower than you could possibly obtain locally.

Last year dealers and distributors ordered 508,600 mailing pieces and post cards from the factory, which in itself would indicate that the factory pieces are meeting a definite need.

When you receive the sample spring piece you will find that it is very flexible and that you can have your own special, and with your imprint and prices it appears to be a piece printed specifically for your own organization.

We urge you to get started on your drive for spring business. Get the pieces in as soon as possible so that you can have them all addressed and ready to go in the mail. Be sure that you stagger the mailing. This helps spread the work coming in to the shop. It is also advisable to mail the pieces so that they reach the owner on Tuesday, Wednesday or Thursday. It has been found that direct mail received Monday, Friday



and Saturday does not receive much attention. Also it is better not to have it received the first days of the month or for a few days preceding and following the fifteenth of the month. These are usually billing dates and not so good for selling.

Direct mail is successful only if it is followed up. Sometimes a second piece is necessary which can be a post card, or a telephone call asking if the piece was received is all that is necessary to bring action. Direct mail will bring results. There are any number of concerns which depend entirely upon direct mail for their income, and when handled intelligently and followed through, it will increase your business. This has been proved by distributors and dealers so often that you are just out of step without it. A half million customer contacts by mail just can't be wrong any more than 50 million Frenchmen.

SUPER EIGHT CYLINDER BLOCKS

The 15th and 16th Series cylinder blocks are not interchangeable without alteration. The 17th Series block because of changes in the water pump and fan assembly cannot be used on previous models.

The 16th Series block may be used on the 15th Series if new valve compartment drain holes are drilled in the block to match those in the crankcase, and the 16th valve covers and ventilating tube are installed.

The 1500 cylinder to crankcase gasket may be used as a template for locating the new holes which are then drilled 13/32" diameter. The following valve cover parts are also required.

Piece No.	Name	No. Req'd
240735	Valve cover front	1
215465	Valve cover rear	1
240740	Valve cover vent tube assembly	1
5471	Screw	1
7004	Nut	1
5502	Washer	1
240743	Clamp	1

When 16th Series blocks are substituted for and shipped on order for 15th Series blocks the new drain holes will be drilled and the above parts included.

SAFE-T-FLEX SPRINGS

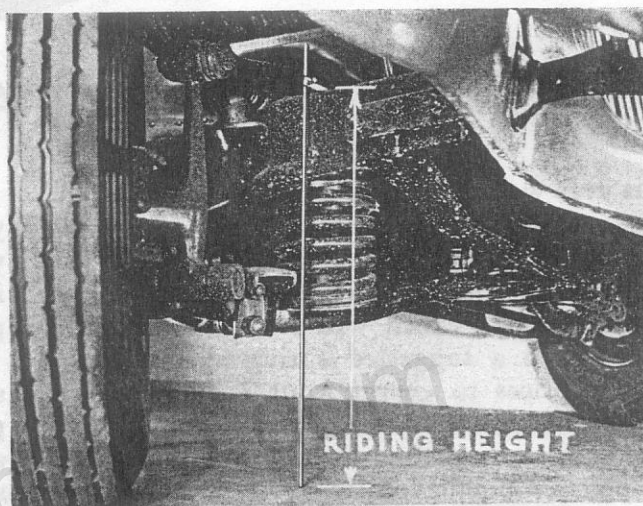
The riding height of the Safe-T-fleX front springs plays an important part in both steering and ride.

The load carrying ability of the springs is rated under load and cannot be judged by the

free length of the spring. For this reason riding height must be measured with the car loaded to the following specifications.

Body Style	Front	Rear
Coupe	300 lbs.	225 lbs.
5-Sedan	300 lbs.	375 lbs.
7-Sedan	300 lbs.	675 lbs.

The car may be loaded with passengers or ballast as desired. Perhaps the most practical way should be to have lead or cast iron weights or sand bags available in 25- and 50-pound units to be placed in the cars to provide the proper load.



The riding height is measured from the top of the frame to the floor at the center line of the front wheel. S.T. 5141 Riding Height Gauge is available for this purpose.

Riding heights for various models are shown in the accompanying table.

Riding Height	Model	Spacer	Insulator
17 $\frac{5}{8}$ " + - $\frac{3}{8}$ "	115C	341051	300982
18 " + - $\frac{3}{8}$ "	120-120B-120C	341051	300982
18 $\frac{3}{4}$ " + - $\frac{3}{8}$ "	1600-1700	326836	326706
19 $\frac{1}{4}$ " + - $\frac{3}{8}$ "	1601-2, 1701-2, 1703-5	326836	326706
20 $\frac{1}{8}$ " + - $\frac{3}{8}$ "	1500-1-2-1603-4-5	341051	300982
20 $\frac{1}{2}$ " + - $\frac{3}{8}$ "	1507-8-1607-8, 1707-8	341052	232010

Springs which have settled slightly below the measurement given are not necessarily defective and need not be replaced. Spacers, the piece numbers for which are shown in the table, are available and should be installed between the top of the spring and the frame. The spacers are $\frac{1}{4}$ inch thick and one spacer will increase the riding height approximately $\frac{3}{8}$ inch. To prevent squeaks developing, insulators, the piece numbers of which are shown opposite the spacers, should be installed between the spacer and the spring and between spacers when more than one are used.

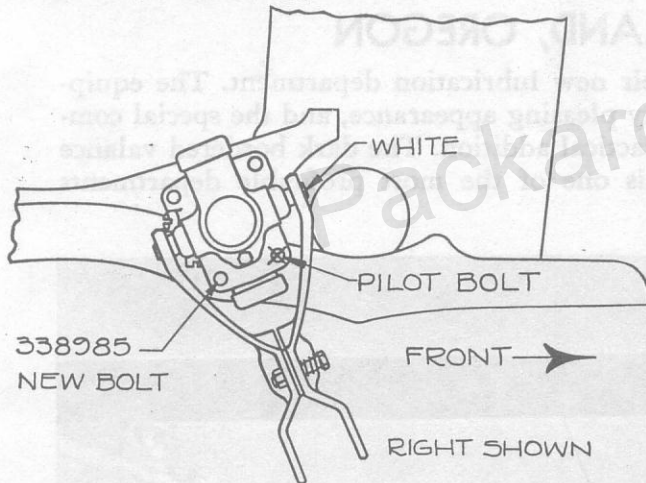
ALIGNING FRONT SHOCKS

1700-1-2-3-5

To permit better alignment in assembly of the front shock absorbers and the wheel support, changes have been made in the shock absorber mounting.

The shock absorbers have been interchanged, the one formerly on the right now being on the left and the left on the right. The changed position will be readily recognized by the friction spring and bolt in the arm, which formerly pointed to the rear, pointing to the front.

The outside mounting hole on the same side as the friction bolt and spring is the locating hole and is reamed to fit the bolt. The shock absorbers were interchanged to relocate the locating hole. To provide a wider arc of travel for aligning, the inside mounting holes have been enlarged to 19/32 inch and a new bolt 338985 having an undersized body is used in the rear outside hole—opposite the locating hole. The same bolts as formerly are used in the inside holes. A full-bodied bolt 6765 on the same side as the locating hole, and one with an undersized body 324486 opposite it.



The front side of the shock absorbers was formerly identified by a red paint mark on the large end of the cross shaft. In the new position the front is marked with a white paint mark on the small end of the shaft.

This change calls for no change in those cars with the front shock absorbers in the original position in which the shock absorbers have been properly aligned. If it is found necessary to realign both shock absorbers to correct the friction of the front suspension—see Service Letter January 1, 1939—the best procedure will be to enlarge the inside holes, interchange the shocks, use the new bolt 338985 as described. If only one shock needs to be realigned enough shift will probably be obtained by redrilling and using

the new bolt opposite the locating hole without interchanging the shocks.

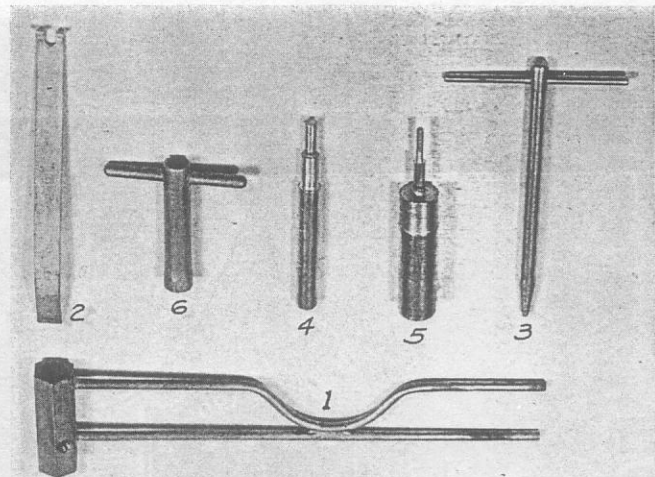
It is important that neither of the outside holes be enlarged. The locating hole is reamed to fit the bolt and this fit must be maintained to prevent shifting of the shock absorber. If the opposite outside hole is enlarged there is danger of drilling into a fluid passage in the body and ruining the shock absorber. Using the new bolt 338985 with the undersized body will permit additional movement without enlarging the hole.

If it is found necessary to shim under the shock absorber to attain alignment, .005" shims are available under piece number 303943.

Piece numbers for right and left remain the same for right and left. To bring the shock absorbers in your parts stock up-to-date: the inside holes should be drilled out to 19/32 inch—the red paint mark obliterated and a white mark put on the opposite, small end of the shaft—the rights transferred to the left number and the lefts to the right number.

CARBURETOR TOOLS

Tool ST-2027 Additional Set	\$3.65
Tool ST-2028 Complete Set	\$10.95
1—T-24970 By pass tester	
2—T-24733 Piston wrench and float adapter	
3—T-24967 Main jet puller	
4—T-25057 Choke gauge	
5—T-25056 Choke gauge	
6—T-25047 Choke wrench	



The illustration shows six different new tools required to service all Stromberg Carburetors.

In order to bring your present carburetor tools up to date, order ST-2027.

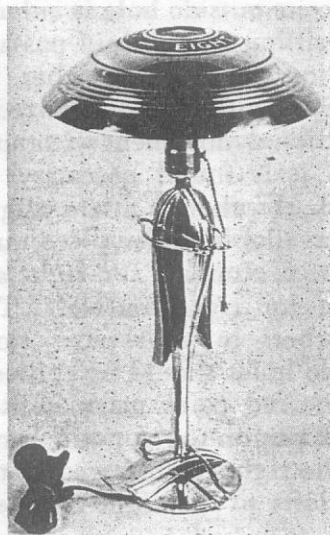
The complete set ST-2028 consists of ST-869 and ST-5007 as shown in tool catalog on page 19, and with ST-2027, makes a complete set of carburetor tools.

A PACKARD LAMP

Are you looking for a use for some of those standard radiator caps that are replaced when the accessory radiator emblem is sold? Here is an idea that may appeal to you, particularly if you want a nice desk lamp.

"Chick" Winner, one of the factory service representatives, found that by adding a socket and cord and a hub cap and mixing these with a little drilling here and there, you came out with a very modern, stream-lined lamp. It is made a little more practical if you fill in the radiator cap at the bottom with solder and then cover this with felt.

"Chick" didn't give us the flat rate time, but he did say the cost of material was very low.



CARS IN THE FLOOD ZONES

Water may get into the differential housing as well as the front and rear wheel bearings of cars operated on flooded roads.

To prevent dirt carried in by the water cutting out the bearings, the differential should be drained and refilled and both the front and rear wheel bearings removed, cleaned and repacked at the earliest opportunity.

GENERATOR BRUSH SET

A complete line of generator brush equipments is now available from the service parts division as indicated below. Order by piece number.

Pc. No.	Model	Suggested List Price
F-330565	120, 120-B (AL)	.60
F-341220	115, 1600 (Delco)	.55
F-341221	120-C, 115 (AL)	.75
F-341222	1601-2, 1700-1-2 (AL)	.75
F-341223	1500-1-2, 1603-4-5, 1703-5 (AL)	.70

LUBRICATION IN PORTLAND, OREGON

We just received this picture from Portland of their new lubrication department. The equipment, which also serves as a background, presents a very pleasing appearance, and the special combination cabinet and desk in the center makes a very practical addition. The dark bordered valance adds a great deal to the effect and without doubt here is one of the most profitable departments of their business.

