



DISPLAYS DO SELL

Don't miss a bet on this display business. It's easy to make up a display of parts and accessories. The folder recently sent out on Merchandise Attractively Displayed contains suggestions and shows pictures of how to do it without spending a lot of money.

There just isn't any argument against the fact that clean, neat, attractive displays sell goods. Not so long ago you were selling cars off the floor of your show room. Service, too, can be sold by display.

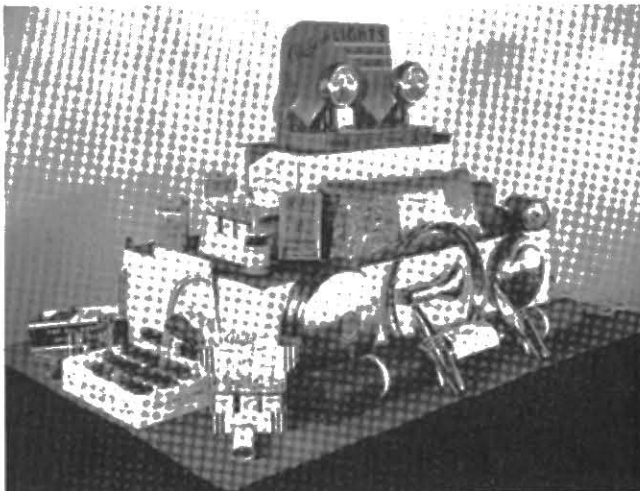
The trouble with most service displays has been that they have not been out in the open and they haven't been changed often and kept clean.

Illustrated are inexpensive displays as described in the folder. Try one! And don't be afraid to show prices.

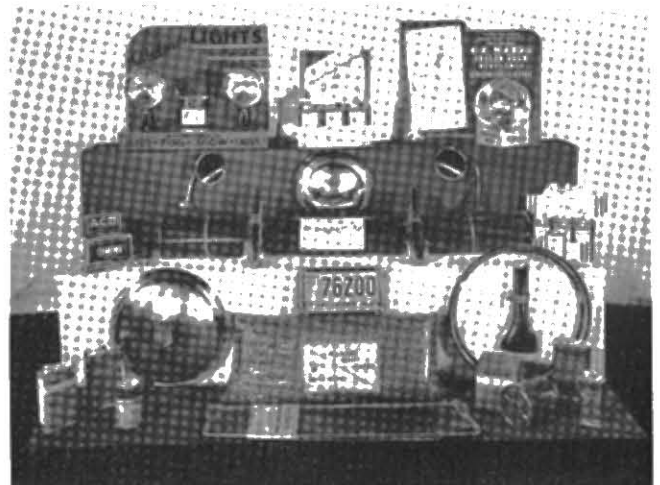
We just received a report from one distributor who made up a similar display featuring seat covers and in thirty days sold 12 sets of covers.

Find the display folder and read it through. It's a real help. It not only tells you exactly how to build them, it helps you sell. There is a list of the items on display with list prices. In addition you will find another list of all piece numbers and list prices of the same part or accessory for all the older models. For instance, you display one 20th Series Oil Filter cartridge and in the list you find the numbers and prices of all the other cartridges. So you don't have to stop and look up this information in a couple of books while the customer is waiting.

If you can't find your copy of the folder write the Service Letter Editor for an extra copy.



FOUR SIDED DISPLAY



AGAINST THE WALL TYPE

CARE WILL SAVE WEAR

This is excellent advice for you to give customers but have you thought of it as sound advice to all servicemen? It applies to your equipment and tools. These are, almost without exception, not being made today. Most of the tools and equipment you use every day cannot be replaced. Have you thought of that and are you treating them carefully?

Care will save wear on your air compressor. Air leakage causes extra motor wear and so does shortage of oil. Your compressor is important to you.

Your battery business may stop when the rubber cable becomes useless from careless handling. Any rubber should be handled with care. Don't leave hose on the floor with grease—coil it and have a safe place to keep it. Extension cords and the cables on motor analysers are definitely on the care saves wear list. Here are some of the items you now have—treat them carefully—remember it's almost impossible to replace them—without them it's just about impossible to operate a Service Station.

Battery Charger and Cables
Rubber Hose for Pumps
Air compressor and Parts
Tire Tools and Jacks
Grease Guns and Spray Guns
Hydrometers and Precision Tools

As this list gets longer, this business of care saved wear means as much to the service man and his equipment as it does to the owner and his car.

ARMY WORK

Here is evidence that some Packard shops are keeping busy on war work. It would seem that others, particularly those located near army camps or depots, could do likewise. If personal contacts are made with the proper officers you can usually obtain a worth-while volume of repair work on army cars and trucks as well as officers' personal cars.

There is probably more army automotive equipment than army repair shops can possibly take care of and there is every reason to believe that some of this work can be obtained by reliable automobile service stations. We suggest if your equipment and location is such that you can handle this type of work, that you go after it. One service station reports a profit of approximately \$1700 on work now in their shop.



JACKSONVILLE, FLA.



JACKSONVILLE, FLA.



COLUMBIA, S. C.



COLUMBIA, S. C.

OPA RATIONING

Consumer Service—Effective July 1 all consumer services are brought under a special regulation establishing March ceiling prices. Included are automobile service, storage, and repair, and tire repair and vulcanizing. We suggest all dealers get a copy of price regulations from their local authority.

MUFFLER CORROSION

No one ever likes to buy a muffler. When it becomes necessary, the owner is very apt to tell you that in his opinion, the unit should last the life of the car, and that he should get a new muffler for nothing.

Most muffler replacements are a result of corrosion, and this has always been the case. Corrosion, however, does not indicate any defect in design, workmanship or material.

Corrosion (another name for rust) is caused by the water in the exhaust gas which condenses in the muffler. Water is one of the products of combustion when gasoline is burned, and fortunately, most of it is blown out with the exhaust gas. We say "fortunately" because over a gallon of water is produced in burning a gallon of gasoline. When the motor is stopped, however, some gas remains in the muffler and the vapor condenses as the gas cools.

You can see that every time a car stops and cools off, additional water will be condensed in the muffler. This means that the car which is driven on short trips is the one which will suffer the most because it goes through the cooling process most frequently. The owner will say that the car "has never been abused" and "has had the best of care." He may be right, but that doesn't help his muffler.

The mufflers we use are the best we are able to obtain. They are coated with terne plate to provide the greatest possible resistance to corrosion. This is all that we can do. The life of the muffler will depend on operating conditions which are beyond our control, and, to a certain extent, beyond the control of the driver himself.

WATER PUMP LEAKS

Many service stations are using unnecessary parts in correcting water pump leaks.

It is seldom necessary to use the complete pump repair kit in the case of a recent car with low mileage. If you disassemble a leaking pump in such a car, you will probably find that the trouble is in the water pump seal thrust washer, piece No. 351549.

Sometimes rust particles will have lodged between the face of the thrust washer and the housing. Sometimes the washer does not move freely in the slots in the impeller hub, so that the spring does not press the washer firmly against the housing. Usually, however, the washer itself does not have a good bearing surface where it comes in contact with the housing.

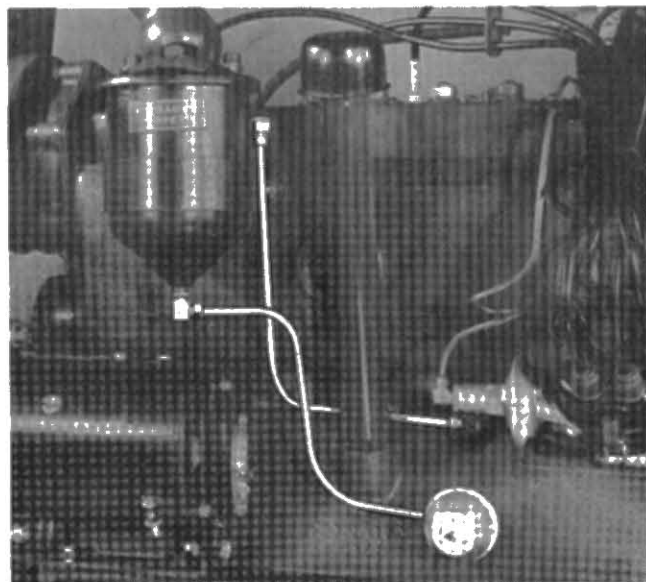
In most cars having low mileage nothing more than the replacement of the thrust washer is needed. Make sure that the new washer can move freely in the impeller hub and that it bears against a smooth surface in the pump housing.

In pulling down an old pump, you may find that the shaft is corroded, the ball bearings worn and the thrust washer and pump housing face in bad shape. Then the use of the complete pump repair kit is advisable.

No matter what repairs have been made, the most important item of all is to see that you have a smooth, flat thrust washer, bearing against a smooth surface on the housing. If you find it necessary to use the refacing tool (ST-5165) be sure to center it carefully, using the pump shaft as a pilot, and be sure that the finishing cut is as smooth as you can make it.

WHAT IS WRONG WITH THIS PICTURE?

This illustration was used in the July 1st Service Letter for the story on the importance of the purulator connections. It shows a 1901 motor.

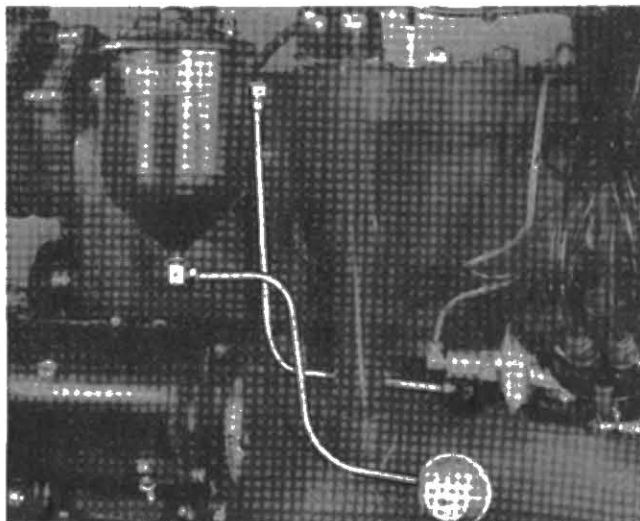


Take a good look at this picture and see whether you know what is wrong. You should, and if you are on the job you do.

Have you got it? Turn the page and see.

WHAT IS WRONG?

This motor is equipped with the old style crank case oil filler tube and cap. The picture



was taken before the new tube and cap were developed.

In the Service Letters of February 1, 1941 and April 1, 1942 we told you that these parts are necessary to get proper crankcase ventilation in idling or slow speed driving.

When you find a rusty valve condition in a 19th Series car always make sure that the motor has the new design parts.

Don't think, however, that there is any kind of crankcase ventilation which can make up for a bad storage condition. If cars are shifted in storage under their own power, the starting, cold running and stopping will eventually develop rusty valves and guides.

The proper way to store cars is to store them dead, with the batteries removed and the cylinders, pistons and valves coated with oil. If for some reason, this cannot be done, the use of light motor oil in the gasoline will help somewhat, but it is only partially effective. The real answer is to store the car properly.

CLUTCH PRESSURE SPRINGS

Piece No.	Models	Per Car	O. D.	Load in Lbs.	Color
184346	726-733-826-833 740-745-840-845 901-902-903-904-5-6	12	1.187	125	Black
202601	1001-2, 1100-1-2 1200-1-2, 1400-1-2	12	1.062	125	Red
213383—Out.	1003-4-5-6	12	1.062	100	None
213384—In.	1103-4-5-7-8 1203-4-5 1403-45	12	0.687	50	None
221066—Out.	1207-8	12	1.062	115	Yellow
213384—In.	1407-8	12	0.687	50	None
303501	120-120-B 120-C 1601-2, 1701-2 1601A, 1701A	9	1.062	115	Grey
317853	115-1600-1700 120-120-B 120-C 1601-2 (Taxis)	6 9	1.087 1.087	155 155	Pink Pink
	1701-A 1801-A 1901-A 2001-A (Amb. & Bus)	9	1.087	155	Pink
326526	115-1600-Taxi	6	1.125	175	—
338228	1703-5	9	1.087	142	Aluminum
341700	1800-1900 2000-10-20 1803-3A-4-5-6-7-8 1905-3A-4-5-6-7-8 2003-3A-4-5-6-7-8-23-55	6 9 9	1.099 1.099 1.099	163 163 163	Tan Tan Tan
202601	1801-1A-1901-1A 2000-10 1900-EL-Clutch 2001-1A-11-21	9 6 9	1.075 1.075 1.075	127 127 127	Red Red Red
373444	2030 Taxi	9	1.107	149	Brown