

# PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

October 18, 1932

To PACKARD DISTRIBUTERS AND DEALERS

Subject IMPROVEMENT EQUIPMENTS FOR SIXTH, SEVENTH AND EIGHTH SERIES CARS

TO BE NOTED AND INITIALED BY	

Gentlemen:

Very great improvements may be made on sixth, seventh and eighth series cars by installing various later type parts and equipments which have been developed since these cars were originally designed.

Ninth series type cylinder heads, ninth series type motor fans, carburetor silencer and air cleaners, automatic starting switches on all the above models and Detroit Lubricator type carburetors on sixth series cars, will improve the performance of these cars to a very great extent, bringing about greater satisfaction to their owners.

The advantages of these improvements, when presented to your owners, afford an excellent opportunity to increase your service volume. Distributors who have been carrying on a selling campaign of these units have not only increased their service volume through the sale and installation of them, but have also taken in extra work through this medium.

Ninth series type cylinder heads, when installed on these models, will make an entirely new performing motor out of the old one. These heads should be sold very easily to these owners when all of the outstanding advantages and improvements have been properly presented and explained to them. These advantages and improvements being:

- Increased horse power due to higher compression
- Increased acceleration
- Increased maximum speed
- Smoother and more quiet motor
- Improved idling conditions
- Longer spark plug life due to small plug with more rapid dissipation of heat

The design of these later type heads is such as to reduce detonation, increase the compression ratio which has been changed from 4.85 to 1 to 6.00 to 1, bringing about increased horse power, increased acceleration and increased maximum speed. The small metric spark plugs with a much wider temperature range dissipate heat more rapidly, adding to their life. The change in location to a new position directly over the valves causes the motor to operate smoother and more quietly and improves the idling condition.

These equipments are furnished under the following numbers and include the cylinder head, cylinder head gasket, spark plugs, terminals, distributor bracket, screws and lock washers.

		Suggested List Prices		
		<u>Zone 1</u>	<u>Zone 2</u>	<u>Zone 3</u>
97977	Motor Cylinder Head Equipt (Std) (6.00 to 1) Models 626-633 726-733 826-833	\$37.34	\$39.13	\$42.40
	Suggested installed prices	41.35	43.15	46.40
97978	Motor Cylinder Head Equipt (Std) (6.00 to 1) Models 640-645 740-745 840-845	39.30	41.19	44.63
	Suggested installed prices	43.30	45.20	48.65

When installing the equipment on sixth series cars, it is necessary to plug up the thermostat by-pass hole in the cylinder block and use the later model cylinder head gasket as furnished with the equipment. It may also be necessary to change the high tension wires on sixth series cars and install longer wires as the relocation of the spark plugs makes the original wires too short.

We can also furnish at the same prices the following heads of lower or higher compression if these are desired, although we recommend the installation of the standard heads:

97975	Motor Cylinder Head Equipment (Low Comp) (5.03 to 1)			
97986	Motor Cylinder Head Equipment (High Comp) (6.52 to 1)			
	Models 626-633 726-733 826-833			
97976	Motor Cylinder Head Equipment (Low Comp) (6.03 to 1)			
97987	Motor Cylinder Head Equipment (High Comp) (6.52 to 1)			
	Models 640-645 740-745 840-845			

When selling ninth series heads to earlier model owners, we also suggest that you endeavor to sell the following units for improved motor performance and operation:

		Suggested List Prices		
		<u>Zone 1</u>	<u>Zone 2</u>	<u>Zone 3</u>
Motor Fan (New type) Quieter and more efficient				
191066	Models 626-633 726-733 826-833	3.38	3.52	3.83
	Suggested installed prices	4.45	4.60	4.90
191065	Models 640-645 740-745 840-845	4.50	4.71	5.10
	Suggested installed prices	5.55	5.76	6.15

		Suggested List Prices		
		<u>Zone 1</u>	<u>Zone 2</u>	<u>Zone 3</u>
Carburetor Silencer and Air Cleaner (For DL type Carburetor)				
97980	Carburetor Air Cleaner Equipment 626-633 726-733	7.03	7.37	7.98
97981	Carburetor Air Cleaner Equipment 640-645 740-745	"	"	"
97956	Carburetor Air Cleaner Equipment 826-833	"	"	"
97957	Carburetor Air Cleaner Equipment 840-845	"	"	"
	Suggested installed prices	7.40	7.75	8.35

		Suggested List Prices <u>All Zones</u>
Automatic Starting Switch (Startix)		
PA-1047	Automatic Startix Switch Equipment Models 626-633 726-733	12.25
PA-1048	Automatic Startix Switch Equipment Models 640-645 740-745	12.25
PA-669	Automatic Startix Switch Equipment Models 826-833	12.25
PA-668	Automatic Startix Switch Equipment Models 840-845	12.25
	Suggested installed price	14.00

		Suggested List Prices (After exch credits have been allowed for old carburetor)		
		<u>Zone 1</u>	<u>Zone 2</u>	<u>Zone 3</u>
Carburetor Assembly (Sixth series only) (Exchange Detroit Lubricator type for Johnson)				
176764	Carburetor Assembly (DL type) Models 626-633	13.10	13.73	14.88
	Suggested installed prices	16.60	17.25	18.40
176765	Carburetor Assembly (DL type) Models 640-645	16.84	17.65	19.13
	Suggested installed prices	20.35	21.15	22.65

The foregoing list prices are subject to the usual distributor and dealer discounts. Prices quoted include only the material prices and labor of installing these units and do not include any motor reconditioning, motor tune-up, valve grinding or carbon cleaning labor. There will be no credit allowance on any old parts removed except on Johnson carburetors.

We suggest that a large display sign be made showing these items and installed prices and placed on your Service sales floor in a very prominent place where your customers' attention may readily be called to these outstanding improvements. An attempt should be made to sell these improvements on every motor reconditioning or valve job which is taken into your shop.

We also suggest your Service Department contact every owner of these models in an effort to sell them these latest equipments so they may benefit by and enjoy improved car performance until they are able to purchase a new Packard car.

Yours very truly,

PACKARD MOTOR CAR COMPANY

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General Service Manager

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