

PREDICTOR

PACKARDS INTERNATIONAL MOTOR CAR CLUB SAN DIEGO REGION

BRAKE PEDAL CLEARANCE

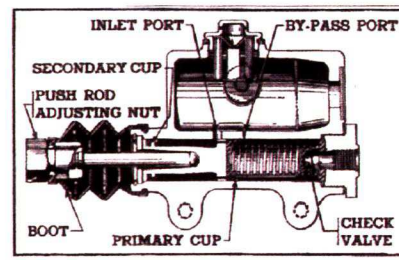
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It is important the 1/4 inch clearance be maintained between the brake pedal and the floor board. Lack of clearance will prevent the brakes from releasing fully when the pedal is released causing the brakes to drag. Each application of the brakes when in this condition will increase the amount of drag and the linings may burn and be ruined in a short time.

In the fully released position the piston in the brake master cylinder must be back far enough to uncover the by-pass port thru which excess fluid is returned to the reserve chamber. Failure to uncover the bypass port will trap excess fluid in the brake cylinder and lines and thus prevent the brake shoes releasing fully. Each application of the brakes under this condition will trap additional excess fluid and increase the amount of brake drag.

To insure complete return of the piston there must be clearance between the end of the push rod and the piston when the brake pedal is released. The clearance is adjusted by means of the push rod adjusting nut. The 1/4 inch free travel between the brake pedal and the floor board will provide sufficient clearance to insure full return of the master cylinder piston and the opening of the by-pass port.



FIRST PACKARD CONSUMER SURVEY

Hugh Joseph Ferry held the first consumer survey, polling those who brought new Packard's in 1951. It verified many observers' impression—folks who bought Packard's were generally older and more affluent. Two-thirds were over 45 years old, and three-quarters earned more than \$5000 per year. Fully 51 percent bought Packard's because of their looks. Surprising, only 17 percent bought Packard's because of their reputation. The Packard "plus" had little meaning left, even for the older generation.

Only 30 percent were first time Packard owners, 55 % had previ-

ously owned a Packard. 75% claimed that if they had not bought a Packard, they would have purchased a Cadillac.

89% of Packard owners rated themselves enthusiastic to moderately satisfied with their new cars. With only 6% being grumpy, complaining of small flaws, rattles, flecking paint, faulty locks and the like. 75% of previous Packard owners thought that their 1951 model was better than their other Packards. Another 10% rated it the equal of their former cars and 6% said it was inferior. The most serious complaints were Packard's low trade-in value, high upkeep costs and poor

gas mileage.

Ferry presided over Packard's fortunes from October 1949 to May 1952 and might be considered one of the most important men to rule Packard. Ferry planned the production of Packard's first V-8. Ferry bought the patent rights for the torsion-bar suspension system. And Ferry also pointed out that women were increasingly important in decisions about buying new cars. Ferry focused Packard's attention on obtaining information and its advertising efforts.

TRADEMARK HISTORY

The familiar Packard Script Logo shown here was used throughout the Packard Motor Company's life span. In addition to this trademark, the company had numerous other styles and types of product information. The most well known styles include the script shown here, the radiator design and the red Hexagon which first appeared about 1904 to name a few. The trademarks underwent many small variations during the early years, not settling on its fine form seemingly until 1915 or later. The magazine advertisement of the earliest years show quite a variation in styles.

The earliest form of the script is shown on the Patent Office document dated April 1905 in which a script is shown to date back to the pre-automobile days of 1898.

The Packard script trademark, in addition to being used on the products of the Packard Electric Company (now a part of G.M.) was used both on a brand of motor oil and a piano of the same name. The Packard Piano Company was founded in 1871 in Ft. Wayne, Indiana by Isaac Packard, lasting supposedly until 1938.

Although it seems coincidental that

these scripts resemble one another, no known relationship between these companies or their founders exist.

While other trademarks were used on the company's advertising and on its products, the familiar Packard script is the one trademark which spans the company's entire history.



UPCOMING TOURS AND MEETINGS

August 2 - PI meeting at Coco's Restaurant at 13464 Poway Road, Poway.

6:00 p.m. - Speaker: Bill Lance

Bill Lance was a Studebaker dealer in La Jolla from 1951 to 1968. He will discuss the mechanical and other problems which made it hard to sell new and used cars of these makes. Bill will also discuss the poor resale value of Packards and Studebakers. Come hear

the viewpoint of a Studebaker dealer.

August 19 - Ramona's 30th Annual Country Fair Days Parade - check-in at 8:30 a.m. and parade starts promptly at 10:00 a.m. Lunch afterwards in Ramona. More discussion on this at Wednesday's meeting.

October 16-20 National Tour 2000

Laughlin, Nevada

Come join your fellow Packard friends as our cormorants migrate to the Colorado River in the fall to bask in the warmth of one of America's great rivers. Day trips will include visiting Route 66, Lake Havasu, London Bridge, Hoover Dam and much more.

Future tours:

Bates Nut Farm - Valley Center

BUY/SELL

Parts for Sale:

1956 V-8 (374 CID) engine and Twin Ultramatic transmission. Both rebuilt and running. Engine has starter, generator, carburetor, distributor and radiator. Contact Don Gladhill at 619-460-6321

Cylinder head for 1937-49 Packard six cylinder engine. Needs some work. \$20.00. Contact Mark Rothermich at 619-463-2722

Do you have something to sell or need to buy? Send your information to:

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