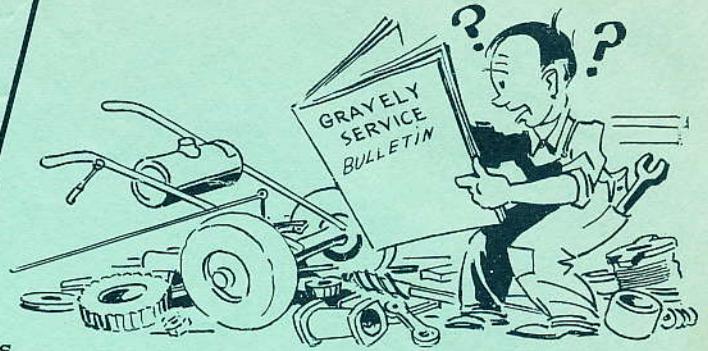


GRAVELY BULLETIN service information

BULLETIN NO: 576
DATE : June 2, 1955
TO : All Distributors & Dealers
SUBJECT : Redesign of Starter



We have now completed, and shipped, the entire first lot of Gravelly Starters. They have been generally satisfactory. However, in the field use of this first starter we have learned of some improvements which are being incorporated into the next lot of Starters to be produced.

We have completely redesigned the clutch assembly. The new Starters will contain 21 cam shaped rollers, with a double spring tension assembly. The cam shape of the rollers insure positive engagement in 21 positions when the Starter Clutch is rolled over by the Starter Motor. The Springs insure absolutely the disengagement of the Rollers in the over-running position.

The use of these cam shaped rollers give many times the engagement actually necessary to operate the Starter. We believe that the new Starters may be installed on Gravelly Tractors and forgotten about (except for proper lubrication). Our engineering and production departments believe the Clutches will last the life of the Tractor on which they are installed.

Their reasoning is based on the results of six weeks intensive and continuous test of the new design. The testing program was two-fold. First, the Starter was installed on a tractor and the starter was used a minimum of 20 times each day for this period. In addition, the Tractor was left running for a 16 hour period each day. At the end of the tests, **WITHOUT ONE FAILURE**, the Starter Clutch was torn down, and no appreciable wear was observed on any of the parts.

The new Starter will be lubricated by an alemite fitting, and will actually run in grease. This will, of course, add life to the Starter Clutch. Full lubricating instructions will be given with each Starter shipped.

The new Clutch may be installed and removed by an ordinary open end wrench.

Delivery of the next lot of Starters will begin the early part of July.

Of course, this new clutch is much more expensive to produce. However, there will be **NO CHANGE** in price.

PROMOTION

Since we have not been able to supply the demand for Starters during the peak season, we must look ahead to fall and winter promotion. Actually, this can be an advantage to all of us, because it gives us something we can really promote and sell during the fall and winter months. . . something which has the added advantage of giving us better talking points for fall and winter service.

The fall and winter campaign for Season Service is the ideal time to solicit Starter Business. . . installation to take place as the equipment is being serviced.

It is also ideal because it is the time of year when you are in contact with most of your customers, soliciting this fall and winter service work.

The Season Service literature--which will be available to you for fall mailings--will stress the starter, and give you much valuable sales help.

The Starter can be a good talking point for fall and winter service also, in two ways:

1. Installation can be done when the equipment is not in use, and be ready for spring work.
2. In areas where snow removal problems are present, the sale of the Starter may be given additional interest by pointing out its value in starting the Tractor in cold and freezing weather.