

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

June 26, 1929

To PACKARD DISTRIBUTERS AND DEALERS**Subject** PACKARD PILOT RAY LAMP

TO BE NOTED AND INITIALED BY

Gentlemen:

How often do you - or do you imagine that your owners - would like to see around the corner before turning, particularly at night? Our latest approved accessory, the Packard Pilot Ray Lamp installed on the car will enable you to do this. We feel that if you will demonstrate to your owners the safety, comfort and convenience that this light, which turns ahead of the wheels, will bring you will find many eager buyers.

The attached circular illustrates and briefly describes some of the advantages of the Packard Pilot Ray Lamp. These circulars are obtainable upon request. We are also prepared to supply upon request, a limited number of display stands consisting of wooden blocks upon which the frame that holds the light head may be mounted.

The manufacturer of the lamp is beginning national advertising in the August 10th issue of the Saturday Evening Post and we feel this will greatly help your sales. We have thoroughly tested this light and it has proven very satisfactory. The reception our Distributors have given it to date indicate it is the kind of an accessory that Packard owners want. The installation requires no drilling and can be made in less than two hours. These are points we feel sure will appeal to both you and your owners.

You can sell a great many of these lights at a handsome profit if you will let your owners know you have them and will demonstrate its features. Place the light and the circulars describing it where owners can see or get them. Follow this up in your contact with the owner and we are sure you will find it worth while. If you try this for a week you will probably be agreeably surprised by the results.

The suggested list price is \$38.50 installed.

Yours very truly,

PACKARD MOTOR CAR COMPANY



J. D. Wilson
General Accessory Manager

JDW:LC
(b) 2200
Enclosure

Dealers' G.L. No. 227

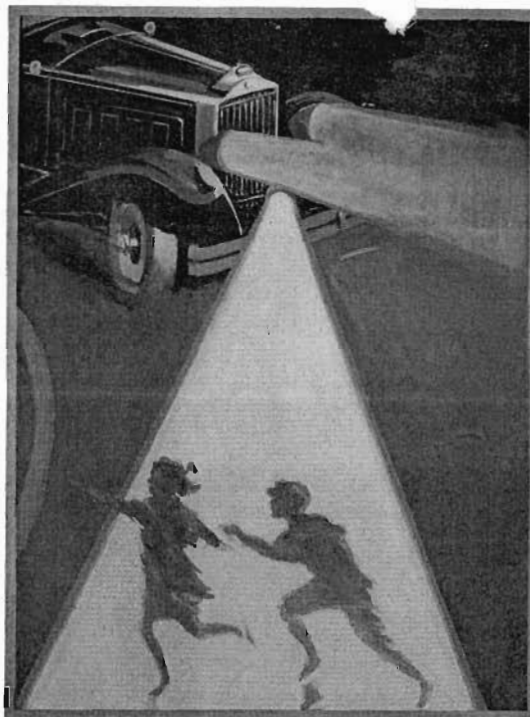
Any references herein, to future business, are made subject to the continuance of the existing agreement between the Manufacturer and the Distributor

*The Packard Pilot-Ray Lamp
is available only through
Packard Distributers
and Dealers*



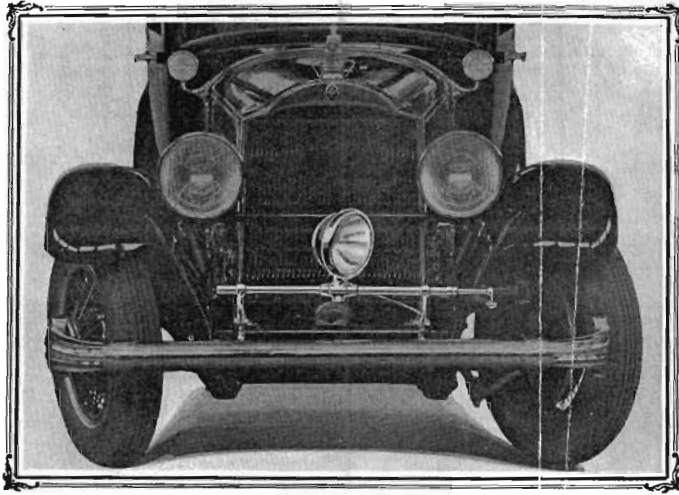
ACCESSORY DIVISION
Packard Motor Car Company
Detroit, Mich.

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Let There/
Be Light !

by the Packard Pilot-Ray Lamp



IT
TURNS
WITH
THE
WHEELS

WHEN you are driving, how often do you wish to see around the corner? The Packard Pilot-Ray Lamp, installed on your car, will permit you to do this.

Because it automatically turns ahead of the wheels, its broad and concentrated beam searches out dangers, due to dark spots, which are otherwise unseen. This permits of higher speeds with greater safety and reduces nerve strain thus adding to your pleasure of night driving.

Its low mounting allows it to pierce fog where it is thinnest and with less reflected glare. It does not annoy approaching drivers.

Satisfy your longing for the safety, comfort, convenience and pleasure the Pilot-Ray will bring you—instruct us to install one on your car today.

