

# PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

September 4, 1929

To PACKARD DISTRIBUTERS AND DEALERS

Subject PACKARD HEATERS

TO BE NOTED AND INITIALED BY	

Gentlemen:

We are going into the winter season with heaters that represent outstanding values and which are more efficient and satisfactory than they have ever been.

One of the most outstanding improvements is the addition of a blower to the Kelch Heaters. Through its operation fresh air is drawn from the front compartment, sent through the heat unit and is forced up through the registers in either or both the front or rear compartments just as it has been in the past. The blower assures a steady stream of heat instantly available with the starting of the motor, not in any way dependent upon the opening of the winterfront.

Another absolutely new and decided improvement is a rear compartment attachment for the Francisco Heater for seventh series cars. This unit is a forced draft outlet, operated by a motor driven fan sending heat up through a register that is attached to the floor boards, thus assuring warm comfort in the rear seat. Either or both the front or rear compartment units may be installed.

The Tropic-Aire Heater for the seventh series cars is different from the sixth series but the seventh series heater can be installed on the sixth series. Heat is instantaneous and the installation is exclusively Packard. Due to the removal of the thermostat from the water outlet, it is necessary to tap the cylinder head for the lead to the heater inlet. The heater outlet connects to the water inlet elbow. Each heater will have an adjustable heat deflector and the finish will be chromium plated.

The variety of combinations available for heating either or both the front and rear compartments should allow you to satisfy any owner and give him plenty of comfort in his winter driving. You have the opportunity to make this a banner heater year if you will immediately begin to plan your campaign so each owner will understand the merits of the Packard heaters and that only through them will he obtain the best results. To accomplish this, it is essential that you have a stock of these heaters and have an attractive display of them. We suggest that you immediately send us your initial order.

Yours very truly,  
PACKARD MOTOR CAR COMPANY

*J. D. Wilson*

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General Accessory Manager

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Dealers' G.L. No. 244

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