

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

TO BE NOTED AND INITIALED BY	

To PACKARD DISTRIBUTERS AND DEALERS

April 12, 1937

Subject SEAT COVERS & SEAT PADS -- 120-C, 120-CD, PACKARD SIX

Gentlemen:

We have what we believe to be the most attractive proposition we have ever presented on seat covers and seat pads. We will carry two types of covers -- one, a woven fabric material which is suitable for year-around use; the other, a braided material, known as San-Tex, which is primarily for summer use, does not soil easily and can be cleaned by wiping it with a damp cloth.

Both types of covers are of the same construction, covering the seats, seat backs, back of front seat and front seat side frames. They are bound with imitation leather which gives a neat, attractive appearance and adds strength and life to the covers. They can be installed or removed easily.

In order to quote very attractive prices on these covers we are supplying only one color for each type. These colors harmonize with the upholsteries. No other colors are available.

Side Wall Covers -- Sedans & Touring Sedans Only

To protect the side walls and doors, we can now provide fabric side wall covers to match the fabric seat covers. They cover the sides of the car from the floor to the belt moulding. These side wall covers can be supplied in fabric material only.

We will also carry the following two types of seat pads.

Seat Pad (Kool Kooshion) All Models

A warm weather item, but some owners prefer to use this cushion the year around. It will keep you cool and comfortable and prevent your clothes from hiking up your back. This novel cushion is made of a durable, braided fabric, woven in a porous, basket weave, which permits a free circulation of air through the cushion. The inner construction consists of an assembly of rust-proof coil springs.

Seat Pad (Springhold) All Models

A moderately priced seat pad that is different. It is made of woven material that is attractive and wears well. It is adjustable, shapes to the seat and back and stays where it is put under spring tension, with a flap insert between the seat back and seat cushion. It is cool and comfortable in warm weather.

(See other side)

The following are the piece numbers and prices on both the seat covers and seat pads for the 120-C, 120-CD and Packard Six:

<u>"Fabric" Material</u>		<u>Suggested Dealers' Net Price</u>	<u>Suggested List Price Attached</u>
PA-5423	5-Pass. Sedan & Tour. Sedan)	\$8.35	\$14.50
PA-5424	5-Pass. Club Sedan)		
PA-5425	5-Pass. Coupe)		
NOTE: Front or rear seat units only for above		5.35	9.00
PA-5426	Coupes-Bodies 1085-1095-1089-1099)	4.85	8.25
PA-5427	" " 1088-1098)		
PA-314930	Seat Covers-120-CD 5-Pass. Sedan and Touring Sedan (Includes Cover for Rear Arm Rest)	10.35	17.50
PA-314929	Side Covers only-To Belt Line "Fabric" material only (For use with Fabric Seat cover-Six & 120C 5-Pass. Sedan and Touring Sedan) (Includes covers for rear side arm rests).	4.90	9.80
<u>"San-Tex" Material</u>			
PA-5428	5-Pass. Sedan & Tour. Sedan)	6.65	11.95
PA-5429	5-Pass. Club Sedan)		
PA-5430	5-Pass. Coupe)		
NOTE: Front or rear seat units only for above		4.35	7.50
PA-5431	Coupes-Bodies 1085-1095-1089-1099)	3.65	6.50
PA-5432	" " 1088-1098)		
PA-314931	Seat Covers-"San-Tex" Material For 120-CD 5-Pass.Sedan & Touring Sedan (Includes covers for rear side arm rests).	9.00	15.50
PA-3235	Seat Pad (Kool Kooshion)	1.75	2.95
PA-3268	Seat Pad (Springhold)	1.40	2.00

The attached folder furnishes illustrations and a description of the above seat covers and seat pads. We will be pleased to furnish, no charge, a sufficient quantity of these folders to take care of your requirements. Dealers, however, will please order these, together with the seat covers, through their distributors.

Yours very truly,
PACKARD MOTOR CAR COMPANY

J.D. Wilson
J. D. Wilson
General Accessory Manager

JDW:MG
2(b-x)2400
Enclosure