

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

TO BE NOTED AND INITIALED BY

To PACKARD DISTRIBUTERS AND DEALERS

April 14, 1937

Subject NEW HUB CAPS FOR ONE TWENTY SEVEN-
PASSENGER CARS AND HEARSE CHASSIS

Gentlemen:

In response to numerous requests, we are providing hub caps for the One Twenty seven-passenger cars and hearse chassis which will not bear the model designation. The new hub caps, which will become standard equipment on or about April 15 on the above models, will carry the inscription "Packard Motor Car Company."

If it is desirable to equip any One Twenty seven-passenger cars or hearses now in use with the new hub caps, they may be purchased from our Service Stores Division.

Yours very truly,

PACKARD MOTOR CAR COMPANY



H. W. Potter
Manager, Fleet Sales Division

HWP:MM
2(b-x)2400