

REFER TO THIS LETTER BY NUMBER

**PACKARD MOTOR CAR COMPANY**  
**DETROIT, MICHIGAN**

TO BE NOTED AND INITIALED BY	

To PACKARD DISTRIBUTERS AND DEALERS

July 1, 1936

Subject HEATER PROGRAM 1936-37

Gentlemen:

HERE IS THE HOTTEST TIP OF THE SEASON! We will soon announce, what we are confident you will agree is, the most attractive heater proposition ever offered -- something entirely new in two sizes of hot water heaters, and a hot air heater.

ALSO, a new schedule of PRICES and DISCOUNTS that will meet all competition -- that will insure both distributors and dealers a more liberal profit.

These heaters are outstanding in efficiency and performance at popular prices. They are designed and built to Packard engineering specifications and embody the most advanced features of heater construction. Our hot water heaters include many exclusive features, such as --

1. A compact design, with particular attention given to all details to insure the appearance of a built-in unit of the car.
2. Metal water tubes, over the motor, eliminate the unsightly rubber hose used in the conventional installation.
3. Removable hex plugs will be incorporated in the car engine for both outlet and return water connections. This will dispense with drilling and save considerable time in installation.
4. Knock-out plugs will be provided in the dash of all later bodies to accommodate these heaters. This, also, will save considerable time in installation.
5. Newly designed deflectors and an ingenious DOWN-DRAFT feature, which will insure better distribution of heat.
6. Heaters located in front compartment so as to insure the maximum amount of foot room and not interfere with our radio installation.
7. Illuminated rheostat switch which enables the operator to control the amount of heat dispersed.

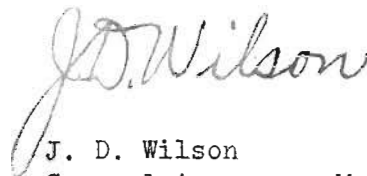
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8. The greatest new idea that has been developed in connection with hot water heaters in many years -- a BUILT-IN feature for a WINDSHIELD DEFROSTER. This defroster cannot be used with any other heater.

Complete information on heaters and defrosters will be mailed out shortly, and heaters will be available the latter part of July. Do not obligate yourselves for any heaters until you hear from us.

Yours very truly,

PACKARD MOTOR CAR COMPANY



J. D. Wilson  
General Accessory Manager

JDW:MG  
2(b-x)1800