

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

June 17, 1930

To PACKARD DISTRIBUTERS AND DEALERS

Subject ADDITION TO TIRE MIRROR LINE

TO BE NOTED AND INITIALED BY

Gentlemen:

One of our best selling accessories is Tire Mirrors. Their popularity is not confined to any one section or any class of distributorships or dealerships - it is quite general.

With the advent of the Lyon Metal Tire Covers there was a demand for mirrors to better fit this cover than did the regular PA-2011 - Tire Mirror. So we have had made up and now have available mirrors, PA-2014, whose bands properly fit these covers. The base and bands are lined with rubber. We thought it best to keep the same style and type of mirror for these covers as they are more practical than the mirror which fits into the cover.

For your information, we also have available the following mirrors:

- PA-1111 - With reducing lens like the PA-2014, but with bands bent to properly fit the Aristocrat Metal Tire Cover.
- PA-1112 - With the mirrors offset instead of centered on the post. They are particularly advantageous with spot-lights or for rear vision. The lens is reducing.
- PA-2013 - Mirror - with plain glass lenses instead of reducing. Each mirror has a ground glass lens - an unusual feature.

All prices are the same as those shown in price lists under the numbers PA-2035 or PA-2011.

Such a selection will enable you to fulfill practically any demand. Experience has shown that displaying mirrors on cars is an effective way to stimulate sales.

Yours very truly,
PACKARD MOTOR CAR COMPANY



J. D. Wilson
General Accessory Manager

(b) 2000
Dealers' G.L. No. 326