

PACKARD MOTOR CAR COMPANY**DETROIT MICHIGAN**

August 12, 1930.

To **PACKARD DISTRIBUTERS AND DEALERS**Subject **CHANGES IN ACCESSORIES FOR EIGHTH SERIES CARS**

TO BE NOTED AND INITIALED BY

Gentlemen:-

The changes in Packard Approved Accessories necessitated with the advent of the eighth series cars are listed below. Those accessories that are unchanged are omitted from this list. We believe a thorough study of this letter will save you much time in the future, aid in keeping down your inventory and help increase your sales. We suggest this letter be kept available for reference.

1. ARM REST

Changes are made because of different upholsteries and slightly different cushion contours. The new ones are available for the following models:- 826-833- 5-Passenger Sedans, 7-Passenger Sedans and Sedan Limousines.

2. AWNINGS

All remain the same as for seventh series, except the one for the 845, It is increased in length $2\frac{1}{2}$ ", due to increase in door width.

3. BUMPERS

The chassis frames have been lengthened 2" in front. The design of front bumpers for all eighth series cars, therefore, differs from previous front bumpers. The rear bumper, used only with deluxe equipment, remains the same as for the 726-733 for the 826-833, but is changed in design for the 840-845. All seventh and eighth series bumpers are interchangeable as to fit but not to design.

4. BRIGHT BUMPERS

Interchangeable as to fit, but we will no longer stock them. We will handle only the Broadway Bumper (Deluxe) as a special bumper.

5. CIGAR LIGHT CAP

Unchanged from PA-722 for 826-833. The interior fittings on the 840-845 are of a color that rather closely matches the ivory of the early seventh series cars. The color of this cap for the 840-845 will be slightly changed from PA-723 to match new interior fittings.

6. DOOR CURTAINS

Changed to match new upholsteries also an increase in length of $2\frac{1}{2}$ "

on 845 only due to increase in door width.

7. CUSHIONS

Changed to match changes in upholsteries and leathers. Sea-Breeze Cushions announced in Trade Letter T-2482, dated June 19, 1930, unchanged.

8. EMBLEMS

PA-1708, Deluxe, fits all eighth series models. PA-1714 - Adonis fits all eighth series models.

9. FENDER GUARDS - Standard Eight remains unchanged.

840-845 changed in design but interchangeable as to fit.

10. FENDER GUARD

To be used with bright bumpers - interchangeable but we will discontinue. Broadway Fender Guards unchanged.

11. HAND BALL

Unchanged from PA-424 for 826-833. The one for the 840-845 will be new matching the new color of trimmings. Size of threads unchanged.

12. HEATERS

1. The Tropic-Aire will be discontinued.

2. We announce with pleasure and confidence a new hot water heater for Packard eighth series cars. This heater is a combination for both front and rear compartments. It was designed exclusively for use on Packard Cars. The design has been approved by the Engineering Department and experience by test has proven that this heater is the most efficient and makes the most satisfactory installation of any heater we have ever handled.

In developing it we received the cooperation of both the Engineering and Manufacturing Departments in preparing the eighth series cars to take these heaters, with the result that all the necessary holes are incorporated in both the motor and body. This means that an installation can be made in any shop in approximately two hours time.

One of the most attractive features in the design of the eighth series heater is that heater unit, blower and motor are assembled in a compact unit and located in the tool compartment under the front seat. To the best of our knowledge this is the only hot water heater that does not decrease the leg room in the front compartment. One heater for all models.

This heater will be priced to sell installed at \$35.00. This gives you an excellent opportunity of selling the heater on practically every car. A trade letter will be issued shortly completely covering heater prices, etc.

3. The valve mechanism of the Kelch Heater has been improved so that when the heater is shut off the heat will not escape and the installation time has been reduced considerably by removing the air intake from the front compartment and placing it near the blower. The seventh series heaters will not fit the eighth, but the improved one will fit the 640,645, seventh and eighth series cars.

4. There will be a new Francisco for the 826-833 and another new one for the 840-845. Each will have a dash control for the shut-off. Each will have an outside air intake so that operation of the winterfront will not effect the heater. This scoop will also be available for the seventh series.

13. HORN BUTTONS

Shape changed but size of thread remains the same. Color on standard eights same as PA-428. Color for Custom and Deluxe eights will be similar to PA-418, but changed slightly to match new interior fittings.

14. HUB CAPS - chromium plate

Will be furnished for 826-833. Threads same but size of caps increased. Chromium caps are standard equipment on 840-845 models.

15. TRANSMISSION LOCK

An additional slot has been put in the ball at the lower end, so a new lock is required for eighth series, but this will fit the seventh. The seventh, however, will not fit the eighth.

16. MIRRORS

Unchanged but for additions to line see General Letter #245, dated June 17, 1930. In addition we will add a neat fitting fender lamp mirror that offers excellent rear vision on cars equipped with fender lights, but not deluxe equipment.

17. MOTOP OILER

Due to the omission of the vacuum tank, the installation is changed. We will furnish a connection that will fit between the carburetor and intake manifold to which is permanently fastened the line to the oiler. The connection and length of tubing is different for the 826-833 than for the 840-845. The size of the container is increased - it will hold approximately one quart of oil.

18. ROBES

Line will be complete as usual with plush, alpaca and wool, plus a cloth and moire (silk) lined robe. Cloth to match any upholstery and lower prices.

19. RUBBER MATS

The front seats have been moved back 1" on some models and 1½" on others, so the front and rear rubber mats have been increased and decreased in length accordingly. The change, however, is so slight that we have made seventh and eighth series mats interchangeable.

20. SEAT COVERS

Seventh and Eighth series will not be interchangeable with the possible exception of the 5-Passenger Coupes, but we will furnish a complete eighth series line similar to those announced in Trade Letter #2483, dated June 23, 1930.

21. RADIATOR SCREEN

PA-1108 for 745 only. PA-1107 for 726-733-826-833-740-840-845.

22. SPOTLIGHT

Right and left hand same as late seventh series, PA-2600 and PA-2601.

23. PILOT-RAY

In addition to standard Pilot-Ray a duplex model (two lamps heads each 1" smaller than standard head in diameter, mounted on spindle housing) is available at a list price attached of \$65.00.

24. TIRES

826-833 - 6.50 x 19

840-845 same as 740-745 - 7.00 x 19

25. TIRE COVERS

For the 826-833 we will have fabric and lyon metal covers to fit new size tires, The aristocrat will not be available for 826-833 but will, along with the others, be available for the 7.00 x 19 tire of the 840-845. We will also supply fabric covers lacquered to match any specified color.

26. TRUNKS

Fender trunks for the 840-845 will be new. All others remain the same except the 845 deluxe rack trunk becomes the same size as the standard, or the same size as PA-1980, the larger rack on the '45 having been eliminated. We will add a trunk of elephant hide grain, PA-2580, (like the PA-1816) with one long, two short suitcases and a hat box which will fit all eighth series as well as the 726-733-740 trunk racks.

27. TRUNK GUARDS

New for 840-845, due to different location of rack on frame than it is on 826-833. PA-2562 for 726-733-740-826-833.

28. TOGGLE BRIPS

Discontinued, because pull handles are standard equipment on all eighth series cars.

29. OPEN CAR WINDSHIELD WINGS

Roadster and Phaeton stanchions have been increased 1" in height and holes for attaching wings have been spread accordingly. There is no change in

the Touring stanchions.

We have, however, arranged the brackets for eighth series deluxe wings so that one wing fits all stanchions. All Deluxe wings are changed in design - the chromium plated band being omitted from the back edge of the glass and the brackets simplified. Eighth series Touring car deluxe wings will, therefore, be interchangeable with seventh as to fit, but not design. Roadster and Phaeton deluxe wings will not be interchangeable with seventh series wings either as to fit or design. Prices on eighth series wings will be lower.

There will be no changes in the Standard, PA-826, PA-827, wing, it will fit all eighth series open cars.

30. WINDSHIELD CLEANERS

The Visionall Double Cleaner will be standard equipment on all eighth series cars. This should enable you to increase your sales on this item on cars of previous series.

31. WHEEL CARRIER - Double

826-833 carriers same as 726-733. New ones for 840-845 due to different construction at rear of chassis.

32. WINDOW EAVES

Only the 845 eaves, for front and rear doors, change, these being increased $2\frac{1}{2}$ " in length.

33. DELUXE EQUIPMENT

It is not standard on any eighth series models. The wheel size and fenders on the 826-833 are different from the 726-733. The trunk racks, fenders and side wheel carriers for the 840-845 differ from those for the 740-745. New equipments will, therefore, be furnished for all models.

A price list containing PA numbers for all of the above accessories as well as those not listed and unchanged from previous series, will be issued soon. In the meantime, however, you may order any accessory for the eighth series cars by using the name of the item and by so specifying them. We can make shipment of practically all items immediately so there need be no delay in your displaying eighth series cars with accessories when these cars are announced. A new and distinctively different catalogue will also be available about September 1. Please be sure that everyone in your organization is thoroughly familiar with all changes in Packard Approved Accessories for up-to-date information, plus individual effort toward sales means increased profits for you.

Yours very truly,

PACKARD MOTOR CAR COMPANY

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

JDW:B

(b) 2000

Dealer's G.L. No. 336