

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

March 12, 1931

To PACKARD DISTRIBUTERS AND DEALERS

Subject DEALERS' PRICE LIST EFFECTIVE MARCH 1, 1931

TO BE NOTED AND INITIALED BY

Gentlemen:

A thorough study of the attached accessory price list effective March 1, 1931 will repay you well. Substantial price reductions have been made on: Radiator Screens, Rubber Mats, Lorraine Lights, Trunk Guards, Chassis Oil, Fender Lamps, Window Eaves, Hinge Mirrors, Fender Lamp Mirrors, Double Vision Mirrors, Cushion, Awnings, Purolator Cartridge, Fabric and Metal Tire Covers, Trunks and Fabric Cleaners. We have suggested reductions in list prices of Fabric Tire Covers and Pilot-Ray Lights.

The new accessories added are Sportsman's Model Trunks, Trippe Light, Tar Remover, Top Dressing, Fender Guard Tire Protector and Spring-Eez Oil.

Today we are dealing with a conservative buying public. We sell to the same people that the grocer, butcher, department stores, etc., do. Their sales always increase when prices are reduced. Your accessory sales will likewise increase if you capitalize on the reductions just made. Your profits have been more liberal and there is incentive enough in them for you to get deeper into accessory selling. If you will do this you will find that you will have increased profits without increased expense.

It will expedite handling of your orders if you will order by the piece numbers shown in the price list of March 1, 1931.

Yours very truly,

PACKARD MOTOR CAR COMPANY

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

JDW:B
(b) 1900
Enclosure
Dealers' G.L. No. 383