

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

June 15, 1931

To PACKARD DISTRIBUTERS AND DEALERS

Subject CHANGES IN ACCESSORIES FOR NINTH SERIES CARS

TO BE NOTED AND INITIALED BY	

Gentlemen:

The changes and additions in Packard Approved Accessories with the advent of the ninth series cars are listed below. Those accessories that are unchanged are omitted from the 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.

A. NEW ACCESSORIES

1. HORNS, PA-1724

The Packard Eight DeLuxe will be equipped with Twin Trumpet Horns, one mounted under each headlight. We will furnish these for the Packard Eight. The recommended list price for the two is \$30.00 installed, giving you, we believe, a rare opportunity for their sale.

2. RIGHT HAND TAIL LIGHT, PA-1722

The Packard Eight DeLuxe will be equipped with a right hand tail light. We will furnish this light for the Packard Eight. The recommended list price is \$10.00 installed presenting you with an additional profit making opportunity.

3. PACKARD HANDY KIT, PA-1419; LIST PRICE \$4.95

This is a box divided into six compartments containing Body Polish; Fabric Cleaner; Tar Remover; Touch-up Black; Chrome Cleaner and a Dust Mitt. It makes an excellent combination to sell with the new car and should result in building a large replacement business on these useful accessories.

4. VENTILATOR SCREEN, PA-697; LIST PRICE \$2.50 INSTALLED

All ninth series cars will have a screen for the cowl ventilator as standard equipment. We will furnish such a screen, for the seventh series and eighth series cars. There is a large market among your present owners for this much needed device, useful whenever the ventilator is open.

5. AUTOMATIC STARTING SWITCH, EQUIPMENT, PA-669; LIST PRICE \$15.00 INSTALLED

Upon the recommendation of the Engineering Department we have added to our Approved Accessories an Automatic Starting Switch which, once the ignition switch is turned, automatically provides for cranking the engine. It eliminates the use of the foot-starter button, and provides for automatically starting the

(Page 1 of 5 pages)

engine without delay should it stall. Except for the first few hundred built, all ninth series cars will be prepared so it may be easily and quickly installed.

6. FRONT BUMPER AND STABILIZER ASSEMBLY, PA-620; LIST PRICE \$40.00

A front bumper and chassis stabilizer assembly exactly the same in appearance as that used as standard on the Packard Eight DeLuxe, but with lighter weights and springs will be furnished by us for the Packard Eight. The standard assembly for the Eight DeLuxe should not be used on the Packard Eight because of the difference in weights just mentioned.

7. CORMORANT RADIATOR EMBLEM; LIST PRICE \$20.00

This emblem depicts the Pelican of the Packard Crest. Artistic and graceful it makes a stunning adornment for the car. We will furnish it for seventh and eighth series cars under the number PA-1717 and for ninth series cars under PA-1719.

B. CHANGES

1. UPHOLSTERY

Paint schemes A, B and F of the ninth series Packard Eights will be upholstered with Yale #122-919 material with plain headlining to match. Paint schemes C, D, E, M and X in Yale #72-194 material with headlining #33-198 which is the same combination that was used on the Eighth Series Standard Eight.

Paint schemes A, B and F of the ninth series Packard Eight DeLuxe will be upholstered (including headlining) in Laidlaw D-739 material; paint schemes C and X in Laidlaw D-743; paint schemes D, E and M in Yale #74-1031.

Those accessories such as Curtains, Cushions and Robes that are made with or to match upholsteries will be changed accordingly.

2. ARM RESTS (FORMERLY FURNISHED BY ACCESSORY DEPARTMENT)

Will not be available for ninth series.

3. BUMPERS

Both front and rear have been changed in design and fit; consequently new ones, that are not interchangeable with previous series, are required.

Front - Packard 8	- PA-595
Rear - Packard 8	- PA-598
Front - Eight DeLuxe	- PA-610
Rear - Eight DeLuxe	- PA-615

4. CIGAR LIGHTERS

The "pass around" style is used throughout the ninth series. We will carry it for replacement on ninth series cars as PA-733. We will carry a similar type for installation on previous series cars as PA-734.

5. CIGAR LIGHTER CAPS

Because of the change in the cigar lighters, these cannot be used on ninth series.

6. CUSTOM (FORMERLY KNOWN AS "DELUXE") EQUIPMENT

Not standard on any ninth series models. Changes have been made in Trunk Rack, Fenders, Fender Lamps and Side Wheel Carriers, so new equipments will be furnished for all ninth series models.

7. EMBLEMS, DELUXE

It will be standard equipment on the Packard Eight DeLuxe only. We will carry it for the Packard Eight. The style is the same as the PA-1708 but the size and design of the cap is different. The same emblem fits all the ninth series cars. The piece number is PA-1718.

8. ADONIS EMBLEM

None will be available for the ninth series cars.

9. FENDER GUARDS

Changed in design and fit, so not interchangeable with previous series. Packard Eight, PA-950; Eight DeLuxe, PA-941.

10. GOLF BAG HOLDER

Not available for ninth series.

11. HEATERS

Full information will be furnished in a trade letter in the very near future.

12. HORNS, STROMBOS AND PACKARD SPECIAL

Discontinued.

13. LAMP BULB CASE

Headlight bulbs changed to 32-32 candle power but case will remain under the old piece number, PA-1306.

14. FENDER LAMPS

Design of base slightly changed. The new number is PA-2945; it will fit previous series cars.

15. LORRAINE LIGHT

An extension has been added to this light which raises the head $1\frac{1}{2}$ " above its previous height, thus overcoming any objection that has occurred because of reflection due to low mounting.

16. LOCK - TRANSMISSION

Discontinued for ninth series.

17. LOUVRE COVERS

All cars will have louvre doors, so covers are not required for ninth series.

18. MIRROR, TIRE

Due to a widespread demand we will furnish from stock only mirrors in plain instead of minifying glass. The shape of the post will be slightly

different. All prices have been reduced - the list price to \$10.00, so your sales and profit opportunities should be increased. The number is PA-2013.

19. MIRROR, DOOR HINGE

The ninth series door hinge is longer than those of previous series, so a new mirror, PA-3200, will be required. This mirror will be furnished with a spacer making it interchangeable with previous series.

20. MOTOP OILER

The suggested list price of all oilers will be reduced to \$9.00 plus \$1.00 for installation with advent of the ninth series cars. Installation for ninth series will be by drilling and tapping manifold instead of using carburetor flanged gasket as we do on eighth series. The oiler will be under number PA-1344. Size of jar remains one quart.

21. PEDAL EXTENSION

Due to a change in the standard accelerator pedal the extension is discontinued for ninth series.

22. RADIATOR SCREENS

Changed for ninth series, due to "V" type radiator. New numbers: Basket Weave, PA-1090; Square Mesh, PA-1091.

23. RUBBER MATS

Due to changes in body dimensions new mats for front and rear will be required. Mats are not included as standard equipment on any models. This should increase your sales possibilities, especially at a \$4.00 price.

24. SEAT COVERS

Changed to fit ninth series bodies.

25. STEP PLATES

Discontinued for ninth series due to new type running boards.

26. TAR REMOVER AND TOP DRESSING

Tar Remover and Top Dressing will be furnished in gallon cans as well as pints. Tar Remover (one gallon) PA-1418. Top Dressing (one gallon) PA-1406.

27. TIRES

No change in sizes -

6.50x19 on Packard Eight

7.00x19 on Packard Eight DeLuxe

White side wall tires will be optional equipment on the Eight DeLuxe, at no extra cost, and will be furnished for a small additional charge on the Packard Eight.

28. TIRE COVER PROTECTOR GUARD, PA-951

Improved in design and appearance and changed to harmonize and fit new fender guards. Available for only the Packard Eight.

29. TRUNKS, FENDER AND RUNNING BOARD

Discontinued, due to new design of fenders and running board.

30. TRUNKS, CLUB SEDANS

New for ninth series. The trunk is 2" wider. It will contain 2 suitcases and hat box. Black - PA-3100; Elephant Grain - PA-3104.

31. TRUNK GUARDS

Due to change in shape (not size) of trunk rack, a new guard is required for ninth series, PA-2538.

32. TRUNK RACKS

Shape changed, but size is not. Crest added to it. 2 racks are available. One has a 30° the other an 8° angle in the "up" position. Five-Passenger Sedans, Two-Four Passenger Coupes, Convertible Sedans, Phaetons, Coupes, Roadsters and Sport Phaetons have the rack with the 30° angle; all others the 8° angle rack. These new racks can be attached to sixth, seventh and eighth series brackets, but such brackets cannot be used on ninth series.

33. DOUBLE WHEEL CARRIERS

Due to change in rear of chassis and body new ones will be required for ninth series.

34. WINDSHIELD WINGS

A. Packard Special - No change

B. DeLuxe - Due to change in stanchion bringing bracket holes 1" closer together a new wing, of same design as eighth series, is required, PA-1757.

C. Rear Deck Shield Wing - Sport Phaeton - Due to 1" decrease in height of shield new wing will be required, PA-1759.

D. Closed Cars - Due to change in height and contour of windows, a new wing will be required for ninth series, PA-1760.

35. WINDOW EAVES

Due to change in contour of windows, new ones will be required for ninth series.

Price lists containing the 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, you may order any of the above accessories by using the name and specifying what car they are for. A new catalogue will also be available about July 1.

Please be sure that everyone in your organization is thoroughly familiar with the information given above.

Yours very truly,
PACKARD MOTOR CAR COMPANY

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

(b)1800
Dealers' G.L. No. 400