

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

July 30, 1931

To PACKARD DISTRIBUTERS AND DEALERS

Subject HEATERS

TO BE NOTED AND INITIALED BY	

Gentlemen:

This season we will merchandise three familiar lines of heaters - the best of their kind - the easiest to sell:

The Tropic-Aire Dash Hot Water Type
The Improved Packard Under-The-Seat (Hot Water)
The Kelch Hot Air Type

Each will list for \$32.50 plus \$5.00 for installation. The Kelch Front Unit will list for an extra \$6.00 plus \$1.50 for installation.

People understand the comfort a good heater brings. It is something that most of them really desire. Your market, therefore, is greater than you probably believe it to be. Your essential act in cultivating it is to be sure that your owners understand the superior merits of our three heaters. If you will plan early and see that all of your prospects know about these heaters your sales should be greater than ever before.

All discounts will be liberal. They will be announced along with complete details shortly. In the meantime, you can be assured that we will adequately take care of your heater requirements.

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson

J. D. Wilson
General Accessory Manager

JDW:B
(b) 1800
Dealers' G.L. No. 412