

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

April 7, 1932

To PACKARD DISTRIBUTERS AND DEALERS

Subject TRUNKS

TO BE NOTED AND INITIALED BY	

Gentlemen:

We have incorporated some changes in our line of trunks which we are quite confident will increase the sales possibilities for 1932. First, we have added a more moderate priced trunk to this group, which should prove very popular. It is the same size as our other trunk and will fit any model Packard, except the 645-745. It has a top opening and front drop design of a lap joint construction. It does not, however, incorporate the interlocking joints used on our other trunks.

This new lower priced trunk with three suitcases, PA-2589, lists for \$55.00; with three suitcases and a hat box, PA-2549, lists for \$60.00. Our suitcase combination of a hat box and two wardrobe cases may also be used in this trunk. We have made some improvements in the remainder of our trunks by changing the moulding treatment and adopting new hardware. All suitcase combinations are interchangeable in the various trunk shells.

The trunk shells are of three-ply basswood covered with a fabrikoid or pontex material that will retain its original appearance for a long period. Each trunk is reinforced with heavy galvanized end plates riveted to the inside to strengthen the bottom for bolting purposes. They are reinforced where necessary by harness leather stitched through the wood. All fittings are solid brass, chromium plated. Each trunk is guaranteed to be water proof and dust proof. Zipper type covers in burbank color, black or lacquered any specified color are available.

The majority of Light Eight buyers should be prospects for trunks this year as a great number of them have not previously owned a Packard and, therefore, do not have a trunk which will fit our rack.

We have spent much time and study on the subject of trunks and believe we can now offer you a line equal, if not superior, to any other trunks on the market and our prices, we believe, are lower - quality considered.

(See other side)

Certain trunk manufacturers may approach you about using their trunks. We feel that their arguments are most likely to be one of price, not appearance, quality or variety. If this should happen we would appreciate your informing us before acting so we may have the opportunity of presenting the advantages of our trunks to you in greater detail.

Our trunks are illustrated in the new accessory catalog of April 1, 1932. Circulars illustrating and describing them are available upon request.

Yours very truly,

PACKARD MOTOR CAR COMPANY

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

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Dealers' G.L. No. 469