

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

December 20, 1928

To
PACKARD DISTRIBUTERS AND DEALERS

Subject
LOUVRE COVERS

TO BE NOTED AND INITIALED BY	

Gentlemen:

There is one winter accessory that we believe has been passed by with too little sales effort. It is LOUVRE COVERS.

The function of Louvre Covers is to retain heat under the bonnet. By so doing they serve a purpose for the motor analogous to what an overcoat does for you. They reduce the warming up period and improve carburetion. The temperature under the hood will also drop more slowly when the motor is stopped. Another natural advantage is that the heat produced under the bonnet is directed back against the toe board and aids in heating the front compartment.

The cover we are furnishing is very practical. It is made of specially treated fibre board - it is neat, simple in construction, applicable to the inside of the bonnet without any drilling or disfiguration and yet reasonably priced.

By selling the owner of the standard eight or the six a set of louvre covers you are doing him a favor - getting him to retain heat under the bonnet just as the shutters allow for this in the Custom and DeLuxe Eights.

Your best opportunities for Louvre Cover sales will come within the next 60 days. Lets make every effort to see that our owners are sold on the advantages of Louvre Covers.

Yours very truly,

PACKARD MOTOR CAR COMPANY



J. D. Wilson
General Accessory Manager

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