

# PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

July 20, 1932

To PACKARD DISTRIBUTERS AND DEALERS

Subject SIXTH SERIES WATER PUMPS

TO BE NOTED AND INITIALED BY


Gentlemen:

The majority of 626 cars are now equipped with the latest service water pump, which has given excellent results.

You were advised last December that no credit would be allowed upon Sixth series pumps removed after December 31, and that any replacements after that date should be charged to the customer. We felt that the age of the cars justified this decision.

Our net price has been established at a point eliminating our own parts profit in order that the installation might be made at the lowest possible cost to the customer. We have no desire to make a profit on the sale of these pumps.

It is our thought that in view of our own low parts price, our Distributers should be willing, if necessary, to forego their usual parts profit and hold their labor expense to a minimum. Where this has been done the final price for the installed water pump has been so low that there has been no difficulty in satisfying the customer.

There have been some instances, however, where Distributers have established their installed prices so as to cover their full profit on the labor and their full parts discount on the material. When this has been done criticism has sometimes developed from customers who were familiar with the fact that pumps had previously been installed without charge.

We believe that the proper solution is for you to forego your own profit as we have foregone ours. We are sure that your customers can be satisfied if the installations are made on a cost basis. A compromise price is surely in order, and such a price should make it easy for you to install the remainder of the pumps in your locality without friction or criticism.

Yours very truly,  
PACKARD MOTOR CAR COMPANY

JFP:N  
(900)  
Dealers' GL-488

J. F. Page  
General Service Manager