

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

October 27, 1932

To PACKARD DISTRIBUTERS AND DEALERS

Subject REDUCED PRICES ON CYLINDER HEAD EQUIPMENT

Gentlemen:

In General Letter G-479 we outlined sales possibilities and suggested list and installed prices for ninth series type cylinder head equipments for sixth, seventh and eighth series cars.

We now find that we are able to very substantially reduce these prices and suggest that you reduce the previously quoted prices to the following:

		Suggested List Prices		
		Zone 1	Zone 2	Zone 3
97977	Motor Cylinder Head Equipment	\$28.07	\$29.42	\$31.88
	Suggested installed prices	32.10	33.45	35.90
97978	Motor Cylinder Head Equipment	30.13	31.58	34.21
	Suggested installed prices	34.15	35.60	38.25

The reduced prices are subject to the usual distributor and dealer discounts.

The remarkable improvements which these heads make when installed on these earlier model cars which you are now able to sell at these reduced prices, should interest many owners and bring an increased volume of service work into your shop.

Kindly take advantage of these reductions and watch the results.

Yours very truly,

PACKARD MOTOR CAR COMPANY

BRH:HN
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Dealers' GL-501

J. F. Page
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