

REFER TO THIS LETTER BY NUMBER

# PACKARD MOTOR CAR COMPANY

## DETROIT, MICHIGAN

October 5, 1933

To PACKARD DISTRIBUTERS AND DEALERS

Subject METALLIC FINISHES

TO BE NOTED AND INITIALED BY	

Gentlemen:

In view of the increasing demand, we wish to remind distributors that the metallic finishes obtainable for paint schemes A, E, FA and M are not as durable as the regular lacquer used on other paint schemes.

The metallic finishes used on Packard cars are the best on the market. The actual life is dependent to a great extent on the care given the car as well as on particular exposure conditions in different parts of the country. Excessive summer or southern sunlight coupled with moisture are among the most destructive conditions to any lacquer, and in the case of Pearl or Pearlite this becomes somewhat more pronounced.

Prospective customers should be advised of these facts when they place their orders for cars calling for any of the above paint schemes.

Yours very truly,

PACKARD MOTOR CAR COMPANY

*E. C. Ellison*  
E. C. Ellison  
Distribution Manager

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Dealers' GL-573