

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

November 6, 1933

To PACKARD DISTRIBUTERS AND DEALERS

Subject HEATERS

TO BE NOTED AND INITIALED BY	
<i>[Signature]</i>	

Gentlemen:

Riding comfort has long been one of the features of Packard cars. Yet, one cannot be comfortable if he is not warm -- hence, the need for a Packard Heater.

Right now is the time to push your heater sales. Sell them to every owner you come in contact with or can reach by 'phone so they will have their heaters when the first cold snap comes. Check the cars for heater equipment as they come into your service station; induce your owners to have a heater installed then. It will eliminate the later inconvenience of a special trip to the service station to have the installation made -- or perhaps prevent further postponement of buying. In the meantime your shop will be busier.

This year we are offering two heaters: The Packard Hot Air and The Packard Dash Hot Water.

The Hot Air Heater can be supplied with registers in both front and rear compartments, and we believe, it is the most desirable heater for the majority of body types, especially where the maximum amount of heat is desired.

Our second heater, The Dash Hot Water is preferred by some owners especially for use in coupes and bodies of this type.

We will be pleased to furnish additional copies of the attached folder upon request.

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson
J. D. Wilson
General Accessory ManagerJDW:B
2(b-x) 1035
Enclosure
Dealers' GL-580