

REFER TO THIS LETTER BY NUMBER

# PACKARD MOTOR CAR COMPANY

## DETROIT MICHIGAN

August 17, 1926

To PACKARD DISTRIBUTERS AND DEALERS

Subject PACKARD SIX TONNEAU HEATER

TO BE NOTED AND INITIALED BY


Gentlemen:

We wish, thru this medium, to bring to your attention the tonneau heater which we have adopted for distribution this year. This heater incorporates many refinements which have been thoroughly tested and approved by our Engineering Department. The heater has been subjected to break-down tests in the laboratory and on several cars, over a long period. We have no hesitancy in recommending it, and can say conservatively that it carries with it a guarantee of efficient operation and safe construction.

Those refinements and additions which have been incorporated in this heater include the following:

A dash control which permits degree operation.

The valve has been moved away from the register and is now integral with the unit, so there is no possibility of heat reaching the tonneau of the car, or the register, when the valve is closed.

A register which can be thoroughly cleaned simply by depressing a clean-out valve.

A polished and cast aluminum air funnel mounted neatly back of the fan and in keeping with the rest of the highly finished parts of the motor.

A polished aluminum ring which is bayonnetted around the face of the register over the carpet, relieving you of the necessity of binding the carpet.

The installation of this unit has been simplified and the time required has been reduced by the addition of swivel inlet tubes and compact units.

The Engineering Department has cooperated with us in locating the exhaust pipe so that there is absolutely no interference or difficulty when attempting to install this heater. The

installations which we have made here, and which can be duplicated with ease in the field, blend in so well with the automobile, that your first impression of the job would be that it is an integral part of the car.

We will be able to make shipment of these heaters October 15th and the List Price, installed, will be \$40.00.

We invite you to place an initial order at once so that we will be able to gauge the demand and meet requirements on schedule. A demonstration of this heater's efficiency and safety is the greatest selling factor, both to yourself and to your customer.

Yours very truly,

PACKARD MOTOR CAR COMPANY

A handwritten signature in cursive script that reads "J. D. Wilson". The signature is written in dark ink and is positioned below the company name.

J. D. Wilson  
Accessories Manager

JDW:SD  
(e) 1500

P. S. Information on the tonneau heaters for improved Packard  
Eights will be mailed in the near future.