

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

October 7, 1926

To PACKARD DISTRIBUTERS AND DEALERS

Subject NEW CUSTOM CAR CATALOGS

| TO BE NOTED AND INITIALED BY | |
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Gentlemen:

Attached is a copy of our new custom car catalog illustrating the bodies offered on Packard chassis.

The cars have been reproduced in a broad selection of color from photographs or drawings with as much exactness as possible. Specifications for each body appear on the back of the sheet.

The Derham Quarter Window Stationary Cabriolet - Style 3601, was added to the line after these catalogs had been prepared. The art work on this body is now being prepared and we will mail you colored reproductions of this car as soon as they are available.

We suggest that, even though you have not yet built up a prospect list of people in your territory who may be interested in custom cars, a few of these books be carried in stock against that time when you will need such information quickly.

Your regular Packard Six and Eight prospects will appreciate knowing Packard's interest in special built models, and that they can secure a custom built Packard if it is desired.

This catalog is continued in loose-leaf form the same as last year, so that additions may be made to the line at any time, and sheets will be added as new bodies are offered. Loose sheets properly punched to insert in the leather albums supplied last year are also offered, and if you can use a full press sheet poster approximately 20 x 30 inches illustrating the eight cars, copies will be sent upon receipt of your request.

These large sheets framed will make an attractive display in your showroom. Catalogs, fillers, or posters are 50¢ each, and should be ordered in the regular manner through the Advertising Department.

Very truly yours,

PACKARD MOTOR CAR COMPANY

H. W. Potter
Custom Body Department

HWP:D
(e) 1500