

# PACKARD MOTOR CAR COMPANY

## DETROIT MICHIGAN

October 14, 1926

To

PACKARD DISTRIBUTERS AND DEALERS

Subject

LOUVRE COVERS

TO BE NOTED AND INITIALED BY	
<i>EW</i>	
<i>AW</i>	

Gentlemen:

It is Fall, the forerunner of Winter, so NOW is the time to begin selling LOUVRE COVERS!

The function of the Louvre Cover is to assist in retaining the heat under the bonnet. This greatly improves the carburetion and makes a marked reduction in the warming up period necessary to produce good operation. A notable difference in the increased comfort of the car is made by the use of Louvre Covers and the temperature of the motor will drop more slowly when stopped.

The Cover we are supplying is very practical. Made of specially treated fibre board - simple, neat and applicable to the inside of the bonnet without drilling or disfiguring it in any way, yet it is still priced very reasonably to the customer - only \$4.75 per pair on the Packard Sixes and \$5.75 on the Packard Eights.

Be sure to point out the advantages of Louvre Covers to your customers.

Yours very truly,

PACKARD MOTOR CAR COMPANY

JDW:ND  
(e) 1500J. D. Wilson  
Accessories Manager