

REFER TO THIS LETTER BY NUMBER

# PACKARD MOTOR CAR COMPANY

## DETROIT, MICHIGAN

August 2, 1934

TO BE NOTED AND INITIALED BY	
Service	

To PACKARD DISTRIBUTERS AND DEALERS

Subject EXTENDING EXCHANGE PRICES TO OUTSIDE SHOPS

Gentlemen:

It is very desirable for distributors and dealers to obtain all possible parts business. It is profitable.

Some distributors sell items on which "exchange" prices have been established only where the job is being done in their own shops. They do not sell these parts at less than full list price to outside shops or individuals.

We do not believe this is wise. You can afford to offer these parts at the exchange prices to anyone who may have the money to pay for them. This will tend to keep your customers away from the Independent's jobbers and cut-price stores, and at the same time show you some profit.

It has been thought by some that to refrain from selling parts at the exchange prices, unless the work were performed in their own shop, would tend to bring all the repair work involving these parts to the Packard Service Station; but it has been pretty well proved that this is not so.

Yours very truly,

PACKARD MOTOR CAR COMPANY

JFP:PA  
2(b-x) 1015  
Dealers' GL-623

J. F. Page  
General Service Manager