

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

March 18, 1929

REFER TO THIS LETTER BY NUMBER

TO BE NOTED AND INITIALED BY

To PACKARD DISTRIBUTERS AND DEALERS

Subject PACKARD AWNING

Gentlemen:

There is a market among Packard owners for an awning that is in keeping with the car. We have developed such an awning and have adopted as an approved accessory the Packard "VV" Inside Awning and Shade.

This awning furnishes protection from sun, wind and rain. It has three positions 45°, 90° and 180° -- in the latter position it is used as a curtain. When not in use it is very inconspicuous and the only exposed parts are a small housing and arm.

The rollers, brackets and all parts are of the best quality and are designed and built to eliminate rattles and flapping. It's installation is simple and will not mar the car -- there is no drilling. The center window moulding screw is used to hold the brackets which fit in the window channel.

When the awning is not in use the window glass may be closed tight and when in use this glass can be raised to the height of the bracket arms.

The cloth is black double coated leatheroid which is waterproof, will not shrink, and will not hold the dust. You may lacquer this cloth to match any color desired.

These features make this awning render a service that the discriminating owner cannot afford to ignore. If you will demonstrate the advantages - the appeal to comfort, convenience, safety and appearance you will sell many owners awnings for all four doors. One size will fit all doors except the Four Passenger Coupe, and the 645 models.

The Packard "VV" Awning is carried in stock under PA-1533 and the suggested list price installed is \$8.50 per pair. A demonstrating stand with an awning mounted in it will be furnished free with an order for twelve pairs of awnings. Order today and be prepared.

Yours very truly,
PACKARD MOTOR CAR COMPANY

J. D. Wilson

J. D. Wilson
General Accessory Manager

JDW:B
(d) 1450
Enclosure
Dealers' G.L. No. 200