

# PACKARD MOTOR CAR COMPANY

## DETROIT MICHIGAN

October 18, 1927

To PACKARD DISTRIBUTERS AND DEALERS  
(Attention of the Accessory and Service Managers)

Subject ANTI-FREEZE

REFER TO THIS LETTER BY NUMBER

TO BE NOTED AND INITIALED BY

Gentlemen:

We have spent considerable time investigating anti-freeze solutions. Our laboratory has tested no less than one-half dozen in the past year that I know of and, therefore, we feel pretty sure of anything we would recommend.

We are glad to say that we can now advise you of an anti-freeze solution which has been approved by the Packard laboratory and in our opinion is the most practical and best anti-freeze available to date.

PRESTONE is the name of the anti-freeze solution. I am not going into lengthy detail to tell you what all this incorporates but suffice to say that PRESTONE is practically non-volatile; does not boil until it reaches 214°; is non-corrosive; does not become viscous at low temperatures; and is an absolute anti-freeze in the solutions recommended.

A 35% solution of PACKARD-PRESTONE in water affords protection to 5° below zero; a 40% solution, to 10° below zero; and a 45% solution, to 20° below zero. The solution will not freeze solid under any circumstances. At the worst, if a sudden change in temperature comes about, it becomes only a slush and, therefore, you are relieved of expansion stresses which usually occur on sudden temperature drops to freezing.

PRESTONE will be available in one-half and one gallon cans packed twelve and six per case, respectively, or in drums.

In regard to the distribution, for the present season we will not attempt to handle PRESTONE through the factory accessory department. It will be available, however, through your local representative of the National Carbon Company, or at their branches in the following cities:

(over)

National Carbon Co., Thompson Ave. & Orton St., Long Island City, N. Y.  
National Carbon Co., 3642 Jasper Place, Chicago, Ill.  
National Carbon Co., 19th & Campbell Sts., Kansas City, Mo.  
National Carbon Co., 26 Walker St., Atlanta, Ga.

Prices will range from \$3.00 to \$3.60 per gallon depending  
on the quantity ordered. The retail price should be \$5.00 per gallon.

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 typed name.

J. D. Wilson  
General Accessory Manager

JDW:R  
(d) 1300  
Dealers' G.L. No. 19