

REFER TO THIS LETTER BY NUMBER

**PACKARD MOTOR CAR COMPANY****DETROIT MICHIGAN**

August 24, 1928

**To** PACKARD DISTRIBUTERS AND DEALERS**Subject** NEW ACCESSORY CATALOG

TO BE NOTED AND INITIALED BY

Gentlemen:

We are attaching a copy of the latest accessory catalog - September 1, 1928, edition. This catalog covers accessories for the sixth series cars and you will notice that all illustrations and descriptions are clear and concise and present a very good picture of Packard approved accessories.

All these items may be purchased through the General Accessory Division of the factory and each of them deserves careful consideration by your organization. If you will thoroughly look into this matter, you will find that your accessory account offers you a very handsome return for the small investment that it is necessary for you to make in stock.

We believe that your accessory contact will be greatly benefited if you will arrange to place a copy of this accessory catalog in the hands of your customers. Several distributors have requested that we supply them these catalogs in quantities for this purpose. We are perfectly willing to co-operate with you in such a plan and the following arrangement has been agreed upon.

We will furnish catalogs at 10¢ each to the distributor or dealer in lots of twelve or more.

If you want the catalog imprinted with your name and address, we will do so on orders for one hundred or more at an additional charge of \$4.00 for the entire quantity.

Envelopes and customers' price lists for the catalogs will be included in either of the above mentioned arrangements.

We would like you to place your order for these catalogs just as soon as possible. We would also be very glad to receive your impression of it as we are desirous of making it as attractive as possible for your customers.

Yours very truly,  
PACKARD MOTOR CAR COMPANY



J. D. Wilson  
General Accessory Manager

JDW:R  
(d) 1450 - Enclosure

Dealers' G.L. No. 237. References herein, to future business, are made subject to the continuance of the existing agreement between the Manufacturer and the Distributor