

PACKARD

PARTS **bulletin** **ACCESSORIES**

PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

54P-2
Dealer #2

February 11, 1954

TO: ZONES AND DEALERS

SUBJECT: CRANKSHAFTS AND CRANKSHAFT AND BEARING KITS

Here is an opportunity to make plus profits on the sale of the crankshaft and the crankshaft and bearing kits listed below.

We originally purchased heavily to offer our dealers a price advantage, and we now have a surplus of older model crankshafts as well as crankshaft and bearing kits. Rather than scrap the existing surplus these parts are being offered to the field on a "giveaway" basis. The greatly reduced prices will allow the older model cars to be brought up to operating efficiency at a greatly reduced cost. Let your shop know of these specials and obtain that added gross while rendering a worthwhile service to your customers. Stock up now while the parts are available.

The part numbers and new prices which will appear in the February supplement to the Parts Book are as follows:

<u>Part No.</u>	<u>Name</u>	<u>Effective Feb. 1, 1954</u>		<u>Former Price</u>	
		<u>List</u>	<u>Dealer Net</u>	<u>List</u>	<u>Dealer Net</u>
304854 (1)	Crankshaft	\$ 46.55	\$ 27.93	\$ 94.16	\$ 56.50
315703 (2)	Crankshaft	42.80	25.68	64.20	38.52
387685 (1)	Crankshaft and Bearing Kit	65.33	37.06	86.73	49.90
387686 (2)	Crankshaft and Bearing Kit	72.35	40.98	122.71	70.93

Model Application

- (1) Models 120B-BA-C-CA-CD 138CD 1601-1A 1601D-2 1701-1A-2 1801-1A 1901-1A
1951 2001 2011 2101-11
- (2) Models 115C 1600 1700 1800 1900 2000-10 2100-30

Very truly yours,
D. S. McNally
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General Parts and Service Manager