

SERVICE — PARTS — ACCESSORIES

November 19, 1945

TO PACKARD-PHILADELPHIA DEALERS

FACTORY-BUILT ENGINE OVERHAUL PACKAGE

Announcement of the availability of Factory-Built Engine Overhaul Packages for the Packard 110 and 120 models, was made in Mr. Karl M. Greiner's letter of October 25, 1945.

The Philadelphia Zone Warehouse has ample stock of the 120 model Overhaul Motors and can make immediate shipment to metropolitan dealers. To expedite delivery and reduce expense, Engine Packages to dealers outside Philadelphia will be shipped freight prepaid direct from the factory. The 110 model Overhaul Packages will be available and in the Philadelphia Zone Warehouse stock in about three weeks.

We are following up the Factory's announcement on this just to be positive that none of our dealers overlook this great profit opportunity. You should immediately place your order with the Philadelphia Zone Warehouse for at least three (3) of these Motors. A minimum of three (3) is suggested so that you can have enough to promptly meet the demand that will develop and still have one for display. Your order need not be limited to three (3) Motors but should not be for a lesser quantity.

In addition to placing your order for a minimum of three (3) of these Motors, please give us your anticipated requirements for the months of November, December and January, so that our factory manufacturing schedules can be properly planned.

New Packard car showings will no doubt take place in November 1945, and therefore it would seem to be a good idea for you to have at least one of the Factory-built Engine Overhaul Packages on display in your Showroom, at that time. This will undoubtedly stimulate business for you.

Please permit us to emphasize the importance of quickly placing your order for these new Engines, so that you can begin at once to realize the greater profits that this program has in store for you.

Yours very truly,
PACKARD-PHILADELPHIA

M. New

New

Parts & Service Manager

PACKARD



PHILADELPHIA