

SPECIAL "SELL MORE PARTS" BULLETIN

PACKARD PARTS for PACKARD CARS

PACKARD SERVICE for PACKARD OWNERS

SERVICE STORES DIVISION



PACKARD MOTOR CAR COMPANY

PACKARD DISTRIBUTERS AND DEALERS

NO. 113

ATTENTION OF
 General Manager
 Service Manager
 Stock Manager
 Used Car Manager

DATE Nov. 2, 1933

Not so long ago, fenders were regarded as the source of a substantial portion of your parts sales. Liberal claim adjustments by Insurance Companies contributed much of this business. All this is changed now. Except in extreme cases, insurance liability is limited to repairing and repainting damaged fenders.

We have a considerable surplus of front fenders. Our special prices compare favorably with the cost of repairs. Your customary margin of profit is allowed and we suggest that you contact all insurance adjusters handling claims in the vicinity of your office. There is considerable fender business to be had.

Part No.	Name	Fender Wells	Finish	Models	Suggested List Price		
					Zone 1	Zone 2	Zone 3
	Fender						
159833	Frt.Lt.Asb. without		B.E.	626	\$15.06	\$15.79	\$17.10
159885	" Rt. "	"	"	633	15.06	15.79	17.10
158632	" Lt. "	"	"	633-40-45, 443	15.06	15.79	17.10
159880	" Rt. "	"	"	640-45, 443	15.06	15.79	17.10
180596	" Lt. "	"	"	726-33, 826-33	15.06	15.79	17.10
175152	" Rt. "	"	"	745	15.06	15.79	17.10
175153	" Lt. "	"	"	745	15.06	15.79	17.10
180602	" Lt. "	"	"	740-45, 840-45	15.06	15.79	17.10
180603	" Rt. "	"	"	740-45, 840-45	15.06	15.79	17.10
180597	" Rt. "	"	"	726-33, 826-33	15.06	15.79	17.10
180606	" Lt. "	with	"	726-33, 826-33	18.06	18.92	20.50
180607	" Rt. "	"	"	726-33, 826-33	18.06	18.92	20.50
159887	" Rt. "	"	"	633	18.06	18.92	20.50
171552	" Rt. "	"	"	740	18.06	18.92	20.50
180611	" Rt. "	"	"	740-45, 840-45	18.06	18.92	20.50
190360	" Rt. "	"	"	903-4-5-6	18.06	18.92	20.50

Yours very truly,
 PACKARD MOTOR CAR COMPANY

B. R. Horsley

B. R. Horsley
 Manager Service Stores

BRH:ARF

(950) All prices quoted herein are of a special nature and are subject to change or cancellation without notice. All material listed is subject to prior sale.