

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. 115

ATTENTION OF General Mgr., Service Mgr.,
Stock Mgr., Used Car Manager

DATE Nov. 10, 1933

Here is a list of rear fenders which should prove very valuable to you and every service salesman should keep it before him. Special prices have been assigned. Compare them, please, with the old list prices and with a few of your fender repair charges. We feel these offers will enable you to talk "new fenders" to Packard owners and to insurance adjusters. Your customary parts discount applies and your margin of profit will certainly justify going after this business.

SEVENTH SERIES

Piece No.	Name	Body Type	Suggested List Price		
			Zone 1	Zone 2	Zone 3
174168	Fender rear asb. rt.	400-10	\$ 9.17	\$ 9.62	10.42
174169	" " " lt.	" "	9.17	9.62	10.42
175417	" " " rt.	424-25	11.05	11.58	12.54
175416	" " " lt.	" "	11.05	11.58	12.54
175409	" " " rt.	421-51	11.05	11.58	12.54
175408	" " " lt.	" "	11.05	11.58	12.54
175415	" " " rt.	423	11.05	11.58	12.54
175414	" " " lt.	" "	11.05	11.58	12.54
175411	" " " rt.	422	13.01	13.63	14.77
175410	" " " lt.	" "	13.01	13.63	14.77

Superseded by S. M. P. # 175
EIGHTH SERIES

180727	Fender rear asb. rt.	474-5-3000-1-2-3	11.05	11.58	12.54
180726	" " " lt.	" " "	11.05	11.58	12.54
180853	" " " rt.	472	11.05	11.58	12.54
180854	" " " lt.	" "	11.05	11.58	12.54
180731	" " " rt.	460	9.17	9.62	10.42
180730	" " " lt.	" "	9.17	9.62	10.42
180849	" " " rt.	470	9.17	9.62	10.42
180850	" " " lt.	" "	9.17	9.62	10.42
180725	" " " rt.	473-93-3004-8-9	9.17	9.62	10.42
180724	" " " lt.	" " "	9.17	9.62	10.42

Yours very truly,
PACKARD MOTOR CAR COMPANY

B. R. Honley