

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. 120

ATTENTION OF

General Manager
Service Manager
Stock Manager

DATE Jan. 16, 1934

Making a STORE out of a PARTS DEPARTMENT --

Our Chicago Branch has done just that. Study the picture on Page 4 of Service Letter No. 23, dated December 1. Read what Rudy Rosain has to say about it, particularly on the all-important angle of increased sales. Truly it is an educational display in more than one sense. We urge you to analyze your own parts department and adapt Chicago's idea to it as a whole, or in part. We have plenty of ammunition in service exchanges, service equipments and numerous special offerings. Here is a particularly attractive special:

Pc. No.	Name	Model	Suggested List Prices		
			Zone 1	Zone 2	Zone 3
159814	R. Bd. to Frame Splasher asb. Lt.	640	3.47	3.63	3.94
159815	" " " " Rt.	"	"	"	"
159817	" " " " Rt.	645	"	"	"
159873	" " " " Lt.	640	"	"	"
159816	" " " " Lt.	645	"	"	"
159876	" " " " Rt.	640	"	"	"
162046	" " " " Rt.	645	"	"	"
181776	" " " " Lt.	840	"	"	"
181778	" " " " Lt.	845	"	"	"
181854	" " " " Rt.	826	"	"	"
181785	" " " " Rt.	840	"	"	"
181787	" " " " Rt.	845	"	"	"
181210	Running Board Assembly Rt.	845	14.97	15.69	17.00
181209	" " " Lt.	"	"	"	"

Suggested prices are "Special close-out Prices."
Your customary parts discount applies.

Yours very truly,

PACKARD MOTOR CAR COMPANY

B. R. Horsley
Manager Service Stores

(950)