

# SPECIAL "SELL MORE PARTS" BULLETIN

PACKARD PARTS for PACKARD CARS

PACKARD SERVICE for PACKARD OWNERS



SERVICE STORES DIVISION

PACKARD MOTOR CAR COMPANY

DETROIT, MICH.

PACKARD DISTRIBUTERS AND DEALERS

NO. 126

ATTENTION OF General Manager  
Service Manager  
Stores Manager

DATE March 13, 1934

You have doubtless encountered some cases where differentials were in need of repairs but there was some objection to the purchase of a component. This special offer will help to remedy this situation. You may offer your Packard owners either a new ring gear and pinion INSTALLED at a price about equal to the old charge for the gears alone, or a complete differential as described in Trade Letter T-2615.

Spring is not far away and many owners of older Packards will be in the market for parts. Have you not a mailing list that could be utilized to place this and other special inducements to them. There is business to be had on this line if only you will go after it.

No.	Name	Ratio	Model	Suggested List Price		
				Zone 1	Zone 2	Zone 3
	Diff. Gear & Pinion Asb.	4-4/13	116	\$17.50	\$18.35	\$19.88
	" " " "	"	126-33, 226-33	17.50	18.35	19.88
	" " " "	5.08	326-33	17.50	18.35	19.88
	" " " "	4.69	326-33	17.50	18.35	19.88
	" " " "	4.67	236-43	17.50	18.35	19.88
	" " " "	4.08	236-43	17.50	18.35	19.88
	" " " "	4.07	236-43, 336-43, 443			
			640-45, 740-45, 840-45			
			903-4-5-6	17.50	18.35	19.88

All prices quoted are "Special Close-Out Prices" and are established to liquidate excess or overstock. Your customary discount applies as usual.

Yours very truly,

PACKARD MOTOR CAR COMPANY

*B. R. Horsley*

B. R. Horsley  
Manager Service Stores