

# SPECIAL "SELL MORE PARTS" BULLETIN

PACKARD PARTS for PACKARD CARS

PACKARD SERVICE for PACKARD OWNERS



SERVICE STORES DIVISION PACKARD MOTOR CAR COMPANY

DETROIT, MICH.

TO  
ATTENTION OF PACKARD DISTRIBUTERS AND DEALERS  
General Manager, Service Manager  
and Stores Manager

NO. 163  
DATE Mar. 25, 1936

Gentlemen:

You are all familiar with the recommendations to renew spark plugs every 10,000 miles to assure the greatest efficiency. Exhaustive tests have proven that spark plugs deteriorate with long hard use. The mileage at which complete failure occurs varies considerably. The fact remains, however, that spark plugs do wear out and offers a splendid sales argument for the sale of new plugs at this time of year.

The following is the latest set-up on spark plugs for Packard motors.

SPARK PLUGS

<u>Pc. No.</u>	<u>Make</u>	<u>Type</u>	<u>Size</u>	<u>Models</u>	<u>Suggested List Price</u>
E-183793	Champion	C-4-34	7/8"	126 thru 533 136 thru 845	.65
E-209704	AC	K-7	1/2" (14 M.M)	900 thru 1408 and 120, 120B	.60
E-311539	Champion	J-8	"	"	.65
E-129832	Champion	Fuelizer	7/8"	All models using fuelizer equipment	.65

Yours very truly,

PACKARD MOTOR CAR COMPANY

B. R. Horsley  
Manager Service Stores Division

WEF:AW  
(1600)