

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. 174

ATTENTION OF General Manager, Service Manager
and Stores Manager

DATE Dec. 7, 1936

The value of our new Exchange Folder is now further enhanced by the addition of all the corresponding units for the 1937 models including:

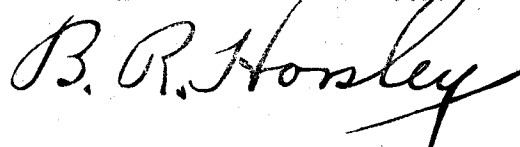
- (a) Cylinder and pistons assembly (Super Eight)
- (b) Crankcase and Crankshaft assy. " "
- (c) Crankshaft assembly (All 1937 models)
- (d) Radiator core " "
- (e) Carburetor " "
- (f) Clutch cover plate " "
- (g) Clutch plate " "
- (h) Shock absorbers " "
- (i) Flywheel (120-C, Six)
- (j) Water pump " "
- (k) Oil pump " "
- (l) Transmission " "
- (m) Differential " "

If you have not received a copy of our latest Service Exchange Folder as mailed to the field with General Letter No. 15 on July 17 of this year, may we suggest that you request a copy. If you have not already done so, order enough now at three and one-half cents each for the folders and a plain mailing envelope at three-quarters of a cent to circularize your Packard owners. No dealer should overlook acquainting his owners with this Packard "super service."

The list prices on all 120 instrument board gauges has now been reduced to the point where exchanges on ammeters, oil and gas gauges and thermometers are no longer practical or economical. All exchanges therefore on this equipment have been discontinued.

Yours very truly,

PACKARD MOTOR CAR COMPANY



B. R. Horsley

Manager, Service Stores

WFF:BR

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