

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 PACKARD DISTRIBUTERS AND DEALERS

NO. 176

ATTENTION OF Service Manager and Stores Manager

DATE 2-24-37

This bulletin cancels and supersedes Sell More Parts Bulletin 173 issued November 25, 1936.

Our latest cost data reveals a substantial reduction in the cost of the 120 and 120-B distributor points. This reduction is now being passed on to you and your Packard owners as indicated in the price schedule below.

We also have added the corresponding equipment for all the Packard Twelves and all the Packard Eight cars from the Tenth through the Fifteenth Series in order to meet a growing demand from the field for this material.

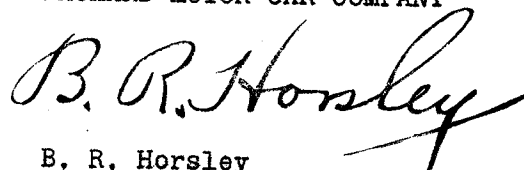
These are the most active electrical parts and every distributor and dealer may now order from us and be prepared to supply on demand a complete set of ignition points with the assurance that they are correct as approved by our engineers.

IGNITION BREAKER POINT EQUIPMENTS

<u>Pc.No.</u>	<u>Models</u>	<u>Used in Dist. No.</u>	<u>Suggested List Price</u>
D-320425	Packard Six	316280(Delco)	\$.65
D-320426	120-C	316247(Auto-Lite)	.85
D-304150	120, 120-B	302697(Auto-Lite)	1.85
D-239573	1500-1-2	237209(Delco)	.70
D-239575	1207-8, 1407-8, 1507-8	221011(Auto-Lite)	1.70
D-239572	1400-1-2-3-4-5	230311(Delco)	1.30
D-239571	1200-1-2-3-4-5	223662(Delco)	1.40
D-239570	1001-2-3-4, 1100-1-2-3-4-5	207588(NE)	2.50
D-239574	905-6, 1005-6, 1107-8	203010-207730(Auto-Lite)	1.95

Yours very truly,

PACKARD MOTOR CAR COMPANY



B. R. Horsley
Manager, Service Stores Division