

# PACKARD MOTOR CAR COMPANY

## DETROIT MICHIGAN

June 15, 1931

To  
PACKARD DISTRIBUTERS AND DEALERS

Subject  
OPTIONAL PAINT SCHEMES AND STANDARD UPHOLSTERY FOR  
"PACKARD EIGHT" AND "PACKARD EIGHT DELUXE" CARS

TO BE NOTED AND INITIALED BY	

Gentlemen:

This letter supersedes and cancels Trade Letter T-2488 and all previous General and Trade Letters on Optional Paint Schemes for Packard cars. The following is a complete list of paint schemes that are optional, subject to conditions mentioned later in this letter for "Packard Eight" and "Packard Eight Deluxe" cars.

The standard broadcloth for "Packard Eight" enclosed cars, except Coupe Roadsters, Convertible Sedans and Convertible Victorias, will be #72-194 body cloth with #33-198 for side walls for paint schemes C, D, E, M and X. For schemes A, B and F cloth #122-919 for body cloth and side walls to match.

The standard broadcloth for "Packard Eight Deluxe" enclosed cars, except Coupe Roadsters, Convertible Sedans and Convertible Victorias, will be D-739 for paint schemes A, B and F, #74-1031 for paint schemes D, E and M, and D-743 for paint schemes C and X.

The rumble seat only of 2-passenger Coupes will be trimmed standard in leather. Coupe Roadsters, Convertible Sedans and Convertible Victorias, along with all open cars, will be upholstered standard in leather throughout.

The following leathers are standard for open cars, Coupe Roadsters, Convertible Sedans and Convertible Victorias. Colonial Grain #739 for scheme A, #546 for schemes B and X, #704 for scheme C, #800 for schemes D and E, #714 for scheme F and #744 for scheme M.

Where leather is used in all "Packard Eight" and "Packard Eight Deluxe" Sedan Limousines, Colonial Grain #546 will be standard in all paint schemes as well as all special paint jobs unless otherwise specified.

The exposed metal parts of partitions of the "Packard Eight" and "Packard Eight Deluxe" Sedan Limousines will be painted black.

For the purpose of these specifications, Convertible cars will include Coupe Roadsters, Convertible Sedans and Convertible Victorias.

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Windshield frames on all enclosed cars, except Coupe Roadsters, Convertible Sedans and Convertible Victorias, for paint schemes B, C, D and X will be black, for paint schemes A, E, F and M to be same color as window reveals. Windshield frames on open cars and Coupe Roadsters, Convertible Sedans and Convertible Victorias to be chromium plated.

Convertible Victoria trunks to be painted same color as body panels.

The standard color for wire wheels on all paint schemes will be black, except for color schemes E, F and M on "Packard Eight Deluxe" cars where they will be painted to match the body panels. Special orders to be issued when desired otherwise. Steel and wood wheels will be painted to match panels as indicated. Special painted wood and steel wheel jobs will be brought through on special orders.

For the purpose of these specifications, Convertible cars will include Coupe Roadsters, Convertible Sedans and Convertible Victorias.

#### PAINT SCHEME "A"

Standard black chassis parts . . Black

Body and bonnet mouldings and window castings, also body base moulding and body above moulding on enclosed cars only . . Domestic Gray

Window reveals, cowl and bonnet above moulding, body above moulding on open cars and convertible cars only, body and bonnet below moulding and steel or wood wheels when specified . . . . . Biege Gray

Stripe - Body, bonnet and wheels . . .  
Deep River Green 244-6202

#### PAINT SCHEME "B"

Standard black chassis parts . . Black

Body and bonnet mouldings and window castings, also body base mouldings . . . . . Black

Window reveals, cowl and bonnet above moulding, also body above moulding, body and bonnet below moulding and steel or wood wheels when specified . . . . . Packard Blue

Stripe - Body, bonnet and wheels . . . . . Gold Bronze

#### PAINT SCHEME "C"

Standard black chassis parts . . Black

Body and bonnet mouldings and window castings, also body base mouldings and body above moulding on enclosed cars only . Black

Window reveals, cowl and bonnet above moulding, body above moulding on open cars and convertible cars only, also body and bonnet below moulding, and steel or wood wheels when specified .. Rubicelle Deep

Stripe - Body, bonnet and wheels . . . . . Gold Bronze

#### PAINT SCHEME "D"

Standard black chassis parts . . Black

Body and bonnet mouldings and window castings, also body base moulding . . . . . Black

Window reveals, cowl and bonnet above moulding, also body above moulding, body and bonnet below moulding and steel or wood wheels when specified . . . . . Shirvan Green

Stripe - Body, bonnet and wheels . . . . . Gold Bronze



PAINT SCHEME "E"

Standard black chassis parts for  
Packard Eight cars . . . . . Black

Standard Black chassis parts for Packard  
Eight Deluxe cars . . . Riverhead Green

Body and bonnet mouldings  
and window castings, also  
body base moulding and body  
above moulding on enclosed  
cars only . . . . . Riverhead Green

Window reveals, cowl and  
bonnet above moulding, body  
above moulding on open cars  
and convertible cars only,  
body and bonnet below moulding  
and steel or wood wheels when  
specified . . . . . Bonaventure Green

Stripe - Body, bonnet and wheels . .  
Perugia Green

PAINT SCHEME "F"

Standard black chassis parts for  
Packard Eight cars . . . . . Black

Standard black chassis parts for Packard  
Eight Deluxe cars . . . Midnight Blue

Body and bonnet mouldings  
and window castings, also  
body base moulding and body  
above moulding on enclosed  
cars only . . . . . Midnight Blue

Window reveals, cowl and  
bonnet above moulding, body  
above moulding on open cars  
and convertible cars only,  
body and bonnet below moulding  
and steel or wood wheels when  
specified . . . . . Countess Blue

Stripe - Body, bonnet and wheels . . .  
Light Blue

PAINT SCHEME "M"

(For enclosed cars except converti-  
ble cars)

Standard black chassis parts for  
Packard Eight cars . . . . . Black

Standard black chassis parts for  
Packard Eight Deluxe cars . . .  
Aztec Olivine Brown 300-5061

Body and bonnet above moulding,  
window castings, cowl and bonnet  
above moulding, body and bonnet  
below moulding, body and bonnet  
moulding and body base moulding  
and steel or wood wheels when  
specified . . . . .  
Aztec Olivine Brown 300-5061

Window reveals . . . . .  
Aztec Olivine Brown Light 300-5062

Stripe - Body, bonnet and wheels . .  
Tacoma Cream 244-1299

PAINT SCHEME "M"

(For open cars and convertible cars)

Standard black chassis parts for  
Packard Eight cars . . . . . Black

Standard black chassis parts for  
Packard Eight Deluxe cars . . . . .  
Aztec Olivine Brown 300-5061

Body and bonnet moulding,  
also body base moulding . . . . .  
Aztec Olivine Brown 300-5061

Body above moulding, cowl and  
bonnet above moulding, body and  
bonnet below moulding and steel  
or wood wheels when specified . . . .  
Aztec Olivine Brown Light 300-5062

Stripe - Body, bonnet and wheels . .  
Tacoma Cream 244-1299



PAINT SCHEME "X"

Standard black chassis parts . . . . . Black

Body and bonnet mouldings and window .  
castings, also body base mouldings . . Black

Window reveals, cowl and bonnet above  
mouldings, also body above moulding,  
body and bonnet below moulding and steel  
or wood wheels when specified . . . . . Black


Stripe - Body, bonnet and wheels . . Old Ivory

Inserts for your present paint sample books covering the new color schemes listed above will be shipped to Packard Distributors for distribution about the middle of July.

Distributors should specify by the first of the month preceding the month in which the cars are to be shipped, the colors, types and special equipment desired on the cars covered by their total allotment.

Yours very truly,

PACKARD MOTOR CAR COMPANY



E. C. Ellison  
Distribution Manager

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(d) 2500  
Dealers' T.L. No. 92