

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

June 18, 1931

TO BE NOTED AND INITIALED BY

To PACKARD DISTRIBUTERS AND DEALERS

Subject PRICES FOR SPECIAL UPHOLSTERY, SPECIAL PAINT AND SPECIAL EQUIPMENT ON PACKARD EIGHT AND PACKARD EIGHT DELUXE CARS. (A Trade Letter giving prices on Individual Custom Cars will be published later.)

Gentlemen:

The following prices are based on the work being done at the factory before shipment in the regular course of production. Where a special material is specified the method of using this material will be the same as standard in the model car of which it is a part.

Custom equipment as mentioned in this letter will consist of the sixth wheel, both spare wheels mounted in wells in the front fenders, and a trunk rack in the rear. Fender lights will also be included on Packard Eight cars. The fender lights are standard on Packard Eight Deluxe cars.

For the purpose of this letter Convertible types will include Convertible Coupe Roadsters, Convertible Victorias and Convertible Sedans.

1. The following prices will be effective on Packard Eight and Packard Eight Deluxe cars for custom equipment attached at the factory before shipment:

	List
Custom Equipment on Packard Eight cars	\$120.00
Custom Equipment on Packard Eight Deluxe cars	105.00

The above prices are list f.o.b. Detroit, and are subject to the same discount in effect on the car at the time of shipment and also to wholesale discount, in the case of cars sold to approved dealers according to the terms given in the rider to the sales agreement. The above prices do not include extra tires. These should be purchased through the Factory Accessory Division.

2. Following are the prices for wire and wood wheel equipment:

WHEN APPLIED TO CARS WITHOUT CUSTOM EQUIPMENT

	List
Five wire wheels instead of five steel wheels on Packard Eight and Packard Eight Deluxe cars except convertible types, phaetons and sport phaetons	\$60.00

Five wire wheels instead of five steel wheels on convertible types, phaetons and sport phaetons Optional

Five wood wheels instead of five steel wheels on Packard Eight and Packard Eight Deluxe cars except convertible types, phaetons and sport phaetons List \$70.00

Five wood wheels instead of five steel or wire wheels on convertible types, phaetons and sport phaetons 20.00

WHEN APPLIED TO CARS WITH CUSTOM EQUIPMENT

Six wire wheels instead of six steel wheels on Packard Eight and Packard Eight Deluxe cars except convertible types, phaetons and sport phaetons 70.00

Six wire wheels instead of six steel wheels on convertible types, phaetons and sport phaetons 20.00

Six wood wheels instead of six steel wheels on Packard Eight and Packard Eight Deluxe cars except convertible types, phaetons and sport phaetons 80.00

Six wood wheels instead of six steel or wire wheels on Packard convertible types, phaetons and sport phaetons 30.00

CHROMIUM PLATED WHEELS, RADIATOR SHUTTERS & WHITE SIDEWALL TIRES

Chromium plated wire wheels will be made with chromium plating over stainless steel spokes and with the wheel rim painted to match the balance of the car. The hubs will be chromium plated.

Six chromium plated steel wheels instead of six steel wheels on all Packard cars \$ 50.00

Six chromium plated wire wheels instead of six steel wheels on all Packard cars 225.00

Chromium plated radiator shutter instead of standard radiator shutter on all Packard cars 20.00

Four white sidewall tires instead of four standard tires on
Packard Eight 10.00
Packard Eight Deluxe Optional

The above wheel, radiator shutter and white sidewall tire prices are list, f.o.b. Detroit, and are subject to the same discount in effect on the car at the time of shipment. No additional discount will be allowed for wholesale.

SPECIAL LEATHER UPHOLSTERY FOR PACKARD EIGHT DELUXE CARS

LIST

Open cars and convertible coupe runabouts upholstered in a leather that is kept in factory stock or is standard in any other paint scheme No Charge

SPECIAL LEATHER UPHOLSTERY FOR PACKARD EIGHT DELUXE CARS (Cont'd)

LIST

Open cars and convertible coupe runabouts upholstered in a leather that is not kept in factory stock and is not standard in any other paint scheme	\$75.00
5-passenger sedans, club sedans, 5-passenger coupes, 7-passenger sedans and sedan limousines upholstered in a leather that is kept in factory stock	90.00
2-passenger coupes upholstered in a leather that is kept in factory stock	50.00
5-passenger sedans, club sedans, 5-passenger coupes, 7-passenger sedans and sedan limousines upholstered in a leather that is not kept in factory stock and is not standard in any other paint scheme . .	150.00
2-passenger coupes upholstered in a leather that is not kept in factory stock and is not standard in any other paint scheme	100.00

SPECIAL CLOTH UPHOLSTERY FOR PACKARD EIGHT DELUXE CARS

Packard Eight Deluxe enclosed cars upholstered in a cloth used as standard in any other paint scheme	No charge
5-passenger sedans, club sedans, 5-passenger coupes, 7-passenger sedans and sedan limousines upholstered in a cloth which is not standard in any other paint scheme	100.00
2-passenger coupes upholstered in a cloth which is not standard in any other paint scheme	75.00

SPECIAL PAINT FOR PACKARD EIGHT DELUXE CARS

A. Wheels only special paint Wire or wood No Charge other than for the wheel equipment. Steel wheels special paint	10.00
B. Special stripes for an otherwise standard paint scheme on body, bonnet and wheels	15.00
C. Special paint including special stripes on body, bonnet and wheels for open or enclosed cars, with or without window reveals	50.00
D. Window reveals only special paint	20.00
E. Window castings and mouldings	20.00
F. Radiator shell painted instead of chromium plated	Optional
G. All standard black chassis parts or part of the standard black chassis parts special paint	90.00
H. Entire car special paint	140.00
I. One of the standard Packard monogram styles in two places on the car .	10.00
J. Other than standard Packard monogram	Special Quotation

The above special paint and upholstery prices are list f.o.b. Detroit, and are subject to the same discount in effect on the car at the time of shipment. No additional discount will be allowed for wholesale.

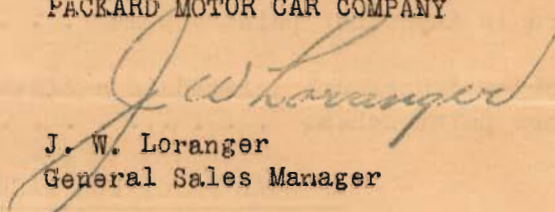
FINISH OMISSION ALLOWANCE ON PACKARD EIGHT DELUXE CARS

	<u>List & Net</u>
Open cars and convertible coupe runabouts	\$25.00
Enclosed cars except convertible coupe runabouts	35.00
Chassis in surfacer coat	No allowance

Distributers will please furnish the Factory Sales Department with their estimated requirements for custom equipment, also special wheel equipment at the same time their paint specifications are sent in. This should be in our hands for both the Packard Eight and Packard Eight Deluxe by the first of the month preceding the one in which shipment is specified.

Yours very truly,

PACKARD MOTOR CAR COMPANY


J. W. Loranger
General Sales Manager

JWL:KW
(d) 2300
Dealers' T.L. No. 93