

PACKARD MOTOR CAR COMPANY**DETROIT MICHIGAN**

January 9, 1932

To **PACKARD DISTRIBUTERS AND DEALERS**

Subject **PRICES FOR SPECIAL UPHOLSTERY, SPECIAL PAINT AND SPECIAL EQUIPMENT ON PACKARD LIGHT EIGHT, PACKARD STANDARD EIGHT, PACKARD EIGHT DE LUXE AND PACKARD TWIN SIX.**
(See Trade Letter T-2552 for prices on Individual Custom Cars.)

TO BE NOTED AND INITIALED BY	
<i>[Signature]</i>	

Gentlemen:

Effective January 9, 1932, this letter cancels and supersedes Trade Letter T-2522.

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 Light Eight and Packard Standard Eight cars. The fender lights are standard on Packard Eight De luxe and Packard Twin Six cars.

For the purpose of this letter convertible types will include convertible coupe roadsters, convertible victorias and convertible sedans.

1. The following suggested list prices will be effective on all Packard cars for custom equipment attached at the factory before shipment.

	Light Eight Suggested List	Standard Eight Suggested List	De luxe Eight Suggested List	Twin Six Suggested List
Custom Equipment	\$65.00	\$97.00	\$85.00	\$85.00

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 whole-sale discount, in the case of cars sold to approved dealers according to the terms given in the rider to the sales agreement. These prices do not include extra tires.

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

WHEN APPLIED TO CARS WITHOUT CUSTOM EQUIPMENT

	<u>Light</u> <u>Eight</u> <u>Suggested</u> <u>List</u>	<u>Standard</u> <u>Eight</u> <u>Suggested</u> <u>List</u>	<u>De luxe</u> <u>Eight</u> <u>Suggested</u> <u>List</u>	<u>Twin</u> <u>Six</u> <u>Suggested</u> <u>List</u>
Five wire wheels instead of five steel wheels, except on convertible types, phaetons and sport phaetons	\$20.00	\$40.00	\$40.00	Optional
Five wire wheels instead of five steel wheels on convertible types, phaetons and sport phaetons	20.00	Optional	Optional	Optional
Five wood wheels instead of five steel wheels except on convertible types, phaetons and sport phaetons	30.00	50.00	50.00	Optional
Five wood wheels instead of five steel wheels on convertible types, phaetons and sport phaetons	30.00	10.00	10.00	Optional

WHEN APPLIED TO CARS WITH CUSTOM EQUIPMENT

Six wire wheels instead of six steel wheels except on convertible types, phaetons and sport phaetons	24.00	48.00	48.00	Optional
Six wire wheels instead of six steel wheels on convertible types, phaetons and sport phaetons	24.00	8.00	8.00	Optional
Six wood wheels instead of six steel wheels except on convertible types, phaetons and sport phaetons	36.00	60.00	60.00	Optional
Six wood wheels instead of six steel wheels on convertible types, phaetons and sport phaetons	36.00	20.00	20.00	Optional

CHROMIUM PLATING AND WHITE SIDEWALL TIRES

Chromium plated wire wheels will be built 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.

	Light Eight Suggested List	Standard Eight Suggested List	De luxe Eight Suggested List	Twin Six Suggested List
Chromium plated steel wheels, extra per wheel	\$ 8.50	\$ 8.50	\$ 8.50	\$ 8.50
Chromium plated instead of black enamel wire wheels, extra per wheel . .	30.00	30.00	30.00	30.00
Stainless steel instead of black enamel spokes in wire wheels, extra per wheel	15.00	15.00	15.00	15.00
	Not			
Chromium plated radiator shutters . . .	Available	20.00	20.00	20.00
Chromium plated louvre doors	20.00	20.00	20.00	20.00
Chromium plated trunk rack	68.00	68.00	68.00	68.00
White sidewall tires, extra per tire .	2.50	2.50	Optional	Optional

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.

SPECIAL LEATHER UPHOLSTERY FOR PACKARD EIGHT DE LUXE AND TWIN SIX CARS ONLY

Suggested List

Open cars and convertible coupe roadsters upholstered in a leather that is kept in factory stock or is standard in any other paint scheme	No Charge
Open cars and convertible coupe roadsters 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 DE LUXE AND TWIN SIX CARS ONLY

Suggested List

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 CARS

	<u>Light Eight Suggested List</u>	<u>Standard & De luxe Suggested List</u>	<u>Twin Six Suggested List</u>
A. Wheels only special paint			
Wire or wood	No charge other than for the wheel equipment.		
Steel wheels special paint	\$10.00	\$10.00	Optional
B. Louvre doors	8.00	8.00	Optional
C. Special stripe for an otherwise standard paint scheme on body, bonnet and wheels	10.00	10.00	Optional
D. Fender striping	10.00	10.00	Optional
E. Special paint on body, bonnet and wheels including special stripe for open or enclosed cars, with or without window reveals	45.00	55.00	Optional
F. Window reveals only special paint	8.00	8.00	Optional
G. Window castings and mouldings	10.00	10.00	Optional
H. Radiator shell painted instead of chromium plated	Standard	Optional	Standard
I. All standard black chassis parts or part of the standard black chassis parts special paint. (This price also applies to those cases where the chassis is painted in color with a standard paint scheme.)	45.00	55.00	55.00
J. Entire car special paint	90.00	110.00	55.00
K. One of the standard Packard monogram styles in two places on the car	10.00	10.00	10.00
L. 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.

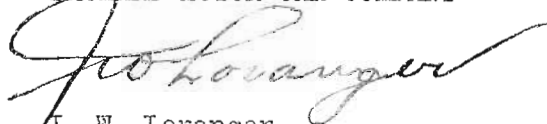
FINISH OMISSION ALLOWANCE

	Light Eight Suggested List	Standard Eight Suggested List	De luxe Eight Suggested List	Twin Six Suggested List
Open cars and convertible coupe roadsters	\$12.00	\$15.00	\$15.00	\$15.00
Enclosed cars except convertible coupe roadsters	18.00	20.00	20.00	20.00
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 all Packard cars by the first of the month preceding the one in which shipment is specified. In the case of special painted cars, the specifications should be in our hands 45 to 60 days in advance of shipment.

Yours very truly,

PACKARD MOTOR CAR COMPANY


J. W. Loranger
General Sales Manager

JWL S
(d) 2300
Dealers' T.L. No. 100