

Trade Letter No.

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY**DETROIT, MICHIGAN**

May 18, 1933

To

PACKARD DISTRIBUTERS AND DEALERS

Subject

IGNITION CABLE SETS FOR PACKARD CARS

TO BE NOTED AND INITIALED BY	

Gentlemen:

We are introducing Ignition Cable sets for service as the first of a series of similar developments. Each set consists of eight high tension spark plug cables and one coil-to-distributor cable, all with terminals assembled, and packed in a neatly lithographed carton prominently displaying the name "Packard" together with the name of the part and the models on which it applies.

Obviously, Packard can make genuine Packard equipment better and more economically than anyone else, and knowing the materials and costs of competitive items, we are convinced that the prices listed below will be hard to beat, whether you have been making up cable sets in your own shops or buying them outside.

Developments are definitely under way to launch a "SELL MORE PARTS" campaign. Advertising literature will be prepared and sent to you to sustain a real sales drive for this new parts business. We feel that altogether too much of it has been going to outsiders.

Please note that only list prices are quoted which means, of course, that your customary parts discount will apply as usual. We urge you to order now and increase your parts sales.

<u>Pc. #</u>	<u>Name</u>	<u>Models</u>	<u>Suggested List Prices</u>		
			<u>Zone 1</u>	<u>Zone 2</u>	<u>Zone 3</u>
98092	Ignition Cable Set	(626-33, 726-33, 826-33, 900-1-2)	\$2.06	\$2.15	\$2.33
98093	Ignition Cable Set	(640-45, 740-45, 840-45, 903-4)	2.06	2.15	2.33
98122	Ignition Cable Set	(905-6, 1005-6)	2.62	2.75	2.98
213798	Ignition Cable Set	(1001-2, 1003-4)	2.06	2.15	2.33

Yours very truly,
PACKARD MOTOR CAR COMPANY



B. R. Horsley
Manager Service Stores

WFF:DR
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Dealers' GL-11