

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

July 14, 1933

To PACKARD DISTRIBUTERS AND DEALERS

"SELL MORE PARTS"

Subject SPECIAL PRICES ON BONNET SIDE AND DOOR ASSEMBLIES

TO BE NOTED AND INITIALED BY	

Gentlemen:

The door ventilating type of bonnet has become very popular with Packard owners for three reasons; first, they add distinction to an already distinguished motor car; second, they are now standard equipment on all late model cars; and, third, they eliminate the necessity for louver covers in winter and permit additional air circulation around the motor in summer.

The ideal combination of this type for the owner with an eye to beauty may be obtained by substituting chrome plated doors for the painted ones. The contrast of highly polished metal in a background of darker color wins instant approval.

Our suggestion is to order, today, a bonnet side with chrome plated doors for a service department display. For distributors who operate their own paint shops, a special combination price should be carefully worked out to include a bonnet side change-over with or without the chrome doors. The removal of the side hinge pins is all the labor involved to install the new type sides. Of course, none of the old material should be returned to the factory as no credit will be allowed.

Let's go at it in earnest to "sell more parts."

Piece No.	Name	SUGGESTED NEW LIST PRICE EACH		
		Zone 1	Zone 2	Zone 3
169094	Bonnet side & doors asb. right (prime) (626-33 open cars)	7.49	7.85	8.50
169095	Bonnet side & doors asb. left (prime) (626-33 open cars)	7.49	7.85	8.50
169096	Bonnet side & doors asb. right (prime) (626-33 enclosed cars)	7.49	7.85	8.50
169097	Bonnet side & doors asb. left (prime) (626-33 enclosed cars)	7.49	7.85	8.50
178045	Bonnet side & doors asb. right (prime) (726-33 open and enclosed cars)	7.49	7.85	8.50

<u>Piece No.</u>	<u>Name</u>	SUGGESTED NEW LIST PRICE EACH		
		<u>Zone 1</u>	<u>Zone 2</u>	<u>Zone 3</u>
178046	Bonnet side & doors asb. left (prime 726-33 open and enclosed cars)	7.49	7.85	8.50
185194	Bonnet side & doors asb. right (prime) (826-33 open and enclosed cars)	7.49	7.85	8.50
185195	Bonnet side & doors asb. left (prime) (826-33 open and enclosed cars)	7.49	7.85	8.50

Any of the above assemblies may be obtained with chrome plated doors instead of the painted ones by listing on your order the correct piece number and specifying "chrome plated doors."

Bonnet side (prime) and doors (chrome plate) assembly

SUGGESTED LIST PRICE EACH		
<u>Zone 1</u>	<u>Zone 2</u>	<u>Zone 3</u>
12.64	13.25	14.35

This letter cancels and supersedes special letter dated December 18, 1930 and all previous letters on this subject. When our stock of these parts has been reduced to our normal requirements, these special quotations will be withdrawn. Prices are subject to change without notice and all stock listed herein is subject to prior sale.

Yours very truly,

PACKARD MOTOR CAR COMPANY



B. R. Horsley
Manager Service Stores

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