

# PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

July 20, 1933

To

PACKARD DISTRIBUTERS AND DEALERS

Subject

IGNITION CABLE SETS FOR 526-33 PACKARD CARS

TO BE NOTED AND INITIALED BY

Gentlemen:

Your prompt acceptance of our four recently developed ignition cable sets, introduced in our Trade Letter T-2613, has been most encouraging. Only a few distributors have been over-cautious in ordering these equipments, possibly not realizing the sales possibilities in this merchandise.

It surely will interest those of you who have hesitated to go after this new business to know that we already have been obliged to add another set of cables to meet the steadily increasing demand for these extremely salable materials. Such items as these, that are in demand all the year round, might easily be termed the "backlog" of your parts department.

This additional cable set will enlarge your field of action and increase your opportunities to "sell more parts."

## SUGGESTED LIST PRICE

<u>Piece No.</u>	<u>Name</u>	<u>Model</u>	<u>Zone 1</u>	<u>Zone 2</u>	<u>Zone 3</u>
98127	Ignition cable set	526-33	1.69	1.77	1.92

Yours very truly,

PACKARD MOTOR CAR COMPANY



B. R. Horsley  
Manager Service Stores

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Dealers' 124