

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

June 15, 1934

To

PACKARD DISTRIBUTERS AND DEALERS

Subject

MOTOR FAN BELT AND RADIATOR HOSE EQUIPMENTS

TO BE NOTED AND INITIALED BY

Gentlemen:

Service men agree that the promotion of sales of related parts over the counter and on the service floor accounts for a surprising amount of business that might not otherwise be obtained. This thoroughly business-like practice has encouraged the study of these groups. We now offer another combination of replacement parts, a MOTOR FAN BELT AND RADIATOR HOSE EQUIPMENT. Each of these includes a fan belt or a pair of fan belts, as occasion requires, both the inlet and outlet hose and all the radiator hose clamps. Each group is packed in a neatly labeled, individual container.

Every motor repair job is a potential sales possibility for this type of merchandise and we urge you to order a few sets for your summer business.

Obviously, the best selling point is the actual saving effected. For illustration:

Piece number 98305 combination sells for \$2.38.

The details, when sold to the owner separately, are:

| | |
|---|--------|
| 2-174412 Fan Belt | \$1.92 |
| 2-207615 Radiator Hose (Inlet & Outlet) | .80 |
| 4-203083 Radiator Hose Clamps | .32 |
| Total Cost | \$3.04 |

The difference between \$3.04 and \$2.38 is .66¢, representing more than 20% saving. Your parts discount is indicated by the letter preceding the piece number.

(over)

MOTOR FAN BELT AND RADIATOR HOSE EQUIPMENTS

| <u>Piece No.</u> | <u>For Models</u> | <u>List</u> |
|------------------|---|-------------|
| A 98293 | 126-33,226-33 | \$2.38 |
| A 98294 | 326-33,426-33 | 2.38 |
| A 98295 | 526-33,443 | 2.38 |
| A 98296 | 136-43,236-43 | 2.38 |
| A 98297 | 336-43 | 2.38 |
| A 98298 | 525-33-40-45 (with original water pump) | 2.38 |
| A 98299 | 626-33-40-45 (with 97798 water pump) | 2.56 |
| A 98300 | 626-33-40-45 (97798 pump - small pulley) | 2.56 |
| A 98301 | 726-33-40-45,826-33-40-45 | 2.38 |
| A 98302 | 900 | 2.56 |
| A 98303 | 901-2-3-4 | 2.38 |
| *A 98304 | 1001-2-3-4,1100-1-2-3-4-5 (open bodies) | 2.38 |
| A 98305 | 1001-2-3-4,1100-1-2-3-4-5 (closed bodies) | 2.38 |
| A 98306 | 905-6 | 4.08 |
| A 98307 | 1005-6,1107-8 (closed bodies) | 4.08 |
| *A 98308 | 1005-6,1107-8 (open bodies) | 4.08 |

*In order to avoid confusion regarding body types on these models, only open and closed bodies are indicated. Convertible sedans, two-four passenger coupes, victorias and coupe roadsters are classified, for convenience, as OPEN bodies.

Yours very truly,

PACKARD MOTOR CAR COMPANY



B. R. Horsley, Manager
Service Stores Division

BRH/U
3(b-x)1250
Dealers' T.L.138