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## PACKARD MOTOR CAR COMPANY

## DETROIT, MICHIGAN

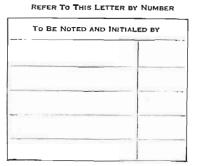
June 15, 1934

To

PACKARD DISTRIBUTERS AND DEALERS

Subject

MOTOR FAN BELT AND RADIATOR HOSE EQUIPMENTS



## 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 $\rlap/e$ , representing more than 20 $\rlap/e$  saving. Your parts discount is indicated by the letter preceding the piece number.

## MOTOR FAN BELT AND RADIATOR HOSE EQUIPMENTS

P	iece No.	For Models	List
	98293	126-33,226-33	\$2.38
	98294	326-33,426-33	2.38
	98295	526-33,443	2.38
	98296	136-43,236-43	2.38
	98297	336-43	2.38
	98298	525-33-40-45 (with original water pump)	2.38
	98299 98300	626-33-40-45 (with 97798 water pump) 626-33-40-45 (97798 pump - small pulley)	2.56 2.56
	98301	726-33-40-45,826-33-40-45	2.38
	98302	900	2.56
	98 <b>3</b> 03	901-2-3-4	2.38
	98304	1001-2-3-4,1100-1-2-3-4-5 (open bodies)	2.38
	98305	1001-2-3-4,1100-1-2-3-4-5 (closed bodies)	2.38
	98306	905-6	4.08
	98307	1005-6,1107-8 (closed bodies)	4.08
	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