

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

September 23, 1935

To: PACKARD DISTRIBUTERS AND DEALERS

Subject: OPTIONAL PAINT SCHEMES AND STANDARD
UPHOLSTERY FOR PACKARD 120 CARS FOR 1936

TO BE NOTED AND INITIALED BY	

Gentlemen:

Following is a complete list of paint schemes and upholstery materials that are optional subject to conditions mentioned later in this letter for the Packard 120 cars for 1936.

Following are the standard upholstery cloths for the paint schemes listed below.

22, a tan broadcloth, pin stripe, material standard in paint schemes G, H, P, T, X also for introductory paint schemes W and Z. 44, a blue-tan broadcloth, pin stripe, material standard in paint schemes A, B, J, L, Y also for introductory paint schemes Q, S and U.

Following are the standard leather colors that will be used where leather is specified in Convertible Coupes and in the rumble seat of Sport Coupes.

103, black, for paint scheme X. 105, gray-blue, for paint schemes A, Y and introductory scheme S. 106, tan, for paint schemes G, H, J, P, T also for introductory schemes Q, W and Z. 107, blue, for paint schemes B, L and introductory scheme U.

The standard top material for Convertible Coupes for all color schemes will be Hartz-B.

Scheme A

Entire car including steel or artillery wheels.....Gunmetal Light
Pearlite PI-101 over Gunmetal Light Ground.

Roof—Fabric to match
Gunmetal Light Pearlite PI-101 over Gunmetal Light Ground.

Stripe—Body, bonnet and wheels
Flake White

Scheme B

Entire car including steel or artillery wheels.....Packard Blue No. 3

Stripe—Body, bonnet and wheels
Gold Bronze

Scheme G

Entire car including steel or artillery wheels.....Mayan Maroon 26649

Stripe—Body, bonnet and wheels
Vermillion

Scheme H

Entire car including steel or artillery wheels.....Thistle Green Dark 244-6752
Roof—Fabric to match
Thistle Green Dark 244-6752

Stripe—Body, bonnet and wheels
Silver

Scheme J

Entire car including steel or artillery wheels
Almond Green Metaltone GX-197

Roof—Fabric to match
Almond Green Metaltone GX-197

Stripe—Body, bonnet and wheels
Silver

Scheme L

Entire car including steel or artillery wheels.....Orleans Blue VV-257

Roof—Fabric to match
Orleans Blue VV-257

Stripe—Body, bonnet and wheels
Silver Bronze

Scheme P

Entire car including steel or artillery wheels.....Golden Tan Pearlite
Roof—Fabric to match
Golden Tan Pearlite
Stripe—Body, bonnet and wheels
Liquor Yellow STL-1108

Scheme X

Entire car including steel or artillery wheels.....Black
Stripe—Body, bonnet and wheels
Old Ivory

Scheme Y

Entire car including steel or artillery wheels
Dustproof Gray Medium 244-6427
Roof—Fabric to match
Dustproof Gray Medium 244-6427
Stripe—Body, bonnet and wheels
Silver

Scheme T (For Coupe Types Only)

Entire car including steel or artillery wheels.....Packard Cream
Roof—Fabric to match
Packard Cream
Stripe—Body, bonnet and wheels
Casino Red

There is an extra charge of \$10.00 list for paint schemes A, J, P and T.

The following special introductory display car color schemes will be brought through at the beginning of the new 120 Series, and will be later discontinued.

Scheme Q (Dust Proof Metallic)

Entire car including steel or artillery wheels
Valentines Trianon Green Jewelesence 201860
Roof—Fabric to match
Valentines Trianon Green Jewelesence 201860
Stripe—Body, bonnet and wheels
Valentines Mais 290196

Scheme W (Tan)

Entire car including steel or artillery wheels
Premet Dark Tan Jewelesence 201806
Roof—Fabric to match
Premet Dark Tan Jewelesence 201806
Stripe—Body, bonnet and wheels
Duponts Vineyard Lake 244-3059

Scheme S (Blue Gray)

Entire car including steel or artillery wheels.....Buckingham Gray
Roof—Fabric to match
Buckingham Gray
Stripe—Body, bonnet and wheels
Silver

Scheme U (Powder Blue)

Entire car including steel or artillery wheels
Valentines Brighton Blue Jewelesence 207008
Roof—Fabric to match
Valentines Brighton Blue Jewelesence 207008
Stripe—Body, bonnet and wheels
Silver B-1439

Scheme Z (Rust)

Entire car including steel or artillery wheels..Tuscan Red Jewelesence 201805
Roof—Fabric to match
Tuscan Red Jewelesence 201805
Stripe—Body, bonnet and wheels
Ronans Cream

There is an extra charge of \$10.00 list for paint schemes Q, W, U and Z.

We cannot accept changes in distributor's specifications for cars after the cars are started in production. This is approximately ten working days before car shipment. Distributors should furnish the factory sales department with specifications on the first of each month for car shipments between the 15th and 30th of the same month. Specifications for car shipments between the 1st and 15th should be in our hands by the 15th of the previous month.

Yours very truly,

PACKARD MOTOR CAR COMPANY.



E. C. ELLISON,
Distribution Manager.

ROUTINE FOR REQUESTING LABOR ALLOWANCE FOR WORK
PERFORMED ON OWNERS' CARS WITHIN THE WARRANTY PERIOD

See Trade Letters T-2556 and T-2644.

The Packard warranty and owner's service policy announced in these letters applies only to retail delivered cars or, in other words, cars which are in the hands of owners, and the period covered is for ninety days or 4,000 miles after actual retail delivery date except for the sharing of labor in the replacement of parts found to be defective in demonstrators or undelivered cars.

Packard Distributers and Dealers will receive with each car shipped from the factory a U. S. Postal Card, known as Registration of Vehicle Delivery Card, which is addressed to the Service Adjustment Division at the factory.

When the car is sold at retail the Postal Card must be IMMEDIATELY MADE OUT and MAILED TO THE FACTORY.

It is very important that all spaces on the card be completely and accurately filled in and signed by someone responsible for the accuracy and prompt mailing of these cards to the factory.

Demonstrator cars are not to be reported until they are actually delivered to customers with a new car warranty and are then to be reported to the factory on the Registration of Vehicle Delivery Card as a retail delivery, reporting the actual delivery date to the owner and actual mileage at time of delivery.

NO LABOR CREDITS WILL BE ALLOWED FOR LABOR PERFORMED ON CARS IF THE RETAIL DELIVERY DATE HAS NOT PREVIOUSLY BEEN REGISTERED AT THE FACTORY THROUGH THE RETURN OF THESE REGISTRATION CARDS.

Packard Distributers and Dealers, when requesting labor allowance from the factory for work performed on cars within the Warranty Period, on which the delivery date has previously been registered with the factory, will use form number D-119, Request for Labor Allowance.

When replacing parts necessary on demonstrators or undelivered cars, the factory will issue credit for 50% of the labor cost involved in the replacement of such material. The return parts claim tag numbers, covering the material removed, must appear on the Request for Labor Allowance. No labor allowance requests will be honored for adjustments only on demonstrators or undelivered cars.

Parts removed as defective from retail delivered cars will be handled through the regular routine as it will not be necessary to connect these up with labor allowance requests.

Form No. D-119, Request for Labor Allowance will be issued in triplicate, and copies handled as outlined in the following paragraphs.

NO REQUEST FOR LABOR ALLOWANCE WILL BE HONORED BY THE FACTORY UNTIL IT HAS BEEN APPROVED BY THE FACTORY SERVICE SUPERVISOR.

DISTRIBUTER'S ROUTINE:

Distributors will fill in the Request for Labor Allowance completely, making sure that all spaces provided are filled in with the proper information. The operation symbol, operation performed, shop time and total rate based on the hourly adjustment rate allowed, must be shown for each operation listed on each request.

No. 1 - Factory Copy. To be forwarded to Factory Service Adjustment Division.

No. 2 - Distributer's Hold Copy. Hold in issuing Department for future reference and follow-up.

No. 3 - Dealer's Copy. This copy may be used as a Distributer's Accounting Department copy and forwarded to your Accounting Department with the Repair Order if your routine is such that you require an accounting copy of the labor request prior to actual receipt of credit from the factory.

DEALER'S ROUTINE:

Request for Labor Allowance issued by a Dealer will show his Distributer's name and must also show the Dealer's correct name and address.

Copies Nos. 1 & 2 - To be forwarded by the Dealer to his Distributer. The Distributer will, upon receipt of the Request, handle in the same manner as those issued by the Distributer.

No. 3 - Dealer's Copy. Hold for future reference and follow-up.

The No. 1 copy must be approved by the Service Manager of the Distributer before being submitted to the Factory Service Supervisor and must thereafter be approved by the Factory Service Supervisor before any credit will be allowed by the Factory.

FACTORY ROUTINE:

Request for Labor Allowance, approved by the Factory Service Supervisor, will be completely checked at the factory for all necessary detail information. The time, symbol and operations shown will be thoroughly checked for correctness. If time and requested amount is in order it will be approved and labor allowance credit memorandum will be issued. Credits for labor will be issued on SLA credit memoranda and applied to the Distributer's account.

ROUTINE FOR HANDLING TOURISTS:

In cases where labor allowance is in order or defective parts have been replaced on a tourist's car under the Warranty, the same routine for handling the material and labor will be followed as that for the Distributer's or Dealer's own customers.

ROUTINE FOR HANDLING TOURISTS (Cont'd)

Insofar as possible, warranty work on a tourist's car should be limited to the least amount possible, in fairness to the tourist's home Distributer or Dealer, and the home Distributer's or Dealer's permission should first be obtained before proceeding with work involving a total labor cost exceeding \$30.00. In cases where the home Distributer or Dealer authorizes the work involving a total labor cost exceeding \$30.00, this is to be so specified on the Request for Labor Allowance forwarded to the factory.

The factory, when handling approved Labor Requests covering tourist's warranty work, will credit the Distributer submitting the claim for the full amount of the labor allowance due. Fifty per cent of the labor credit will then be absorbed by the factory and the other fifty per cent recharged to the home Distributer of the tourist.

Parts removed from tourist's cars and submitted for credit will, when credit is in order, be credited to the account of the Distributer submitting such parts.

B. R. Horsley
February 16, 1934