

REFER TO THIS LETTER BY NUMBER

**PACKARD MOTOR CAR COMPANY****DETROIT, MICHIGAN**

TO BE NOTED AND INITIALED BY


To

PACKARD DISTRIBUTERS AND DEALERS

February 13, 1936

Subject

HYDRAULIC BRAKE FLUID FOR ONE TWENTY CARS

Gentlemen:

The hydraulic brake systems of all Packard One Twenty cars when leaving the factory are filled with genuine Lockheed Hydraulic Brake Fluid, especially prepared for Packard. When new fluid is added to the brake system it is extremely important that this same material be used and nothing should be considered as a substitute.

We are now offering this special brake fluid in neatly labeled pint, quart and gallon containers for your use and that of your retail trade and urge you strongly to place an order now for an adequate supply of each size. This merchandise offers a splendid opportunity to increase your store sales. Dealers should order in the regular way through the distributor under whom they operate. Following is a schedule of prices:

<u>Piece No.</u>	<u>Size</u>	<u>Quantity</u>	<u>Suggested Net To Dealers</u>	<u>Suggested List Price</u>
E-304690	Pint	1 to 11	\$ .53	\$ .75
	"	12 or more	.50	
E-304315	Quart	1 to 5	.88	1.25
	"	6 or more	.83	
B-304316	Gallon		2.83	4.25
B-304317	5-gallon		12.67	19.00

Yours very truly,  
PACKARD MOTOR CAR COMPANY



B. R. Horsley  
Manager Service Stores Division

3(b-x) 2000  
Dealer's TL-170