

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

TO BE NOTED AND INITIALED BY	

To PACKARD DISTRIBUTERS AND DEALERS

May 21, 1936

Subject DISCOUNT ON PARTS & ACCESSORIES  
TO INDEPENDENT SHOPS, INSURANCE  
COMPANIES, FLEET OWNERS, ETC.

Gentlemen:

We recommend that distributors and dealers grant a discount on Parts and Accessories to reputable independent shops, other dealers, fleet owners, quantity purchasers and insurance companies, as suggested in the table below.

<u>Identification</u>	<u>Recommended Discount</u>
A -Senior Cars - Active Competitive Parts	25%
AA -All One Twenty Parts	25%
B -Senior Cars - Non-competitive, Less Active Parts	20%
C -Senior Cars - Large Expensive Units	15%
D -All Parts - (Such as electrical units, etc. where vendors establish discounts)	0%
-Accessories	25%

The reasons for granting discounts are as follows:

1. Distributers, dealers and the Packard Motor Car Company should obtain the business on all replacement parts going into the repair of Packard cars. This represents a large and profitable business.
2. It is highly desirable that nothing but Packard approved parts be used in the repair of our cars. Only those parts are carried in our factory stock which have passed the most rigid inspections. We can not be responsible for, nor does the owner desire to have, a Packard car repaired with other than Packard standard quality parts or materials.
3. We want the goodwill of independent shops, car dealers, quantity purchasers and insurance companies. It is reasonable to expect that we may not have a full measure of this goodwill if we do not grant a discount on parts.

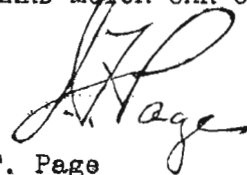
Discounts to independent shops should be granted only to those which have proven to be responsible to car owners and efficient in their work.

It must be distinctly understood that the purchaser shall use no sign, advertising, telephone listing or printed matter which might in any way indicate that he operates an "Authorized Packard Service Station."

A "Discount Card", Form VTA-25, may be obtained from the Factory to be presented to those purchasers whom you have qualified as entitled to a discount on Parts and Accessories. These cards are in sets of two. Both are to be made out and signed by the Buyer and Seller; one copy to be presented to Buyer and the other copy to be retained by the Seller.

Yours very truly,

PACKARD MOTOR CAR COMPANY

A handwritten signature in dark ink, appearing to read 'J. F. Page', written in a cursive style.

J. F. Page  
General Service Manager

JFP:PA  
2(b-x)2000