

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

TO BE NOTED AND INITIALED BY	

To PACKARD DISTRIBUTORS AND DEALERS

May 29, 1936

Subject PACKARD QUALITY PAINT MATERIAL

Gentlemen:

This letter cancels and supersedes Service Trade Letter T-2798.

Effective June 1, 1936 the new schedule of suggested prices on Packard paint material as listed on the reverse side will be adopted.

PAINT MATERIALS USED AT THE PACKARD FACTORY IN FINISHING NEW CARS ARE OF THE HIGHEST QUALITY OBTAINABLE. OUR OWN LABORATORIES CONSTANTLY PROVE THE DURABILITY AND LASTING QUALITIES OF THESE LACQUERS.

To assist you in maintaining Packard quality and preserving Packard color schemes, we furnish from our service stock the same high grade SURFACER, PRIMER, THINNER, FINISHING and STRIPING LACQUERS, as are used at the factory on all original paint jobs.

Any color specified in any Trade Letter may be ordered by stating the exact name used therein and may be obtained in such quantities as may be necessary to meet your requirements.

Finishing lacquer will be shipped in heavy form and for spraying purposes should be thinned by adding lacquer thinner to reduce it to the proper consistency.

We feel the suggested dealer prices quoted in this letter, with Packard approved quality assured, will justify all dealers purchasing this material from their distributor, who will purchase it from the Packard Factory.

BEWARE OF INFERIOR QUALITIES AND INSIST UPON MATERIALS APPROVED AND RECOMMENDED BY THE LABORATORIES OF THE PACKARD FACTORY.

Your very truly,

PACKARD MOTOR CAR COMPANY

B. R. Horsley

B. R. Horsley
Manager Service Parts Division

BRH:LM
3(b-x)2000

(over)

Any references herein, to future business, are made subject to the continuance of the existing agreement between the Manufacturer and the Distributer