REFER TO THIS LETTER BY NUMBER

TO BE NOTED AND INITIALED BY	

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

To   PACKARD DISTRIBUTERS AND DEALERS   September 21, 1936

Subject EXTRA PROFITS BY QUANTITY ORDERING OF PARTS

Gentlemen:

We have established quantity prices on approximately 475 fast moving common maintenance parts which may be purchased in quantity lots.

The reasons for establishing these quantity prices are as follows:

1. It enables Distributers and Dealers to enjoy the greatest possible discount with larger profits for their parts departments.

2. It assists Distributers and Dealers in ordering these fast moving common maintenance parts in quantities to give better service to car owners without danger of obsolescense as all these parts are very active.

3. It adds greatly to the reduction of Distributers' and Dealers' parts department operating expenses by bringing about low costs of parts ordering, storing, handling, etc.

4. It enables the factory to handle the shipping and billing of these parts on a more economical basis.

By ordering in quantity and taking advantage of these quantity prices it enables Distributers to receive increased parts discounts to as high as 58.33% off list and enables Dealers to receive increased discounts to as high as 50% off list.

The attached CONFIDENTIAL QUANTITY PRICE LIST, lists the many fast moving common maintenance parts which may be ordered under this quantity price plan.

We suggest both Distributers and Dealers use the attached list as their ordering guide and in every case possible order in the quantities shown or larger quantities, preferably in similar multiples. Dealers will, of course, order these parts through their Distributer.

Yours very truly,
PACKARD MOTOR CAR COMPANY

J. F. Page
General Service Manager

BRH:LM
3(b-x)2300
Enclosure
Dealers' TL-186