

*Bob*

# PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

Service Trade Letter No. T-2846

Dealers TL-194

REFER TO THIS LETTER BY NUMBER

TO BE NOTED AND INITIALED BY	

To PACKARD DISTRIBUTERS AND DEALERS

February 25, 1937

Subject PACKARD RUST PREVENTIVE

Gentlemen:

This letter cancels and supersedes Trade Letter T-2672-A dated June 13, 1934 and all other letters on this subject.

All of you are familiar with the Packard practice of treating with Packard Rust Preventive the cooling systems of all new Packard cars being driven from the factory.

We urge you to extend this protective measure to all cars, both new and used, that are delivered to your Packard owners. Make it a definite part of your program for preparing vehicles for delivery. Every owner of every car not already so protected should be sold on the value of this ingredient. Its presence is easily detected by the milky appearance of the motor cooling fluid.

Packard Rust Preventive contains a fatty substance that spreads a protective film on the walls of all water passages and effectively arrests the formation of rust and corrosion in the cylinder blocks and radiator. It functions equally well with anti-freeze solutions as recommended by Packard for winter driving as with clear water.

Packard Rust Preventive is now available in any quantity from the lithographed pint size for over-the-counter sales to the fifteen, thirty and fifty-five gallon drum lots as indicated by the price schedule on the reverse side of this sheet. All prices include the containers but none of them are returnable.

Yours very truly,

PACKARD MOTOR CAR COMPANY

*B. R. Horsley*

B. R. Horsley,  
Manager Service Stores Division

3(b-x)2500

PACKARD RUST PREVENTIVE PRICE SCHEDULE

FOR

PACKARD DEALERS

<u>Pc. No.</u>	<u>Size</u>	<u>Quantity</u>	<u>Suggested Net Price to Dealers</u>	<u>Suggested List Price</u>
A-98317	Pint	1 to 11	\$ .25 Pint	\$ .40 Pint
	"	Dozen lots	.21 "	
A-98318	Quart	1 to 11	.43 Quart	.70 Quart
	"	Dozen lots	.36 "	
A-98319	Gallon		.74 Gallon	1.20 Gallon
A-98320	5 - Gallon		.62 "	
A-320546	15 - Gallon (one time drum)		.58 "	
A-320537	30 - Gallon (one time drum)		.53 "	
A-98321	55 - Gallon (one time drum)		.46 "	

PACKARD MOTOR CAR COMPANY  
SERVICE STORES DIVISION