

PACKARD MOTOR CAR COMPANY**DETROIT, MICHIGAN**

TO BE NOTED AND INITIALED BY

To

PACKARD DISTRIBUTORS AND DEALERS

March 23, 1937

Subject

A C SPARK PLUGS

Gentlemen:

The A C Spark Plug Company announces a new complete line of Blue Top Plugs at a list price of 65¢.

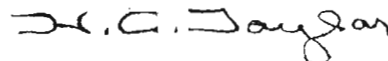
Also the net prices on contracts A-5 and A-6 to the Distributors and Dealers have been increased 1¢ each. All other net prices remain the same.

The Blue Top line consists of twenty-seven different type plugs replacing the eighty-two of the 1936 line. This consolidates all of the 1936 heat ranges.

Our suggested prices after April 1, 1937 will conform with the above.

Yours very truly,

PACKARD MOTOR CAR COMPANY



HCT:F
3(b-x)2500

H. C. Taylor
Service Pricing & Equipment