

PACKARD MOTOR CAR COMPANY
DETROIT, MICHIGAN

September 29, 1923.

TO PACKARD DISTRIBUTERS

SUBJECT COLD WEATHER RADIATOR PROTECTION

REFER TO THIS LETTER BY NUMBER	
TO BE NOTED AND INITIALED BY	

Gentlemen:

Cold weather is now approaching, and unless proper steps are taken to educate your customers on the necessity of radiator protection during the Fall and Winter months you will inevitably receive complaints of fouled spark plugs, poor gasoline mileage, lack of power, and other kindred complaints.

The radiators of the Single-Six and the Single-Eight are so designed as to cool the motor efficiently during the hottest months, and under very severe operating conditions, so that unless the radiating surface is suitably reduced during the remainder of the year, the motor will not reach an efficient operating temperature.

If your customers do not protect their radiators with Winterfronts or some other suitable covering, it will be very difficult for them to avoid fouled spark plugs, high gasoline consumption, diluted crankcase oil, rapid cylinder wear, and the other evils which attend the continued operation of a cold motor.

If they refuse to supply their radiators with this protection you should make it clear to them that neither your organization nor the Packard Motor Car Company can be held responsible for their failure to obtain proper satisfaction from their cars. We cannot impress upon you too strongly the necessity of a thorough and complete canvass of every one of your customers.

The Winterfront designed for the Single-Six is illustrated in the circular attached to General Letter No. G-41, and we urge that you take immediate steps to see that a sufficient supply of these units is stocked to take care of the cars in your territory.

Yours very truly,

PACKARD MOTOR CAR COMPANY.

H. N. Davock

H. N. DAVOCK, Manager,
Technical Service Department.