

PARTS

PACKARD

bulletin

ACCESSORIES

PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

53P-7

Dealer 5

December 21, 1953

To: ZONES AND DEALERS

Subject: CAR CARE ITEMS

Car care items are additional profit makers during the winter months if the proper sales approach is used to the customer. During the summer months many people clean and polish their own cars. But in the winter very few have heated garages where they can do this work.

This is your chance! There is no reason why your customer's car should not look just as bright and shiny in the winter as in the summer and the need for this protection is far greater due to the chemicals used on streets to melt snow and ice.

You will be surprised how far the profits from these items will go in paying your overhead expenses. Why not get your share? The profits are high, the market is there and you have the facilities for doing the job. Let your customer know about it.

#1 - PA-436836

LUSTER-SEAL

#2 - PA-436837

For those who want a really fine job that outlasts wax applications with little care. (This is really a profit maker for you)

LUSTUR-SEAL HAZE CREAM - PA-436838

For keeping that Lustur-Seal job in the best of condition. This is a good over-the-counter item. Also an added profit maker on the service floor.

PACKARD BODY GUARD APPEARANCE KIT - PA-458056

Beautifies as well as protects the finish against the ravages of winter weather, gives a lasting polish that is easily applied in half the time. Make this a profitable over-the-counter item. Set up a mass display in your Service Department and the results will be outstanding!

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PA-239964
FABRIC CLEANER - PA-239964
LEATHERX (Leather Cleaner) - PA-458159

Your customer wants the interior clean as well as the outside. We have two of the best cleaners we can find. Fabric Cleaner for the cloth trimmed cars and LeatherX for those in leather. Demonstrate these to your customer. They are both very effective and will develop repeat sales.

CHROME PROTECTOR - PA-436316
CHROME PROTECTOR REMOVER - PA-458057

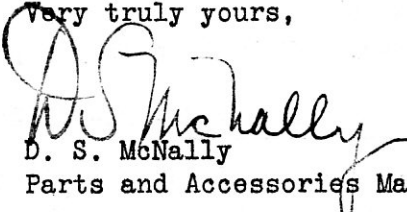
Winter weather with the use of salt and other chemicals used on the roads, really play havoc with chrome. However we can keep this chrome bright and shiny with a little care. If the enamel surface on the chrome has chipped or peeled, clean thoroughly with Chrome Protector Remover (caution should be used in the application, as this material will remove paint also). See directions on bottle. Then apply Packard Chrome Protector, to retain brilliance and to provide needed protection against the weather elements.

With the exception of LeatherX, the preceding materials are not affected by cold weather and will not freeze solid. Therefore no special precautions are necessary for storing and shipping.

LeatherX, however, will freeze. Therefore caution should be used in storage and shipping.

Place your orders now on the attached order form and cash in on the profits this winter as well as next summer.

Very truly yours,


D. S. McNally
Parts and Accessories Manager

MES:gf
Att.