

PARTS

PACKARD

bulletin

ACCESSORIES

PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

54P-1
Dealer # 1

February 11, 1954

TO: ZONES AND DEALERS

SUBJECT: AUTO-LITE PARTS

Effective February 1, 1954 the Packard dealer discount on all Auto-Lite items serviced by Packard is hereby increased from a 40% to a 46% discount off list. The revised list and dealer net prices will be found among other revisions in the February supplement to the Parts Book.

If you have not been availing yourself of the opportunity to "cash in" on this extra business, this is your opportunity to do so now. Alert your parts counter and service department to promote the sale of these items at their increased profit to you. It's that extra sales effort that pays dividends, so be prepared by ordering an adequate supply of Auto-Lite items from your Zone Warehouse today.

Very truly yours,

D. S. McNally

D. S. McNally
General Parts and Service Manager

DSM:pk

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CH 415