Packard PARTS and ACCESSORIES BULLETIN

49P-17
Dealer 12
May 24, 1949

To: REGIONS, ZONES AND DEALERS

Subject: PACKARD PERMANENT TYPE ANTI-FREEZE (ETHYLENE GLYCOL)

Packard Permanent Type Anti-Freeze (Ethylene Glycol) is available to all Packard Dealers for the 1949-1950 season.

This anti-freeze is a superior permanent type and has been approved by the Packard laboratory. It is compounded by one of the large producers of anti-freeze and will be sold under the Packard trade-mark. It offers you and your customers the same guaranteed protection as other Packard laboatory approved products. It will be furnished in sealed one gallon lithographed cans of attractive Packard design and packed six cans to the shipping carton.

This anti-freeze is to be ordered from Zone Warehouses in accordance with regular procedure.

Part number and prices are as follows:

	Suggested Dealer Net	Suggested List Price
PA-410656 Packard Permanent Type Anti-Freeze (Ethylene Glycol)	$2.34 gal.	$3.50 gal.

Many so called permanent type anti-freeze solutions are made of petroleum distillates and salt solutions which are injurious to automobile radiators and engines. We warn you against handling such products due to the severe fire hazards and harmful effects which may be experienced. Packard Permanent Type Anti-Freeze is safe and effective. It contains a rust inhibitor, has a high boiling point, is non-evaporating and odorless

Year after year more motorists depend on ethylene glycol anti-freeze and indications are that there will again be a serious shortage of high grade permanent type anti-freeze for the coming winter 1949-1950.

We cannot guarantee deliveries after our present commitment has been exhausted, therefore, we urge you to place your orders now for your seasonal requirements.

Very truly yours,

E. D. Longenecker

E. D. Longenecker, Manager
Parts and Service Department

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