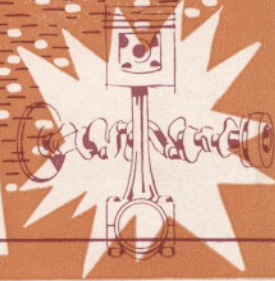


# PACKARD *Parts* *Merchandising*

# MEMO



PACKARD MOTOR CAR COMPANY · DETROIT 32, MICHIGAN

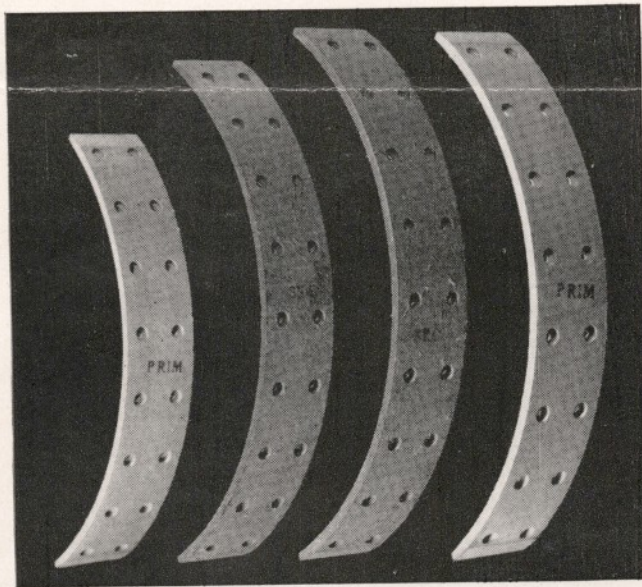
April 20th, 1950

To: ZONES AND DEALERS

ATTENTION: GENERAL MANAGER, SERVICE MANAGER, PARTS MANAGER

Subject: BRAKE SHOE & LINING SETS

Group 1.400 1.412



## BRAKE SHOE SETS

Group 1.400

- 351209 2 Wheel—Front or Rear  
120 thru 21st Series 120 models  
2201-2-11-32
- 351209 2 Wheel—Front—2000-10-2100-30
- 351210 2 Wheel—Front or Rear  
115C thru 21st Series 110 models
- 351211 2 Wheel—Front or Rear  
120BA-120CA-138CD-1601A-2-1701A-2-3-5  
1801A-4-5-7-8-1901A-4-5-7-8
- 351211 2 Wheel—Front—2003-6-2103-6-2206-22-33
- 351651 2 Wheel—Front or Rear—1803-6-1903-6
- 351651 2 Wheel—Rear—2003-6-2103-6-30-2206-22-33
- 410576 2 Wheel—Front or Rear—2301-2-32
- 410578 2 Wheel—Rear—2306-22-33
- 410580 2 Wheel—Front—2306-22-33
- 410582 2 Wheel—Front or Rear—2313-1500-01-02  
1603-05-1703A-1803A-1903A-2003A-  
2126-2213-2226.

Are you getting the "brakes" in your Service Department?

Good brakes are essential to any owner's safety standards and once the need is known to him, your merchandising job is more than half accomplished.

Why not ask to check an owner's brakes each time he comes in for service and you may be surprised at the number that will readily consent to add this operation to the repair order.

Make it a point right now to find out how many brake jobs you do a month and divide this figure into your owner count to see where you stand.

Brake Shoes and Linings are conveniently packaged in half-sets and may be purchased from your Zone warehouse.

Check your supply from the list below and order accordingly.

## BRAKE SHOE LINING SETS

Group 1.412

- 239142 2 Wheel—Front or Rear  
(AMB & BUS on 1701A-1801A-1901A)  
1703A-1803A-1903A-2126-2213-26
- 338370 2 Wheel—Front or Rear  
115C-1600-1700-1800-1900
- 338371 2 Wheel—Front or Rear  
120 thru 21st Series 120 models  
2201-2-11-32
- 338410 2 Wheel—Front or Rear  
120BA-120CA-138CD-1601A-2  
1701A-Hearse-1702-3-5  
1801A-Hearse-4-5-7-8  
1901A-Hearse-4-5-7-8
- 338410 2 Wheel—Front—2003-6-2103-6-2206-22-33
- 348197 2 Wheel—Front or Rear .030 O.S.  
115C thru 19th Series 110 models
- 348198 2 Wheel—Front or Rear .030 O.S.  
120 thru 19th Series 120 models
- 351650 2 Wheel—Front or Rear—1803-6-1903-6
- 351650 2 Wheel—Rear—2003-6-2103-6-30-2206-22-33
- 410577 2 Wheel—Front or Rear—2301-2-32
- 410579 2 Wheel—Rear—2306-22-33
- 410581 2 Wheel—Front—2306-22-33
- 410583 2 Wheel—Front or Rear—2313

Very truly yours,

*J. A. Carr*  
J. A. Carr, Manager  
Parts and Service Department