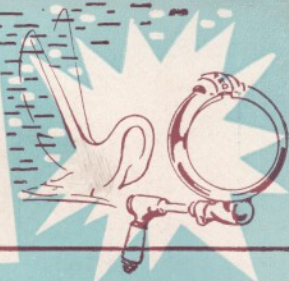


PACKARD *Accessories*

Merchandising

MEMO



PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

October 22, 1952

To: ZONES AND DEALERS

Att: GENERAL MANAGER, SERVICE MANAGER AND PARTS MANAGER

Subject: FRONT DOOR-GUARD



Protection plus beauty has been added to the Packard accessories line for the 26th series car—with the Front Door-Guard. This gleaming stainless steel moulding which is self-retaining prevents the paint from chipping on the opening edge of the front door, thus protecting the beauty of the car.

Note the trim line that is added to the door—then look at the edge of the front door on one of your used cars. You will readily see the sales possibilities this new accessory offers.

The Packard Front Door-Guard will fit the 24th and 25th series cars as well, making this item a “natural” profit-maker.

Be prepared to take care of the requests you will receive by placing your order now on the attached order form.

The part number is PA 444924 and the suggested prices are as follows:

List:	\$3.95
Dealer:	\$2.37

Very truly yours,

Leo E. Fenn
Parts and Accessories
Merchandising Manager