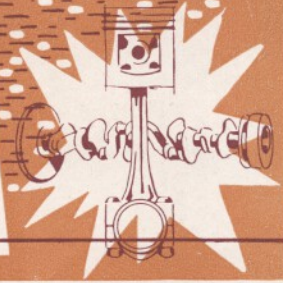


PACKARD *Parts*
Merchandising

MEMO



PACKARD MOTOR CAR COMPANY · DETROIT 32, MICHIGAN

October 20th, 1949

To: REGIONS, ZONES AND DEALERS

Att: GENERAL MANAGER, SERVICE MANAGER AND PARTS MANAGER

Subject: LAMP BULBS.

GROUP 50.960



How many owners do you have that carry spare lamp bulbs in their cars?

More and more owners are looking to gasoline stations and independent retailers for their lamp bulb needs and the Packard Dealer is losing this additional revenue.

For example: there's a 52% gross profit in Sealed Beam Headlamp Bulbs that may just as well be yours, and they can be used on all makes of cars.

Preview these profits with your Parts Manager, Service Manager and Service Salesmen and sell owners on this safety precaution measure.

It's the plus business that counts and by asking owners to buy, you are bound to get your share of the sales.

Check to make certain you have an adequate supply of all types and then initiate an aggressive sales campaign to keep Packard owners coming to you for all their requirements.

Group	Part No.	Type	Group	Part No.	Type
50.960	102590	Mazda-63	50.960	225655	Mazda-55
	203301	Mazda-87		324693	Mazda-1158
	210865	Mazda-3003		327656	Mazda-1129
	223889	Mazda-51		339528	Sealed Beam
	223978	Mazda-2330L		354506	Mazda-1154

Very truly yours,

J. A. Carr, Manager
Parts and Service Department