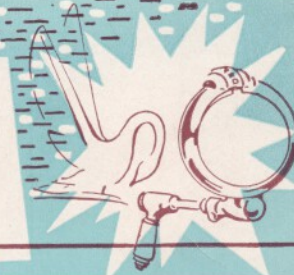


PACKARD Accessories

Merchandising

MEMO



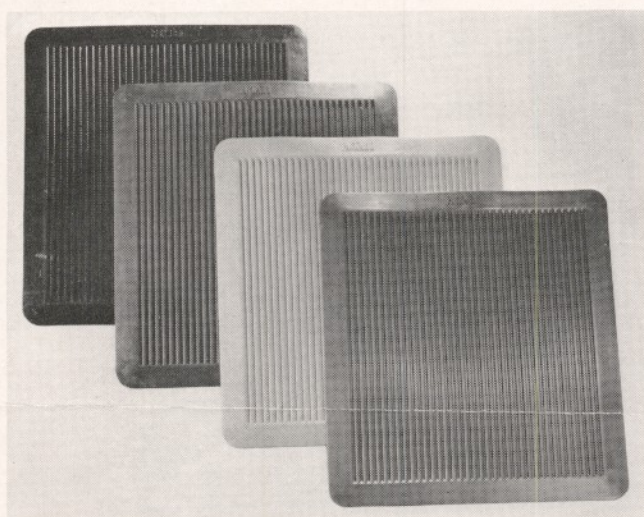
PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

January 18, 1950

To: ZONES AND DEALERS

Att: GENERAL MANAGER, SERVICE MANAGER, PARTS MANAGER

Subject: PACKARD AUXILIARY FLOOR PADS



Now harmonizing colors in Packard Auxiliary Floor Pads—in rich green, deep red, pastel gray and, of course, in brilliant ebony black.

Made of fine quality, resilient rubber their deep rib design really does what the car owner wants—protects rugs, keeps feet dry.

Every owner is a prospect for at least two of these pads and if you do a good selling job it is more likely the customer will take four.

To give you an idea of how colorful these custom fitting mats are, give the attached catalog page a lot of attention. You'll find many helpful merchandising hints that you can use to increase your accessories profits.

Order from your Zone warehouse today using the attached order blank.

PA-422750	Black
PA-422751	Green
PA-422752	Red
PA-422753	Gray

Suggested Prices		
Dealer	List	Trade
Net	Price	Net
\$ .99	\$1.65	\$1.24
.99	1.65	1.24
.99	1.65	1.24
.99	1.65	1.24

(Packed 6 of one color to each carton)

Very truly yours,

*J. A. Carr*

J. A. Carr, Manager

Parts and Service Department

Att.



## AUXILIARY FLOOR PADS

# PACKARD AUXILIARY FLOOR PADS

### ★ MADE OF FINE QUALITY RUBBER

Packard Auxiliary Floor Pads are made of fine quality, resilient rubber that permits rich colors and sharp and clean design. Pads should last the life of the car.

### ★ HANDSOME, HARMONIZING COLORS

Four rich colors specially keyed to match or harmonize with car interiors: red, black, gray and green.

### ★ "RIB AND RAMP" DESIGN FOR EASY CLEANING

Recessed channels hold dirt, but simple lengthwise sweeping gets it up the ramps and out. Simpler still, just take out and shake. There are no pockets or crevices to hold dirt fast.

### ★ HOLDS DRAIN-OFF—SAVES RUGS

Melting snow and water are caught and held. Deep-rib design means amazing capacity—nearly a quart. Really does what the car owner wants—protects rugs, keeps feet dry.

### ★ ANTI-CREEP DESIGN

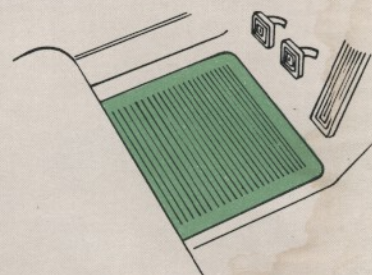
Special anti-creeper backing keeps pad in place.

### ★ HAS MANY AUXILIARY USES

Packard Auxiliary Floor Pads are the motorist's friends. You can sell up to 4 per car! They also have many home uses—in kitchen, bath and laundry.



Easily, quickly installed. Just lay in place. Just as easily lifted out for thorough cleaning. Useful in both front and rear compartments.



Covers worn spots (or prevents wearing) in old cars or new. 4 colors to match or harmonize with car interiors.



Wonderful in emergencies—as kneeling pad when changing tires, or to get under car without getting into dirt. Dozens of home uses, too.

## ORDER FROM YOUR ZONE WAREHOUSE

### UNDER PART NUMBERS:

Packed 6 of one  
color in each carton

Mat size 16 5/16" x 18 1/4"

PA 422750 — Black

PA 422751 — Green

PA 422752 — Red

PA 422753 — Gray