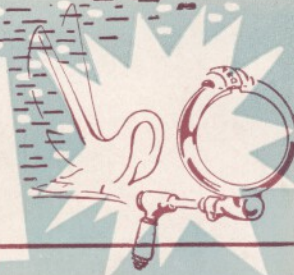


PACKARD *Accessories*

Merchandising

MEMO



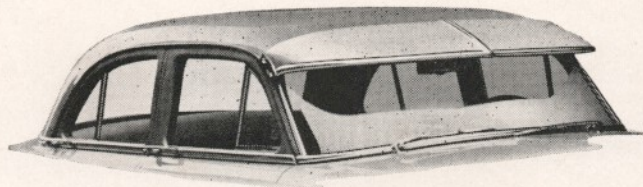
PACKARD MOTOR CAR COMPANY · DETROIT 32, MICHIGAN

April 12, 1951

To: ZONES AND DEALERS

Attention: General Manager, Service Manager, Parts Manager

Subject: PACKARD CUSTOM OUTSIDE VISOR



From all angles the Packard Custom Outside Visor is a beautiful addition to any 24th Series Packard. The sleek, graceful appearance is streamlined to the body styling and one look will convince an owner "it belongs".

The Packard visor is exclusive and considerably less costly than previous models and serves a very worthwhile purpose. Not only will it protect front seat passengers from direct rays of the sun, but also minimizes the possibility of rain, sleet and snow forming on the windshield.

Every new Packard owner is a prospect and many a prospect may mean a sale if you point out the Beauty, Comfort and Safety features of this accessory.

Don't lose a sale by not having an adequate inventory. Use the attached order blank today.

Very truly yours,

A handwritten signature in cursive script that reads "J. A. Carr".

J. A. Carr, Manager
Parts and Service Department