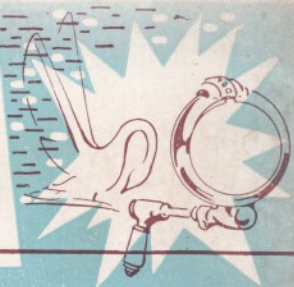


PACKARD *Accessories* *Merchandising*

MEMO



PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

AM-17

February 9, 1954

To: ZONES AND DEALERS

Att: GENERAL MANAGER, SERVICE MANAGER AND PARTS MANAGER

Subject: PACKARD E-Z CLAMP-ON TOW CABLE

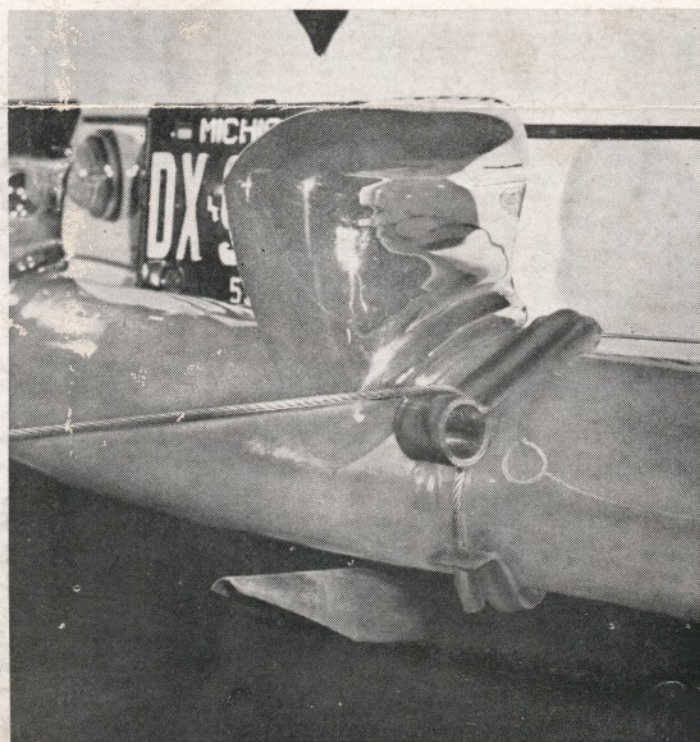


A new Packard E-Z Clamp-on Tow Cable has been added to the Packard Accessories Line. This 7 foot cable has sliding steel jaws that are easily attached to any bumper. The cable is tested to 4200 lbs. dead weight pull, is attractively packaged in a metal sleeve for carrying in the car.

Point out to your customers the value of having a tow cable in their car at all times. Show them this item, like insurance, something you hope you will never have to use, but very convenient when needed.

We never know when one will be forced off the road into snow or sand. Possibly you run out of gas or the battery goes dead - these things happen to the best of drivers. Many motorists want to help you when you have these troubles, but will not take the chance of breaking the grille-work on the front of their car by pushing you, even if it is possible. Of course they can always call a wrecker, but this may mean long waits, when time is important, or the weather cold and miserable.

Sell your customers this insurance now!



James M. McKinnie
J. M. McKinnie, Manager
Parts and Accessories Merchandising