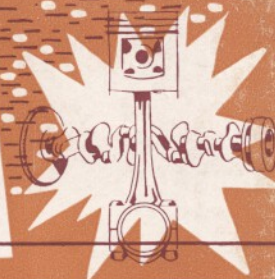


PACKARD *Parts*
Merchandising

MEMO



PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

April 6th, 1950

To: ZONES AND DEALERS

Attention: GENERAL MANAGER, SERVICE MANAGER, PARTS MANAGER

Subject: PACKARD HYDRAULIC BRAKE FLUID

GROUP
1.000



How many times does your Service Department check brake cylinders for fluid requirements?

Here's a simple operation that requires no labor to speak of and yet the gross profit derived is worth going after.

Packard Hydraulic Brake Fluid is a quality product available from your Zone warehouse in four size containers:

- 304690 Packard Hydraulic Brake Fluid—Pint
- 304315 Packard Hydraulic Brake Fluid—Quart
- 304316 Packard Hydraulic Brake Fluid—Gallon
- 304317 Packard Hydraulic Brake Fluid—5 Gallon

Suggested Prices		
Dealer Net	List Price	General Trade
\$.45	\$.75	\$.56
.80	1.35	1.00
3.00	5.00	3.75
14.70	24.50	18.38

Compare these prices that become effective April 1st and you'll find this is a real bargain.

Order an ample supply on the attached order form and get all the revenue possible from your service operation.

Very truly yours,

J. A. Carr, Manager
Parts and Service Department