

PACKARD *Accessories*

Merchandising

MEMO



PACKARD MOTOR CAR COMPANY · DETROIT 32, MICHIGAN

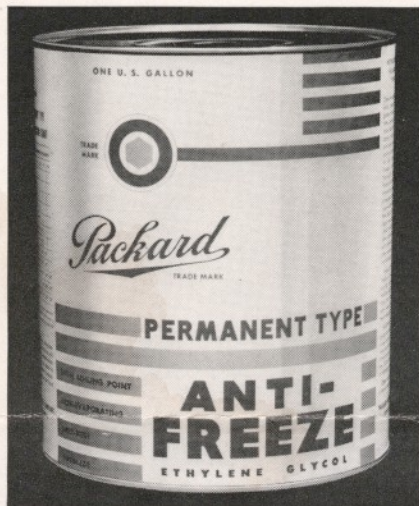
September 29th, 1949

To: REGIONS, ZONES AND DEALERS

Att: GENERAL MANAGER, SERVICE MANAGER AND PARTS MANAGER

Subject: PACKARD PERMANENT TYPE ANTI-FREEZE

Be "profit ready" with Packard Permanent Type Anti-Freeze that has an ethylene-glycol base and is available from your Zone Warehouse in Packard Lithographed one gallon cans.



It's none too early to project your requirements and begin advertising the fact to your customers you have this cold weather "dollar-maker" available.

Now is the time to display Packard Permanent Type Anti-Freeze conspicuously and effectively in:

1. Your new car show room to be seen by both the new car prospect and the man in the street.
2. Several spots around your service floor particularly where customers gather.
3. On your parts counter or display tables and display stands.

Remember your overhead must be paid out of profits, so begin telling owners you will be prepared to take care of their permanent type anti-freeze requirements.

With the first cold spell car owners begin the "gold rush" and for you to participate means you must have an adequate supply on hand.

Your Zone Warehouse is prepared to make immediate shipment. Order in multiple quantities of six gallons under part number PA 410656 and do it now before the stampede starts. This is one of those "once a year" opportunities you have to add to your gross profits.

Very truly yours,

J. A. Carr

J. A. Carr, Manager
Parts and Service Department