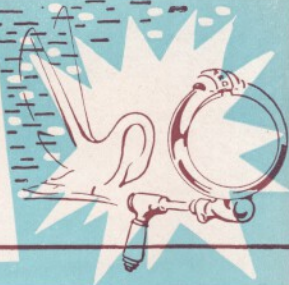


PACKARD Accessories Merchandising

MEMO



PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

October 13th, 1949

To: REGIONS, ZONES AND DEALERS

Att: GENERAL MANAGER, SERVICE MANAGER AND PARTS MANAGER

Subject: PACKARD REAR FENDER GASOLINE DOOR GUARD

Now! PROTECT THE FINISH AND ADD TO THE BEAUTY OF YOUR

Packard with **NO-MAR GASOLINE DOOR GUARD**

LIST PRICE \$1.50

PACKARD MOTOR CAR COMPANY
DETROIT 32, MICHIGAN

There's more to modern merchandising than having stock on hand.

That's why this timely display card featuring the Packard Rear Fender Gasoline Door Guard is being made available to you free of charge from your Zone warehouse.

In addition, the attached "envelope stuffer" may be procured at no cost from your Zone office and can be used by you to advertise to owners that you have this protective accessory available at a very nominal cost.

If your profits need priming, there's no time like the present to start.

Order Packard Rear Fender Gasoline Door Guards, which apply to 21st, 22nd and 23rd Series cars, under part number PA-415623. Display stands and a quantity of "stuffers" will be shipped you with this order.

Very truly yours,

J. A. Carr

J. A. Carr, Manager
Parts and Service Department