

PACKARD *Parts* *Merchandising*

MEMO



PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

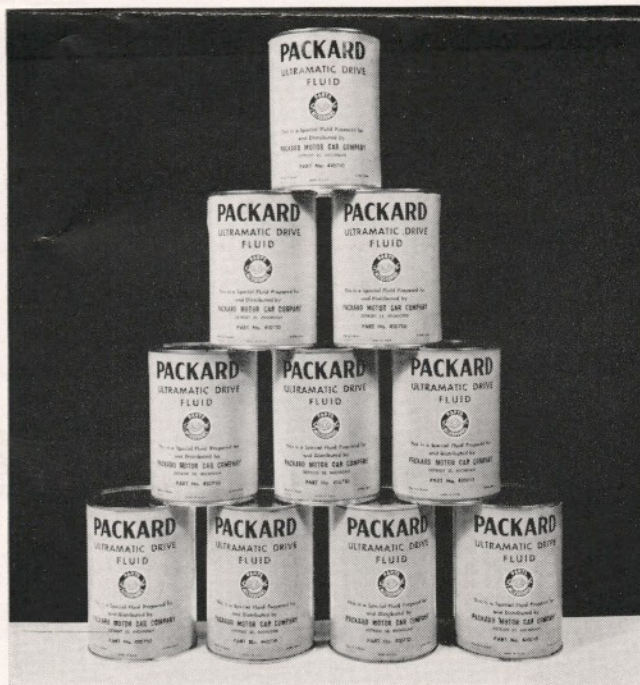
February 9, 1950

To: ZONES AND DEALERS

Att: GENERAL MANAGER, SERVICE MANAGER AND PARTS MANAGER

Subject: PACKARD ULTRAMATIC DRIVE TRANSMISSION LUBRICANT PRICE REDUCTION

Group 3.507



A drastic price reduction became effective February 1, 1950, on Packard Ultramatic Drive Transmission Lubricant making it possible for you to merchandise this product in competition with the corner gasoline station.

This special fluid has been approved for use by Factory engineers when additions or refills are necessary in servicing the Ultramatic Drive transmission.

Here you have an opportunity to recommend to owners to drive in for an oil level check every 1,000 miles, thereby putting yourself in the advantageous position of being able to promote other services.

This lubricant is available in the following size containers and the prices are as listed:

		Suggested Prices		
		Dealer Net	Trade Net	List Price
410710	1 quart can	\$.34	\$.40	\$.50
410637	5 gallon container	6.00	6.80	8.00
410855	55 gallon drum (54 gallons)	60.00	68.00	80.00

NOTE: Plus \$4.50 which will be refunded upon return of the empty drum to the Zone, transportation prepaid.

Get into the Packard Ultramatic Drive Transmission Lubricant business now and place your order with the Zone warehouse on the attached order form.

Very truly yours,

J. A. Carr

J. A. Carr, Manager
Parts and Service Department