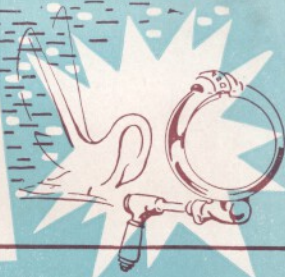


PACKARD *Accessories*

Merchandising

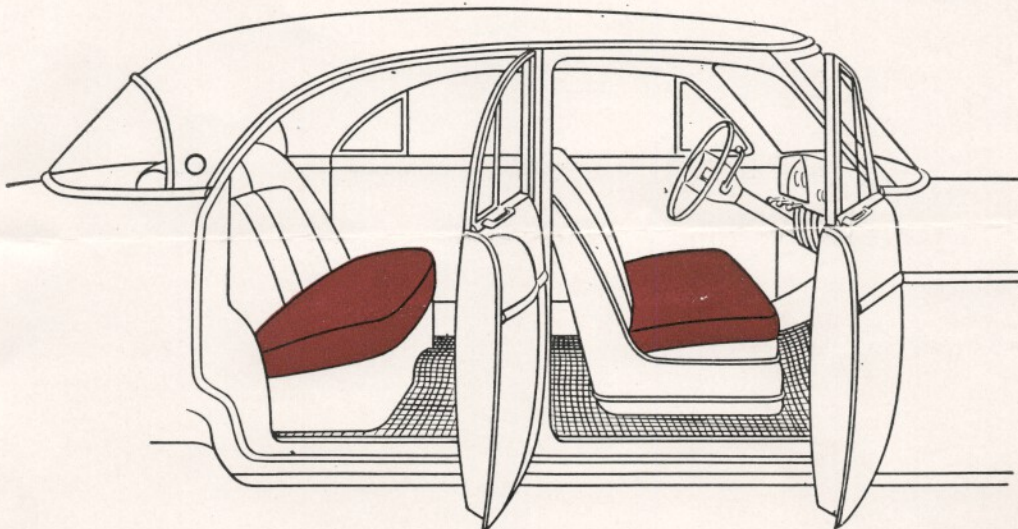
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PACKARD MOTOR CAR COMPANY · DETROIT 32, MICHIGAN

AM-13

November 25, 1953



Here's The Answer To The \$64 Question For Only \$9.95!

The Packard CUSHION TOPPER answers needs practically as old as the automobile itself. And so simply! Tailored to fit Packard cars, it is on or off in less than 5 minutes! Wash it on or off the seat — toss it in the washing machine! Protects the seat cushion — either front or rear — from wear, soiling, discoloration. Permits easy sliding from door to door and provides additional riding comfort through the millions of tiny air bubbles in the Thanafom backing. This feature also prevents the CUSHION TOPPER from slipping, wrinkling, or creeping.

You have told us time and again that one of the strongest objections you meet in selling seat covers with Patricians and Cavaliers is the owners' reluctance to cover the beautiful Packard upholstery. And when the car does finally need seat covers, it has either been resold or the owner goes to one of the highly competitive chain operations. Another natural objection you get is price. Seat covers at \$30, \$40, or \$50 could easily make the difference between closing a deal and losing it.

These are all very valid excuses for not selling seat covers, but we think the Packard CUSHION TOPPER is the answer to the problems recounted above and a product so compelling, so logical, that a prospective owner will unhesitatingly want it on his car order.

The demand for CUSHION TOPPER exists NOW! The manufacturer is backing you up with a TREMENDOUS national advertising program and your competitors will have this item.

Read the attached selling and ordering detail carefully and follow it to record-topping sales with the Packard CUSHION TOPPER!

D. S. McNally
Parts and Accessories Manager

"ANY PRICES QUOTED APPLY TO AMERICAN ZONES AND DEALERS — CANADIAN PRICES SHOULD BE COMPUTED ON CURRENT MARK-UP."