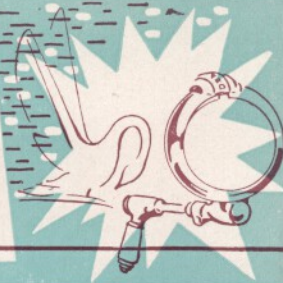


PACKARD *Accessories*  
*Merchandising*

MEMO



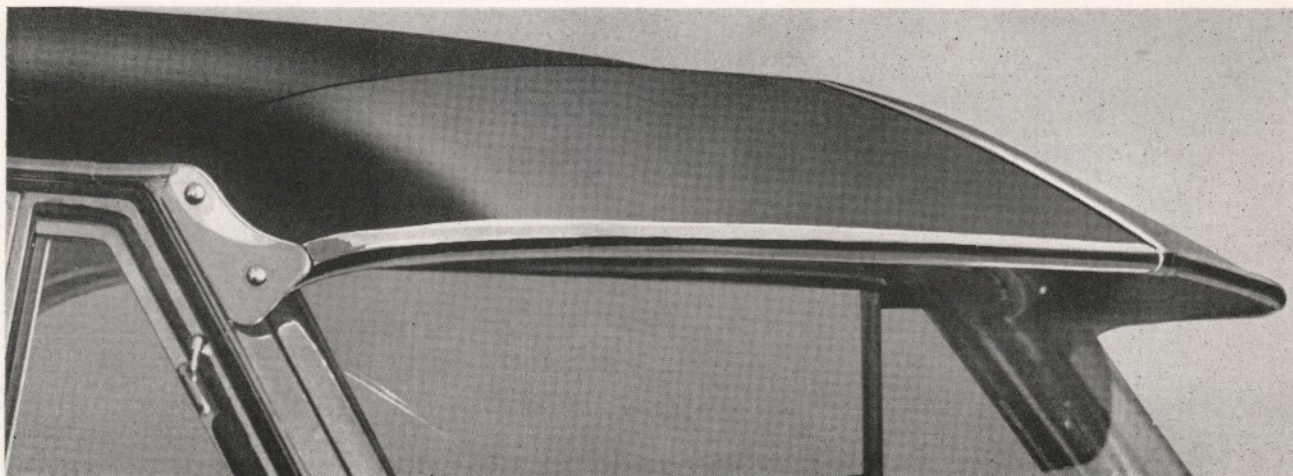
PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

February 6, 1953

To: ZONES AND DEALERS

Att: GENERAL MANAGER, SERVICE MANAGER AND PARTS MANAGER

Subject: SUN VISOR



The new Sun Visors for the 26th Series cars are now available.

These Visors are styled to be part of today's modern Packard and Packard Clipper.

They eliminate sun and sky glare, keep car cooler, reduce eye strain and driving fatigue. Extra protection against windshield icing in winter. Trimmed with stainless steel.

Outside Visors are in great demand. Place your orders now on the attached order form and stress the continued sale of this item for increased profits.

The part numbers are PA448360 for all 26th Series except the Mayfair. Part number for the Mayfair Visor is PA448361, and the suggested prices are as follows:

LIST	\$20.06
DEALER	12.04

Yours very truly,

Leo E. Fenn  
Parts and Accessories  
Merchandising Manager