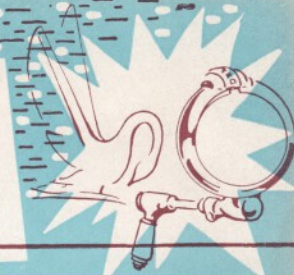


PACKARD *Accessories*

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: THE PACKARD ACCESSORIES MERCHANDISING MEMO

The Packard Accessories Merchandising Memo has been developed for the specific purpose of conveying a sales message to you on how to make additional gross profits on the sales of Packard Accessories.

This Memo will be issued periodically as a reminder to you that certain accessories are available from your Zone Warehouse and the potential plus business that can be obtained if an aggressive merchandising campaign is instituted.

Your Service Manager and Parts Manager will particularly welcome the Packard Accessories Merchandising Memo since these "thought starters" will enable them to think of sales ideas which all adds up to plus profits. Be sure that these men get copies of all these Memos for their files and then check them often to see what merchandising efforts are being made.

The first of the Packard Accessories Merchandising Memos is being mailed to you this week, which will be a typical example of those to come in the future.

Why not call a session of your New Car Manager, Used Car Manager, Service Manager and Parts Manager as you receive each Memo and get everyone accessory conscious.

It will pay dividends in extra profits.

Very truly yours,

A handwritten signature in dark ink that reads "J. A. Carr". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

J. A. Carr, Manager
Parts and Service Department