

PACKARD *Accessories*

*Merchandising*

MEMO



PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

March 30, 1953

To: ZONES AND DEALERS

Att: GENERAL MANAGER, SERVICE MANAGERS AND PARTS MANAGERS

Subject: PACKARD VENTSHADES



These highly polished stainless steel Ventshades are both useful and decorative. During snowy and rainy weather door windows may be left partly open permitting the desired circulation of fresh air — During the hot summer months they reduce the angle of the sun entering the car.

This is a highly desirable accessory with great sales and profit possibilities — Place them on demonstrators and display them prominently — Priced low to stimulate the desire of Packard owners.

Set a quota for your new car and service salesman, take full advantage of gross profit available.

These Ventshades fit the 24th, 25th as well as the 26th Series cars.

Place your order now on the attached order form. The Part Numbers are:

PA-448832 for—Four Door Sedans

PA-448831 for—Two Door Sedans

The suggested prices are as follows:

List:	\$10.00
Dealer Net:	\$ 6.00

Very truly yours,

Leo E. Fenn  
Parts and Accessories  
Merchandising Manager