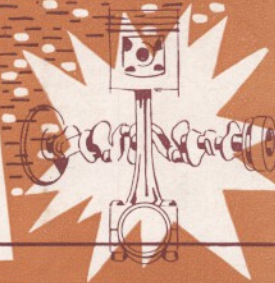


# PACKARD *Parts* Merchandising

# MEMO



PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

October 6th, 1949

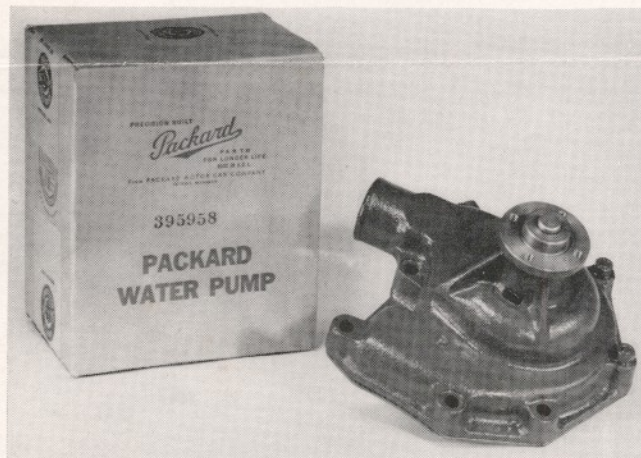
To: REGIONS, ZONES AND DEALERS

Att: GENERAL MANAGER, SERVICE MANAGER AND PARTS MANAGER

Subject: WATER PUMP ASSEMBLIES AND WATER PUMP REPAIR KITS

INDEX 5.1900  
WATER PUMP ASSEMBLIES

INDEX 5.1902  
WATER PUMP REPAIR KITS



Making profits is just a good habit any Service Salesman should have time to form.

In Water Pump Assemblies and Water Pump Repair Kits there's a real gross profit worth getting for your service shop.

Nothing aggravates an owner more than water leaks that develop after installing anti-freeze. Find out at what mileage the pump was overhauled or replaced. It may be good business to do the job again and thereby render the owner a preventive service that will help keep him satisfied.

Packard Water Pump Kits in ready to use packages or complete Water Pump Assemblies are available for all models from your Zone Warehouse.

Check your inventory from the list shown below and order quantities to meet your requirements.

WATER PUMP ASSEMBLY		
Group	Part No.	Model Application
5.1900	300071	120-120B-120C-115C
	334546	1703-5
	335257	16th—17th—18th—Series— 110-120 Models
	341546	1803-4-5-6-7-8
	362052	18th thru 21st Series—110- 120 Models
	362085	19th thru 21st Series — Super 8 Models 2206-13-26- 33-2306-13-33
	395958	2201-2-11-20-2-32-40-2301-2- -22-32

WATER PUMP REPAIR KIT		
Group	Part No.	Model Application
5.1902	98731	120-120B-120C-115C
	98732	16th thru 18th Series—110- 120 Models
	98777	1803-4-5-6-7-8-1903-4-5-7- 8-2206-13-26-33-2306-13-33
	98778	1703-5
	394475	2201-2-11-20-2-32-40- 2301-2-22-32

Very truly yours,

*J. A. Carr*

J. A. Carr, Manager  
Parts and Service Department