

SPECIAL "SELL MORE PARTS" BULLETIN

PACKARD PARTS for PACKARD CARS

PACKARD SERVICE for PACKARD OWNERS

SERVICE STORES DIVISION

PACKARD MOTOR CAR COMPANY

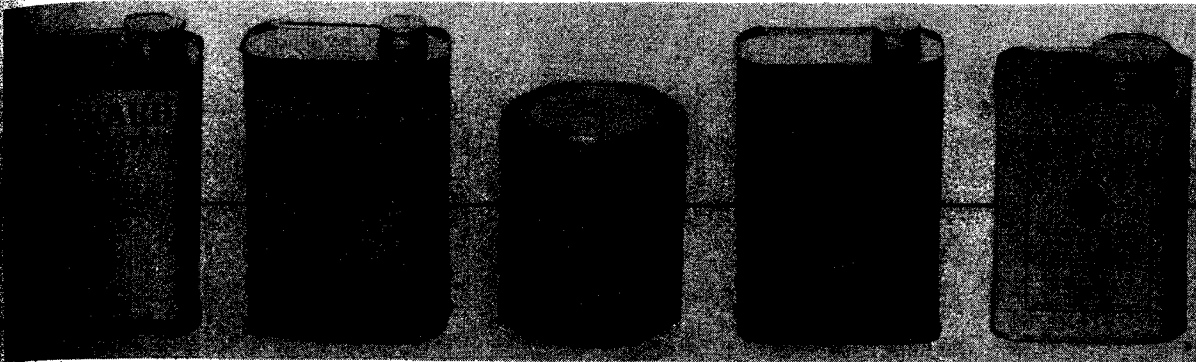
DETROIT, MICH.

TO PACKARD DISTRIBUTERS AND DEALERS

NO. 166

ATTENTION OF General Manager, Service Manager
and Stores Manager

DATE May 8. 1936



Here are sales leaders for your spring drive:

1. Packard owners, especially of One Twenty's, are learning to buy against emergency small quantities of Packard lacquer to match the color on their cars. This is a good common sense practice and you should cash in on it. Service Trade Letters 2797 and 2798 list all the standard colors and prices. Go after this business.
2. Many Packard owners may prefer to do odd jobs on their own cars. One of these is draining the cooling system. Here is your opportunity to instruct him concerning Packard Rust Preventive. Its value as an arrestor of rust and corrosion is established. Why not start a Rust Preventive sales campaign?
3. Another one of the small odd jobs that Packard owners probably will wish to do themselves in their own garage is keeping the hydraulic brake fluid reservoir in their One Twenty up to the proper level. Try your hand at getting at least a pint of this fluid into every One Twenty owner's garage.
4. More and more, Packard owners may learn to perform their own service work. Shock absorbers, of course, need attention and the opportunity is open to sell Packard shock absorber fluid. Go after this business also.

Yours very truly,
PACKARD MOTOR CAR COMPANY

B. R. Horsley
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Manager, Service Stores Division