



PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

54SS-1

Dealer 1

June 11, 1954

To: ZONES AND DEALERS

Subject: ROCKER PANEL MOULDINGS

Now comes the simple solution to that age-old problem of what to do about dressing up the Rocker Panels on an automobile.

INSTALL A SET OF ROCKER PANEL MOULDINGS!

These stainless steel mouldings give a car a longer, more streamlined appearance and cover that portion below the doors which, regardless of care, usually becomes chipped and rusty within a short time. Two lengths are available, one for two door models and one for four door sedans -- and they can be used on practically all make cars.

Here's your opportunity to get some plus business -- on new cars -- on customer cars -- on used cars and it's the easy inexpensive way to dress up these Rocker Panels in short order, making the car look better, sell more quickly and at a greater profit.

Get in on this new accessory profit maker today by using the attached order blank for mailing to your Zone Warehouse.

The part numbers and prices are as follows:

			<u>Dealer Net</u>	<u>Suggested List Price</u>
PA-461797	Packard Line	90"	\$8.97	\$14.95
PA-461798	Clipper Line	84½"	8.37	13.95

Installation time approximately 1.0 hour.

Very truly yours,

J. M. McKinnie

J. M. McKinnie, Manager
Parts & Accessories Merchandising

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ATT.