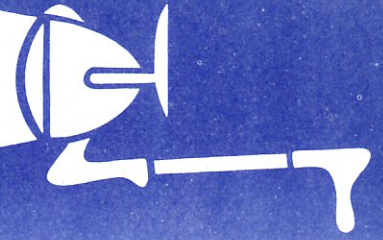




# SALES SPOTLIGHT



STUDEBAKER-PACKARD CORPORATION . DETROIT 32, MICHIGAN

**FRI**

LAST MONTH

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

FEBRUARY

1955

**MARCH**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**25**

NEXT MONTH

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

APRIL

Check Packard's special offer on Anti Freeze today!

84

FRIDAY, MARCH 25, 1955

281

over

55SS-10  
Dealer-10  
March 25, 1955

TO: ZONES AND DEALERS

SUBJECT: SPECIAL OFFER - PACKARD PERMANENT TYPE ANTI-FREEZE

Let this be a reminder to you if you didn't have a note on your date pad to check Packard's Special Offer on Permanent Anti-Freeze!

Your sales potential is greater today than at anytime since anti-freeze was developed - but to get more of this business, you must take advantage of all the sales tools at your disposal.

Here are a few facts to remember when placing your order:

1. The 1955 models have a 6-quart greater cooling system capacity.
2. More and more people are switching to a permanent type anti-freeze.
3. Packard owners who come to you for service can be sold if you do a good promotion job.
4. You will have more Packard owners in your territory than ever before.
5. Newspaper, radio, and television advertising is constantly promoting cooling system care.
6. The price advantage in our special offer means plus profits to you.

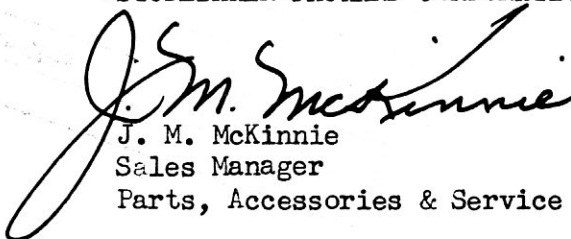
Take another look at the attached flash sheet and fill in the quantities you require.

Available in quart, gallon, or 30-gallon drum containers, and shipment will be on a prepaid basis on the dates you specify.

Let's get that order in today!

Yours very truly,

STUDEBAKER-PACKARD CORPORATION

  
J. M. McKinnie  
Sales Manager  
Parts, Accessories & Service

MJU:er

Attach. (1)