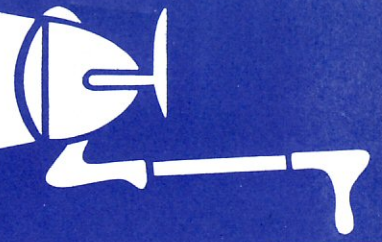


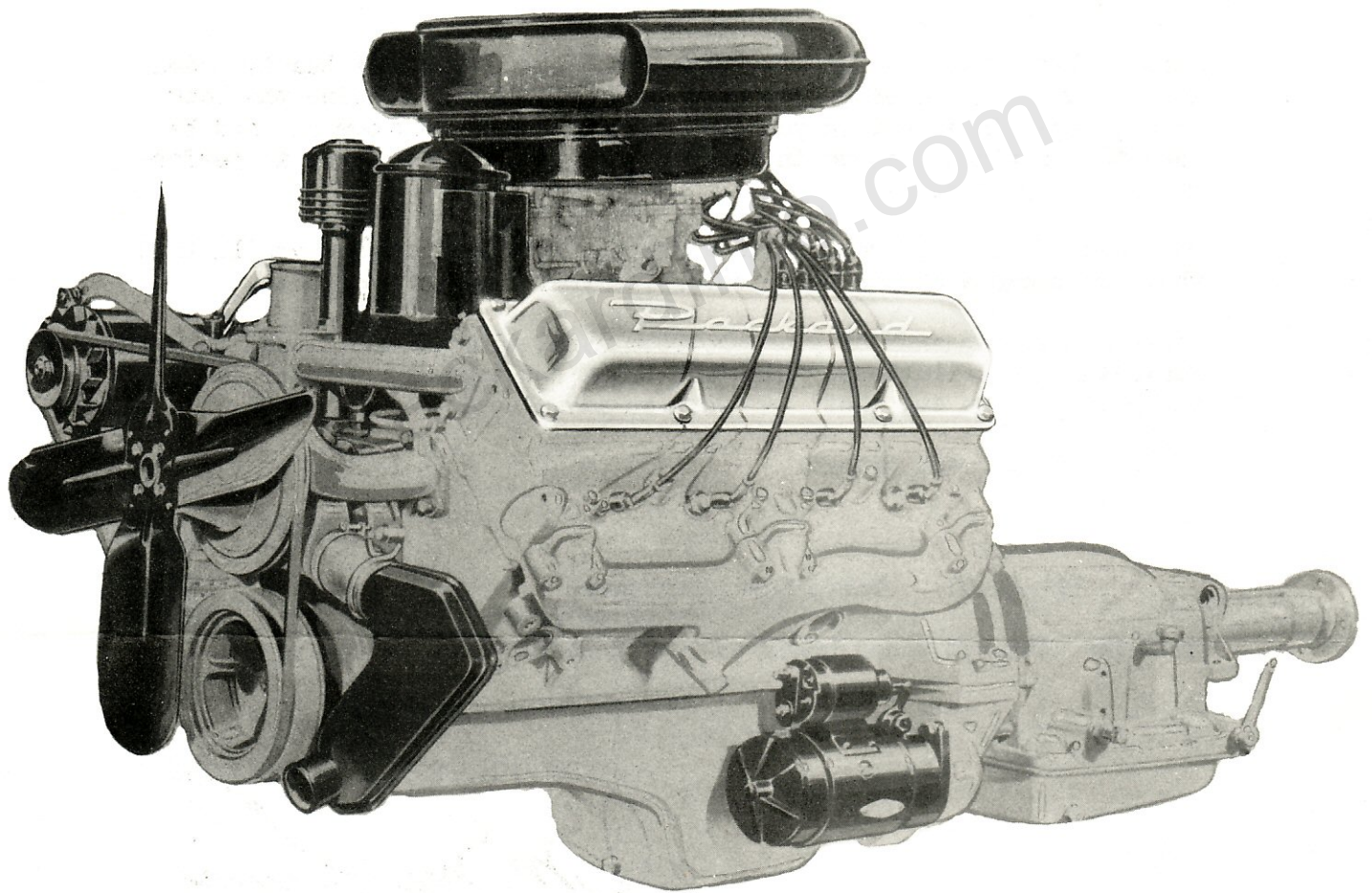


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April 1, 1955

TO: ZONES AND DEALERS

SUBJECT: PACKARD CHROME PLATED VALVE COVERS

Chrome Plated Valve Covers - that distinctive touch of beauty added to a power plant already crowned in all its glory. Imagine the look in a prospect's eyes when you open the hood on a showroom car and he sees that engine, trimmed in flashing chrome, truly a jewel in performance and appearance.

It's human nature to want to be different, and that's what you'll find when you promote chrome valve covers to your new car prospects.

Order a pair for each of your showroom cars, plus an additional quantity for future installations. Here's a brand new item for a brand new car, and both of them are "hot" - what an advantage!

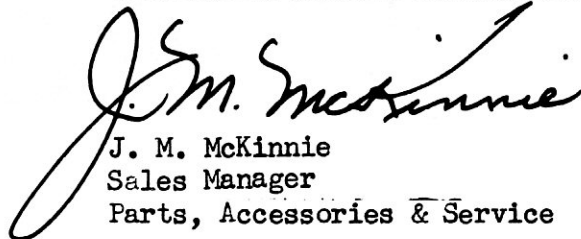
The part number and prices:

| | | <u>List:</u> | <u>Dealer:</u> |
|-----------|---|--------------|----------------|
| PA-440897 | Valve Cover Equipment (with gaskets) | \$13.95 | \$ 8.37 |

Mail the attached order blank to your Zone Parts Depot today!

Yours very truly,

STUDEBAKER-PACKARD CORPORATION


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

Attach. (1)

JMM:er

