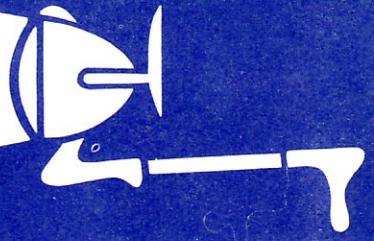




SALES SPOTLIGHT



STUDEBAKER-PACKARD CORPORATION . DETROIT 32, MICHIGAN

Presenting



a magnificent impression

OVER

55SS-14
Dealer-14
May 6, 1955

TO: ZONES AND DEALERS

SUBJECT: DELUXE FLOOR PADS

A Packard "400" - a Patrician - a Panama, or any model for that matter that has a pair of the new Deluxe Floor Pads installed while on the showroom floor will make a - magnificent impression - every time.

The modernistic V-8 emblem in rich full color, beautifully embossed in the pad itself, harmonizes perfectly with interiors, and just one glance will say, "it belongs." In over-all colors of black, green, blue, and beige, there's a distinctive color blend for every taste, and you'll find that women especially will admire their discriminating and stylistic appearance.

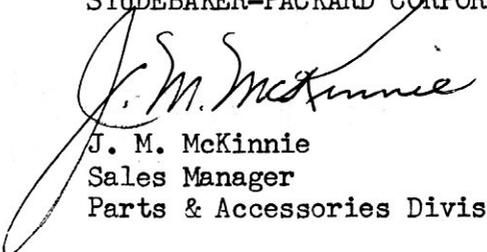
Order at least six of each color today, using the attached order form. Put a pair in each of your showroom cars, and when you sell those cars you'll sell those pads.

Part numbers and prices are:

	<u>Dealer Net</u>	<u>List:</u>
PA-463740 Deluxe Floor Pad - Black	\$ 1.77	\$ 2.95
PA-463741 Deluxe Floor Pad -Green	1.77	2.95
PA-463742 Deluxe Floor Pad - Blue	1.77	2.95
PA-463743 Deluxe Floor Pad - Beige	1.77	2.95

Yours very truly,

STUDEBAKER-PACKARD CORPORATION


J. M. McKinnie
Sales Manager
Parts & Accessories Division

TIME RECEIVED
IN ZONE WAREHOUSE



PACKARD PARTS or ACCESSORIES ORDER

(BULLETIN ORDER)



PUR.
ORDER
NO.

DATE

SHIP
VIA

TERMS

DLR.
CODE

SHIP TO

CHARGE TO

STREET

STREET

CITY
STATE

CITY
STATE

PART NUMBER	GROUP NUMBER	ZONE LOCATION	DESCRIPTION	ORDERED	BACK ORDERED	SHIPPED	CLASS CODE	SUGGESTED DEALER NET	COST PRICE EACH
PA-463740			Deluxe Floor Pad - Black					2.95	
PA-463741			Deluxe Floor Pad - Green					2.95	
PA-463742			Deluxe Floor Pad - Blue					2.95	
PA-463743			Deluxe Floor Pad - Beige					2.95	
			SHIP WITH PREPAID ORDER.						
			Any Prices Quoted Apply to American Zones and Dealers - Canadian Prices Should Be Computed on Current Mark-up.						

DEALERS SEND ORDER TO ZONES

SIGNED _____
PRICES SUBJECT TO CHANGE WITHOUT NOTICE